

ABSTRACT

The development of digital technology, especially social media, offers significant opportunities for MSMEs to expand their market reach. Bursa Camera JM, an MSME in the photography industry, faces challenges in utilizing Instagram as its primary marketing platform.

This final project aims to design and implement an effective marketing strategy through Instagram to increase brand awareness and customer engagement.

The method used is qualitative analysis of reach, impressions, engagement, and feedback data from the audience obtained via Instagram Insights. The strategy design includes creating consistent visual content, utilizing Instagram features such as Stories and Reels, and managing customer interactions through comments and direct messages.

The findings show an increase in the engagement rate from 2.34% in May to 3.54% in June, with a 20% growth in followers over three months. However, a significant decline in reach and impressions occurred in May and June, indicating the need for content strategy adjustments. Overall, the implementation of this strategy has proven effective in increasing engagement, but further optimization is required to maintain consistent reach and impressions.

Keywords: Digital Marketing, Social Media Marketing, Instagram Marketing, Content Marketing.