

## TABLE OF CONTENTS

HALAMAN PENGESAHAN .....	i
PERNYATAAN BEBAS PLAGIASI .....	ii
ACKNOWLEDGEMENT .....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURES .....	viii
CHAPTER 1 INTRODUCTION .....	1
1.1. Background of study .....	1
1.2. Objectives of the study .....	7
1.2.1. General objective .....	7
1.2.2. Specific objective .....	7
1.3. Scope and limitation of study.....	7
1.4. Significance of study.....	7
1.5. Literature review .....	9
CHAPTER 2 RESEARCH METHODS .....	15
2.1. Theoretical Framework .....	15
2.1.1. Content Writing in Marketing .....	15
2.1.2. Social Media Content .....	16
2.1.3. Content Pillars in Social Media (Instagram) .....	17
2.1.4. Writing Social Media Content based on the Determined Content Pillar.....	18
2.2. Research Design.....	18
2.3. Research Instrument.....	19
2.3.1. Observation checklist .....	20
2.3.2. Interview questions (List of questions) .....	20
2.3.3. Content Analysis.....	21
2.4. Methods of Data Analysis .....	21
CHAPTER 3 THE CONTENT MAKING PROCESS OF THE INSTAGRAM OF BELAJARDEEN .....	22



3.1. The Overview of Belajardeen Instagram Content.....	22
3.2. The Target Market Audience of Belajardeen.....	26
3.3. The Developed Content Categories of Belajardeen Instagram Content for the Target Audience.....	28
3.4. The Steps of Instagram Content Making Process on Belajardeen.....	32
3.4.1. Brainstorming and research.....	32
3.4.2. Discussing.....	33
3.4.3. Writing.....	34
3.4.4. Reporting and Content Evaluation.....	40
3.4.5. Design.....	41
3.4.6. Publishing.....	46
CHAPTER 4 CONCLUSION.....	48
4.1. Conclusion.....	48
4.2. Recommendation.....	49
WORKS CITED.....	50
APPENDICES.....	53
Appendix 1 – List of Respondents.....	53
Appendix 2 – Interview Questions.....	54
Appendix 3 – Curriculum Vitae.....	55