

## ABSTRAK

*The purpose of this study is to investigate and analyse the reactions of Arief Muhammad's Instagram followers to content marketing the Padang Payakumbuah restaurant. The study's goal is to provide insights on the material as well as the followers' perceptions and behaviour. Understanding the responses of followers can help to establish marketing strategies and promotional content for social media platforms, notably Instagram. The study also addresses a gap in earlier research by concentrating on marketing content innovation and its impact on followers' perceptions. A descriptive quantitative analysis with a cross-sectional technique was used in this study. The study's goal is to describe and analyse data using a questionnaire to better understand the reaction of @ariefmuhammad's Instagram followers to promotional content from Padang Payakumbuah restaurant. The research methodology entails collecting data from 400 survey respondents and analysing the data using statistical techniques. The study examined the responses of Instagram followers of @ariefmuhammad regarding their perceptions of the Padang Payakumbuah restaurant's content. According to the study, 79.2% of respondents had a positive view of the content, indicating that the restaurant's Instagram account, @ariefmuhammad, had a positive perception. According to the research, the information was easy to understand and achieved a total score of 23,752 out of 30,000, signifying a good ranking. Overall, the research found that the content uploaded by @ariefmuhammad influenced the followers' view of the Padang Payakumbuah restaurant.*

**Keywords:** *Response, Perception, Intagram, Content, Arief Muhammad*