

ABSTRACT

Social media can be understood as a digital platform that provides facilities for carrying out social activities for each of its users. Some activities that can be carried out on social media, for example, are communicating or interacting to providing information or content in the form of writing, photos and videos. Based on the We Are Social report, the number of active social media users in Indonesia was 191 million in January 2022. Whatsapp is the most widely used social media by Indonesians. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook with respective percentages of 84.8% and 81.3%. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8%, respectively. This data can be used as momentum for social media users who want to attract consumers' attention. You can start by presenting interesting promotional content, increasing interaction between producers and consumers, increasing traffic by advertising on Instagram Ads. In accordance with the objectives of the researchers in this study, namely to find out how to design, implement and evaluate Instagram galleraj.id social media marketing content for UMKM Knitting Gallery Bandung in 2023. So in this study researchers will use qualitative methods with a descriptive approach. The research results obtained are describing the stages from planning analysis to evaluating content marketing that has been made. The results of the analysis and application of marketing content on social media Instagram @galleraj.id which have been implemented by researchers while conducting research is effective, these results are based on Instagram insights data at the end of the evaluation.

Keywords: Social media, Content marketing, Instagram