

ABSTRACT

The development of social media that occurs in today's era has had an impact on the way of communicating between consumers and producers. With the introducedness of social media, internet user manufacturers will be facilitated in terms of marketing and selling their products to consumers by means of digital communication through social media platforms. On the other hand, brand power can also be formed through social media because this social media can be a means and infrastructure of advertising. Data mentions social media that is often used in Indonesia per - January 2021 is Youtube as much as 93.8% followed by Whatsapp as much as 87.7%, and Instagram as much as 86.6% according to data obtained from We are Social & Hootsuite. The data can be used as momentum for social media users who want to attract the attention of consumers to increase the interest by developing their own social media accounts. It can start from presenting interesting promotional content, increasing interaction between producers and consensual, increasing traffic by advertising on Instagram Ads.

Keywords: *Social media, Content development, Instagram*