

## **ABSTRACT**

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### **RECAPITULATION OF INSTAGRAM SOCIAL MEDIA INSIGHTS ON LPP TVRI WITH META BUSINESS SUITE**

*In the process of analyzing statistical data from TVRI Nasional's Instagram social media data, there is a weekly recap of the data. The LPP TVRI company has a section to carry out this task, namely implementing statistics from YouTube and OTT (Over The Top) Kanal Asset Management which is in the New Media Division which is included in the Program and News Directorate section. The Statistics Executive is responsible for creating reports recapitulating statistical data on the National TVRI Instagram social media. The data recapitulation is carried out to facilitate data collection in the form of numbers taken from the Meta Business Suite and will be transformed into information, where this information will be reported to the Division Head in evaluating the quality of content published within the responsibility of the New Media Division.*

**Keywords:** *Statistical Analyst Data, LPP TVRI, New Media, Instagram Social Media, Meta Business Suite, and Recapitulation.*