

ABSTRACT

Nowadays the internet has grown rapidly. Currently, many countries are competing to try to meet and expand internet coverage using satellites. On the other hand, the technology industry is also racing to develop networks. Starting from 2G, 3G, 4G, and now it has reached 5G. The internet is very embedded in human life today. Almost everyone of all ages, ranging from children, teenagers, to adults are familiar with the internet. This is because the internet is able to connect the entire world in real time. The rapid growth of the internet can be used by companies or organizations for branding and providing information to the audience, namely through social media platforms to facilitate interactive or two-way social interactions.

The purpose of this study is to determine the design, application and evaluation of content marketing on Instagram social media D3 Marketing Management Study Program, Telkom University. Data was collected through observation methods on Instagram social media of other study program competitors, and interviews with internal company informants.

The research method used in this study is a qualitative research method with a descriptive approach. By using descriptive research, it is necessary to analyze the object of a study, describe research findings based on the data analyzed and then conduct detailed research.

The results of this study show that marketing content design is needed to increase interaction and insight on @d3digitalmarketing_telu Instagram account. In addition, companies must continue to post interesting and consistent content. This is necessary to increase interaction with the audience and also increase insight on Instagram.

Keywords: Internet, Social Media, Content Marketing, Instagram @d3digitalmarketing_telu