

## **ABSTRACT**

*Hotel NEO Dipatiukur is a property brand located at the base of Archipelago International, Hotel NEO by Aston represents the class of 3-star hotels operated by the renowned Archipelago International hotel chain. One of the digital marketing channels that must be used by companies is social media. A very famous and growing social Media with lightning is Instagram. instagram is one of the social media that is widely used to market products. As an effort to increase product sales, it is necessary to pay attention and develop social media marketing content on Hotel Neo Dipatiukur's Instagram social media.*

*Based on this, the parties involved in the development of Instagram marketing content creation owned by Hotel Neo Dipatiukur are @neo\_dipatiukur. The purpose of this study is the analysis of the development of social media marketing on social media Instagram Hotel Neo Dipatiukur. In this study, researchers used qualitative descriptive research methods with observation techniques, interviews, documentation, and triangulation. The information already obtained is analyzed for validity by mixing the answers, drawing conclusions from the results of interviews with informants.*

*The results of this analysis to determine the development of instagram social media marketing content that has been carried out and researched are effective, the content created refers to the content matrix which consists of 4 aspects. The results of this study are expected to be a reference for the development of social media Instagram @neo\_dipatiukur in the future.*

**Keywords :** *social media marketing, instagram, social media content marketing*