

ABSTRACT

The service industry in Indonesia is an important part of the country's economy and has grown rapidly in recent years. Indonesia's economic growth is driven by this sector, which has outpaced the growth of the manufacturing and agricultural sectors. Some of the main subsectors within the service industry include financial services, beauty, tourism, health care, education, transportation, and information technology.

As people urbanize and change lifestyles, demand for these services continues to increase, creating huge economic opportunities. The service industry also plays a role in creating jobs and advancing social and economic progress in Indonesia. With the size of the service industry and its subsectors, of course it cannot be separated from the influence of consumers in driving the pace of the industry, one of these industries is the salon, barbershop and hairdressing industry, including industries that play a big role in the country's economy. This is proven by the increasingly rapid development of hairdressing outlets in Indonesia. Plus, this industry has generated IDR 13 trillion. Please note, the salon and hairdressing industry is part of the creative industry. Seeing this is of course also useful for supporting other industries ranging from the beauty industry, fashion, performing arts and others.

Pearl salon is a company that is part of the salon industry. It was founded in 2021 by Wiriati Tetri Artati, in the Tanjung Barat area, Jagakarsa, South Jakarta. Wiriarti Tetri Artati's desire is to bring leading salon quality which is generally enjoyed at relatively expensive prices. and being in the mall encouraged Wiriati Tetri Artati to open a quality salon at a relatively affordable price. Pearl Salon is also trying to build a brand presence in the world of Instagram social media.

Based on the results of the research, Pearl Salon's current social media has experienced significant improvements in terms of the quality and attractiveness of the promotional content displayed. The content is now designed to be more creative and informative, using attractive visuals, and messages that are more relevant to the audience.

Keywords : . social media, Instagram, promotional content