

ABSTRACT

This study discusses the effectiveness of Instagram content as a digital marketing medium for an educational consulting company in Indonesia, with a case study at PT Kuantu Prima Indonesia. This study aims to design a Guideline Book as a guideline for creating Instagram content for PT Kuantu Prima Indonesia. The problems faced by the company are low consistency in content production and the absence of clear guidelines, which impacts the low effectiveness of social media in building branding and increasing engagement. This study uses a qualitative approach with descriptive methods. Data collection techniques are carried out through observation and interviews with internal company parties. The design of the Guideline Book refers to the GSM (Graphic Standard Manual) strategy as a guideline in maintaining the consistency of Instagram visual and editorial content. The research results show that PT Kuantu Prima Indonesia's content design, with a classic and modern theme, utilizes green and white color tones, conveying a professional, fresh, and educational impression. The Montserrat typeface is used to create a clear information hierarchy, while visual elements such as supergraphics, illustrations, and icons are designed in a minimalist style to maintain aesthetics and readability. Copywriting is developed using a communicative style tailored to the audience's characteristics. Four types of content planning promotional, educational, interactive, and national holiday commemorations are organized into a content calendar on the Notion platform for the period June to December 2025. The design of this Guideline Book has proven to help maintain visual and editorial consistency of content, facilitate the creative team in producing materials aligned with the company's identity and values, and has the potential to significantly increase engagement rates.

Keywords: *Content Design, Content Planning, Graphic Standard Manual, Guideline Book, Instagram, Social Media*