

Abstract

Social media has become an integral part of modern society. Platforms like Instagram and Tiktok have become a platform for sharing information and building connections. The content shared on social media also varies, ranging from text, images, videos, to live broadcasts. To increase the number of customers or consumers, interesting content is needed, so that when people see the content we create it can cause curiosity and trust. The purpose of this study is to analyze whether social media can be influential in increasing the number of customers in the Innovillage and Training project. The results obtained in creating content via Instagram and Tiktok, increase the number of visits, followers and viewers in our account. Keywords: Social Media Marketing, Marketing on Instagram and Tik-tok.