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**EFEKTIVITAS KONTEN FEED PADA AKUN INSTAGRAM @PUPUKKALTIM\_ID DALAM MENYAMPAIKAN PESAN KORPORAT**

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**Abstrak**  
*In the world of digitalization, social media have become a realm that is often used by companies in promoting their products to the audience. Of the many social media, Instagram is most often used in the business world and makes it easier for many companies, like Pupuk Kaltim in matters, be it product promotion, interaction with their market or with the wider community. However, even if only by using the social media platform earlier in conveying information, it is not certain that Pupuk Kaltim can fulfill a message delivery through their Instagram feed. This study aims to analyze the effectiveness of Pupuk Kaltim's Instagram feed content in delivering corporate messages using the 7C effective communication model (Clear, Concise, Concrete, Correct, Coherent, Complete, Courteous). This research uses Qualitative Content Analysis method. The data was collected through analysis of Pupuk Kaltim's Instagram feed content for the July 2023 period and using 3 Codes. The results showed that Pupuk Kaltim's Instagram feed content was quite effective in conveying corporate messages. The content is complete and informative, with the use of images and infographics presented. The language used is easy to understand and suits the target audience. Content is packed with short, dense content so that it is easily understood by the audience. However, there are still shortcomings that can still be fixed from Instagram feed content to increase the effectiveness of their content so that it can be more accepted by Pupuk Kaltim's own audience. This research is expected to provide benefits for Pupuk Kaltim in increasing the effectiveness of Instagram feed content to convey corporate messages to the target audience.*

**Keywords:** Content, Corporate Message, Effectiveness, Instagram, Pupuk Kaltim, 7C

**Intisari**  
Dalam dunia digitalisasi, media sosial sudah menjadi ranah yang sering digunakan oleh perusahaan dalam mempromosikan produk mereka kepada audiens. Dari sekian banyaknya media sosial, Instagram paling sering digunakan dalam dunia bisnis dan mempromosikan banyak perusahaan seperti Pupuk Kaltim dalam urusan baik itu promosi produk, interaksi dengan pasar mereka ataupun dengan masyarakat luas. Namun, walau hanya dengan menggunakan platform media sosial tadi dalam menyampaikan informasi, belum tentu Pupuk Kaltim dapat memenuhi suatu penyampaian pesan lewat feed Instagram mereka. Penelitian ini bertujuan untuk menganalisis efektivitas konten feed Instagram