ABSTRACT

Content is the main thing that needs to be included in Social Media. Content can also be used as a medium to market company products, one of which is the Mizzleism company. Mizzleism is an online shop engaged in the fashion sector, Mizzleism is active on its social media, namely Instagram. Structured and systematic content design will make it easier for customers to get information and make the company attractive to the public so as to provide added value to the company. In this study the author wants to see how content is managed, created, and produced with reference to the UX design concept. This is because the content spread on Instagram is very diverse and every content posted by a company requires customer research so that information can be received according to the desired perception and sensation, and can achieve an effectiveness in the content production process. This study uses a case study method that refers to the Message Design Logic theory put forward by Barbara O'Keefe, Social Media Theory (Social Media) explained by Franziska Iseli and the UX Design Model by Jesse James Garett. The results of this study state that a content management strategy built using the concept of User Experience Design can create effectiveness at work.

__Keywords :__ Content management, UX Design, Social Media