ABSTRACT

OPTIMIZING INSTAGRAM SOCIAL MEDIA AS A PROMOTIONAL MEDIUM AT* PT BUTTA MAMMINASATA SHARIA *IN THE* GOWA *REGENCY

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This research uses the POST Model to investigate the optimization of Instagram social media as a promotional tool at PT Butta Mamminatasa Sharia *in the* Gowa *Regency.*

This qualitative descriptive approach involves data collection through structured interviews, observations, and documentation with relevant parties to assist the researcher in the research process.

The results indicate that the elements of the POST Model, which consist of Person, Objective, Strategy, and Technology, can serve as additional variables in measuring the optimization of Instagram social media as a promotional tool at PT Butta Mamminasata Sharia. *These four variables have a positive impact, particularly through the utilization of e-flyers and video reels. The promotion through e-flyers and reels is expected to be more frequently implemented to ensure that essential information reaches the people and gains wider recognition, thereby serving as a reference for future research.*

Keywords: *POST model, digital marketing*

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