

## ABSTRACT

---

*PT. Bifarma Adiluhung is a subsidiary of Kalbe Farma, engaged in biotechnology and aims to provide biopharmaceutical generic drugs that are clinically proven and of good quality. One of the superior services of PT. Bifarma Adiluhung is a genetic examination, namely SkinGEN-ME. Because SkinGEN-ME is a new product and not many people know about it, it requires media that can introduce and educate with an attractive appearance. Where one of the promotional media used is Instagram; of this problem, SkinGEN-ME requires designing Instagram content designs to assist in promoting and educating so that the public can find out the benefits of genetic testing from SkinGEN-ME products. The working method in designing Instagram content design is done with product knowledge, brainstorming, design, merging, review, and publishing, where the relevant design result will be uploaded to Instagram.*

*Keywords: Promotion, Education, Instagram*