

## **ABSTRACT**

*Things that must be considered and focused on in running a business are promotional activities to market the products or services that produced by the business. Promotion is something that must be done in developing a business, whether aiming for brand awareness or to maintain the existence of the product or service in the market. Along with today's modern technological developments, the promotion strategy had transformed into a more modern direction. This research focuses on marketing communication content analysis because it is one of the marketing spears on social media to achieve the goals of the brand, whether to introduce the brand or increase the sales of the product.*

*The research paradigm used by researchers in this study is the interpretive paradigm. The research method used is descriptive qualitative. The subject of this research is Umin Corner, which is one of the Micro, Small and Medium Enterprises (MSME) that carries out a digital marketing communication strategy through social media content. While the object of this research is digital marketing communication strategy carried out by Umin Corner through content on social media. Data collection techniques used are observation, interviews, documentation, and triangulation. The data analysis technique used in this study was an interactive model developed by Miles and Huberman. The validity test of the data in this study used triangulation credibility test.*

*The result of this study shows that the owner of Umin Corner only used social media Instagram, Google My Business, and Whatsapp to communicate with consumers. Umin Corner's marketing still didn't fully lead to digital marketing because the business owners didn't fully have the time to understand each element of digital marketing content.*

*Keywords: Analysis, Content, Digital Marketing, MSMEs, Micro Business Actors*