

ABSTRACT

PT. Adhikari Inovasi Indonesia (Adhivasindo) was founded in 2010 in the city of Bandung, with its initial establishment as CV. Fastfoxtch Indonesia. In 2015, the company made a transition and developed into a business entity PT. Adhikari Inovasi Indonesia. PT. Adhivasindo operates in the ICT (Information, Communication and Telecommunication) sector with more than 10 years of experience in providing information technology services and solutions. The speed of service access offered through servers owned in Bandung and Jakarta is one of its superior factors. PT. Adhivasindo has digital invitation, digital card and web instant products. According to the results of an interview from one of the staff of PT. Adhivasindo namely Mr. Judith Chira, PT. Adhivasindo has a brand, namely Androwebhost Card, this brand is considered not yet effective in reaching the audience because its products are still integrated into the Androwebhost Card, then PT. Adhivasindo rebranded Androwebhost Card to become AWH which classifies products into 3 types, namely Digital Invitations, Digital Cards and Instant Web. Therefore, AWH requires content development on its Instagram social media so that it can provide information and also reach a wider audience.

The purpose of this research is to develop marketing content to increase brand awareness on Instagram social media @AWH.CO.ID YEAR 2023.

The research method used in this study is a qualitative descriptive approach, with pre-field research stages, field work, and data analysis, then data collection techniques are through informants with observations, interviews, documentation, and triangulation. Data analysis techniques with data reduction, data presentation, and drawing conclusions and verification.

The results of this study are that the content development carried out by the authors and the team has been effective and has succeeded in increasing accounts reached and followers. The content presented by Instagram @awh.co.id is relevant to consumer needs, accurate based on facts, easy for followers to understand in language, easy for followers to find and consistently uploads every week.

Keywords: Social Media Marketing, Content Marketing, Instagram