

ABSTRACT

The development of the fashion industry in Indonesia as well as the development of information technology and the internet has opened up space for model agency businesses to develop, so that many new model agencies have sprung up. As of May 2020, there are 72 model agencies spread across various cities in Indonesia. Many new model agencies have sprung up making the model agency business competition more competitive. Not only competitive competition, as part of the entertainment industry, the problem also faced by model agencies is the phenomenon that entertainment activities in Indonesia are centered in the capital city of Jakarta. Nyongsqee Management is a modelling agency for artists which in its business activities channel model talent for photo shoots and catwalks as well as acting talent for commercials and film stars. Nyongsqee's business is currently facing problems, including low marketing activity, low brand awareness, and low Instagram engagement rate. This research is focusing on the promotion as the root of the problem. Based on the assessment of potential solutions, increasing effectiveness of Nyongsqee Instagram is the most effective solution to fix Nyongsqee marketing strategy. Therefore, it's needed to design the improved content marketing of Nyongsqee's Instagram and more varied content. This research objective is to design the improved content marketing of Nyongsqee's Instagram in order to increase its engagement rate performance. The methodology used in this research is benchmarking and AHP. The sampling techniques used were purposive sampling. The sample used in this study was 30 for purposive sampling. The study result is a content marketing strategy Nyongsqee Instagram in order to improve their overall performance and percentage of its engagement rate. The design of the content marketing strategy starts by story, profile, caption, reels and feeds.

Keywords: Nyongsqee, Benchmarking, Analytical Hierarchy Process, Modelling.