

ABSTRACT

UMKM Rie Hijab is an MSME that operates in the Indonesian Muslim clothing/fashion sector. In 2016 Rie Hijab has registered IPR. The marketing strategy carried out by Rie Hijab itself is more focused on the online market through social media and market places, such as participating in exhibitions every month and communicating directly with customers. Among the many Muslim brands in Indonesia, Rie Hijab decided to make a difference. This difference can be seen from the batik element that is always present in all Rie Hijab products and is the hallmark of Rie Hijab itself. The purpose of this study is to determine the planning and implementation of social media marketing content on Instagram of Rie Hijab MSMEs and obstacles in the development of Rie Hjab MSMEs in promoting through Instagram social media. This research is qualitative research with descriptive analysis techniques, descriptive research is a research method that seeks to describe objects and subjects according to their circumstances. Information collection procedures using perceptions, meetings and documentation. With the examination of information, that is, the collection of information, the derivation and presentation of information. The consequence of this exploration is the creation of Instagram online entertainment content as one way to advance Rie Hijab MSME products. Making the name Rie Hijab famous among MSMEs, especially in the city of Bandung, or popular because it is more organized and dynamic in introducing its image to a wider region, especially in the city of Bandung. In the business world, to promote a product must be routine, diligent, and consistent as well as creative and innovative in running it. Because of its enormous influence on the revenue of a social media or technology business, today can be a benchmark for whether a business will thrive or survive. The obstacle that occurs in promoting Instagram social media for MSMEs Rie Hijab to develop their brand is time. Time is a very obvious reason. It can be seen from the area, the virtual entertainment of MSMEs Rie Hijab is currently actually supervised by the owner, besides that the owner is also busy with various things.

Keywords : Social media, Content Marketing, Instagram@rie.hijab_