

ABSTRACT

This design focused on the use of social media marketing, particularly Instagram, to promote subsidized housing in Garut Regency. The design was motivated by the lack of digital strategy implementation among local developers and aimed to create effective, informative, and creative content to increase awareness and trust in property offerings through a platform called Carirumah.garut. This project employed a qualitative descriptive method with a research-based design approach. The content strategy design referred to the Social Media Marketing theory by Gunelius, which includes the elements of content creation, content sharing, connecting, and community building. The author developed the Carirumah.garut digital marketing platform and implemented a content strategy using Instagram features. Data were collected through observation, documentation, and performance insights from published content to evaluate audience engagement and reach. The design results showed that content using voice-over, visual storytelling, and Instagram features significantly increased engagement and reach. The application of a creative brief and visual guidelines ensured message clarity and brand consistency.

Keywords: digital marketing, social media, Instagram, subsidized housing, Social Media Marketing.