

ABSTRACT

Since a long time ago, fashion has become a necessity for every group, from children to adults, who need fashion every day. Almost every Indonesian knows about the fashion they use in their daily lives. Globally, fashion has the meaning of a popular style in a particular culture to support the appearance of someone who uses it, besides that it can also be interpreted as a distinctive characteristic for the person who uses it.

The purpose of this research is to find out how to implement, execute, and evaluate content marketing on business social media for PMJ UNIFORM marketing. Data were collected through observation methods on other uniform competitors' Instagram social media, and interviews with internal MSME informants.

This research uses a qualitative research approach with a descriptive approach. Analysis of the research object, explanation of the research results based on the analyzed data, and then the research is conducted in depth.

The results of this study provide the marketing content needed to increase interaction and insight on the @pmjuniform_official Instagram account. Also after this research, it is hoped that umkm can continue to post interesting and consistent content. This is very necessary to maintain and increase insight on Instagram.

*Keywords: Fashion, Social Media, Content Marketing, Instagram
@pmjuniform_official*