

## ABSTRACT

Perumdam Tirta Wijaya Cilacap Regency is a Regional Owned Enterprise (BUMD) of the Cilacap Regency Government which is engaged in providing clean water for the Cilacap Regency area. Perumdam Tirta Wijaya expands the marketing reach of water service products into digital marketing through Instagram, making it easier for consumers to interact or install clean water from Perumdam Tirta Wijaya. With Instagram @perumdam.tirtawijaya, it is necessary to create content marketing to promote water service products, so that sales are expected to increase.

The purpose of this study is 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 and describes situations and conditions that are actually narrative (many words) and natural (natural). Data were collected through interviews, observations on Instagram social media and literature study of documentation.

The results of the study explain the stages starting from making monthly content marketing planning, implementing content marketing, to evaluating content marketing. On the Instagram account, Perumdam Tirta Wijaya provides product information content coincide with ongoing holidays and promotions. Based on the results of the study, with 4 steps of implementing social media marketing, namely context, communication, collaboration, and connection. *Planning* for social media marketing content on @perumdam.tirtawijaya is made on a scheduled basis and the theme is determined, both regarding products and other important information such as National and International holidays. Each content that will be uploaded will be evaluated first whether the content can be uploaded or not. The language used is persuasive language in the form of an persuading, so it is easy for followers to understand.

*Keywords: Content Marketing, Instagram, Water Service*