

ABSTRACT

HOURMINUTE COFFE which is a form of cafe MSMEs still has several problems, one of which is the lack of activeness on the social media they have. The absence of regular content and followers that do not increase is the impact of the inactivity of the social media they have, that's why researchers use these problems as the purpose of the study. Therefore, with the formulation of the problem of how the Implementation of Social Media Marketing Content Instagram *HOURMINUTE COFFEE* in 2024. The purpose of this research is to find out the Implementation of Social Media Content on *HOURMINUTE COFFEE*. This research data was collected by using the triangulation method, with this method the researcher collected data by conducting interviews with relevant informants, direct observation of the object of research, and also collected some documentation. The research method used is qualitative research method, which is carried out by interviewing in detail with several informants. The results of the research conducted by researchers are the implementation of Hourminute Coffee Instagram.

Keywords: Implementation of Content Marketing, Instagram social media, Hourminute Coffee.