

ABSTRACT

PT. Telkom Indonesia is an Internet provider company that has the IndiHome brand. At STO Lembnag, the company sells Indihome products and services. In the sales process, STO Lembang is lacking in a variety of digital-based marketing activities. This causes sales every month to not experience a significant change, it can even decrease for sales every month. Therefore, a social media design was made for STO Lembang as a new variant in marketing activities. The purpose of this study is to find out how to design social media in a company that requires new variants in marketing activities. The research method used is descriptive qualitative with data collection techniques using interviews, observation and documentation. The analysis was conducted by seeking information from informants using interviews, observations and company documentation. Then the data obtained were analyzed by comparing the answers from the informants, combining the answers and drawing conclusions from the answers of the informants. Based on the results of the research, that the target for designing social media as a new variant in marketing activities is all circles for indihome products and services both to be used and to be enjoyed. For the creation of content and captions, it has been implemented and recorded that 57 contents along with captions have been made to serve as information to the public. The results of the research obtained are that the creation of Instagram Social Media which was carried out during research is one of the implementations of new Marketing activities at STO Lembang or can be called a new variant in Marketing activities because STO Lembang does not yet have Marketing activities carried out digitally. There are several stages of how the social media design for STO Lembang is made, namely content creation, information creation, reference search, content creation with captions, posting content and captions, and seeing impressions as a form of future evaluation.

Keywords: Social Media, new variant, design