

ABSTRACT

Calmway SCC Club is one of the rock climbing clubs located in Banyumas Regency, Central Java. The Calmway SCC club has athletes who have won various championships ranging from regional to national levels. However, these potential athletes have not been well promoted. Therefore, it is necessary to re-design the Instagram content of the Calmway SCC club to increase promotion. In this design, the research method used is using a qualitative research method with a descriptive approach. This method is supported by using several stages, such as interviews, observations, and documentation. This design has the purpose of designing Calmway SCC club Instagram content that can increase audience reach so that club athletes can be well promoted on the @calmwaysatriaclimbingcentre Instagram account. This design can be a reference for further DKV research by designing similar Instagram feeds or in addition to discussing club content to be more diverse.

Keywords: *club, rock climbing, content, Instagram*