

ABSTRACT

Technology of information from year to year always experiences a very rapid development. The Covid-19 outbreak became a global pandemic after it was announced by the World Health Organization (WHO). The pandemic is in line with the increasing of public needs for the internet. In the marketing literature, content marketing aims to attract consumers by providing content that matches the character of a brand but still relevant to what consumers want (Bening 2019).

Dapoer Yeny is a home-based MSME that produces meatball from starch and several other home-cooked foods. The market segmentation for Baso Aci Raos by Dapoer Yeny is all people in West Java Province aged from 14 - 45 years. The intended target market is teenagers to adults who like spicy food with Indonesian spices at affordable prices. The purpose of this research is to find out how to plan content marketing, implement content marketing, and evaluate. Data collection methods used are observation, interviews and documentation. Analysis of the data used is the analysis of the object of communication and competitor analysis.

The results of planning the creation of marketing content obtained data from interviews. The characteristics of marketing content on Instagram are categorized as entertainment content and stories. The result of content marketing planning is uploads of product information that will be sold to the potential customers. The results of the implementation of content marketing are scheduling content creation and ideas in creating content regarding product information to be marketed. The result of the evaluation of marketing content creation, Baso Aci Si Raos by Dapoer Yeny, has increased which can be seen through insights on Instagram with the number of profile visitors on Instagram.