

ABSTRACT

Digitalization provides a change in life patterns, especially in the business world and creates new trends in digital marketing. The business world, especially MSMEs, is asked to combine marketing communication content activities with visual skills through photos. Kebab Factory (KFID), which is part of the West Java BUMN Creative House and the top 10 MSMEs of Telkom University's Diffusion-Innovation program, stages marketing communication content activities through product photos. Product photos are chosen because this form of communication is most popular with generation Z who are their target market. This study aims to determine the implementation of the stages of marketing communication content through product photos carried out by MSMEs Kebab Factory (KFID) as a medium for introducing and selling their products to consumers. Research methods used descriptive qualitative with interpretive paradigms. Data collection through observation, semistructured interviews and structured documentation. The results showed that Kebab Factory (KFID) has carried out the stages of content marketing communication with the aim of increasing sales and credibility through Instagram using the main content, namely original content according to the target market. Product photo packaging is quite good, using close-up photo composition with the use of floatlay and hands-in-frame angle styles. Photo taking is done outdoors and lighting assistance. The drawback is that it does not have a special team so that the publication timeline has not been structured and the characteristics of product photos that still have to be improved.

Keywords: *Marketing Communication Content, Product Photos, Micro MSMEs, Digital Media.*