

ABSTRACT

This research is motivated by the lack of digital marketing management carried out by PKBM Buana Mekar. So far, marketing has been done mostly through word of mouth and Instagram social media. However, marketing efforts through Instagram are still not optimal, because the platform is mostly used as a documentation medium, while the marketing content produced is still limited.

The purpose of this study is to understand the process of planning, implementing, and evaluating marketing content on the @pkbm.buanamekar Instagram account in 2024. This research uses a descriptive qualitative method, in which explanations are given through words obtained from informants to obtain relevant data. In addition, data is also collected through direct observation of @pkbm.buanamekar Instagram social media to understand the overall condition of the account.

The results showed that content creation planning is done by compiling content planning for scheduling each content in the future. The plan is made every month, including the type of content, captions, and a clear posting schedule. Content implementation is carried out in accordance with the marketing objectives of PKBM Buana Mekar, based on the concept, theme, and content plan that has been prepared. Evaluation of marketing content is carried out by analyzing the insights from each content and monitoring the increase in the number of followers, compared to the conditions at the beginning of the study and after the study ended.

Suggestions given for this study are the importance of making content planning regularly every month, carrying out scheduling according to the plan that has been made, and ensuring that the content produced is in accordance with the schedule that has been compiled. In addition, evaluation of each content that has been posted needs to be done regularly to identify and correct errors in the next content.

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