

ABSTRACT

In the digital era, marketing on social media platforms like Instagram is a crucial component for Micro, Small, and Medium Enterprises (MSMEs). This study investigates the strategic role of visual content management by BHV Creative on Instagram in building consumer trust. Utilizing a qualitative case study design, the research gathered primary data from in-depth, semi-structured interviews with five purposively chosen informants (2 internal managers, 3 consumers), supplemented by secondary data from observation and Instagram analytics. Key findings reveal that the quality of visual content plays a pivotal role in boosting brand credibility and fostering stronger audience connections, noting that suboptimal management can impede these relationships. Theoretically, the research enriches Signaling Theory by establishing professional visual content as a 'costly signal' that effectively communicates brand capability, integrity, and benevolence. Its practical contribution is a strategic framework for MSMEs to leverage Instagram for developing more interactive and trustworthy consumer relationships.

Keywords: *Digital marketing, Visual content, Consumer trust, Instagram, MSMEs.*