

ABSTRACT

Saberobag is an UMKM engaged in fashion, namely leather bags located in South Tangerang. This UMKM has been established since 1998 and started marketing products online in 2015. With a background of experience in the field of bags, Saberobag has served several orders, both individuals, national and multinational bag companies. Saberobag has consistently employed several experts in the field of leather bag making. In its development, it turns out that there is no consistent step to plan further content on Saberobag content.

This study aims to develop social media content on Instagram for UMKM Saberobag in 2023 to be better and more consistent. The research method used is descriptive qualitative with data collection techniques using interviews, observation, company documentation and triangulation. The analysis was carried out by seeking information from informants using interviews, observations and company documentation. Then the data obtained was analyzed for validity using triangulation of data collection techniques by comparing the answers of the informants, combining the answers and drawing conclusions from the informants' answers.

Keywords: Instagram, Social Media, Content