

ABSTRACT

Hasrat Beauty Bukittinggi is an MSME that sells various kinds of cosmetics wholesale and retail. So far, Hasrat Beauty has marketed its products offline with the address at Pasar Aur Kuning, Bukittinggi city, West Sumatra. As an effort to increase sales, Hasrat Beauty tries to market their products through social media, especially social media Instagram. So there needs to be attention and also the development of Hasrat Beauty's social media marketing content. The purpose of this research is the development of marketing content on social media Instagram Hasrat Beauty Bukittinggi. In this study the authors used descriptive qualitative research methods with triangulation data collection techniques.

With the research method used, the author finally managed to find out wherein designing social media marketing on the Instagram social media account @hasrat_beautykosmetik the content produced refers to 3 of 4 aspects of marketing content, namely educate, inspire, and convince. The implementation and implementation of social media marketing content on Instagram @hasrat_beautykosmetik has been done well. There are 19 content uploaded in the form of photos and videos consisting of content to educate, inspire, and convince. Uploaded posts take advantage of the features provided by Instagram, such as Instagram stories, feeds, and reels.

Keywords: *development, design, and Instagram social media marketing content*