

ABSTRACT

Nowadays, out of 175.4 million internet users in Indonesia, around 79% of them have used Instagram. Currently the use of social media Instagram as a marketing tool is very easy and widely used by business people to market their products and services. On Instagram, consumers are directly involved with brands or companies through messages given using content.

This study aims to analyze marketing content on the Instagram account page of PT Quantum Creative Pro through 5 dimensions, namely reader cognition, sharing motivation, persuasion, decision making, and factors. The method used in this research is quantitative and descriptive methods using non-probability sampling techniques. The author managed to collect data through questionnaires and get 97 respondents.

The results of this research on content marketing on the Instagram account of PT Quantum Creative Pro show that through 5 dimensions of assessment, reader cognition gets 82.98%, sharing motivation 80.54%, persuasion 78.78%, decision making 79.22%, and factor 77.19%. When viewed using a continuum line, the reader cognition category gets very good results, sharing motivation, persuasion, decision making, and factors get good results.

Keywords: *Content Marketing, Instagram, Social Media*