

## ABSTRACT

*Along the development of digital technology in the world, including in Indonesia, from year to year the use of the internet has increased because it has become easier to access the internet. Satryo said that with the development of digital technology, one of them is social media, business people or companies make social media a tool to promote their products or services to the public. Instagram is a popular social media used by all circles, Instagram is also always developing new features (for example, photo filters, slideshows, Instagram stories or Instagram TV. Of course this is one of the opportunities for business people because of the ease with which they interact with consumers, companies in Indonesia. In the automotive sector, one of them is Speedtuner Indonesia using Instagram as a feature to promote its products. Researchers choose Speedtuner Indonesia because it is the first automotive clothing brand in Indonesia. This study seeks to analyze the management of social media content Instagram Speedtuner Indonesia. This research uses qualitative descriptive. Based on data collection techniques by using the interview method. To analyze digital content using the theory of the Four Pillars Social Media Strategy according to Lon Safko and David K. Brake. The theory has sub-variables 1, namely Communication, 2 Collaboration, 3 Education, 4 H entertainment. The results of the study are based on all of the sub-variables above, the conclusion is that Speedtuner Indonesia interacts with communication media such as questionnaires and polls in order to trigger consumer involvement in product selection. Speedtuner Indonesia also collaborates both personally, community and brand to produce new products and videos. Speedtuner Indonesia also provides educational content so that people have a place to find information about the automotive world. The entertainment content provided by Speedtuner Indonesia is also carried out in an attractive way so that it can increase the engagement of the community.*

Keywords: Digital technology, Digital Content, Social Media, Instagram, Lon Safko and David K. Brake.