

ABSTRACT

In today's digital era, the Internet has become the center of the activities of many people. Almost all people's lives are always connected to the internet. This is because through the internet everyone can do anything, from ordering food, ordering transportation, even learning through online. This does not escape the attention of business people or companies in the economic field, namely by using online marketing. One of the marketing activities that can be done is by utilizing social media, starting with creating quality content. The purpose of this study was to determine the planning, implementation and evaluation of the analysis of the development of social media content on the Instagram account of the Perusahaan Daerah Citra Mandiri Jawa Tengah. This study uses descriptive qualitative research methods with data collection techniques using interviews, observation, documentation and triangulation. The data that has been obtained is analyzed for validity by combining answers and drawing conclusions from the results of interviews with informants. Based on the results of the study, it was concluded that the Instagram social media account created by the author with the account name @pemasaran_cmjt has interesting and informative content.

Keywords : Sosial Media Marketing, Marketing Instagram, Perusahaan Daerah Citra Mandiri Jawa Tengah