ABSTRACT

Advances in information technology have had a significant impact on various aspects of life, including in the business world. One of the most prominent forms of technology utilization is social media, especially Instagram, as an effective marketing tool. This study aims to evaluate and design an optimal Instagram content marketing strategy for MSME Kebuli Al-Ghazali, a culinary business that offers Middle Eastern kebuli rice, with a focus on STP (Segmenting, Targeting, Positioning) mapping.

This research identifies the main problems faced by Kebuli Al-Ghazali, including a lack of audience engagement and unattractive content quality. Using the STP approach, this research analyzes market segmentation, target audience determination, and brand positioning to improve content effectiveness on Instagram.

This research uses a qualitative descriptive method to examine the segmenting, targeting, and positioning strategies of Al-Ghazali Nasi Kebuli MSME. This method includes interactive analysis through interviews and observations, as well as non-interactive through document and literature studies. Data was analyzed using reduction, presentation, and conclusion drawing to provide recommendations for a comprehensive marketing strategy in the future.

The results showed that STP mapping helped Kebuli Al-Ghazali design more relevant and engaging Instagram content for the audience. Recommendations include developing structured content, increasing interaction, and optimizing Instagram features to expand promotions, which are expected to increase audience engagement, improve brand image, and increase sales.

Keywords : Social Media Content, Segmenting, Targeting and Positionig.