

ABSTRACT

In today's era, it is very easy for everyone to surf in cyberspace, or greet relatives and friends on social networking sites. The presence of technology is used by MSME actors to market their products and develop their business through social media such as Instagram, thereby encouraging the creation of product innovations that are in demand by consumers. Soto Padang Unang is one of the MSMEs engaged in culinary, then they start to get involved in online business that utilizes Instagram social media.

The purpose of this study was to analyze content marketing and the dimensions of content marketing in UMKM Soto Padang Unang on social media Instagram Soto Padang Unang.

This research is a quantitative survey, in this study used a questionnaire of 100 people which was used as a data collection tool. Collecting data through sampling techniques using the probability Sampling and Purposive Sampling methods. The population of this study is Followers and active users of Instagram social media. In collecting data, this study used a questionnaire method.

The results of descriptive data analysis indicate that the marketing content dimension on Instagram social media account @sotopadangunang is categorized as "Good." This is because in the variable dimension of marketing content, which includes reader cognition, sharing motivation, persuasion, decision making, and life factor, it obtained a total score of 79.2%.

Keywords: Social media, soto padang uanang, dimension content marketing