

ABSTRACT

The increasing development of MSMEs encourages MSMEs to transform to digital, it is important to have a content strategy by utilizing Instagram social media to build consumer brand awareness so as to increase sales, especially in Saruhan MSMEs.

To analyze Instagram content in increasing Saruhan's sales using a marketing funnel approach. Varied Instagram content has become an important solution to build brand awareness and increase sales so that Saruhan MSMEs utilize Instagram to expand brand reach and attract the attention of consumers who match their market segment, namely Generation Z.

This study aims to evaluate the effectiveness of social media in increasing brand awareness of Saruhan's sambal and the right content concept to increase sales. The method used is qualitative with an interpretivism approach, data collection through in-depth interviews, observation, documentation analysis and triangulation and data processed using Nvivo software.

The results of the research using the marketing funnel and NVivo analysis show that at the brand awareness stage, consumers are at a very strong brand recognition stage and consumers will remember the elements in the Saruhan logo. Based on Saruhan's Instagram insights, it shows that consumers are interested in the content as evidenced by the number of viewers, likes, comments and shares in increasing Saruhan's sales, consumers have a high interest in buying Saruhan products. The right content concept is varied content.

The conclusion of this research is that Saruhan needs to increase content variety, collaborate with influencers and use the marketing funnel method to design the right content strategy. Instagram @Saruhan.id content strategy will be implemented with humorous content, eating content and collaboration with food vloggers uploaded 2 times a week on every Tuesday at 19:30 and Sunday at 14:00. After applying the results of the humorous content strategy and eating content and collaboration with food vloggers based on the results of the discussion, it is proven that there is an increase in brand awareness and sales every month from December 2024 to May 2025. These findings can be a guide for Saruhan MSME businesses in developing more effective digital marketing strategies in the future to increase Saruhan's brand awareness and sales.

Keywords: *Instagram content, marketing funnel, generation Z, brand awareness, influencers, MSMEs.*