

ABSTRACT

Digital Business and Technology (DBT) is the sole division under the Directorate of Digital Business at Telkom Indonesia. With a total workforce of approximately 1,000 employees, DBT utilizes its social media platform, @lifeatdbt, as a communication medium to strengthen engagement, deliver strategic information, and build a positive image of DBT both among employees and the public. The purpose of this project is to showcase how @lifeatdbt's Instagram social media activities are designed to enhance engagement, specifically focusing on improving engagement over a four-month period from September 2024 to December 2024. The results indicate that the Instagram account @lifeatdbt employs the communication model The Circular Model of SoMe, to design content strategies aimed at boosting engagement. This project reveals that the content strategies developed by DBT's Secretary and Communication Team for @lifeatdbt during the period from September 2024 to December 2024 have successfully increased engagement.

Keywords: *Engagement, Instagram, Social Media, The Circular Model of SoMe*