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ABSTRACT

Gelang Village, Jember Regency, is an area with significant livestock waste potential; however, its utilization has not been optimized due to limited public education and digital literacy. This final project aims to analyze the role of Instagram social media and optimize its use as an educational platform for livestock waste utilization through a visual content-based digital approach. The implementation methods include designing educational content, utilizing Instagram feed and story features, community assistance, and evaluating effectiveness through insight and engagement analysis.

The published content covers an introduction to biogas, the biodigester installation process, the utilization of bio-slurry as organic fertilizer, and documentation of field activities. The optimization results indicate an increase in audience reach and interaction, with the majority of views coming from non-followers, thereby expanding information dissemination. Engagement improved in terms of likes, comments, and reach compared to the period before optimization. These findings demonstrate that Instagram is effectively utilized as a reach to enhance community understanding of livestock waste utilization. The planned and sustainable optimization of Instagram features contributes to supporting technology-based community empowerment and the sustainability of the biogas program in Gelang Village.

Keywords: *Instagram, digital education, livestock waste, biogas, social media optimization.*