

ABSTRACT

The development of digital technology has made social media a key tool in modern communication and marketing strategies. Instagram, as one of the most popular platforms, is not only used to share information but also an effective medium in building relationships and expanding audience reach. In doing so, visual and interactive content is key to attracting attention and building trust from potential customers. This study aims to determine the extent of the role of social media, especially Instagram, in increasing the reach and public interest in the program implemented by the Center of Excellence Smart Tourism & Hospitality (STH) in the 2024 Matching Fund Program activities. Through proper and consistent content management, there is a significant increase in the number of followers, user interactions, and content impressions, which shows the effectiveness of social media as a content marketing tool.

Keywords: Social Media, Marketing Strategy, Instagram, Digital Content