



ABSTRAK

STRATEGI KOMUNIKASI DXYARY UNTUK MEMPROMOSIKAN LAYANAN MELALUI MEDIA SOSIAL INSTAGRAM @dxyary

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Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang digunakan oleh Dxyary dalam mempromosikan layanan melalui media sosial Instagram, khususnya melalui akun @dxyary. Di era digital saat ini, media sosial menjadi alat penting dalam membangun citra merek dan menjalin interaksi dengan audiens. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma post-positivisme dan teori The Circular Model of SOME (Share, Optimize, Manage, Engage) sebagai kerangka analisis. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap aktivitas akun @dxyary serta wawancara dengan produser yang bertanggung jawab terhadap pengelolaan konten. Hasil penelitian menunjukkan bahwa Dxyary secara aktif membagikan konten yang menarik (share), memanfaatkan fitur-fitur Instagram dan mengikuti tren publik (optimize), mengelola interaksi secara profesional dan responsif (manage), serta membangun keterlibatan melalui kolaborasi dengan influencer dan pemahaman terhadap audiens (engage). Strategi ini terbukti efektif dalam memperluas jangkauan informasi dan promosi, serta meningkatkan interaksi dengan klien maupun pengikut. Penelitian ini memberikan rekomendasi praktis bagi perusahaan untuk mengoptimalkan pemanfaatan media sosial sebagai sarana komunikasi strategis di tengah persaingan digital yang ketat.

Kata Kunci: Strategi Komunikasi, Media Sosial, Instagram, The Circular Model of SOME, Promosi, Dxyary

ABSTRACT

COMMUNICATION STRATEGY OF DXYARY IN PROMOTING SERVICES THROUGH THE INSTAGRAM SOCIAL MEDIA ACCOUNT @dxyary

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This study aims to analyze the communication strategy used by Dxyary in promoting its services through social media, specifically the Instagram account @dxyary. In today's digital era, social media has become a crucial tool for building brand image and engaging with audience. This research adopts a descriptive qualitative approach with a post-positivist paradigm and uses the Circular Model of SOME (Share, Optimize, Manage, Engage) as the analytical framework. Data were collected through in-depth interviews, observation, and documentation of the @dxyary account's activities, as well as interviews with the producer responsible for content management. The findings indicate that Dxyary actively shares engaging content (share), utilizes Instagram features and follows public trends (optimize), manages interactions professionally and responsively (manage), and builds engagement through collaborations with influencers and a deep understanding of the audience (engage). This strategy has proven effective in expanding the reach of information and promotions, as well as enhancing interaction with clients and followers. The study provides practical recommendations for companies to optimize the use of social media as a strategic communication tool amidst intense digital competition.

Keywords: *Communication Strategy, Social Media, Instagram, The Circular Model of SOME, Promotion, Dxyary*