

ABSTRACT

In today's digital era, social media has become a primary tool for companies to build and strengthen a positive image in the public eye. Telkomsel, as one of the largest telecommunications providers in Indonesia, utilizes Instagram as a strategic platform to communicate with customers, especially during important occasions such as National Customer Day 2024. The challenge lies in how Instagram content management involving direct engagement from the company's directors can influence the public's positive perception of the company. This study employs a quantitative method with purposive sampling and collects data through questionnaires distributed to Instagram users who liked and commented on the directors' engagement content on Telkomsel's official Instagram account @Telkomsel during National Customer Day 2024. The results indicate that the directors' involvement in managing Instagram content significantly affects the formation of Telkomsel's positive image, reflected in increased customer trust and loyalty. These findings highlight the crucial role of active director participation in digital communication to strengthen the company's relationship with the public.

Keywords – content management, director involvement, instagram, national customer day, positive image