

Abstract

Social media has become an integral part of Indonesian people's lives, with its ease of use and the variety of applications available. Instagram is used as a branding strategy to increase awareness and make it easier for people to find out information. One of them is Instagram information media for the Sibata Festival which cannot yet cover and reflect the identity of the bata festival. Instagram as part of the Sibata Festival branding strategy functions to increase awareness and make it easier for the public to find out about the Sibata Festival, so to design Instagram content that symbolizes the Sibata Festival so that the public and visitors can more easily recognize the Sibata Festival in Kedungbenda village, this design uses the method descriptive qualitative, with data collection techniques in the form of observation, interviews, documentation, questionnaires and literature studies. The results of the SWOT analysis are used as a basis for finding basic ideas in designing Instagram. The design is carried out by considering the information, context and message that will be conveyed through Instagram content. Instagram promotional media for the Sibata Festival Kedungbenda Village will include attractive and relevant visuals with the festival theme, informative content about the date, time, location and event, the use of appropriate hashtags to increase post visibility, and engagement with users through comments, likes and direct message so that it is easily recognized by the public.

Keywords: *Social Media, Instagram, Creative placemaking, Culture*