

ABSTRACT

This study aims to analyze the content marketing strategies implemented by Telkom VirALS in creating engagement on the Instagram account @telkomvirals. Using a qualitative approach with a case study method through in-depth interviews, observation, and documentation, this study explores how Telkom VirALS designs, produces, and distributes content that meets the needs of its audience. This study employs Pullizi's (2023) theory of content marketing communication strategy, which consists of three pillars: (1) Content; (2) Audience; and (3) Social Media Strategy. The research findings indicate that Telkom VirALS implements a structured content strategy based on content pillars, such as marketing content, educational content, entertainment content, and trust-building content. Additionally, Telkom VirALS conducts in-depth audience segmentation and leverages social media data insights to tailor communication styles and content formats. Instagram was chosen as the primary platform due to its relevance to the target audience, which is predominantly Gen Z and early millennials. An adaptive social media strategy aligned with Instagram's algorithm and consistent posting schedules are also critical factors in maintaining engagement. This study concludes that Telkom VirALS' content marketing strategy successfully generates engagement that is not only quantitative but also fosters meaningful two-way interaction between the brand and its audience. The findings of this study can serve as a foundation for further research exploring content marketing strategies on other social media platforms. Telkom VirALS is advised to begin exploring the use of platforms beyond Instagram, such as TikTok and YouTube, which have strong potential in reaching young audiences and driving viral content dissemination.

Keywords: Content Marketing Strategy, Engagement, Instagram, Social Media, Telkom VirALS.