

ABSTRACT

Advances in digital technology allow businesses to introduce their products through online platforms. The availability of the internet that is easily accessible today, the significant benefits obtained, and affordable costs are the main factors in choosing online media as a way to promote products. Sierakiess is an example of UMKM utilizing online media through Instagram social media.

This study aims to analyze content marketing on the Sierakies Instagram account page through 5 dimensions, namely reader cognition, sharing motivation, persuasion, decision making and life factors. The method used in this study is a quantitative and descriptive method using non-probability sampling techniques. The authors managed to collect data by distributing questionnaires and getting 100 respondents.

The results of content marketing research on the Sierakies Instagram account show through 5 assessment dimensions, namely reader cognition getting 84.9%, sharing motivation 85.3%, persuasion 83.4%, decision making 83.3% and life factors 82.6 %. When viewed using a continuum line, all 5 dimensions of the assessment fall into the very good category..

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