

ABSTRACT

Nowadays, technology has become a part of our lives. All activities are supported by technology to make daily activities easier. Social media is one form of technological development that has become a part of our daily lives, from giving news, looking for information, to carrying out economic activities such as marketing. One type of marketing on social media is marketing with content types. With the flexibility available in working on content, this type of marketing activity is one of the marketing activities that is widely used by economic actors. In this study, the author chose a research object in the form of an UMKM engaged in printing design, namely Bilal Production. Bilal Production is one of the printing design UMKM in the Majalaya area with low prices and the best quality. Bilal Production is an UMKM that has just re-branded and has just entered the world of Instagram social media with the account name @Bilal.Production and at the end of December it was stated that only 1 content had been uploaded. The purpose of this study is to implement marketing content on the Instagram social media account @Bilal.Production. This research was conducted using qualitative methodology. The author collected data using observation, documentation and interview methods. The interviews were conducted with the main informant and supporting informants, namely the Owner and OP Online from Bilal Production. The results of this research and implementation of content marketing management show changes in the number of followers and the number of content liked (likes) but not significant. Data from the performance of TikTok content that has been created shows that there is an increase in the number of followers by 1 user with a current total of 506 followers and there is a significant increase in the number of views and likes.

Keywords: *Content Marketing, Management Content, Social Media Marketing*