

ABSTRACT

The rapid development of social media platforms, particularly Instagram, has become an integral part of the marketing strategy for Micro, Small, and Medium Enterprises (MSMEs). In this context, this research aims to design improvements in the quality of marketing content on the Instagram account of the MSME "Bibelots" using the Quality Function Deployment (QFD) approach. QFD is employed as a systematic method to identify, analyze, and prioritize customer needs and integrate them into the design and development of marketing content. The research methodology involves iterative QFD steps, starting with the identification of voice of customer through surveys and interviews with customers. The data is then processed to generate the first iteration of the QFD matrix. The next steps involve determining improvement concepts through brainstorming sessions with relevant stakeholders and evaluating column weights. The second iteration of QFD focuses on the assessment of critical parts and their respective values. The findings of this research provide a comprehensive overview of customer needs and how they can be realized through the improvement of marketing content quality on the Instagram platform. Utilizing the QFD approach, this study offers concrete guidance for the MSME "Bibelots" in designing marketing content that is more responsive to customer needs and expectations, with the aim of enhancing competitiveness and generating positive impacts on their digital marketing strategy.

Keywords ; Quality Function Deployment, Social Media, Instagram