

ABSTRACT

Nowadays, many business sectors in Indonesia used social media especially Instagram to promote their product effectively. By using Instagram, the businessman may maximize their promotion with all of features in Instagram platform. This strategies also used by Science Center. Science center is an educational tourism object by Kabupaten Bandung, under the auspices of Dinas Kebudayaan dan Pariwisata Kabupaten Bandung. The purpose of this researcch to determine the design of social media marketing content, to determine the implementation of social media marketing content, and to determine the evaluation of the implementation of social media marketing content on the Instagram account @sciencecenter_kabbdg. This research uses descriptive qualitative thecnique by using some methods: collecting data, interview, observation, and documentation. The result of this study indicate the development of social media marketing on Instagram account @sciencecenter_kabbdg seen from insight, this stategies is more effective because the content of instagram can reach many more people around the country, both followers or non-followers who can get the information about Science Center.

Keywords : *Social Media Marketing, Konten Marketing, Instagram*