

ABSTRACT

Athalya Kitchen is an UMKM engaged in the culinary field that focuses on various kinds of sweet foods. Athalya Kitchen was founded in mid-2017 by Ita Purnama Sari's mother. Athalya Kitchen started doing digital marketing through Instagram social media to expand the reach of product marketing. By using social media Instagram can reach more consumers and one of the media to interact between consumers and producers anytime and anywhere. Therefore, content marketing is very necessary to promote products from Athalya Kitchen, so it is expected to increase sales every day.

This study aims to find out how content marketing planning, content marketing implementation and evaluation of marketing content. This research is descriptive qualitative by conducting in-depth analysis with data collection techniques directly from people in the environment under study. Data were collected through interview, observation and documnetation methods.

Then the data that has been obtained is analyzed, and the results of Athalya Kitchen's Instagram content planning are through the planning process and uploaded on a scheduled basis. The content is designed in a persuasive manner so that it can attract the attention of the audience.

Keywords: social media, content marketing, Instagram @athalya_Kitchen