

ABSTRACT

PT Telkom Indonesia (Persero) Tbk is a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. Telkom Balei Merah Putih (Witel Sumut) expands the reach of product and service marketing into digital marketing through Instagram, through Instagram making it easier for consumers to interact and provide information about products and service. With Instagram @witelsumut, it is necessary to create marketing content to promote Telkom products and service, so that sales are expected to increase every day.

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 situations and conditions that are actually narrative (many words) and natural (natural). Data were collected through interview methods, observations on Instagram social media of similar products and literature study of the company's internal data documentation.

The results of the study explain the stages starting from planning content marketing, implementing content marketing to the stage of evaluating content marketing that has been made. There are 5 (five) characteristic points of content marketing, among others are, educating, entertaining, inviting, storytelling and sharing. Judging from the Instagram insight that digital marketing through Instagram is very beneficial and useful for companies, it can be seen from consumers who have successfully subscribed to IndiHome service and join to be IndiHomefrineds via direct message Instagram @witelsumut.

Keywords: Social Media Marketing, Content Marketing, Instagram@witelsumut.