

## ABSTRACT

*Changes in the lifestyle of modern humans in Indonesia have created a need for practical food with Indonesian flavors. However, quite a few MSMEs have difficulty utilizing social media effectively as a marketing medium to build brand identity. Small Bites is here as an innovative local culinary product in the form of triangular shaped rice balls with Indonesian flavors, such as chicken rendang, balado eggs and beef floss. The design of this final work aims to design an effective social media marketing strategy through the use of Instagram. In designing this work, the author used a qualitative approach method, namely observation and interviews. The marketing strategy designed includes developing a visual identity, producing content, and utilizing Instagram features such as feeds, stories, and reels. The stages in the work design process go through 3 stages, namely pre-production, production and post-production. The result of designing the work is an effective and structured digital marketing strategy capable of increasing the strength of brand identity and creating two-way interactions between customers and authors. Suggestions for designing further work are the use of other social media platforms to increase the potential for spreading brand identity and developing flavor variations.*

*Keywords : culinary innovation, rice balls, Instagram, SMEs, digital marketing*