

ABSTRACT

UMKM are one of the business sectors in Indonesia which have a big role in economic growth, especially the local economy, this makes the UMKM business a source of income for people in various regions. This also applies to the people of Purbalingga Regency, where part of the community's income comes from the UMKM sector. Currently, the Purbalingga Regency government is also encouraging UMKM players in the Pubalingga area to market UMKM products via digital as an effort to develop UMKMs owned by the local community. Now many UMKMs are using digital media as a medium for promotion, one of these digital media is Instagram social media. Instagram is now a social media that has many users from various circles. One of the Purbalingga UMKMs that promotes via social media is Marisa Food. This UMKM, which has been established since 2012, produces various kinds of preparations from the main raw material, namely catfish. In the beginning, Marisa Food only promoted their products via Facebook, and now they have expanded to Instagram. However, promotion on Instagram has not been carried out optimally. For this reason, research was carried out in the form of designing an Instagram feed for Marisa Food as a form of promotion. The research method used is a qualitative research method and data analysis method using SWOT and USP.