

## ABSTRAK

**Muhammad Daniyal Qurratul Ain.** Strategi Marketing Public Relations di dalam Instagram @Nutri.id dalam memperkenalkan Makanan Sehat pada Konsumen.

Strategi *marketing public relations* di dalam Instagram @nutriti.id berperan penting dalam memperkenalkan makanan sehat kepada konsumen. Melalui penggunaan konten visual yang menarik, seperti gambar dan video makanan sehat, serta informasi gizi yang edukatif, @nutriti.id mampu menciptakan kesadaran akan pentingnya pola makan sehat di kalangan pengikutnya. Tujuan dalam penelitian ini untuk mengetahui strategi marketing yang di gunakan dalam Instagram @nutriti.id, metode yang di gunakan dalam penelitian ini kualitatif deksriptif. Hasilnya, @nutriti.id berhasil menciptakan citra sebagai brand yang peduli terhadap kesehatan dan menjadi pilihan bagi konsumen yang ingin mengadopsi gaya hidup sehat. Strategi *Marketing Public Relations* (MPR) Nutriti.id di Instagram secara efektif membangun opini publik positif dan memperkuat citra merek dengan memanfaatkan konten visual dan edukatif seperti infografis, video pembuatan makanan, dan testimoni pelanggan. Dengan interaksi aktif dengan pengikut dan influencer marketing, Nutriti.id menciptakan komunitas loyal dan memperluas jangkauan audiens. Penerapan teori Pull, Push, dan Pass dalam PRP membantu menarik perhatian, memperluas distribusi konten, dan menciptakan citra merek unik. Melalui konsep 4C dari David Armano *Content, Context, Connectivity,* dan *Continuity* Nutriti.id memastikan konten relevan dan konsisten dengan visi brand mereka, menggunakan riset pasar dan *storytelling* untuk membangun hubungan emosional dan menjaga reputasi brand. Evaluasi berkelanjutan melalui metrik engagement dan analisis sentimen mendukung strategi yang adaptif dan terintegrasi.

**Kata Kunci:** Strategi, *Public Relations*, Makanan Sehat, Konsep 4C

## ABSTRACT

**Muhammad Daniyal Qurratul Ain.** *Marketing Public Relations Strategy on Instagram @Nutri.id in introducing healthy food to consumers.*

*The marketing public relations strategy on Instagram @nutriti.id plays an important role in introducing healthy food to consumers. Through the use of attractive visual content, such as images and videos of healthy food, as well as educational nutritional information, @nutriti.id is able to create awareness of the importance of a healthy diet among its followers. The purpose of this study was to determine the marketing strategy used on Instagram @nutriti.id, the method used in this study was qualitative descriptive. As a result, @nutriti.id succeeded in creating an image as a brand that cares about health and is a choice for consumers who want to adopt a healthy lifestyle. Nutriti.id's Marketing Public Relations (MPR) strategy on Instagram effectively builds positive public opinion and strengthens brand image by utilizing visual and educational content such as infographics, food making videos, and customer testimonials. With active interaction with followers and influencer marketing, Nutriti.id creates a loyal community and expands audience reach. The application of the Pull, Push, and Pass theory in PRP helps attract attention, expand content distribution, and create a unique brand image. Through David Armano's 4C concept of Content, Context, Connectivity, and Continuity Nutriti.id ensures that content is relevant and consistent with their brand vision, using market research and storytelling to build emotional connections and maintain brand reputation. Continuous evaluation through engagement metrics and sentiment analysis supports an adaptive and integrated strategy.*

**Keyword:** *Strategy, Public Relations, Healthy Food, 4C Concept*

