

## **ABSTRACT**

Technology that continues to develop every day causes many people to become interested in it and start to depend on it because it can make every activity of their daily lives easier. Many aspects have been touched by the sophistication of technology, from communication, education, economics, and medicine. The development of technology will certainly never stop because it goes hand in hand with the progress of science, which continues to discover new things every day. Information technology is one of the technologies with the most development and interest in Indonesia. Using *Instagram* social media to do marketing is the right choice. Because, in Indonesia, most people already use *Instagram* as a medium of entertainment, looking for information, and selling. PT Telkom Indonesia is one of the telecommunications service providers in Indonesia. RWS is a division that has products for the B2B market and uses social media to market its products.

The purpose of this study is to analyze content marketing and content marketing dimensions on *Instagram* at @telkomdigitaljabar.

The approach used in this research is a quantitative one. The population in this study is comprised of active *Instagram* users and followers on *Instagram* (@telkomdigitaljabar). In this study, data collection used a questionnaire to determine the effectiveness of content marketing on *Instagram* (@telkomdigitaljabar).

The results of the calculation of the descriptive analysis of the data show that the dimensions of content marketing on social media (*Instagram* @telkomdigitaljabar) are categorized as agreeable because in the variable dimensions of content marketing, which include reader cognition, sharing motivation, persuasion, and decision making, the life factor gets a total value of 79.2%.

*Keywords: Social Media, Instagram, Marketing Content Dimensions*