

ABSTRACT

The rapid increase in internet usage has made it easier for people to get information through social media. The development of social media in Indonesia is utilized by business people to carry out marketing communication activities. With the development of technology and increasingly sophisticated communication, the use of marketing through social media is the main choice made by business people. One of the social media that is widely used as a marketing communication media by business owners is Instagram. The existence of limitations regarding digitalization has caused most business actors to be unable to develop their businesses optimally, especially in conducting marketing communications. This problem is also experienced by UMKM Kue Balok Pak Obos 1948, which is still lacking in utilizing content marketing to market its products using Instagram social media to expand its marketing. Therefore, this study aims to analyze marketing communication on Instagram UMKM Kue Balok Pak Obos 1948. Data collection was obtained through distributing questionnaires to 100 respondents. The data analysis used in this research is Quantitative Descriptive Analysis. The result of this study is that the overall percentage obtained from respondents answers to marketing communication variables which include context, communication, collaboration, and connection is 93,65%. This shows that marketing communication through Instagram social media @kuebalokpakobos1948 is rated very well.

Keywords: Marketing Communication, Content Marketing, Instagram, Kue Balok Pak Obos 1948