

## **ABSTRACT**

*PT Telkom Indonesia (Persero) Tbk (Telkom) is a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services as well as the largest full service and network provider in Indonesia. PT Telkom Indonesia Datel Sragen is a subsidiary of PT Telkom Indonesia (Persero) Tbk (Telkom) which is under the auspices of Regional IV Central Java and Yogyakarta Special Region (DIY). PT Telkom Indonesia Datel Sragen is located at Jl. Veteran Numb.16, Magero, Central Sragen, Sragen, Sragen Regency, Central Java (57211). PT Telkom Indonesia Datel Sragen has a strategy in marketing its services and products by utilizing the use of social media platforms. The social media used by PT Telkom Indonesia Datel Sragen is Instagram. The purpose of this research is to find out the content design that is implemented and to analyze the marketing content on Instagram social media on the @indihomesragen account to support more effective marketing and sales of services and products.*

*This study uses descriptive qualitative research techniques, namely by describing and describing data that has been collected or obtained from sources or informants descriptively by using data collection methods and testing the validity of triangulation data, namely in the form of interviews, observations, and research in the field to obtain data. which is accurate, good and can be used as an object in this research, as well as documenting research activities at PT Telkom Indonesia Datel Sragen.*

*In conducting the research, analysis, and application stages of marketing content on the Instagram @indihomesragen social media platform, researchers manage Instagram accounts and develop promotional content by utilizing various features provided on Instagram, in addition, researchers also conduct analysis on Instagram insights @indihomesragen to find out content on engagement with Instagram followers @indihomesragen. The results of the analysis and application of marketing content on Instagram @indihomesragen social media that have been implemented by researchers while conducting research are effective, these results are based on Instagram insights data at the end of the evaluation.*

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