

## **ABSTRACT**

*PT Telkom Indonesia (the company) Tbk is a State-Owned Enterprise (BUMN) which is engaged in Information and Communication Technology (ICT) services and Telecommunications network in Indonesia. The Directorate of Digital Business is one of the directorates at PT Telkom Indonesia. Tribe Smart Village Nusantara uses a branding strategy by introducing and expanding its product branding reach into digital marketing through Instagram, through Instagram making it easier for consumers to interact and learn about product education from Smart Village Nusantara. With Instagram @svn\_telkomindonesia, it is necessary to create marketing content to promote and branding its products, so it is hoped that sales will increase and also expand branding and can be embedded in the minds of consumers regarding Smart Village Nusantara products.*

*The purpose of this research is to find out how to plan content marketing, implement content marketing and evaluate the creation of content marketing. This research is a qualitative descriptive study that describes and describes the actual situation and condition which is usually narrative (many words) and natural. Data were collected through observation methods on Instagram social media of similar products, interviews, and literature studies of the company's internal data documentation.*

*The results of the research obtained are to describe the stages starting from the content marketing that has been made. Judging from Instagram insight that branding through Instagram are very useful and useful for companies, this can be seen from two-way communication and consumer responses.*

*Keywords: Social media, Branding, Content Marketing, Instagram @svn\_telkomindonesia*