

ABSTRACT

Mufidah Official is an online Islamic book distributor that sells a wide collection of Islamic learning books for all family members, especially children since 2017. Mufidah Official utilizes Instagram social media for ease of interaction and reaching a wider range of consumers. The existence of Instagram @mufidahofficial must be followed by the development of content that can attract the attention of Instagram followers.

The purpose of this study is to find out how content planning, content application and content development evaluation. The research method used is descriptive qualitative. The data collection techniques used are interviews, observations and documentation.

Based on the results of research that the development of Instagram social media content @mufidahofficial that has been carried out by the author is able to reach many audiences. This shows that the content owned by @mufidahofficial is quite interesting and informative.

Keywords : *social media, Instagram, social media content*