

ABSTRACT

The development of technology and the increasing use of social media, Instagram has become one of the main tools in digital marketing strategies for many businesses, including the culinary industry. The Instagram account @chickenwilliam, which is the official account of a Fried Chicken MSME called Chicken William, is used as a case study in this research. The purpose of this research is to find out the Planning, Organizing, Actualizing and Evaluation of @chickenwilliam Instagram content in 2024.

This research uses a qualitative descriptive method with a case study approach. Data was collected through in-depth interviews with Chicken William Owner, content analysis of @chickenwilliam Instagram posts, and direct observation of user interactions on the account.

The implementation results of this study are (1) Planning, to ensure the research runs smoothly, both parties agree that the research will be conducted three times a week. (2) Organizing, both parties determine their respective responsibilities in this research. (3) Actualizing, creating a content schedule accompanied by upload hours, dates, days and content ideas then creating content designs along with captions and hastags to be uploaded on the @chickenwilliam Instagram account. (4) Evaluation, utilizing instagram features, namely insight to analyze the research that has been done.

The results show that the success of Instagram marketing content management is greatly influenced by the consistency of posts, visual quality, and content relevance to the target audience. Posts that contain engaging visual elements such as high-quality photos and informative short videos prove to be more effective in attracting user attention. In addition, active interaction with followers through the comments, direct messages, and Instagram Stories features also contribute significantly to increased target engagement.

Keyword: *Content, Marketing, Instagram*