

ABSTRACT

Telkom University utilizes the social media platform Instagram for interaction and dissemination of specific information. On the Instagram account @smbtelkom, promotional content targeting prospective new students is showcased. Based on the interview results conducted with the Marketing and Analytics Division on the @smbtelkom Instagram account, apart from promotions, information about Bachelor's and Vocational programs is also provided. In addition to the Bachelor's program, there is a need for further development of the Vocational program due to decreasing insights and a lack of content discussing the Vocational program. This enhancement is carried out through marketing content to facilitate the public in obtaining information about the Vocational program and to build public interest in it. The goal of this research is to determine the strategy of developing vocational marketing content to increase awareness on the Instagram social media platform @smbtelkom.

This study employs a qualitative research approach, which involves describing the obtained data from informants descriptively using the data collection method of triangulation, including observation, interviews, and documentation. During the research phase, the researcher conducted planning by gathering information about the Instagram social media platform @smbtelkom. The implementation phase involved designing vocational marketing content, and the evaluation phase involved analyzing insights obtained from the Instagram social media platform @smbtelkom.

Based on the research results, during the planning phase, the researchers coordinate with the Marketing and Analytics Department to develop a suitable vocational content strategy. The outcome is three main content themes, namely related to the study programs, admission procedures, and content that can change the public's perception of the Vocational program. Another strategy is the consistent use of the hashtag #VokasiBangunNegeri and the green theme as markers for Vocational content, as well as the use of simple language to facilitate followers' understanding. During the implementation phase, the author compiles a content brief that has gone through reviews and revisions before the content is uploaded. This content includes vlogcasts, "carita barudak" (local stories), campus tours, and testimonials. In the evaluation phase, interview results indicate that vocational content marketing has successfully increased follower awareness through interactions via direct messages and comments. Although the target audience still prefers content related to bachelor's degrees, vocational content has shown positive development, as seen through increased insights in accounts reached, accounts engaged, and profile activity.

Keywords: Social Media, Content Marketing, Instagram, Vocational, Awareness