

ABSTRACT

This paper comprehensively reviews the content marketing strategies used by Mursalabajalan's UMKM on Instagram sosial media, focusing on Instagram account content, to provide a comprehensive picture of the extent to which Mursalabajalan has utilized the Instagram platform for marketing purposes. Seeing the conditions in today's digital era, the increasing role of sosial media in promoting products and services. Therefore, it is hoped that Mursalabajalan can also utilize the Instagram platform optimally.

The purpose of this writing is to analyze sosial media marketing on Instagram sosial media Mursalabajalan in Sibolga City. This writing is motivated by the problem of the lack of content marketing on Mursalabajalan's Instagram, such as not updating content, not posting educational quotes about UMKM, and less attractive content.

This writing uses quantitative methods by distributing questionnaires to 100 respondents as data collection material. Data was collected through sampling techniques using non-probability sampling and purposive sampling methods, the population of this writing is followers and active users of Instagram sosial media who know about Mursalabajalan. In collecting data, this writing uses the questionnaire method.

The results of the descriptive analysis of the data show that the dimension on Instagram sosial media @MursalaBajalan categorized as "Very Good" because in the variable of the sosial media dimension Instagram got a total score of 87.2% and the promotion variable got a continuum percentage of 87.2% which was classified as "Very Good". So that the Instagram sosial media variable (X) affects the promotion variable (Y) by proving the results of the hypothesis test that has been carried out by the author.

Keywords: Sosial Media, Promotion, Mursalabajalan.