

ABSTRACT

CV Aifie One is a company engaged in interior decoration in Tasikmalaya. The impact of the co-19 pandemic which has caused digital transformation to change very rapidly, increasingly sophisticated technology has made business people rack their brains and adapt to the development of this increasingly modern era. The problem faced by CV Aifie One is that the of Instagram social media marketing has not been maximized because the company does not have a special admin to manage the account and the promotions carried out are not interesting and monotonous. This is what underlies the research carried out, with the hope of knowing the extent to which the of social media marketing is implemented so that it can help the @aifie_one Instagram account to grow.

The purpose of this study is to analyze the of social media marketing on Instagram CV Aifie One and find out the perceptions of uploads of content that will be made as online marketing media on the @aifie_one Instagram account.

The method used in this research is a qualitative method that tells and conveys natural situations and conditions, the data needed are primary and secondary data with data collection techniques through observation, interviews, documentation, and triangulation.

The results of this study are the of social media marketing Instagram CV Aifie One is developing quite well, this can be seen from the increase in the number of followers as many as 110 followers, an increase in reach of 5,625 reach, an increase in profile visits of 836 visits, and an increase in follower interactions of 1,300 interactions.

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