

ABSTRACT

In this digital era, it is very synonymous with the internet and social media. For businesses, the internet and social media can be used as a marketing strategy. Co.Choc, which is the pioneer of the chocolate ganache drink, has been doing marketing through social media. Namely by sharing content marketing with his followers. Attractive content marketing will certainly make the consumer's brand image positive for the brand.

This type of research is quantitative with descriptive research methods, the sampling technique used is non-probability sampling with purposive sampling type. The data was collected by distributing online questionnaires to 105 respondents using the Bernoulli formula. The data analysis technique used is descriptive analysis.

Based on questionnaires that have been distributed online, the responses of respondents regarding Content Marketing carried out by Co.Choc were 83% and included in the good category, while the Brand Image was 88% and included in the very good category, according to the reference from the continuum line. Also obtained is a simple linear regression equation, namely $Y = 17.884 + 0.371X$ and the results of the coefficient of determination (R^2) get 0.608 or 60.8% which can be concluded that Content Marketing through Instagram has a simultaneous effect on consumer Brand Image by 60.8%.

Keywords: Content Marketing, Brand Image, Instagram