

ABSTRACT

The presentation of self-development messages of Adolescent Girls in Influencer Content on Instagram @Ananzapril (Qualitative Content Analysis Period September 2023 - February 2024)

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Instagram is ranked the third most used social media, apart from being visually diverse, it is also effective as an educational media. This research focuses on the packaging of @ananzapril's Instagram content focusing on self-development, for the period September 2023 - February 2024, using the content analysis method with three concepts: message form, content form, and content type. The results showed that Ananza uses persuasive messages to encourage self-development and reduce insecurity issues that can affect mental health. The form of content is in the form of interesting and easy-to-understand videos, with the type of educational content, in accordance with Ananza's main goal of helping people become the best version of themselves. This research is expected to be a reference for other creators in creating positive content such as educating self-development.

Keywords: *Ananza Prili, Message Presentation, Self Development, Instagram.*

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