

ABSTRACT

Over the past two decades, social media has evolved significantly, becoming one of the most influential marketing tools. Instagram, now one of the leading social media platforms, plays a crucial role in shaping consumer perceptions and preferences toward brands. This study aims to explore how PT Telkom Akses's use of Instagram impacts brand image and consumer purchase intention. Using a qualitative approach, this research delves deeper into the role of elements such as Content Creation, Content Sharing, Connection, and Community Building in shaping the company's brand image. Additionally, the study examines the relationship between brand image and consumer purchase intention. Data collection was conducted through in-depth interviews and focus group discussions (FGD) with customers and the marketing team of PT Telkom Akses, as well as an analysis of the company's Instagram content. The findings of this research are expected to provide insights into effective Instagram strategies for enhancing brand image and influencing consumer purchase decisions.