ABSTRACT

The Indonesian perfume market is increasing every year. From 2020 to 2021, the Indonesian perfume market experienced an increase in revenue. From 2017 to 2018, the increase in revenue is estimated to increase to 462.1 million USD. The Indonesian perfume industry is growing. According to data from the Statista Research Department, revenue will increase by 12% until 2023. The Indonesian perfume market continues to grow rapidly along with the emergence of local brands that are able to compete. Instagram social media has developed into an excellent platform for marketing in the digital era, because the number of its users continues to increase. However, the @gudieparfumbdg account faces a number of problems, lack of consistency in content creation, not yet maximizing the use of attractive copywriting and lack of resources to manage the account. This problem causes buying interest to become a lack of awareness of a low brand.

The type of research based on the purpose of this study is for descriptive research. This study will map and apply on the Instagram platform to attract interest in buying products at @gudieparfumbdg. The research data were collected and analyzed and strengthened by the results of the interview. Interviews were conducted with the owner of @gudieparfumbdg during the period of July 2024. Within the working day period that produces information to be drawn conclusions based on the analysis.

The conclusion of this study is that the consistent application of marketing content can increase the number of views and reach of @gudieparfumbdg customers, marketing content created using the Canva and Capcut applications. Which is divided into 2 categories, namely videos and photos with topic selection such as: entertainment, promotion and education. Marketing content created based on the results of this study is expected to continue to increase the number of views which can increase the number of buyers.

Keywords: Content Marketing, Brand Awareness, Digital Marketing Purchase Interest