

## ABSTRACT

*The advancement in technology nowadays greatly affects the way of businesses relaying information to the audience, one of the examples is using social media such as Instagram. This also applies to Yagi Natural, a local hair & body care brand that focuses on using natural ingredients. Instagram has become the vessel for Yagi Natural to execute their message strategy in order to spread information and raise awareness about their brand. This research aims to understand Yagi Natural's message strategy on Instagram. The data gathered from interviews, observation, and documentation is compiled using qualitative-descriptive approach. Using The Social Media Trinity Model, it explained there are three aspects to make a good content strategy. The first one is conversation, it talks about how Yagi Natural divides their contents into four categories (education, product knowledge, insights, entertainment). The second one talks about the communities Yagi Natural is involved with in delivering their content, which are women from 25-35 years old, those who has pcos, eczema, and sensitive skin. The last one is how Yagi Natural successfully made an ecosystem where they gather their consumers's feedbacks to make new content.*

*Keywords: Yagi Natural, message strategy, social media, Instagram, personal care*