

ABSTRAK

Rumah Kain Palembang merupakan UMKM yang bergerak di bidang wastra dan kain tradisional khas Palembang. Namun, pengelolaan media sosial Instagram yang belum optimal menyebabkan informasi mengenai keunggulan produk belum tersampaikan secara maksimal kepada masyarakat. Penelitian ini bertujuan untuk mengoptimalkan konten media sosial Instagram guna meningkatkan daya saing kain tradisional pada Rumah Kain Palembang. Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan model ADDIE yang meliputi *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Teknik pengumpulan data dilakukan melalui wawancara, netnografi, dokumentasi, dan riset kepustakaan. Berdasarkan hasil analisis, ditemukan bahwa pengelolaan Instagram belum dilakukan secara konsisten, pemanfaatan fitur Instagram masih terbatas, serta konten yang disajikan belum mampu menampilkan keunggulan produk secara optimal. Hasil penelitian menunjukkan bahwa optimalisasi konten dilakukan melalui perancangan dan pengembangan *feeds*, *reels*, *stories*, *highlight*, *caption*, dan *hashtag* yang disesuaikan dengan identitas merek Rumah Kain Palembang. Optimalisasi tersebut mampu memperjelas informasi produk, memperkuat identitas digital usaha, serta meningkatkan ketertarikan audiens terhadap produk kain tradisional yang ditawarkan. Dengan demikian, optimalisasi konten Instagram dapat menjadi strategi promosi digital yang efektif dalam meningkatkan daya saing Rumah Kain Palembang.

Kata Kunci: *Instagram; Optimalisasi Konten; Daya Saing; Kain Tradisional; Rumah Kain Palembang*

ABSTRACT

Rumah Kain Palembang is a micro, small, and medium enterprise (MSME) engaged in traditional Palembang textiles and fabrics. However, the management of its Instagram social media has not been optimized, causing information about the product advantages to be inadequately conveyed to the public. This study aims to optimize Instagram social media content to enhance the competitiveness of traditional fabrics at Rumah Kain Palembang. This study employed the Research and Development (R&D) method using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through interviews, netnography, documentation, and library research. The analysis results revealed that Instagram management was not conducted consistently, the utilization of Instagram features was still limited, and the existing content had not been able to effectively highlight the product advantages. The results showed that content optimization was carried out through the development of feeds, reels, stories, highlights, captions, and hashtags that were aligned with the brand identity of Rumah Kain Palembang. The optimization improved product information delivery, strengthened the business's digital identity, and increased audience interest in the traditional fabric products offered. Therefore, Instagram content optimization can be an effective digital marketing strategy to enhance the competitiveness of Rumah Kain Palembang.

Keywords: Instagram; Content Optimization; Competitiveness; Traditional Fabrics; Rumah Kain Palembang