

## **ABSTRACT**

*Zaed Dimsum is a micro, small and medium enterprise (MSME) which was founded as a response to the economic challenges caused by the Covid-19 pandemic. Despite facing various obstacles, Zaed Dimsum continues to strive to increase the exposure of its products in a competitive market. This research aims to design an effective social media content marketing strategy to increase Zaed Dimsum brand awareness. The method used in this research is descriptive qualitative research, with data collection techniques through observation, interviews and documentation.*

*The research results show that implementing content marketing strategies through the Instagram platform plays a significant role in increasing brand awareness among consumers. A strategy focused on creating informative, interesting and relevant content has succeeded in increasing consumer interaction and interest in Zaed Dimsum products. Evaluation of the implementation of this strategy also shows an increase in the number of followers and engagement on social media, which in turn increases Zaed Dimsum's overall brand awareness.*

**Keywords :** *Content Marketing, Social Media, Brand Awareness, Instagram, MSMEs, Zaed Dimsum*