

ABSTRACT

Good contents designed for easily understandable. To achieve that, the way messages are created are important. One of it is by giving attention to aspects of the seven c's theory (7C), there are clear, concise, concrete, correct, coherent, complete, courteous. This study also utilizes the 7C theory as a measure of messages quality in the content of @rensia_sanvira. Rensia Sanvira is a parenting influencer that share awareness to care about interpersonal communication activities towards children. The purpose of this research is to determine whether the content from the Instagram social media account @rensia_sanvira can influence the interpersonal communication skills of parents and children. Research method used in this study is quantitative with purposive random sampling data collection. The research seeks to determine the influence of the content from the Instagram account @rensia_sanvira on the interpersonal communication between parents and children. This proves that there is an influence of social media content on interpersonal communication.

Keywords: *Instagram Social Media Content, Interpersonal Communication, The Seven C's Theory*