

ABSTRACT

PT. Neuronworks Indonesia is a company engaged in information technology services both on a national and international scale. So far, PT. Neuronworks Indonesia markets its main services, namely DOOR HRMIS, MATRIS, SUSTERS, SMS Merdeka, ISSUKU and NEMO. In its marketing, neuronworks collaborates with state-owned companies, namely PT. Telkom Indonesia TBK. In addition, through the public relations division, neuronworks also introduced companies in the field of digital channels. One of the digital marketing channels that must be used by companies is social media. The use of social media as a means of marketing communication media is included in the scope of marketing promotion, by using social media companies can easily themselves in marketing their products because they can improve their products with not too much expenses such as money, energy, and time. Instagram is one of the popular social media used by the People of Indonesia. In the operation of social media, there are 4Cs which are indicators of social media marketing, namely context, communication, collaboration and connection. Based on this, the parties involved plan, develop, and evaluate the Instagram social media content owned by PT. Neuronworks Indonesia is @neuronworks as an Instagram account of the company. In this study, researchers used qualitative descriptive research methods with observation, interview, documentation, and triangulation techniques. The results of planning, developing, and evaluating Instagram social content that has been carried out and researched are effective, these results are seen through the Insight feature which is used as a benchmark in this study. The results of this research are expected to be a reference for the development of social media @neuronworks the future.

Keywords: *Social media content, Instagram, marketing*