

ABSTRACT

The development of information and communication technology in the digital era has had a significant impact on various aspects of life, including marketing. The internet facilitates the rapid and comprehensive dissemination of information. This development has also affected social media as a means of communication as well as an effective business platform. Social media such as Instagram has become the most popular platform in digital marketing strategies because it provides opportunities for businesses to interact directly with consumers. WS Farm Subang, a cattle farming business in Subang, West Java, utilizes Instagram as a marketing tool. However, their Instagram account activity is still limited, with low followers and a lack of content updates. This research aims to implement content marketing management on Ws Farm Subang's Instagram account to increase interaction with audiences through designing, implementing, and evaluating content marketing strategies on the social media platform. The data in this study were collected through observations of Instagram accounts belonging to competitors in the cattle farming sector, as well as interviews with internal company informants and supporting informants, namely several Instagram followers of Ws Farm Subang. This research uses a qualitative method with a descriptive approach. The results of this study indicate that WS Farm Subang's Instagram marketing content management is improved by adding information to the Instagram bio, so that the target audience can easily access the various links available. In addition, consistency in uploading content regularly succeeded in increasing the number of followers and reach of WS Farm Subang's Instagram account. The content presented is designed to meet consumer needs such as content that is informative, interesting, and presented in a language that is easily understood by followers.

Keywords: Internet, Social Media, Instagram, Marketing Content, Ws Farm Subang.