

ABSTRACT

Social media is a page or application that allows users to engage in social networks. Things that are done on social media are interacting by exchanging information and ideas virtually or through cyberspace. Social media marketing requires content to attract buyers' interest. Content marketing is part of digital marketing, which aims to attract consumers by providing content that fits the character of a brand but is still relevant to what consumers want.

This research aims to apply Instagram social media content for the small and medium enterprise (UMKM) Ries Bakery. This research uses qualitative descriptive research methods with data collection techniques using interviews, observation, and documentation.