

ABSTRACT

Autoretro Lumens Light is an automotive modification industry based in Bandung. Autoretro Lumens Light uses the Instagram account @autoretro_lumens_light to expand its marketing reach. By utilizing Instagram, they can facilitate interaction between consumers and Autoretro Lumens Light. With the presence of Instagram @autoretro_lumens_light, it's essential to create marketing content aimed at promoting their products, with the goal of increasing daily sales for Autoretro Lumens Light. The aim of this research is to understand the design of social media content, the implementation of social media content, and the evaluation results of the implementation of social media content for Autoretro Lumens Light in 2024. This study is qualitative and descriptive, focusing on describing and depicting the characteristics of a phenomenon, with a narrative approach that involves extensive use of words. Data is collected through interviews, observations of the Instagram media of Autoretro Lumens Light products, and a literature review of the company's internal documentation. The research results outline the stages from planning social media content, executing social media content, to evaluating the created social media content. There are five factors that can influence content marketing: design, current events, the reading experience, timing, and tone. Insights from Instagram reveal that digital marketing through Instagram is beneficial and useful for the company. Based on the promotions, consumers are interested in viewing the content on @autoretro_lumens_light and purchasing products from Autoretro Lumens Light.

Keywords: marketing, social media, Instagram, autoretro_lumens_light