

ABSTRACT

Telkom Witel Sumut is part of Telkom Regional 1 Sumatra. Telkom Witel Sumut is located on Jalan W.R Supratman no 1 Pematang Siantar. Nowadays, competition is getting tougher. Witel Sumut also presents innovations, one of which is by presenting a sharing community, namely Relay of Science, using Instagram social media with the account name @estafet_ilmu so that it requires Instagram content to be uploaded on Instagram.

The purpose of this research is to find out how to plan content marketing, implement content marketing, and evaluate content marketing that has been created and posted. This research is descriptive qualitative by describing and describing the actual situation and conditions in a narrative (many use words) and natural (natural) way. The data obtained by the authors were collected using interviews, observations on Instagram social media, and documentation.

During this research, the author has posted 60 content. From these results, there are several ideas for creating content marketing for the Relay Science Instagram account, namely quotes, tags, tips and tricks, questions and event promotions. Scheduling in creating content also makes it easier and more effective because scheduling makes it easier for writers to create content marketing.

The number of followers at the end of this account is 147 followers. The total account interacting is 42 accounts consisting of 27 accounts from followers and 15 accounts from non-followers of the Restafet Ilmu Instagram account. And for the accounts that were reached, there was an increase of 413 accounts that were reached, consisting of 104 followers and 309 from outside the followers of the Restafet Ilmu instagram account. The most active time itself falls on Saturday at 18:00 WIB - 21:00 WIB.

Keywords: Social Media Marketing, Content Marketing, Instagram @estafet_ilmu.