

## **ABSTRACT**

*In the midst of culinary industry development in Indonesia especially in Bandung City, there is an interesting culinary trend for people and it is all about trendy cakes that use social media to create or improve that “trendy” effect, one of them is Bandung Makuta Cake. By social media Instagram, Bandung Makuta Cake has an advantages than competitor where it has the most followers and posts than the others and most of people said they know this product just from Instagram. The purpose of this research is knowing how the characteristic of digital marketing content in case social media Instagram of Bandung Makuta Cake based on Diamond theory (2013:57) about digital marketing content’s characteristic. This research use qualitative method with approach descriptive study that describe everything with real based on the real situation and condition. Bandung Makuta Cake use Instagram with all its features to have an interaction with konsumen and do softselling. Data collecting by observation on Instagram @bandungmakuta and depth interview to informants can describe the characteristic of digital marketing content and can be categorized to 6 (six) point. They are: Educate, interest, persuasive, storytelling, shareable, and use SEO (Search Engine Optimization).*

*Keywords: digital marketing content, Instagram @bandungmakuta, Bandung Makuta Cake*