

# ***Optimization of Instagram Algorithms for Thrift Style.Less Business to Increase Reach and Sales***

**Qa'is Akli Aksay Putra**

*Digital Business Study Program Department*

*Bussines*

## ***ABSTRACT***

*This study aims to to analyze and optimize the Instagram algorithm to increase reach and sales performance in the digital thrift business Style.less. The research was motivated by the decline in account performance during April – June 2025, which indicated high dependency on paid advertising and suboptimal utilization of algorithm-based features such as Reels, hashtags, captions, and interactive Stories. This research employed a descriptive qualitative approach. Data were collected through content performance observation, semi-structured interviews, and Instagram Insight documentation, including reach, impressions, engagement, and user interactions. Data analysis followed the Miles and Huberman model, consisting of data reduction, data display, and conclusion drawing. The findings reveal that algorithm-based optimization strategies aligned with Instagram principles (interest, timeliness, interaction) including Reels content optimization, soft-selling copywriting, relevant hashtag usage, consistent visual branding, and data-driven posting schedules significantly improved reach and engagement. Increased engagement contributed to higher purchase interest and gradual sales conversion growth. This study demonstrates that strategic and data-driven Instagram algorithm optimization can serve as an effective approach in developing digital thrift businesses and expanding market reach organically and sustainably.*

**Keywords :** *Instagram Algorithm, Digital Marketing, Thrift Fashion, Engagement, Reach, Sales Conversion*