

## ABSTRACT

UMKM Polaris.45 is a Cafe located on Jl.Lebaksaat Cimahi City. This café also provides a variety of food and drinks. So far, Polaris.45 markets products, namely beverages and food using Instagram social media as an effort to improve and also introduce Polaris MSME products.45. The use of social media as a means of marketing communication media is included in the scope of marketing promotion, by using social media MSMEs can easily market their products because they can improve their products with not too much expenditure such as money, energy, and time. Instagram is one of the popular social media used by the people of Indonesia. In this study, researchers used qualitative descriptive research methods with a triangulation approach including observation, interviews and documentation. The results of the review of Instagram social media content that has been run and researched are effective, this can be seen from the documentation evidence in this study. The results of this study are expected to be used as a reference for Instagram social media @Polaris.45\_ in the future.

**Keywords :** *Social Media Content, Instagram, Marketing*