

ABSTRACT

Today's modern era technological development are getting faster. The growth of the internet and social media users is in line with the growth of MSMEs in Indonesia. MSME Miss Keremes conducts marketing communications using social media Instagram (@misskeremes), one of which is to build good relationships with the audience. However, Miss Keremes MSMEs very rarely create and upload marketing content, so the use of Instagram is still not going well and has an impact on low online engagement. This study aims to determine how marketing communication goes through the planning, implementation, and evaluation stages on Miss Keremes MSME.

This study used qualitative research methods. The data were collected through active participatory observation, unstructured interviews, and documentation. The research data sources were selected using purposive sampling. The validity of the data test is using triangulation techniques. The data were analyzed using the Miles and Huberman model.

The results of research with the concept of marketing communication theory (planning, implementation, and evaluation) show that using the Instagram Feeds, Story, Reels features and maximizing copywriting with hashtags and locations will increase reach, engagement, and followers. Reels content is in high demand in January, March, April, May, and June. Meanwhile, Feeds content is preferred in December and February. Instagram follower's @misskeremes experienced an increase of 30 accounts and the engagement rate increased to 2.14%.

Keywords: Marketing Communication, Content Marketing, Online Engagement