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PENGELOLAAN MEDIA SOSIAL INSTAGRAM SEBAGAI MEDIA KOMUNIKASI PROGRAM CORPORATE SOCIAL RESPONSIBILITY (CSR) PT AVO INNOVATION TECHNOLOGY (AVOSKIN)

Bibliografi: V Bab + 4 Lampiran + 10 Buku + 6 Internet

### **ABSTRAK**

Perkembangan digital dan hadirnya media sosial menjadi jembatan komunikasi yang dimanfaatkan oleh perusahaan, organisasi dan instansi pemerintah. PT Avo Innovation Technology (Avoskin) menjadi salah satunya yang memanfaatkan dan mengelola media sosial Instagram sebagai media komunikasi program *Corporate Social Responsibility* (CSR). Tujuan penelitian ini untuk menggambarkan bagaimana pengelolaan media sosial *Instagram @avoskinbeauty* oleh tim *Marketing Communication* Avoskin sebagai media komunikasi program-program *Corporate Social Responsibility* (CSR) melalui proses *share, optimize, manage* dan *engage* (*The Circular Model of SoMe*). Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data melalui wawancara mendalam, observasi dan studi pustaka. Hasil penelitian menemukan bahwa *Instagram @avoskinbeauty* yang dijadikan media komunikasi program *Corporate Social Responsibility* (CSR) brand Avoskin dikelola oleh tim *Marketing Communication*. Pada tahap *share* tim Marcomm Avoskin menargetkan khalayak sesuai dengan target pasar produk Avoskin yaitu remaja dan dewasa. Pada tahap *optimize* untuk mengetahui apa yang sedang diperbincangkan oleh publiknya Marcomm Avoskin bekerjasama dengan tim *Data Analyst*. Pada tahap *manage* untuk melakukan *quick-response* Marcomm Avoskin dibantu oleh peran *Customer Service* melalui fitur *direct message* Instagram. Tahap terakhir adalah *engage*, dalam tahap ini Marcomm Avoskin melibatkan tokoh *influencer* yang *concern* terhadap lingkungan dan *Non-governmental Organisation* (NGO).

**Kata kunci:** Pengelolaan Media Sosial, *Instagram, Corporate Social Responsibility, SoMe*



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### **ABSTRACT**

*Digital developments and the presence of social media have become a communication bridge used by companies, organizations and government agencies. PT Avo Innovation Technology (Avoskin) is one of them that utilizes and manages Instagram social media as a communication medium for its Corporate Social Responsibility (CSR) program. The purpose of this study is to describe how social media Instagram @avoskinbeauty is managed by the Avoskin Marketing Communication team as a communication medium for Corporate Social Responsibility (CSR) programs through the process of share, optimize, manage and engage (The Circular Model of SoMe). This study used descriptive qualitative method. Data collection techniques through in-depth interviews, observation and literature study. The results of the study found that Instagram @avoskinbeauty which is used as a communication medium for the Avoskin brand's Corporate Social Responsibility (CSR) program is managed by the Marketing Communication team. At the share stage, the Marcomm Avoskin team targets audiences according to the target market for Avoskin products, namely teenagers and adults. At the optimize stage, to find out what the public is discussing, Marcomm Avoskin works with the Data Analyst team. At the manage stage, Marcomm Avoskin is assisted by the role of Customer Service through Instagram's direct message feature. The last stage is engage, in this stage Marcomm Avoskin involves influencer figures who are concerned about the environment and Non-governmental Organizations (NGOs).*

**Keywords:** *Social Media Management, Instagram, Corporate Social Responsibility, SoMe.*