INSTAOPTIMIZE WORKSHOP: UNLOCKING INSTAGRAM MASTERY FOR KELASEKITAR SOCIAL COMMUNITY
(A FINAL PROJECT OF WORKSHOP EVENT MANAGEMENT)

UNDERGRADUATE FINAL PROJECT

Submitted as one of the requirements to obtain

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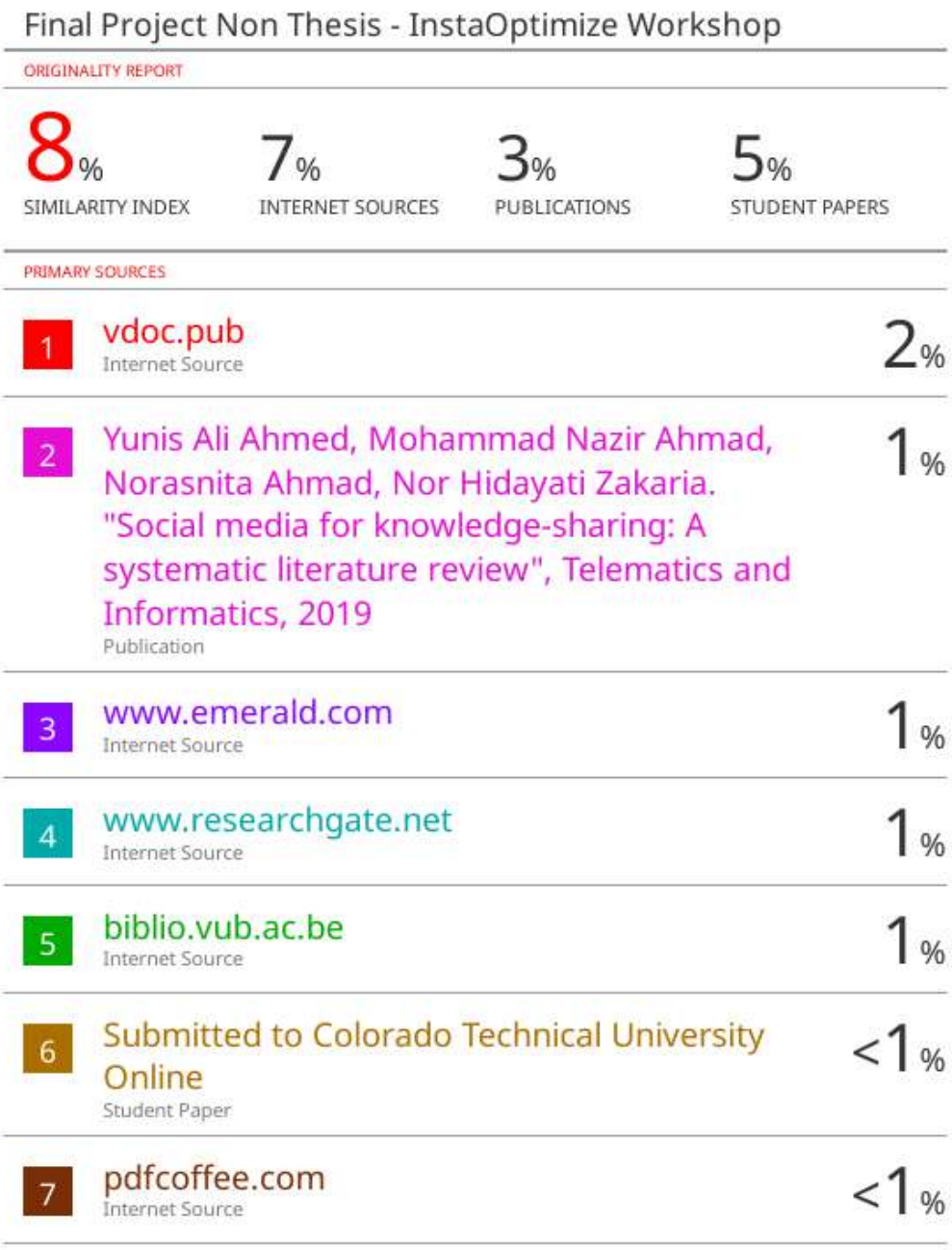
FACULTY OF HUMANITIES

COMMUNICATION STUDY PROGRAM

CIKARANG

JULY 2024

TURNITIN SIMILARITY CHECK



Final Project Non Thesis - InstaOptimize Workshop

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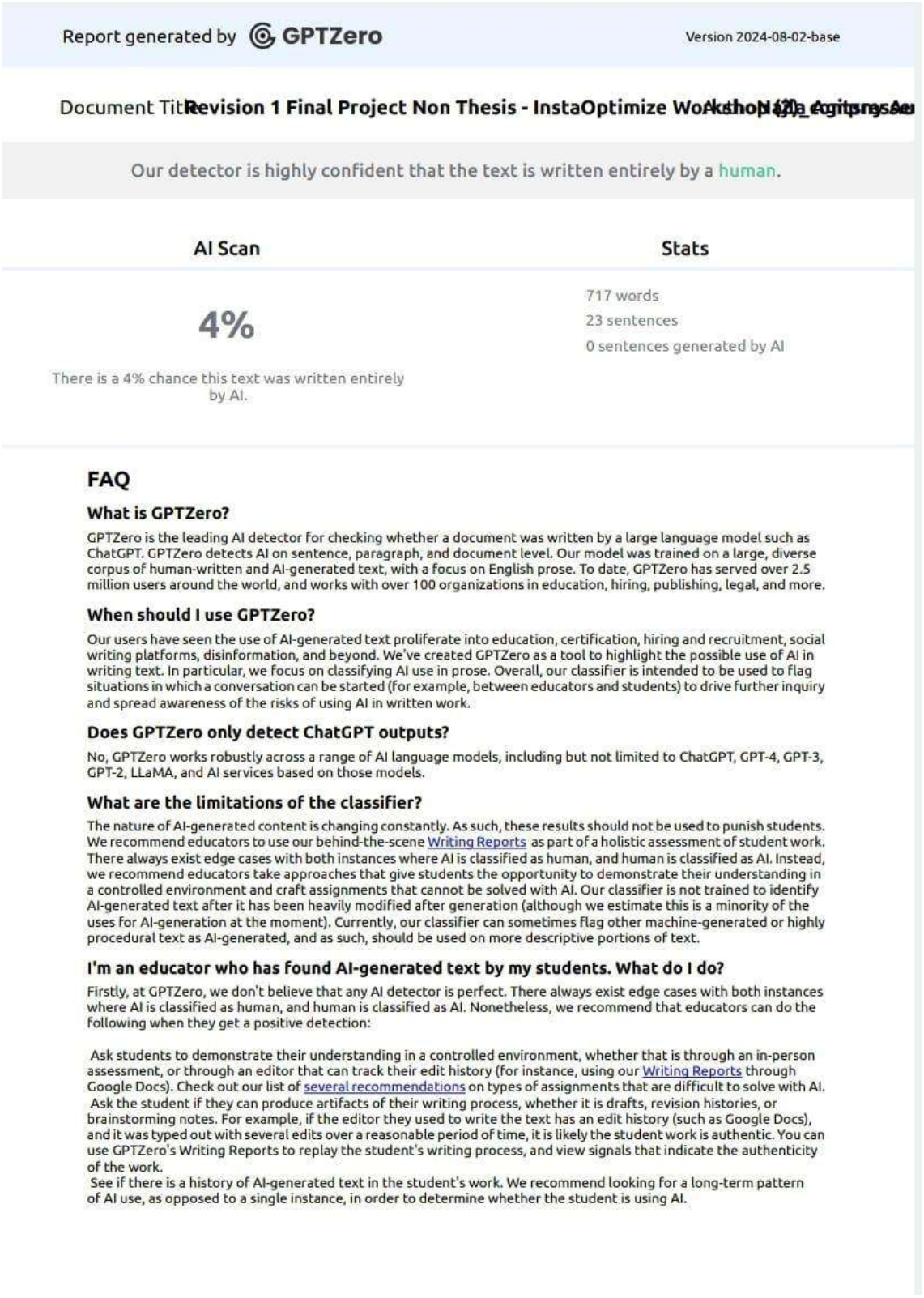


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ABSTRACT

Formal education in Jakarta often struggles to address the non-formal needs of children. KELASEKITAR, a non-profit educational community, initiates to provide non-formal education for children, but throughout the process, faces challenges with low engagement. To address this, a workshop titled "INSTAOPTIMIZE WORKSHOP: UNLOCKING INSTAGRAM MASTERY FOR KELASEKITAR SOCIAL COMMUNITY" was organized to increase the understanding and skills of Instagram usage among its members.

Using the 9 Steps Model of Public Relations, the workshop was designed through material and practice sessions covering social media basics, content strategies, tools, and visual tips. The results showed an increase in participants' knowledge and skills related to Instagram management, as measured through pre-tests and post-tests. This is expected to expand KELASEKITAR's online presence, reach, and strengthen their brand identity. Additionally, press releases were sent to medias as an effort to amplify KELASEKITAR’s visibility and credibility within the community.

Keywords: Social media engagement, Public relations, Workshop, Educational community, Online presence