

ABSTRACT

With technology such as the internet, companies no longer have difficulty in obtaining any information, to support their business activities. The sophistication of information and communication technology that we enjoy today is the result of an evolution that will continue into the future. Social media is a page or application that allows its users to engage in social networks. Things that are done in social media are interacting by creating, sharing, exchanging information and ideas virtually or through cyberspace. Social media marketing requires content to attract buyers. Content marketing is not only one part of digital marketing, but it involves the art of how to create and distribute relevant content about a brand, which aims to attract consumers by providing content that matches the character of a brand but is still relevant to what is desired by the brand. consumer.

Instagram is a social media for picture sharing category that not only provides the convenience of uploading photo files and digital images to the internet through a website page from a web browser application or on a mobile application. PT Fathforce Sinergi Global is a software development company, providing software development support for secure, high-performance, web-based and mobile applications. This study aims to implement social media marketing content on Instagram Fathforce in 2022.

This study uses descriptive qualitative research methods with data collection techniques using interviews, observation, documentation, and triangulation. The data that has been obtained is analyzed for validity by combining answers and drawing conclusions from the results of interviews with informants. Based on research results, Fathforce social media now has interesting and informative content.

Keywords: *social media, instagram, content marketing*