

ABSTRACT

The development of information technology has encouraged a shift from conventional marketing to digital marketing that utilizes the internet and social media as a means of promotion. DK Coffee, a home-based coffee business founded in 2020, is experiencing challenges in maximizing the use of Instagram as a marketing platform. Although DK Coffee's Instagram feed looks neat, the number of followers has not reached its maximum potential and the content upload activity is still lacking. This then becomes an interesting thing to be studied further as research on "Implementation of Marketing Content Management for Instagram Social Media Accounts @dk.coffeeciparay in 2024". This study aims to evaluate the effectiveness of using Instagram in DK Coffee's marketing strategy. The research focus includes planning, creating, and evaluating marketing content on the @dk.coffeeciparay Instagram account. This research uses a qualitative approach with a case study method. Data were collected through interviews, observations, and documentation studies. The results showed that DK Coffee has not utilized Instagram optimally in its marketing strategy. The uploaded content is still less interesting and not in accordance with the target audience. In addition, interaction activities with followers are still limited. This study recommends that DK Coffee make more strategic content planning, improve the quality and variety of content, and more actively interact with followers to increase the effectiveness of Instagram utilization as a marketing tool. The results of this study are expected to provide insights and practical strategies for DK Coffee and other small businesses in utilizing social media for more effective marketing.

Key Word : Content Marketing, Digital Marketing, Social Media