

ABSTRACT

Today's modern era the internet has developed very quickly in order to disseminate information and other things. With the current condition of the internet, we do not bother to get news or other information that is far from ourselves and even reaches internationally. This suggests that the enormity of the internet for life may be second only to water which is essential for life. Various ages are greatly affected by the enormity of the internet ranging from children, adolescents, to adults are very common with the term internet. This is because the internet is able to connect the whole world quickly and at the same *Time*. The rapid growth of the internet can be used by companies or organizations for branding and providing information to the audience, namely through social media *platforms* to facilitate *interactive* or two-way social *interactions*. Of course, social media is very influential on the internet network, if there is no network, social media will die by itself.

The purpose of this study is to find out how to design Instagram *Content* for promotional media for Cirebon Tourism destinations on @cirebonbribin account.

The research method in this study is to use qualitative research methods with a *descriptive* approach. This research must analyze an *Object* in a study and describe the findings that arise in the research process then a detailed analysis is carried out based on data and *facts* found in the research process that has been carried out.

The results of this study show that marketing *Content* design is needed to increase *interaction* and *Insight* on @cirebonbribin Instagram account. In addition, companies must continue to *post* interesting, consistent and viral *Content* because it is very necessary to increase *interaction* with audiences and also increase *Insight* on Instagram and be able to have a very large effect on the *Insights* of various groups, especially residents of Cirebon and its surroundings so that they can find a variety of diverse information, one of which is related information about tourism in @cirebonbribin *Content* in addition to staying Appearing as a media that has high creativity and credibility in the city of Cirebon.

Keywords : Internet, Social Media, Travel Destinations, *Content marketing*, Instagram @cirebonbribin