

ABSTRACT

MAKING INSTAGRAM CONTENT USING GOOGLE DOCUMENT

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Instagram is a social media that provides image or photo-based feeds and stories that make it easier for users to understand diverse content. Feeds and Stories can be effective communication tools in the context of “messaging” in the short term, and “broad consumer reach” in the long term. PT. Puskomedia Indonesia Kreatif is PT Puskomedia Indonesia Kreatif is a service company in the field of website creation which is located at Jl. Arsadimedja, RT.03/RW.04, Bantarmangu, Teluk, Kec. South Purwokerto, Banyumas Regency, Central Java 53145. The services provided are web development, mobile development, web hosting and web domains. PT Puskomedia Indonesia Kreatif also has a superior website, namely PANDA Village Information Source (SID). The website is a website that continues to be developed continuously in order to facilitate government-based services.

Therefore, to create these advantages, PT. Puskomedia Indonesia Kreatif plunges into creating feed content and stories on Instagram in order to achieve their goals and user needs in accordance with the company's image, in order to be able to create a broad reach of clients using Google Docs. Starting from the message thrown, delivery strategy, visual design, targets and benchmarks, to the technical things that need to be done in Instagram social media.

Keywords: Google Docs, Instagram, Content, Social Media