

ABSTRACT

The presence of social media is currently used for the purpose of improving a business. Social media has become one of the right business strategies that previously was only trial and error as a promotional medium, so it was used for business people who aimed to carry out their business promotion strategies.

One of the media sosial that is often used for promotion by online businesses is Instagram. As in UMKM Herbal Hayati in Lampung, they really use media sosial for their sales and promotion media. Herbal Hayati is a company engaged in herbal medicines. This study aims to create media sosial marketing content on Instagram. This study aims to create media sosial marketing content on the Instagram of UMKM Herbal Hayati.

This study uses descriptive qualitative research methods 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. In July 2022 Instagram social media @herbalhayati now has 110 followers and 32 posts.

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