

ABSTRACT

Indonesian providers, such as Telkomsel, Indosat, and XL Axiata, utilize their social media well to provide a positive impact for the company, especially on the Instagram accounts @Telkomsel, Indosat, and @MyXL. The importance of implementing a storytelling strategy on Instagram so that the message presented in each content can be maximally adjusted to each characteristic of its audience. The purpose of this study was to find and understand the differences in each characteristic of Ramadan content in the use of digital storytelling by Public Relations (PR) through the Instagram accounts @Telkomsel, @Indosat, and @MyXL in interacting and communicating with their audiences. This research method is a content analysis method with a qualitative approach. Data and information that can support this research were collected through in-depth interviews with company sources, direct observation of content published on Instagram social media, and Instagram content analysis. This study discusses the relationship between Instagram social media @Telkomsel, @Indosat, and @MyXL using The Circular Model of SoMe, and analyzes Ramadan content with the G.R.E.A.T concept to see the success of storytelling published on Instagram social media. The results of this study show that the Instagram social media content storytelling strategy is in accordance with the planning and production process carried out by the Public Relations team, so that the content can be focused on the message content, audience, and context in providing benefits with optimal solutions.

Keywords: Instagram, provider, model some, storytelling