ABSTRACT

 PT. Setiajaya Mobilindo operates in the vehicle sector, especially TOYOTA. Business people are taking advantage of people's interest in social media. Setiajaya Toyota's strategy is to use Instagram social media to upload promotional activities for company products and services, share knowledge about Toyota vehicles, and interact with followers. This research aims to find out that Setiajaya Toyota's Instagram content can be understood and easy to remember, Setiajaya Toyota's Instagram content is informative, can educate and meet respondents' needs, Setiajaya Toyota's Instagram content can attract respondents to view Setiajaya Toyota's Instagram, Setiajaya Toyota's Instagram content is relevant, and Setiajaya Toyota's Instagram content is beneficial for the lives and environment around the respondents.

 This research is a quantitative research using descriptive analysis methods with 5 dimensions, namely reader cognition, sharing motivation, persuasion, decision making, and factors. The sampling technique is by distributing questionnaires to 100 respondents.

 The results of this research show that Setiajaya Toyota's Instagram content can be understood and easy to remember, Setiajaya Toyota's Instagram content is informative, can educate and meet respondents' needs, Setiajaya Toyota's Instagram content can attract respondents to view Setiajaya Toyota's Instagram, Setiajaya Toyota's Instagram content is relevant, and Setiajaya Toyota's Instagram content is beneficial for the lives and environment around the respondents. This will of course be an evaluation of the marketing content that has been carried out on the Instagram account @toyotasetiajayaid.

Keywords: Content Marketing, Instagram, Media Social