ABSTRACT

This research stems from the importance of internship programs as a means to enhance students' skills in facing the workforce, as well as the high usage of social media, particularly Instagram, among Generation Z. The purpose of this study is to analyze the impact of the Instagram content strategy of @atapclass.id on students' interest in internships. This research uses a quantitative approach. The sample consists of vocational school students in Bandung City and Regency, selected through purposive sampling technique. Data were collected through an online questionnaire and analyzed using IBM SPSS version 22 with simple regression techniques, descriptive analysis, and validity and reliability tests. The results show that the Instagram content strategy of @atapclass.id has a positive and significant effect on students' interest in internships. The content strategy contributes 54.6% to the students' internship interest with a strong relationship. These findings support the Elaboration Likelihood Model (ELM) and the Theory of Reasoned Action (TRA), which highlight the importance of information quality and visual appeal in shaping students' interest in internship programs.

Keywords: Atap Class, Content strategy, Elaboration Likelihood Model, Interest in internships**, **Theory of Reasoned Action.