

ABSTRACT

Taska Indonesia is a brand that sells environmentally friendly spunbond bags. In selling and selling, Taska Indonesia uses several social media platforms, one of which is Instagram. In the process of creating Instagram content, Taska Indonesia requires photographers to shoot product photos from Taska Indonesia as the main material for content creation. Photographers have a role to take pictures of products using photography techniques that are in accordance with products from the Taska Indonesia brand and do color correction editing on photos. The resulting product photos are 130 photos, color correction edited photos are 55 photos, and 10 photos are posted. With the role of photographers, they can provide photo product needs for the main material for creating Taska Indonesia's Instagram content as promotional media.

Keywords: Social Media, Instagram, Photographer.