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With the development of the times, the business world has also developed, which previously people marketed their products in a traditional way using traditional tools such as through newspapers, magazines, radio, or television, now with the emergence of the internet since 1969 in America by the U.S. Defense Advance Research Projects Agency or (DARPA), it has penetrated through social media, thus forcing entrepreneurs to be able to adapt and face market competition and long-term business challenges. With the increasing number of individuals who carry out their activities on the internet, especially on social media. entrepreneurs are currently starting to turn to digital marketing or can also be called digital marketing. according to Gunawan Chakti (2019) in his book states that digital marketing or digital marketing is all efforts made in terms of marketing using devices connected to the internet with various digital strategies and media, which have the aim of being able to communicate with consumers or potential consumers using online communication channels.

Merajut Asa Kita in marketing its knitted products and tourism services has used digital media, namely by using Instagram social media, the content created is content about @merajutasakita itself with content wrapped in the characteristics of Merajut Asa Kita MSMEs to increase brand awareness and present content about all the activities in it such as tourist visits. Then in this study using descriptive qualitative methods. The data collected is in the form of words or images, so it does not emphasize numbers. The data collected after being analyzed is then described so that it is easily understood by others. And then this research aims to find out the results of the development, application and evaluation of engagement insight content marketing on Instagram social media @merajutasajita UMKM Kampoeng Radjoet in 2023.

Keywords: Digital Marketing, Content, Social media, Instagram, UMKM.