

ABSTRACT

Iris Garden is one of the Venues provided by PT. Duta Abadi Perkasa Unit Batununggal Indah Club. Iris Garden is an Outdoor Venue provided to serve the holding of Events, Weddings, Engagements, and others. With the tagline "Best wedding Venue that makes your event memorable" Iris Garden is one of the outdoor Venues that is currently hype in the city of Bandung. Iris Garden BIC strengthens its marketing scope into digital marketing through Instagram, by using Instagram to help consumers to know the existence of Iris Garden and make it easier to communicate to make reservations. With Instagram @irisgarden.bic requires interesting marketing content to promote its services, so it is hoped that bookings or reservations can increase.

The purpose of this study is to determine content creation planning, content implementation, and to know the evaluation of the results of content implementation on Instagram @irisgarden.bic. This research uses a qualitative descriptive research method that tells and conveys actual situations and conditions that are narrative (deciphering) and natural. Data collected using interview, observation, documentation and triangulation methods.

The results of the study explain the stages ranging from content creation planning, content implementation, to the evaluation stage of the results of the implementation of marketing content that has been created. There are 12 content ideas based on the theory obtained, but in this study only used 5 (five) content ideas that were applied, namely product promotion, tips & tricks, quotes, big day speech and information related to objects. Judging from Instagram Insight, digital marketing through Instagram has many benefits and is useful for companies, judging from the results of the content development of follower on Instagram @irisgarden.bic has increased by 97 followers and there are 30 clients who have made Iris Garden reservations.

Keywords: *Social Media Marketing, Content Marketing, Instagram @irisgarden.bic*