

ABSTRACT

This study examines social media management strategies through the implementation of a content calendar on the Instagram account of the Mirukiway MSME. The primary issue identified is the lack of consistency in content uploads. Data collection was conducted through observation and in-depth interviews with the business owner and consumers, using a qualitative and descriptive approach. The findings reveal that the main obstacles in managing social media include limited time, human resources, and digital literacy. The use of a content calendar has been proven to enhance posting consistency, strengthen audience engagement, and improve brand image. Therefore, it is recommended that Mirukiway MSME form a dedicated social media team to ensure the effective and sustainable implementation of this strategy.

Keywords : MSME, Instagram, Content Calender, Social Media, Engagement