

ABSTRACT

This report is entitled "Content Marketing Design (Case Study on Instagram Account @ayamserundeng_momscawa in 2024)". This research aims to design an effective Instagram social media content strategy for culinary MSMEs "Mom Cawa" to increase brand awareness and sales. This research uses a qualitative method with a descriptive approach, with data collection through observation, in-depth interviews with MSME owners and managers, and documentation studies related to existing marketing practices.

The results showed that interesting Instagram content must have high visual quality, be relevant to the target audience, and be able to build interaction. Aesthetic, informative, and interactive content will encourage higher engagement from followers. In addition, careful content planning with a structured content calendar will ensure consistency and effectiveness of marketing campaigns. Periodic evaluation of content performance is also important to identify areas for improvement and measure their impact on business goals.

This research provides benefits for culinary MSMEs "Mom Cawa" in increasing brand awareness and sales through effective digital marketing strategies. By understanding the key elements in creating engaging Instagram content and implementing best practices in digital marketing, culinary MSMEs can expand their market reach, build stronger relationships with customers, and ultimately improve their business performance.

Keywords: Instagram content, Digital marketing, Mom Cawa's Serundeng Fried Chicken