ABSTRACT

The internet is a communication network that has many benefits such as for com- munication, education, entertainment, even for business such as promotions on social me-dia marketing. Many businesses that initially only focused on offline sales are now in- creasingly trying to sell products online by utilizing various social media, one of which is Instagram. Instagram has support for features such as feeds, Instagram stories and IGTV that can be used to create promotional content, testi- monials, tutorials on IG TV to live sessions on Instagram live. And can use the Instagram advertising (Ads) feature.

This study uses descriptive qualitative research methods with the aim of de- scribing actual situations and conditions which are often narrative and natural. Data collection is done by using the method of interviews, observation and docu- mentation. Validity analysis was carried out on the data obtained by combining the conclusions obtained from the results of interviews with informants.

The result of the sutyd explain the types of social media content used, namely tutorials, Q&A and announcements. Seen from the results of interviews, the content uploaded on social media instagram is quite good and interesting but must be im- proved again to be even better than before.

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