



**PUBLIC RELATIONS STRATEGIES ON
INSTAGRAM: ENGAGING CUSTOMERS THROUGH
BRAND COMMUNICATION**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom)**

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ABSTRACT

In the digital communication era, social media has become an indispensable tool for public relations (PR) practitioners to reach and engage with audiences. Among various platforms, Instagram stands out due to its strong emphasis on visual content and brand communication, which aligns with the growing customers preference for engaging, emotionally resonant, and brand loyalty. This thesis explores how public relations strategies utilize brand communication on Instagram to foster deeper costumer engagement. Through a qualitative research approach, this study aims to identify the methods and techniques used to craft compelling brand communication, the perceived impact on audience engagement, and the strategic thinking behind content creation. This research also seeks to understand the role of authenticity, consistency, and interactivity in shaping audience perception and loyalty. The findings will contribute to a deeper understanding of effective digital PR practices, offering practical insights for brands and communicators seeking to optimize their Instagram presence in a competitive and fast-paced digital landscape.

Keywords: Public Relations, Social Media Strategy, Instagram, Brand Communication, Customer Engagement.

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