

ABSTRACT

Social Media is one of the platforms that is loved by internet users in the world today. They can even spend hours a day online and accessing various information on social networks. The average internet user who accesses social media spends between 60 minutes and more than 180 minutes a day using social media. The report shows that the younger the age of the social media user, the longer the duration of using social media. Of all age groups, the social media users with the longest duration are from the female category. PT. Teguh Murni Perdana is a company that was originally a home industry that was founded in 1958 and developed in the shoe industry, more specifically leather shoes and safety shoes, the target market from PT. Teguh Murni Perdana throughout Indonesia and now PT. Teguh Murni Perdana holds the trademark "Pakalolo" by developing other shoe designs so that it can continue to compete with other competitors. PT. Teguh Murni uses social media content by creating marketing content between its products and its audience through marketing content created by it in order to get customers to make purchases. In the distribution of social media marketing content, the audience it gets is still relatively small, therefore it is necessary to have reviewing every piece of content he creates to see if it can have an effect on improving this.

This type of research uses quantitative descriptive methods. The techniques used use primary sources and secondary sources. The population in this study were followers of Instagram @pakalolobootsofficial. In collecting data, this research used a questionnaire method. The data analysis technique uses descriptive analysis. The operational variables used are Reader Cognition, Sharing Motivation, Persuasion, Decision Making, Factors

For the calculation results using a Likert scale which is entered into a continuum line of the total operational content variables created by @pakalolobootsofficial is 86% which is in a very good position, which means the marketing division of PT. Teguh Murni Perdana can be categorized as creating very good content and being liked by followers. In determining the descriptive analysis on the dimension of sharing motivation which is classified as the highest compared to other dimensions with the statement "The content of the social media Instagram @pakalolobootsofficial has value and educates the audience and is entertaining" it is further improved by creating content that is more interesting and educational in the future. influencing purchasing decisions such as product review videos, educational content that provides valuable and relevant information about products or related topics can help potential buyers feel more confident and understand how to use the product..

Keywords : Media Social, Content Marketing, Marketing