THE MAKING OF ENGLISH LEARNING CONTENTS FOR INSTAGRAM TO PROMOTE LANGUAGE DEPARTMENT OF STATE POLYTECHNIC OF BENGKALIS

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ABSTRACT

This final project aims to develop and design Instagram content to promote Bengkalis events, especially cultural events in Bengkalis Regency. Bengkalis, known for its rich cultural heritage, organizes various traditional events that are valuable to the local identity and tourism potential. However, limited digital exposure has hindered these events from reaching a wider audience, especially the younger generation who are more active on social media platforms. This project used Instagram as a promotional tool due to its visual nature and wide usage. The process included research on local cultural events, content planning, visual design using Canva, caption writing, and scheduling posts to increase engagement. The result was a series of informative and visually appealing Instagram posts designed to attract community interest and participation in Bengkalis cultural events. This project is expected to support local tourism, foster cultural appreciation, and demonstrate how social media can be used effectively in cultural promotion.

Keywords: *Instagram, cultural events, Bengkalis, social media promotion, Bengkalis events.*