

ABSTRACT

This study examines how PT Indo Transtrack manages its LinkedIn media to design messages that effectively reach business-to-business (B2B) targets. The problem addressed is how the company can optimize content on LinkedIn to connect with professional audiences in the transportation industry. The purpose of this research is to describe the strategies used by PT Indo Transtrack in creating, organizing, and delivering content on LinkedIn to engage B2B partners effectively.

This research uses a qualitative descriptive-analytical method. Data were collected through interviews, observations, and document analysis to understand how the company plans its content, drafts messages, selects content formats, carries out internal approvals, and evaluates performance on LinkedIn. The study focused on the entire process of content management to see how messages are tailored to meet the needs and preferences of professional audiences. The results show that PT Indo Transtrack carefully segments its audience to ensure that messages are relevant and clear. The company creates content with specific goals such as educating, informing, building trust, or promoting services. Content themes are chosen based on industry trends and company activities. The language used is professional and formal to maintain credibility. Different content formats like text posts, images, carousels, and videos are used to match audience preferences and platform capabilities.

In conclusion, the study finds that successful B2B communication on LinkedIn requires structured planning, clear messaging, and continuous monitoring. PT Indo Transtrack's strategy shows that understanding the audience and adjusting content based on performance data are key to maintaining strong professional relationships and building credibility. The research provides insights into how companies can manage digital media strategically to reach B2B audiences in a competitive market.

Keywords: Business Communication, LinkedIn, Media Management Strategy, Social Media.