

## ABSTRACT

Digital marketing is currently very important for marketers to see market developments, so with technology that is currently increasing rapidly, it greatly affects the improvement of a brand. UMKM Toko Mas Berkah currently uses traditional marketing and digital marketing but is not consistently doing digital marketing, especially on social media. Currently, social media is one of the digital marketing activities to increase sales, market share or brand awareness. In digital marketing activities on social media, content is needed to be a communication tool with the audience to find out the products or services being sold. The purpose of the research is to carry out content planning, content implementation and evaluation in creating marketing content on Instagram social media as a medium for marketing products and increasing brand awareness on the UMKM Toko Mas Berkah account. The research method used in this research is a qualitative method, data collection techniques are carried out through a combination of observation, interviews, documentation, the data obtained is qualitative data with inductive / qualitative data analysis. The results of this study are designing marketing content on Instagram social media in the form of informative content about the products offered that are in accordance with consumer needs, implementing content that is made in accordance with the design and contains detailed information about the latest products and interacting by creating interesting captions to relevant hastags, and evaluating by analyzing using Instagram features in the form of insights based on followers, accounts reached by gender, age range and location reached by consumers. Based on the insight of the results of implementing and planning content marketing on the UMKM Toko Mas Berkah account, namely an increase in Instagram account followers by 13 accounts and accounts reached by 4,597 accounts for one month.

**Keywords :** Digital Marketing, Brand Awerness, Content Marketing, Instagram, Social Media.