

## **ABSTRACT**

*BPR Artha Pamenang is the largest BPR in Kediri Regency with the lowest bank interest. The office is located on Jalan Pb. Sudirman No. 6 Pare, Kediri, East Java. Even though it is the largest and has the lowest interest rates, BPR Artha Pamenang has not been optimal in promoting its products so that potential customers lack information. Promotion via social media such as Instagram can help, but management is not neat. BPR Artha Pamenang is aware of this and wants to improve their Instagram content, including feeds, stories and reels. The aim of this design is to provide an Instagram content strategy for BPR Artha Pamenang, taking advantage of its unique lowest bank interest rates and positioning BPR as an MSME-friendly BPR to support the progress of MSMEs in the area. This research uses descriptive qualitative methods with observation, interviews, documentation, literature study and SWOT analysis. The result is Instagram content as the main media and supporting media such as brochures, banners, x-banners, notebooks, t-shirts, hats, stickers, calendars and wall clocks.*

**Keyword :** *content Instagram, BPR Artha Pamenang, MSME friendly BPR*