

ABSTRACT

Many things that have not been fulfilled by Sidiroom.id compared to other companies such as the less attractive Instagram display, the number of likes and views that are less stable, as well as the lack of routine and consistency of Sidiroom.id in uploading content cause the need for the application of Instagram content management, so that the uploaded content can have better quality, and consistency in content creation can be fulfilled.

Qualitative research methods can be interpreted as research methods based on the philosophy of entepretive postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization.

The results of this study show that the author has implemented content management on Instagram Sidiroom.id with content that has been created by the author during the research, namely 20 contents with various content models such as entertainment content, marketing, education, all content is made professionally in accordance with the wishes of Sidiroom.id. as well as achieving the targets given by the company owner. As well as achieving the targets given by the company owner.

The author has found answers to the problem formulation in this study and has implemented content management on Instagram @Sidiroom.id by creating 20 contents, knowing all stages of content creation, starting from planning, content creation, and the evaluation process carried out by Sidiroom.id.

Keywords: Implementation, Instagram, Content Marketing, Social Media