

ABSTRACT

Social media is a place to interact with each other without any boundaries of space and time. Along with the development of the era, social media can be a means for marketing or commonly called social media marketing where it is an opportunity for companies or some MSMEs to market their products so that they are more widely known.

As in MSMEs, Rsi Frozen Food really utilizes social media for media sales and promotions. Rsi Frozen Food is a company engaged in Frozen Food. This study aims to develop social media marketing content on Instagram Rsi Frozen Food.

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 the Instagram social media @rsifrozen.food now has 319 followers.

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