

ABSTRACT

This study aims to develop Instagram social media content as a promotional media at PT. Inovindo Digital Media. The background for this writing is because social media is a media designed to facilitate interactive or two-way social interactions. Social media has become a major marketing tool in today's business world. Instagram is also one of the social media that has many users because of the ease of access provided by Instagram. Instagram is a social media that falls into the picture sharing category where the uploads are in the form of photos or videos with captions. PT. Inovindo Digital Media is a company engaged in information technology. This study aims to develop social media content Instagram PT. Inovindo Digital Media.

This study uses descriptive qualitative research methods with data collection techniques using interviews, observation, documentation and triangulation. The population in this study is the management of PT. Inovindo Digital Media. The samples used in this object are the Director, Project Manager, Admin PT. Inovindo Digital Media and also followers of the @inovindo account. The data obtained were analyzed for validity by combining answers and drawing conclusions from the results of interviews with informants.

Based on the research results, the Instagram social media created by the author with the name @inovindo has interesting and informative content. With the latest content uploads, there is an increase in followers by 154 followers, accounts reached by 4,422 accounts and content interactions by 509 interactions.

Keywords: *social media, development of social media content, instagram*