

ABSTRACT

Based on the We Are Social report, in Indonesia one of the online media such as Instagram ranks 2nd after social media Whatsapp. Instagram is one of the social networking media that can be used as a marketing medium (digital marketing). Business actors need to pay attention to the use of social media as one of the most important promotional media. UMKM Mazaya started to start his business in June 2019 which is located in Sukaregang, Garut Regency. UMKM Mazaya has the advantage of genuine leather craft products with attractive designs, affordable prices and various types, such as bags, women's and men's sandals, women's and men's shoes both casual and official, women's bags, women's wallets, sling bags, back-packs and etc. Along with the rapid development of digital technology and the increasingly rapid growth of the business world, it requires economic actors, especially MSME players, to have a strong strategy so that the products or services sold can be in demand and used by the public. From the results of interviews with Mazaya UMKM owners, they are currently faced with the phenomenon of intense competition with several similar genuine leather craftsmen, unattractive marketing content designs and a lack of captions on Instagram so that Mazaya UMKM needs to develop marketing content on the social media Instagram account @mazayaleathercraft so that they can attract consumers through attractive designs, more informative content and in order to reach a wider audience.

The purpose of this study is to identify, analyze and manage direct events at UMKM Mazaya regarding the development, implementation and evaluation of the results of the development of Instagram promotion media by understanding social interaction through interview, observation and documentation techniques.

The research method used in this study is a qualitative descriptive approach, with pre-field research stages, fieldwork, and data analysis, and data collection techniques, namely through key informants with observation, interviews, documentation, and triangulation. Data analysis techniques with data reduction, data presentation, and drawing conclusions and verification.

The results of descriptive analysis through the development of Instagram social media content as a digital marketing media show the reality and expectations of an increase in followers from initially only 606 to 736 or an increase of 21.45%, accounts reached in the last 90 days (28 May - 25 August 2023) 1.018, and profile activity 375. The content presented on Instagram @mazayaleathercraft is relevant to consumer needs, with informative and easy-to-understand language and uploaded consistently every week.

Keywords: *Social Media Marketing, Content Marketing, Social Media Instagram.*