

ABSTRACT

PT Telkom Indonesia (Persero) Tbk is a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. Telkom STO Dago expands the marketing reach of IndiHome products into digital marketing through Instagram, through Instagram making it easier for consumers to interact or install IndiHome products. With Instagram @telkomsadangserang, it is necessary to create marketing content to promote IndiHome products, so that sales are expected to increase every day.

The purpose of this study is to find out how to plan content marketing, implement content marketing and evaluate marketing content creation. This research is a qualitative descriptive study that describes and describes situations and conditions that actually are usually narrative (many words) and natural (natural). Data were collected through interview methods, observations on Instagram social media of similar products and library studies on internal company data documentation. .

The results of the study explain the stages from planning content marketing, implementing content marketing to the stage of evaluating marketing content that has been created. There are 5 (five) characteristic points of content marketing, namely, educating, entertaining, inviting, Storytelling and sharing. Judging from Instagram's insight that digital marketing through Instagram is very useful and useful for companies, it can be seen from consumers who have successfully subscribed to IndiHome products via direct message Instagram @telkomsadangserang.

Keywords: Social Media Marketing, Content marketing, Instagram @telkomsadangserang.