

ABSTRACT

Lagi Kreatif as a digital marketing agency, must maintain the uniqueness of the language style in creating content that aims to attract the target audience, in its main target, namely the business owner. The product offered by Lagi Kreatif are in the form of marketing services, such as Customer Service, Advertising Optimization, marketing content, and so on, with service fees that are quite affordable for the business owners. In this study, the author uses a qualitative approach that aims to determine the Analysis process regarding Content Creation on Lagi Kreatif's Instagram on the Amount of Content Traffic. Based on the results of the study, it can be concluded that the design of appropriate and strategic copywriting has been proven to be able to provide a significant influence on increasing content traffic on the Lagi Kreatif Instagram platform. Through a copywriting approach that adjusts the language style of the target audience, the message conveyed becomes more interesting and persuasive. In addition, content creation with a "continuous" concept also influences the audience who want to deepen an expertise to understand the content again.

Keywords: (Digital marketing agency, business owner, marketing, copywriting, content traffic)