

ABSTRACT

Activities carried out by humans in this modern era cannot be separated from the influence of the internet. One of the popular social media used in Indonesia is Instagram. Having a social media account makes it easier for companies to communicate and reach the market, not bound by space and time, because social media content can be posted anytime and anywhere and there is no time limit. This is a turning point for Telkom to transform into a digital telco through 3 digital business portfolio domains, namely Digital Connectivity, Digital Platform, and Digital Service. To be able to achieve Telkom's desire towards digital business, of course, a digital ecosystem must be created to the forefront of Telkom, namely the Telecommunications Area office or Witel. The Witel Bandung Instagram account provides product information content and ongoing holidays, game content or give away prizes. Based on research results, with 4 steps of implementing social media marketing, namely context, communication, collaboration, connection planning social media marketing content on @infotelkombdg made on a scheduled basis and the theme is determined, both regarding Telkom products and other important information such as National and International holidays which are expected to establish communication with the audience which can be proven by an increase in the number of account interactions. In terms of evaluating the content, each content that will be uploaded will be evaluated first regarding whether the content can be uploaded or not, persuasive language which is in the form of an invitation so that it is hoped that it can be easily understood by the audience.

Keywords: *social media content, social media, instagram*