

ABSTRACT

Development is increasingly rapid and in this increasingly modern era, in a very short time. And industrial developments in the fashion sector continue to increase. The fashion industry is not just about selling and producing, but every industry in the fashion industry must pay attention to how to promote its products using marketing content so that it continues to attract consumer interest. So that consumers will be more generous towards the company, and can recommend the company to their environment.

The method used in this research is a qualitative method which focuses on in-depth observation of Instagram @zayna_project. The data needed is primary data and secondary data.

The results of research conducted show that Insight has experienced a significant increase, but it is very unfortunate that Instagram @zayna_project's insight has experienced a graph of increases and decreases. For insight in May, there was an increase to 100% compared to the initial insight, insight in June experienced a decrease of 20% from 100% insight in May, and insight in July experienced a decrease of 10% from 80% insight in June. However, it is quite good compared to the previous Instagram Insight.

Keywords: *Content Marketing, Social Media, Instagram*