

ABSTRACT

Gegefoodies was founded in 2022 in Liwa, West Lampung, with its initial establishment only selling 1 food product so that currently it has more than 5 product choices offered by Gegefoodies. Instagram has now become an effective marketing tool for business people, including MSMEs such as Gegefoodies, which use this platform for promotions even though its interactions and followers are still relatively small compared to competitors. The interaction is also still very ineffective for an MSME that sells food that many people are looking for. Therefore, Gegefoodies needs to implement marketing content management on Instagram social media so that it can provide information and also reach a wider audience. This research aims to implement marketing content management on Instagram Gegefoodies in 2024. The main focus of the research includes how marketing content is designed, implemented and evaluated.

The methodology used is descriptive qualitative, where data is collected through interviews, observation and documentation. Data analysis techniques using data reduction, data presentation, and drawing conclusions and verification.

The result of this research is that the content implementation carried out by the author and team was effective and succeeded in increasing account and follower interactions. The content presented is relevant to consumer needs, accurate based on facts, easy for followers to understand, easy to find and consistent in uploading content.

Keywords: Content Marketing, Instagram Social Media, Digital Marketing