

## ABSTRACT

*The difference in perception between what is seen through the social media content of Instagram @sabdalam.garut and the image of Sabda Alam Garut makes it interesting to do research. The purpose of this study, namely to see how much influence the social media content of Instagram @sabdaalam.garut has on the image of Sabda Alam Garut. This research uses a quantitative approach with a survey method. Determination of the sample in this study using non-probability sampling method using purposive sampling technique, and obtained a total of 100 respondents who are followers of the Instagram account @sabdaalam.garut. Based on the results of partial hypothesis testing (t test), this study shows that the content uploaded through Instagram social media @sabdaalam.garut has a significant influence on the image of Sabda Alam Garut. However, the magnitude of the influence of Instagram @sabdaalam.garut social media content on the image of Sabda Alam Garut can be said to be relatively low because the content is not made concisely and tends to discuss too many general matters. In addition, the lack of content that emphasizes corporate identity such as work culture or company achievements is a factor that limits the power of messages in shaping public perception. From the results of this study, it is recommended that the management of the Sabda Alam Garut Instagram account continue to develop content so that it can strengthen the company's image in a sustainable manner in the digital realm.*

**Keywords:** *Company Image, Instagram, Social Media Content*