

ABSTRACT

This research was motivated by the lack of marketing content development on Instagram social media from Respati Jakarta Vocational School, which resulted in not optimal target audience reach and a lack of brand awareness. The aim of this research is to design, implement and evaluate marketing content on Instagram social media at Respati Jakarta Vocational School. Data was collected through observation methods on Instagram social media from competitors, and interviews with internal school informants.

The research method used in this research is a qualitative research method with a descriptive approach. By using descriptive research, it is necessary to analyze the object of a research, describe the research findings based on the data analyzed, then carry out the research in detail.

Based on the results of this study, it was found that related to Instagram insight on @official.smkrespati, the number of interactions and reach of Instagram posts had significant differences. The highest was recorded on the Instagram post on June 16, 2024 with a reach of 367 accounts and interactions of 41 likes, 1 comment, 1 share, and 1 bookmark. The lowest was recorded on the Instagram post on May 1, 2024 with a reach of 202 accounts and interactions of 10 likes. This difference occurs due to audience involvement after the content is posted. The implementation of a content marketing strategy through Instagram social media carried out by the author has succeeded in increasing audience interaction and attracting around 347 new followers, although there are still other factors that cause the growth in the number of followers during that period. In addition, this strategy has a positive impact on increasing brand awareness of Respati Jakarta Vocation School.

Keywords : Brand Awareness, Marketing Content Management, Social Media