

## ABSTRACT

### ROLE OF CREATIVE CONTENT IN IMPROVING PANDA TECHNOLOGY INSTAGRAM ACCOUNT PROMOTION

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The development of information technology today is very rapidly developed marked by the emergence of the internet. Advances in technology have made it easier to use, save time, and be effective in simplifying human work. Instagram's potential continues to increase over time. Instagram users in Indonesia account for 86.6% of the population, which is 85 million people, with the number of female users as much as 52.4% and men 47.6%. Currently in promoting a product or service to reach a wider market, namely by using social media. However, Instagram panda technology has a slight drawback in terms of promotion through social media because there is no availability of creative content in the company. By using Instagram will be more conceptual because it only focuses on photo and video galleries, the promotion will be conveyed more quickly.

**Keywords: social media, promotion, instagram, panda technology**