

## ***ABSTRACT***

*This study addresses the issue of content marketing effectiveness on social media platforms, specifically Instagram, to enhance brand awareness and customer engagement on the @roti\_panas account. The theory applied in this research is content marketing, which involves the planning, creation, and distribution of content that can attract audience attention. The results of the study indicate a significant improvement in key metrics such as reach, engagement, followers, and impressions after implementing a consistent content strategy. Additionally, Reels content outperformed feed and story posts in terms of engagement, and posting content at 3 PM and 6 PM yielded optimal results.*

***Keywords:*** *Instagram, Content Marketing, Instagram Account @roti\_panas*