

ABSTRACT

Tantri is a form of service support for food and beverage business owners as an innovative solution that combines Scan QR Menu technology and a special cashier application for cafe or restaurant needs which aims to increase service efficiency for customers by providing a safer experience. Customers no longer have to wait long to order and pay for their orders. Customers can quickly access the menu by scanning the QR code available at their table, explore the available options, order food and drinks according to their wishes, and pay directly through the Tantri app.

The aim of this research is to find out and maximize the implementation design for marketing content management so that the image of Tantri services will be more widely known through designing, implementing and evaluating content marketing on social media Instagram @foodbazaartantri.

The research method applied in this research study is a qualitative research method with a descriptive approach. By using descriptive research, the technical procedures carried out were observation, interviews, documentation and triangulation. To describe research findings based on data that is analyzed and then carried out in detail.

The results of this research show that the results of the design, implementation, and evaluation of creating marketing content management on social media Instagram @foodbazaartantri, were implemented using a standard visual design design with educational, entertainment, information and trustworthiness content types, which created insight into the Instagram account @foodbazaartantri overall increased. Apart from that, companies need to continue and develop the design results and content marketing ideas on social media Instagram @foodbazaartantri so that it can have more appeal, increase interaction activities, and add insight into the content.

Keywords: Social Media, Content Marketing, Instagram @foodbazaartantri