

ABSTRACT

In this era, technology has become part of our lives. All activities are supported by technology to make daily activities easier. Social media is a form of technological development that has become part of our daily lives, from keeping in touch with each other, searching for information, to carrying out economic activities such as marketing. One type of marketing on social media is marketing with content types. With the freedom that exists in working on content, this type of marketing activity has become one of the marketing activities that is widely used by economic actors.

In this research, the author chose the research object in the form of a cafe with the name Markah Warung. Markah Warung is a combination of a cafe with the coffee and a stall with the variety of rice dishes and side dishes. Markah Warung is a cafe that has just re-branded and has just entered the world of TikTok social media with the account name @markahwarung and as of 20 July 2024 it is stated that only 12 pieces of content have been uploaded. The aim of this research is to implement marketing content on the TikTok social media account @markahwarung.

This research was conducted using a qualitative methodology. The author collected data using observation and interview methods. The interviews were conducted with the main informant and supporting informants, namely Markah Warung management and Markah Warung social media PIC.

The results of this research and implementation of content marketing management show that there have been changes in the number of followers and the number of viewers, but they are not significant. From the TikTok content performance that have created, it shows that there has been an increase in the number of followers by 11 users with a current total of 24 followers and an increase in likes of 184 likes with a current total of 301 likes.

Keywords: Content Marketing, Management Content, Social Media Marketing