ABSTRACT

In this digital age, technology and social media have become paramount for humanity. One prominent social media platform is Instagram, which boasted an active user count of 4.76 billion individuals as of January 2023, according to wearesocial.com. However, a number of businesses, particularly micro, small, and medium-sized enterprises (SME), have not fully grasped the significance of digital marketing strategies. An example of such an SME that has yet to embrace digital marketing is "Bujangan Kripik SME".

The aim of this research is to comprehend the outcomes of the analysis of social media marketing content on the @bujangankripik account, as well as to discern the preferred content references sought by the followers of @bujangankripik on Instagram in the year 2023. This study employs a quantitative descriptive method. The population under scrutiny encompasses the followers of the @bujangankripik Instagram account, with a sample size of 100 respondents. The sampling technique employed here is non-probability sampling utilizing the purposive sampling approach.

Upon processing the data through descriptive analysis, the results reveal an average percentage score of 87.85% for the Social Media Marketing variable, encompassing indicators such as content, communication, connection, and collaboration. This score falls within the "excellent" category. Results obtained from the meta Facebook page indicate a notable 66.1% increase in reach (insight) for this social media marketing content.

Keywords: Social Media Marketing Content, Descriptive Analysis, Instagram