

ABSTRACT

This study aims to examine the social media development activities implemented by Batununggal Indah Club through Instagram and identify the challenges encountered in content management and the use of interactive features. The research employs a qualitative approach with data collection through direct observation and documentation during the internship period. The findings indicate that the Instagram account @batununggalindahclub has utilized several key features such as Reels, Stories, and Direct Messages (DM) to engage with the audience. However, the current strategy lacks consistency and structure in terms of posting frequency, storytelling integration, and full utilization of interactive tools. Limitations in human resources and the absence of long-term content planning are identified as major constraints. The analysis based on the AIDA model (Attention, Interest, Desire, Action) reveals communication gaps at each stage of the marketing process. Therefore, a more systematic content plan, reinforced brand language and visual identity, and data-driven digital communication strategies are required to improve social media campaign effectiveness. This research is expected to provide practical insights for similar organizations in developing relevant and sustainable digital marketing strategies.

Keywords: Marketing strategy, digital marketing, social media, Instagram, audience engagement, Batununggal Indah Club