

ABSTRACT

PT Bara Reca Niroga is a digital marketing-based FMCG (Fast Moving Consumer Good) company which operates in the field of quality herbal products. One of the social media that can be used to promote their products by online business people is Facebook Ads. Facebook Ads itself is used at PT Bara Reca Niroga in Cirebon City which really uses social media as a sales and promotional medium. PT Barareca Niroga is a company that sells and promotes herbal medicines, especially Bio Insuleaf products. This research was conducted with the aim of analyzing the process of creating social marketing content on Facebook Ads Bio Insuleaf which is owned by PT Bara Reca Niroga.

This research is a qualitative descriptive study that describes and explains actual situations and conditions, usually narrative (lots of words) and natural (natural). Data was collected through observation methods on Facebook Ads social media in the form of interviews and literature studies of the company's internal data documentation.

Based on the research results, the process of implementing marketing content management on Facebook Original Bio Insuleaf PT Bara Reca Niroga shows that implementing diverse content strategies and using analytical features from Facebook Insight can significantly influence the effectiveness of marketing campaigns on this social media platform. By focusing on strong testimonial content and good integration between various types of content, it can increase interaction, engagement, and brand awareness for Bio Insuleaf.
Keywords: Social media, Promotion, Content Marketing, Facebook Ads