

ABSTRACT

Social media is an online media that can be used by all groups that make it easier for users to participate. Along with the development of the social media era, it can be a means of marketing which is commonly called social media marketing. An opportunity for the company to market its products to be better known. Social media marketing requires interesting content that can meet consumers' buying interests. The content can be uploaded through various kinds of social media including Instagram. The upload can be a photo or video with the appropriate caption. Rokgaliya is a company that is passionate about fashion.

This study aims to design social media content on Rokgaliya's Instagram. This research uses descriptive qualitative research with data collection techniques in the form of observation, documentation, and interviews. The data that has been obtained are analyzed for their correctness using answers and drawing conclusions from the results of interviews with informants. Based on the results of research, Rokgaliya's Instagram social media has educational, informative, and interesting content.

Keywords : Social media, Social media marketing, Content.