

## **ABSTRACT**

*PT. Puskomedia Kreatif Indonesia is a company that provides domain and hosting services, application, website creation services. One of the superior products from Puskomedia is Panda. Panda is one of the village information system applications that is integrated with the public service system. Panda was created to create a digital village, and make it easier for villages to processing information systems. Panda has the features needed to manage administrative data, population, public services, budgets, and much more. Nowadays, social media is used by people as a means to share information about their daily lives, or other important moments with others. To further introduce Panda to the public, a promotion was carried out through Panda's Instagram social media called technology. panda. The promotion is carried out through content on Instagram. On Instagram, Panda shares content that contains various kinds of information such as information about Panda himself, information about villages, information related to technology, documentation of activities Panda does, testimonials from villages that have used Panda technology, and other information.*

**Keywords : Content, Digital Promotion, Instagram**