

ABSTRACT

The use of social media has an important role in people's lives, which is marked by the emergence of social media platforms such as Facebook, TikTok, Twitter and Instagram. The purpose of designing this work is to understand social media content management on the Instagram account @innovationday.ddbtelkom PT. Telkom Indonesia. The theories and concepts used in designing this work are mass communication theory, social marketing, new media, social media The Circular Model of SoMe, and digital content. The work design methods used are documentation and direct observation. Based on the design carried out, the results of this design work show how social media content management on the Instagram account @innovationday.ddbtelkom is in accordance with a review of mass communication theory, social marketing, new media, social media The Circular Model of SoMe, and content digital. It is hoped that this design work can provide insight into the importance of social media content management so that it can provide information optimally. Therefore, it can be concluded that social media content management is important in the process of conveying information to the public.

Keywords: Mass Communication, Social Media, Instagram, PT. Telkom Indonesia