

## ABSTRACT

*The progress of social media that is happening today has an impact on the way of communication between consumers and producers. Social media can be a means to market a product or commonly called social media marketing. Through social media marketing, producers can easily introduce their products to the public. However, to attract the attention and interest of consumers to the product, it is necessary to have interesting content that can be uploaded on social media, one of which is Instagram. Instagram is a social media that is included in the picture sharing category where the uploads are in the form of photos or videos with captions. PT. Telekomunikasi Indonesia is a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services and Indonesian telecommunications networks. The purpose of this research is to develop social media content for Instagram PT. Telekomunikasi Indonesia.*

*This study uses descriptive qualitative research methods with data collection techniques using interviews, observation, documentation and training. The data that has been obtained is analyzed for validity by combining answers and drawing conclusions from the results of interviews with informants.*

*Based on the results of the study, the Instagram social media developed by the author with the account name @telkomjabar has interesting and informative content. With this content development, @telkomjabar's Instagram accounts reach reached 93.4k and engaged accounts reached 5.9k.*

**Keywords:** *Social media, Instagram social media content development.*