ABSTRACT

STO Banjaran is one of the automatic telephone centeres which has an important role in supporting telecommunication activities in the Banjaran area and its surroundings. STO Banjaran has a strategy in marketing indihome products by "door to door" dan "open table". For digital marketing, STO Banjaran only uses the SEO system owned by Telkom Indonesia to market products, but interactive marketing using social media has not been able to encourage sales of Indihome products and other services. The purpose of this study was determine the promotional planning that was carried out and to develop interactive content on social media to support the marketing and sales of Indihome at STO Banjaran. This study case descriptive qualitative analysis techniques, namely describing the data that has been collected descriptively using data collection methods in the form of interviews, observations and field research in order to obtain good data and can be used as research objects, as well as documenting research activities in the company. In conducting the research stage and application of interactive content on Instagram social media, the author manages instagram account and develops interactive promotional content using several Instagram features, in addition the author performs calculations on Instagram insights to measure the effectiveness of content against engagment with Instagram users. The result is the application of interactive content on Instagram social media, that was mangae by the author during effectively research, the results were obtained after measuring Instagram insights.

Keyword : Interactive content, Instagram, Social Media Marketing