

ABSTRACT

This study aims to analyze the public relations (PR) strategy implemented by Pepper Lunch Indonesia in building awareness of the "Saya Lansia Saya Aktif" program through Instagram. This program is a form of social initiative by Pepper Lunch to empower the elderly by providing job opportunities for individuals over the age of 60. The study uses a qualitative approach with a case study method and is framed using the four-step model by Cutlip, Center, and Broom (2009), which includes the stages of fact-finding, planning, action and communicating, and evaluating. The results show that Pepper Lunch utilizes storytelling, visual content, and emotional communication via Instagram to convey its social message. Although not all content receives high engagement, audience responses to the inspirational storytelling content indicate the message has successfully touched the emotional side of the public. The implemented PR strategy serves as an indicator of the growing awareness around the "Saya Lansia Saya Aktif" program through Instagram, although some gaps remain in structured audience mapping and content planning. This study recommends the importance of conducting regular evaluations to ensure the program runs in a more targeted and impactful manner through Instagram.

Keywords: *Awareness, Elderly Empowerment, Instagram, Public Relations Strategy*