

ABSTRACT

PT Padepokan Tujuh Sembilan is a company engaged in IT outsourcing and software development. In the midst of increasingly tight digital industry competition, increasing brand awareness is one of the strategic needs to strengthen the company's existence, especially on social media. This study aims to design an effective and structured content plan to increase brand awareness through the Instagram platform. The method used is a descriptive qualitative approach with observation data collection techniques on social media activities and documentation of published content. These results are expected to be a strategic guideline in managing the company's social media content and increasing the appeal and engagement of the audience in a sustainable manner.

Keywords: content plan, brand awareness, social media, Instagram