

ABSTRACT

Instagram is the third social media that is often used by the public, so it is considered more effective and efficient in attracting markets from various circles. Social media is very important for companies, because in the current digital era, all activities and others are clearly recorded on social media, and people even communicate and see news through social media more often. In addition, the development of marketing content on social media must be carried out by every company in order to attract more consumers' attention.

This study aims to develop social media content on instagram umkm cafe 99 Karawang in 2022. The research method used is descriptive qualitative with triangulation data collection techniques.

From the evaluation results of marketing content creation, seen from Insight experiencing very good development and improvement, because there are many consumers or Instagram users who visit the profile Instagram @cafe_99_karawang and interactions from followers are even more intense which indirectly consumers know and know cafe 99 Karawang.

Keywords : *Social Media, Instagram Cafe 99 Karawang, Social Media Content Development.*