

ABSTRAK

Perkembangan teknologi digital mendorong media konvensional seperti radio untuk beradaptasi agar tetap relevan. Radio Cakra 90.5 FM memanfaatkan Instagram sebagai bagian dari strategi digitalisasi guna menjaga eksistensi, membangun citra positif, dan memperluas jangkauan audiens. Penelitian ini bertujuan mengidentifikasi strategi penggunaan Instagram, jenis konten yang digunakan, terhadap citra, serta rekomendasi strategis.

Penelitian menggunakan metode kualitatif studi deskriptif dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Analisis dilakukan secara deskriptif kualitatif dengan mengacu pada teori strategi *public relations* dan media sosial.

Hasil penelitian menunjukkan bahwa Instagram digunakan untuk konten ringan, menghibur, dan humanis, yang diadaptasi dari tren media sosial lain namun disesuaikan dengan nilai lembaga. Meskipun kontribusinya terhadap peningkatan pendengar relatif kecil, Instagram efektif memperkuat identitas visual, meningkatkan visibilitas brand, dan memfasilitasi interaksi dengan audiens digital.

Kata kunci: Strategi, Instagram, radio, citra, media sosial.

ABSTRACT

The rapid development of digital technology has pushed conventional media, such as radio, to adapt in order to remain relevant. Radio Cakra 90.5 FM utilizes Instagram as part of its digitalization strategy to maintain its existence, build a positive image, and expand audience reach. This study aims to identify the strategies used on Instagram, the types of content produced, its effectiveness in shaping the station's image, and strategic recommendations.

The study employed a qualitative descriptive method with data collection techniques consisting of observation, in-depth interviews, and documentation. The analysis was carried out descriptively and qualitatively, referring to public relations strategy theory and social media theory.

The findings reveal that Instagram is used for light, entertaining, and humanistic content, adapted from other social media trends while aligning with the station's values. Although its contribution to increasing listener numbers is relatively small, Instagram effectively strengthens visual identity, enhances brand visibility, and facilitates interaction with the digital audience.

Keywords: *strategy, Instagram, radio, image, social media.*