

ABSTRACT

The development of technology and the internet has brought about significant changes in the way people communicate, work and do business. One of the most striking forms of technological advancement is the use of social media, especially Instagram, as a marketing platform. This research aims to design an effective content marketing strategy to increase buying interest through Instagram social media on the @riiskitchenandcoffee account.

This research identifies the main problems faced by Rii's Kitchen & Coffee in utilizing Instagram as a promotional tool. The findings showed that the lack of regularity and interest in Instagram posts led to a decrease in consumer interest, which resulted in a low number of followers and brand influence. In comparison, @mbok_wito's Instagram account shows that the neat and organized content arrangement successfully attracts consumers' attention, increases interaction, and the number of followers significantly.

This research method uses qualitative description. Based on the analysis, the designed content marketing strategy includes the selection of the right type of content, optimal posting frequency, use of relevant hashtags, and a well-structured content layout. The main focus of this strategy is to increase visibility, attract audience attention, and ultimately increase the number of buyers.

The results of this study are expected to provide practical guidance for Rii's Kitchen & Coffee in designing and implementing a more effective content marketing strategy on Instagram. With the proper implementation of the strategy, it is expected that consumer buying interest can increase significantly, which in turn will strengthen Rii's Kitchen & Coffee's position in the market and increase their business success.

Keywords : Content Marketing, Social Media, Instagram, E-commerce, Marketing Strategy, Rii's Kitchen & Coffee.

