

ABSTRACT

The development of internet technology has had a positive impact on business actors to support their business activities. Rapidly developing information technology shows the impact of a person's communication patterns and lifestyle. Social media is a digital product that uses the internet as a channel to interact with other people. Social media provides space for everyone to openly interact, contribute, make connections and provide information widely in a fast and unlimited time. Instagram is one of the most popular media in the world. Instagram is able to capture and share information in the form of photos and videos quickly. MP Mart is a business entity owned by the D3 Marketing Management Study Program which operates in the sales section of goods such as food, drinks, lecture equipment, etc. for the needs of students or local audiences and is managed directly by the D3 Marketing Management study program, Faculty of Applied Sciences.

This research aims to find out the impact of implementing social media marketing content on Instagram MP Mart in 2024. The type of research used is descriptive qualitative research, with data collection techniques using interviews, observation and documentation. The validity of the data that has been obtained can be analyzed by combining answers and drawing conclusions from the results of interviews with sources. The results of this research show that implementing social media marketing content on Instagram MP Mart is effective in increasing the number of visitors. Insight on Instagram MP Mart has also increased with new content that is more varied and interesting.

Keywords: Social Media, Instagram, Content Marketing