

ABSTRACT

PT. Insan Agritama Teknologi, commonly referred to as INAGRI, is a company that was established in 2017. Along with technological developments, in 2022 PT. Agritama Teknologi personnel made a change, which was originally engaged in agriculture and agribusiness to become a company engaged in community development and IT solutions with its main products, namely digital products including smart dashboard people, montaz, e-commerce and ERP (Enterprise Resource System). Using Instagram social media helps PT. Agritama Teknologi personnel introduce themselves as a company engaged in community development and IT solutions. Therefore the development of social media content on Instagram is expected to increase PT. Agritama Technology Personnel.

The purpose of this study is to find out how to plan for creating social media content, implementing social media content and evaluating the application of social media content. This research uses descriptive qualitative research techniques by describing and describing the data that has been collected or obtained from informants or informants descriptively by using data collection methods and testing the validity of data triangulation, namely in the form of interviews, observations, and also research in the field to obtain data accurate, good and can be used as objects in this study.

In conducting research on the analysis and application of content marketing on social media Instagram @inagri.asia, researchers manage Instagram accounts and develop social media content on Instagram by utilizing various features provided by Instagram. In addition, researchers also conducted an analysis on Insight Instagram and followers of the @inagri.asia account. The results of the analysis carried out by researchers starting from planning to implementing content marketing on Instagram social media are effective, these results are based on Insight Instagram @inagri.asia.

Keywords: Content Marketing, Social Media Marketing, Instagram @inagri.asia