

ABSTRACT

Social media, especially Instagram, is very difficult to find out in various circles of society, especially young people. They are very familiar with how digital platforms are vulnerable to negative content. This certainly makes Instagram have a big role in conducting digital literacy campaigns, one of which is carried out by SiBerkreasi. The SiBerkreasi Instagram account is conducting a campaign to influence and invite the general public, especially young people, to spread positive content and reduce the spread of negative content on the internet through digital literacy. That way, it aims to see messages and media channels for digital literacy campaigns through Instagram SiBerkreasi. This research uses qualitative research study methods and data interview techniques such as in-depth interviews with three key information and five supporting informants. The results showed that the SiBerkreasi message strategy that must be considered included word format or language, tone (nuance), context, time, and repetition. While the Instagram media channel is used by SiBerkreasi because SiBerkreasi's target is all Indonesian people, so it cannot be denied that Instagram is the most widely used social media by Indonesians today.

Keyword: *campaign, digital literacy, Instagram*