

ABSTRACT

This research is motivated by the lack of digital marketing management carried out by Albha Tour. So far, marketing has only been carried out through Word Of Mouth or commonly called word of mouth, then through WhatsApp Status, and through Instagram social media. However, the marketing carried out by Albha Tour through Instagram is still inadequate. This media is only used as a documentation medium, besides that the management of marketing content is still minimal.

The purpose of this study is to find out the planning for creating marketing content, implementing marketing content, and evaluating marketing content on the @albha.tour Instagram account in 2024. The method used in this study uses a descriptive qualitative method, because this study will be explained using words sourced from informants to obtain data related to this research. In addition, data collection was also carried out through Instagram social media observation @albha.tour to find out the state of the account as a whole.

The results of the research obtained are for content creation planning carried out through the creation of content planning for scheduling each content in the future. This is made for every month, so that every month there is a schedule of what content will be made, starting from the content content, captions on each content, and what date the content must be posted through Instagram. In addition, the implementation is carried out by creating content in accordance with the purpose of marketing content for Albha Tour based on what concepts, themes, and content have been planned. Evaluation of the marketing content that has been created is by looking at the results of insights in each content and there is an increase in the number of followers with a comparison at the beginning of the research with the end of the research being conducted.

The right advice for this research is to routinely create content planning every month, implement scheduling through content planning that has been prepared, and create content based on the scheduling that has been prepared. In addition, it must evaluate every content that has been created and posted, so that it does not repeat if there are errors in the next content that will be posted.

Keywords: Social Media, Digital Marketing, Content Marketing, Instagram @albha.tour