

## ABSTRACT

*The phenomenon experienced by Mall Lippo Plaza Ekalokasari Bogor shows that the intense competition makes modern shopping centers obliged to have the right marketing communication so that they can compete for people's interest in visiting and making purchases. In response to this, the management of Lippo Plaza Ekalokasari Bogor used Instagram with @lippoplazaekalokasaribogor as its marketing communication media. Instagram @lippoplazaekalokasaribogor also provided information that Lippo Plaza Ekalokasari Bogor is a functional shopping center. This is believed to be able to bring in visitors with the desired number and target because the economic climate of the city of Bogor is increasingly conducive, marked by an increase in people's income. This research uses a descriptive qualitative approach. Based on the results of research and discussion, it can be denied that the results of the author's data research starting from April 1, 2020 to June 16, 2020, show that the content marketing principle of Lippo Plaza Ekalokasari Bogor is to offer poster content or video promo products or facilities for Lippo Plaza Ekalokasari Bogor that are relevant to the target market. Where the content is designed specifically according to the needs of the target market. Lippo Plaza Ekalokasari Bogor's content marketing aims to provide information to the target (consumer) which is persuasive, regarding the facilities and products being marketed. The content used by Lippo Plaza Ekalokasari Bogor contains 7 elements in it, namely 1) Relevance in the form of promotional content for delivery service products, chats & shops that are relevant to social conditions because Covid is eaten from home. 2) Informative in the form of promo content and facility notifications 3) Reliability in the form of covid-19 tenants and mall operation times in the middle of a pandemic), 4) Value in the form of Ramadan content sharing shopping and sharing functional values and emotional values 5) Uniqueness in the form of 3 in 1 video content promos namely 1 video packaging 3 content consisting of mall services, covid-19 prevention education and promo products, 6) Emotions in the form of content during the month of Ramadan, presenting joint breaking facilities as well as product promos 7) Intelligence in the form of an overview of mall facilities and services even though in the Covid Pandemic - 19 Mall Lippo Plaza Ekalokasari Bogor continues to operate while maintaining visitors. The video also shows employees of Mall Lippo Plaza Ekalokasari Bogor using equipment to prevent the spread of Covid -19 to serve visitors, where safe shopping will attract and be chosen by visitors*

**Keywords:** Content Analysis, Instagram, Lippo Plaza Ekalokasari Bogor.