

ABSTRACT

Technological developments in today's digital era are increasingly sophisticated coupled with the presence of social media. This really helps the community, one of which is in the existing economy, such as Instagram social media which is a benchmark for people who can help with sales assisted by the presence of Influencers who have a strategy regarding creative content creation, one of the methods of which is to do Endorsements. Endorsements can indirectly provide the values that an Influencer has for the brand by providing good feedback on the sustainability of the Endorsement itself. The purpose of this research is to find out the strategy for creating creative content through Instagram that is carried out by an influencer in carrying out an endorsement. This research was conducted using qualitative methods where information was collected through interviews, observation and documentation of selected informants. The results of this study describe the strategies carried out by influencers in conducting endorsements through Instagram which are related to the theory used.

Keywords: Influencers, Endorsements, Instagram.