

ABSTRACT

Kisa Gallery is an UMKM engaged in the fashion sector in the East Jakarta area. Kisa Gallery uses the social media Instagram @kisa_id to expand marketing reach on Instagram to facilitate direct interaction with consumers and Kisa Gallery followers. By using Instagram social media @kisa_id, you can create marketing content that aims to promote fashion products, so that with the things that are expected to increase brand awareness, develop the consumer base and increase sales of fashion products.

This study aims to design, implement and evaluate social media content marketing strategies on the Instagram account @kisa_id, which is the UMKM Kisa Gallery. A comprehensive approach is used in this study, which includes strategic content design, content implementation and content evaluation of the influence of social media marketing on MSMEs in 2023. This research uses a qualitative descriptive analysis technique using data collection methods in the form of observation, interviews and documentation.

The results of this study indicate that the development of social media marketing content on Instagram @kisa_id seen from the results of insight, is effective because the content shared reaches more people, both followers and non-followers who can indirectly know and know Kisa Gallery

Keywords : *Social Media Marketing, Content Marketing, Instagram.*