

ABSTRACT

Gilang Mandiri is a company in the livestock sector with broiler chicken products. Gilang Mandiri is the main pioneer of BLP and BLD products (boneless thighs and boneless breasts) in Sayati Market, which was founded in 1998, precisely in February. The presence of Gilang Mandiri in this market makes Gilang Mandiri have great potential to increase the potential selling value.

The purpose of this study is to determine and maximize planning in creating marketing content and evaluation results on the Gilang Mandiri website for B2B relationship purposes.

The research method applied in this research study is a qualitative research method, which is carried out according to technical procedures including observation, interviews, documentation, and triangulation.

The results of this study indicate that the development of marketing content on the Gilang Mandiri website obtains some data about Gilang Mandiri in the marketing field, through what content is needed by adjusting the target, namely B2B and designing marketing content on the website. This content is based on Chis Heur's theory in Alba with 4 indicators of Content, Communication, Collaboration, and Connection. The implementation of this development is based on content planning so that the content that will be obtained and developed is more structured. After planning for website development, this research obtained a website with a new domain via Wordpress.

Keywords: Website, Content Marketing, Planning, Evaluation