

ABSTRACT

Social media is a place for interaction one another without time and space boundaries. Along with the development of the era, social media can become a means for marketing or so-called social media marketing, where it is an opportunity for companies to market their products to be more widely recognized. Social media marketing requires content that can attract buying interest. This content can be uploaded through various social media including Instagram, Instagram is a social media that is included in the image sharing category where the upload is in the form of a photo or video with a caption. PT. Telekomunikasi Indonesia STO Banjaran is a company engaged in telecommunications. This study aims to analyze and create social media marketing content on Instagram PT. Telekomunikasi Indonesia STO Banjaran.

This study uses a qualitative descriptive research method with data collection techniques using interviews, observation, documentation and triangulation. The data that has been obtained is analyzed for validity by combining answers and drawing conclusions from the results of interviews with informants. Based on the results of the research that the Instagram social media created by the author with the name @telkombanjaran has interesting and informative

Keyword: *social media, social media marketing, content marketing, instagram.*