

ABSTRACT

PT Lombok Gandaria is a company engaged in the food industry which was founded in 1973. The main product of PT Lombok Gandaria is Kecap Lombok Gandaria. Based on interviews conducted with the company, PT Lombok Gandaria only started marketing by utilizing Instagram social media in 2020. PT Lombok Gandaria has difficulty competing in terms of branding with competitors. Therefore, content marketing is needed to improve branding also increase company insight.

This study aims to determine the design, implementation, and evaluation of content marketing on PT Lombok Gandaria's Instagram social media. This type of research is descriptive qualitative and data collection uses observation, interview, documentation, and triangulation techniques.

The results of this study are that Instagram insight @kecaplombokgandaria has increased. Accounts reached increased by 41.5%, new followers increased by 4,187 accounts, and the average reach increased by 18.4%, and interactions that occurred increased by 103.4%.

Key Words: Content Marketing, Media Social, Instagram, PT Lombok Gandaria