

## ABSTRACT

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PT Total Logistics, a company operating in the logistics industry, faces challenges in optimizing Total Logistics' Instagram account due to the lack of varied content production. This final project report aims to increase the amount and quality of content on Instagram account in order to expand the audience and increase interaction with potential users. The method used is the multimedia development life cycle, which includes: concept, design, material collection, manufacture, testing and distribution. At the concept stage, determine the goals and target audience (Gen Millennials and Gen Z). At the design stage, create specifications which include choosing colors, typography and layout that suit current trends. When collecting materials, selecting the shooting area according to the concept created. In manufacturing, it includes the design and material collection stages. In testing, it is hoped that it will be in accordance with the concept idea that has been planned. During distribution, the results will be stored via storage media. As a result, within a period of 90 days the profile received 474,574 thousand viewers and the number of content per month increased from 14 to 26, with a total of 182 content. This reflects a significant increase in audience engagement and brand visibility.

Keywords: Instagram, LinkedIn, Content Development, Multimedia Development Life Cycle, Social Media Content, Gen Millennials, Gen Z.