

## **ABSTRACT**

Lycies Bento is one of the businesses engaged in the culinary field. Lycies Bento was established in 2011. Lycies Bento expands its marketing network using social media, namely Instagram, through Instagram making it easier for consumers to find out what products are available and available. With Instagram @lydialyciesbento, it is necessary to create marketing content to promote Lycies bento products, so sales are expected to increase every day.

The purpose of this research was to find out how to plan content marketing, implement content marketing, and evaluate the creation of content marketing. This research is a qualitative descriptive study that describes, describes the actual situation and conditions. Data were collected through interview methods, observations on Instagram social media for similar products and literature study on Lycies Bento documentation.

The results of the study explain the stages starting from planning content marketing, implementing content marketing to the stage of evaluating content marketing that has been made. Judging from Instagram insight that digital marketing through Instagram is very useful and useful for Lycies Bento.

**Keywords: Social Media, Content Marketing, Instagram @lydialyciesbento**