

ABSTRAK

Instagram menjadi salah satu media sosial yang dimanfaatkan perusahaan sebagai sarana penyebaran informasi, komunikasi, dan peningkatan interaksi dengan audiens. Namun, analisis performa konten masih sering dilakukan secara manual sehingga kurang efektif dalam menyediakan informasi untuk mendukung pengambilan keputusan. Penelitian ini bertujuan mengembangkan *dashboard Business Intelligence* berbasis *Website* untuk menganalisis performa konten Instagram PT. XYZ. Metode yang diterapkan adalah *Prototype* dengan menggunakan data *Instagram Insight* periode Februari 2025 hingga Februari 2026. Tahapan penelitian meliputi pembersihan, transformasi, dan visualisasi data menggunakan Tableau Public, kemudian diintegrasikan ke dalam *Website* menggunakan HTML, CSS, dan JavaScript. Hasil penelitian menghasilkan tiga *dashboard*, yaitu *Dashboard Overview*, *Dashboard Content Performance Comparison*, dan *Dashboard Best Time to Post*. Analisis menunjukkan akun Instagram memiliki 11.748 konten dengan *Total reach* sebesar 270.447.263, *Total engagement* sebesar 17.587.413, dan *engagement rate* sebesar 6,63%. Selain itu, konten *reels* menunjukkan performa terbaik dengan rata-rata *reach* 62.434, rata-rata *engagement* 4.639, dan *engagement rate* 5,63%, lebih tinggi dibandingkan *posts* dan *stories*. *Dashboard* yang dikembangkan mampu menyajikan informasi secara visual dan interaktif sehingga mempermudah proses pemantauan performa konten, identifikasi tren, serta mendukung pengambilan keputusan berbasis data.

Kata kunci: *Business Intelligence*, Instagram, Tableau Public, *Dashboard*, Analisis performa konten.

ABSTRACT

Instagram has become one of the primary social media platforms used by companies to disseminate information, establish communication, and increase audience engagement. However, content performance Analysis is often conducted manually, making it less effective in providing insights to support decision-making. This study aims to develop a web-based Business Intelligence dashboard to analyze the Instagram content performance of PT. XYZ. The Prototypemethod was employed using Instagram Insight data collected from February 2025 to February 2026. The research process included data cleaning, transformation, and visualization using Tableau Public, followed by Integration into a Website developed with HTML, CSS, and JavaScript. The resulting system consists of three dashboards: Dashboard Overview, Dashboard Content Performance Comparison, and Dashboard Best Time to Post. The Analysis revealed that the Instagram account published 11,748 posts, achieved a Total reach of 270,447,263, a Total engagement of 17,587,413, and an engagement rate of 6.63%. Furthermore, reels demonstrated the best performance, with an Average reach of 62,434, an Average engagement of 4,639, and an engagement rate of 5.63%, outperforming posts and stories. The developed dashboard presents information in a visual and interactive manner, facilitating content performance monitoring, trend identification, and data-driven decision-making.

Keywords: *Business Intelligence, Instagram, Tableau Public, dashboard, content performance Analysis.*