

ABSTRACT

Sri Baduga Museum is one of the government agencies in the field of history and culture learning centers. Sri Baduga Museum has an Instagram social media with the username @sribaduga1980. Sri Baduga Museum currently has not utilized social media optimally as an educational medium. So this is a challenge for the Sri Baduga Museum to remain relevant amidst the high use of social media by the public. The purpose of designing this work is to optimize or maximize the Sri Baduga Museum's Instagram social media through content. Through a content plan, the design of the work can be carried out in a planned and timely manner. The design of this work was carried out in the period August 2024 - January 2024. The results obtained in the design of this work are the Sri Baduga Museum's Instagram social media @sribaduga1980 using visual communication theory and copywriting in the design process. The design of this work reveals that the content design strategy created successfully uploaded educational content and had a content plan that could be used for future content plans.

Keywords: *Content, Instagram, Sri Baduga Museum, Visual Communication, Copywriting*