

## **ABSTRACT**

This research aims to determine the influence and magnitude of the influence Instagram Social Media Content Messages @xlaxiata\_iot influence Public Knowledge regarding AI/IoT (XL Axiata Case Study – X Camp). This research was carried out on Instagram social media @xlaxiata\_iot. The research method used is quantitative and simple regression analysis. The population and sample for this research are 100 followers of Instagram social media @xlaxiata\_iot. The results of this research show that the influence that the Instagram Social Media Content Message @xlaxiata\_Iot has on Community Knowledge related Ai/Iot (XL Axiata Case Study – X Camp) is a positive influence. So, if there is an increase in the factors that determine Instagram media content messages @xlaxiata\_Iot, it will directly have an impact on increasing public knowledge. Likewise, if Instagram @xlaxiata\_Iot media content messages decrease, then public knowledge will decrease. The magnitude of the influence exerted by the Instagram Social Media Content Message @xlaxiata\_Iot on Public Knowledge regarding Ai/Iot (Case Study XL Axiata – 36%. So, it can be concluded that this research shows that there is a contribution of Instagram media content in influencing public knowledge of AI/IoT by 36%. Meanwhile, the remaining 64% is influenced by other factors.

**Keywords: Social Media, Public Knowledge, AI/IoT**