

ABSTRACT

Social media has been widely used by companies to introduce activities and inform about the business they offer. PT Krakatau Jasa Industri is a company in the Cilegon, Banten that has been actively using Instagram as a medium of information for its followers. Therefore, in PT Krakatau Jasa Industri's Instagram account, it is necessary to use Instagram social media to create content neatly and consistently in order to be able to attract attention and provide information that is clear and easily understood by followers. This final project describes the process of creating content as an information medium on PT Krakatau Jasa Industri's Instagram, by utilizing the features of Instagram feeds, Instagram stories, and Instagram reels which have been edited using Figma, Canva and VN Video Editor software. The results of this final project have increased the amount of content uploaded to PT Krakatau Jasa Industri's Instagram, namely 197 posts consisting of 127 uploaded Instagram feeds, 25 uploaded Instagram reels and 45 uploaded Instagram stories.

Keywords: Instagram, Information Media, Figma, VN Video Editor, Canva