

ABSTRACT

Lingian Hotel & Convention is a hotel owned by Telkom University. Formerly, this hotel was a practical laboratory for students in the Hotel Management D3 Program of the Faculty of Applied Sciences. The hotel is located in the Lingian Building, near the Rectorate Building and the General Lecture Building. Lingian Hotel was introduced to consumers through marketing content on the social media platform Instagram. With the presence of Instagram, there is a need for marketing content to introduce Lingian Hotel and reach new consumers on the social media platform.

The purpose of this research is to understand the design, implementation, and evaluation of marketing content on the Instagram social media platform of Hotel Lingian, a Hospitality Diploma 3 (D3) program at Telkom University. Data will be collected through observation methods on competitors' Instagram social media, as well as interviews with company representatives.

The research method used in this study is qualitative research with a descriptive approach. By employing the descriptive research method, it is necessary to conduct an analysis of the subject of the study, describe research findings based on the analyzed data, and then carry out a detailed investigation.

The results of this study indicate that the design of marketing content is necessary to enhance engagement and insights on the Instagram account @lingianhotelconvention. Additionally, the implementation of marketing content should consistently involve posting interesting and cohesive content. This is essential to serve as material for evaluating the Instagram marketing content insights on the @lingianhotelconvention account.

Keywords: *social media, marketing content, Instagram, Lingian Hotel*