

## **ABSTRACT**

*The internet is a communication network that has many benefits for each individual user, such as entertainment, communication, education. Apart from that, in the current era the internet is widely used for doing business and promoting products or services, one of which is through social media, such as Instagram. Ruang Bimbingan Indonesia is a company operating in the field of tutoring institutions which aims to provide educational support to students from various academic levels. Ruang Tutoring Indonesia carries out promotions via Instagram, in the form of interesting informational content about Ruang Bimbingan Indonesia.*

*The aim of this research is to analyze the design of Instagram content as promotional media for Ruang Bimbingan Indonesia to find out whether Ruang Bimbingan has done it correctly or not. In operating social media there are 4C which are the main indicators, namely context, communication, collaboration, connection.*

*In this research, I used a qualitative approach and descriptive method by collecting data using observation, documentation, interviews. This research has questions, of which there are 8 questions related to Instagram content as a promotional medium for Ruang Bimbingan Indonesia.*

*This analysis aims to determine the development of Instagram social media marketing content that has been researched effectively. It is hoped that the results of this research can become a reference for the development of the Indonesian Guidance Space Instagram.*

*Keywords: Internet, social media, Instagram social media content*