

ABSTRACT

On March 24 2023, Living World Denpasar officially opened as the largest shopping destination in Bali. This mall, the result of development by the Kawan Lama Group, is the first mall in Bali to carry an environmentally friendly concept for pets. This research was conducted to determine the influence of the quality of social media content Instagram @livingworld_denpasar on the image of the Living World Denpasar Mall using quantitative survey methods and the type of research is causality. Sampling used a non-probability sampling method with purposive sampling of 99 respondents and then the data was processed using IBM SPSS version 27 software. This research aims to find out whether there is an influence between the independent variable and the dependent variable. The results show that the overall variable X (Content Quality) has a low to moderate influence on variable Y (Image).

Keywords: *Content Quality, Image, Instagram, Living World Denpasar Mall*