

**ABSTRAK**

Judul : Pengoptimalan *Artificial Intelligence* Bagi Peningkatan Eksistensi Akun Instagram Sekolah Surya Dharma Jakarta @Suryadharmaschool

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Dalam era industri 4.0, media sosial seperti Instagram menjadi kunci dalam membangun eksistensi institusi pendidikan, termasuk Sekolah Surya Dharma di Jakarta. Dikarenakan terkendala oleh keterbatasan sumber daya manusia di departemen pemasaran, optimasi *Artificial Intelligence* dianggap sebagai solusi. *Artificial Intelligence* di Instagram diupayakan untuk meningkatkan daya tarik dan informativitas. Penelitian ini, berlandaskan teori Difusi Inovasi, mengeksplorasi tahap pengetahuan, persuasi, keputusan, implementasi, dan konfirmasi dalam implementasi proses adaptasi *Artificial Intelligence*. Hasilnya mencerminkan penerimaan positif terhadap teknologi, meningkatnya pemahaman, adaptasi, dan penampilan Instagram yang lebih menarik, serta peningkatan penonton. Walaupun yayasan menghadapi ketidaksetujuan terkait template *Artificial Intelligence*, implementasi strategi pemasaran terintegrasi dengan berbagai alat dan teknologi *Artificial Intelligence*, seperti Chat GPT, Canva, Adobe, Remini, dan CapCut, digunakan untuk optimalisasi. Pengoptimalan ini belum memberikan peningkatan eksistensi sekolah namun secara visual sudah lebih bervariasi. Dalam konteks ini, individu dengan latar belakang pendidikan teknologi lebih mudah beradaptasi dengan inovasi dan memperoleh informasi tentang perkembangan teknologi.

**Kata Kunci** : Kecerdasan Buatan, Difusi Inovasi dan Instagram

## ABSTRACT

*Title* : *Optimizing Artificial Intelligence for the Enhancement of the Existence of the Instagram Account of Surya Dharma School Jakarta @Suryadharmaschool*

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*In the era of Industry 4.0, social media platforms like Instagram have become crucial in building the presence of educational institutions, including Surya Dharma School in Jakarta. Due to constraints posed by limited human resources in the marketing department, the optimization of Artificial Intelligence is considered a solution. Artificial Intelligence on Instagram is aimed at enhancing attractiveness and informativeness. This research, based on the Diffusion of Innovation theory, explores the stages of knowledge, persuasion, decision-making, implementation, and confirmation in the adaptation process of Artificial Intelligence. The results reflect a positive reception of the technology, an increase in understanding, adaptation, and a more appealing Instagram appearance, along with an increase in viewership. Despite facing dissent from the foundation regarding Artificial Intelligence templates, the implementation of integrated marketing strategies with various AI tools and technologies, such as Chat GPT, Canva, Adobe, Remini, and CapCut, is utilized for optimization. This optimization has not yet resulted in an increase in the school's existence, but visually, it has become more diverse. In this context, individuals with a background in technology education find it easier to adapt to innovations and acquire information about technological advancements.*

**Keywords** : *Artificial Intelligence, Diffusion of Innovation, and Instagram,*