

## ABSTRACT

*Social media is a platform that provides a lot of information. One of the social media that is widely used is Instagram. Instagram can be used by various groups for both personal and business purposes. One of the uses of Instagram is used by @banksampahbersinar.id, the best waste bank in Indonesia that uses Instagram to achieve their goal of educating more people about waste management with properly, Bank Sampah Bersinar utilizes the use of Instagram social media as a medium of information and communication by presenting various content. In the @banksampahbersinar.id Instagram account, there is a lot of positive content about waste management. The purpose of this study was to find out the presentation of Instagram content @banksampahbersinar.id based on the four pillars of social media by Lon Safko and David K Brake (2009). The method used is a descriptive qualitative approach with data collection techniques through direct observation on social media Instagram @banksampahbersinar.id and interviews with key informant and expert informant. The results of the study show that @banksampahbersinar.id has implemented the four pillars of social media on the presentation of the content. However, for the entertainment pillar, the content is still less varied and it is necessary to maximize the use of Instagram features, so as to maximize communication and the closeness that exists with the audience.*

**Keywords: Content, Instagram, Social Media Pillars, Waste Management**