

ABSTRACT

Instagram has billions of users and covers a wide area, the Rajut Binong Jati center which has great potential to be developed as well as the problems in creating content in Binong Jati's social media that is @kampoengrajoet, the writer chose @kampoengrajoet as a research subject to find out analyzing content owned by Binong Jati Instagram account @Kampoengrajoet. The @kampoengrajoet Instagram account is an Instagram account that represents the knitting industry center in the Binong Jati area of Bandung. Through social media Instagram, the Instagram account @kampoengrajoet has a growing number of buyers. The existence of a young generation in the Binong Jati knitting industry centers that are open to technological developments to develop these centers. The research method used is a qualitative approach.

Data collection through observation on social media Instagram @kampoengrajoet. In addition, in-depth interviews with key informants, supporting informants and expert informants were also conducted to obtain data in research related to content in the @kampoengrajoet Instagram account. The technique of data integrity was carried out by source triangulation.

Based on the results of the study, the communication carried out by the @kampoengrajoet instagram account at the beginning was active communication and tried to present complete information. But in terms of interacting in the comments column is still somewhat less active because not all comments are replied. In carrying out collaborations, the Instagram account @kampoengrajoet has never collaborated online, with other parties. In addition, there are also content that contains about education related to knitting but do not yet have content that contains entertainment or content specifically created to be viral.

Keywords: digital marketing, social media, marketing communication, instagram, content, new media, digital content