



ABSTRAK

STRATEGI KONTEN KAKTUS COFFE PLACE DALAM MENGUNAKAN MEDIA SOSIAL INSTAGRAM SEBAGAI MEDIA PROMOSI DAN KOMUNIKASI (ANALISIS THE CIRCULAR MODEL OF SOME)

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Penelitian ini bertujuan untuk menganalisis strategi konten yang diterapkan oleh Kaktus Coffee Place dalam menggunakan media sosial Instagram sebagai sarana promosi dan komunikasi dengan audiens, menggunakan teori *The Circular Model of SOME (Share, Optimize, Manage, Engage)* sebagai kerangka analisis. Di era digital saat ini, media sosial berperan penting dalam membangun citra merek, meningkatkan interaksi dengan pelanggan, serta memperluas jangkauan promosi bisnis, khususnya bagi industri kuliner dan *coffee shop*. Penelitian ini menggunakan metode Kualitatif Deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan dengan pendekatan model Miles dan Huberman melalui tahapan reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Kaktus Coffee Place berhasil menerapkan keempat elemen utama dari *The Circular Model of SOME* secara efektif. Pada tahap *Share*, konten yang dibagikan konsisten dengan identitas merek dan memiliki nilai estetika yang menarik; pada *Optimize*, strategi dilakukan melalui evaluasi *insight* dan pemilihan waktu unggahan; pada *Manage*, pengelolaan konten berpedoman pada *brand guideline* dan *content plan*; sementara pada *Engage*, interaksi aktif dilakukan melalui komentar, *direct message*, serta unggahan partisipatif seperti *repost* pelanggan. Secara keseluruhan, strategi konten yang dijalankan oleh Kaktus Coffee Place terbukti mampu membangun kepercayaan, loyalitas, dan keterlibatan audiens, sekaligus memperkuat citra merek di ranah digital. Penerapan *The Circular Model of SOME* dapat dijadikan acuan bagi pelaku bisnis lain dalam merancang strategi komunikasi dan promosi yang efektif di media sosial.

Kata Kunci: strategi konten, media sosial, instagram, *The Circular Model of SOME*, Kaktus coffee place

ABSTRACT

KAKTUS COFFE PLACE CONTENT STRATEGY IN USING INSTAGRAM SOCIAL MEDIA AS A PROMOTION AND COMMUNICATION MEDIA (ANALYSIS OF THE CIRCULAR MODEL OF SOME)

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This study aims to analyze the content strategy implemented by Kaktus Coffee Place in using Instagram social media as a means of promotion and communication with the audience, using the theory of The Circular Model of SOME (Share, Optimize, Manage, Engage) as an analytical framework. In today's digital era, social media plays an important role in building brand image, increasing interaction with customers, and expanding the reach of business promotions, especially for the culinary and coffee shop industries. This research employed a Descriptive Qualitative method, with data collection techniques including in-depth interviews, observation, and documentation. Data analysis was conducted using the Miles and Huberman model, including reduction, presentation, and conclusion drawing. The research results show that Kaktus Coffee Place has successfully implemented the four main elements of The Circular Model of SOME effectively. In the Share stage, the content shared is consistent with the brand identity and has an attractive aesthetic value: in Optimize, the strategy is carried out through insight evaluation and selecting the upload time; in Manage, content management is guided by brand guidelines and a content plan; while in Engage, active interaction is carried out through comments, direct messages, and participatory posts such as customer reposts. Overall, Kaktus Coffee Place's content strategy has proven effective in building trust, loyalty, and audience engagement, while strengthening its brand image in the digital realm. The application of the Circular Model of SOME can serve as a reference for other businesses in designing effective communication and promotional strategies on social media.

Keywords: *content strategy, social media, instagram, The Circular Model of SOME, Kaktus coffee place*