

## ABSTRACT

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*PT Jakarana Tama, a leading company in the food and beverage industry, faced challenges in optimizing the Instagram account for Gaga 100 Extra Pedas due to a lack of diverse content production. This final project report aims to enhance the quantity and quality of content on the Instagram account to expand the audience, strengthen brand image, and increase consumer engagement. The methodology used is the design thinking approach, which includes five stages: empathy, definition, ideation, prototype, and testing. The empathy stage involved analyzing the target audience (Millennials and Gen Z) and determining key content pillars such as Spicy Pedia, Spicy Fun Fact, Spicy Carnival, and Huhah Challenge. In the definition stage, problems were identified, including a lack of content production and unappealing content design. The ideation stage generated design solutions, such as selecting colors, typography, and layouts that align with current trends. Implementation was carried out by creating final design prototypes, including posters, video reels, and stories. The testing stage showed significant improvements in follower numbers, profile visits, and audience engagement. The content development successfully enhanced the visual appeal and effectiveness of the content. The Instagram content development for Gaga 100 Extra Pedas showed positive results with visual improvements through new designs, such as the use of diverse colors, attractive typography, and consistent layouts. Content pillars like Spicy Pedia, Spicy Fun Fact, Spicy Carnival, and Huhah Challenge effectively attracted the audience. As a result, the profile saw an increase in visits to 192.4 thousand, viewers increased to 3.6 million, and the number of posts per month grew from 24 to 34, with a total of 371 pieces of content. This reflects a significant improvement in audience engagement and brand visibility.*

*Keywords: Instagram, Gaga 100 Extra Pedas, Content Development, Design Thinking, Social Media Content, Millennials, Gen Z.*