

IMPLEMENTASI *SOCIAL MEDIA MARKETING* PADA INSTAGRAM WARUNG KULINER 69

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ABSTRAK

Di era digital, media sosial menjadi alat pemasaran yang penting dalam menjangkau konsumen secara lebih efektif dan efisien. Laporan kerja lapangan ini bertujuan untuk menganalisis dan mengimplementasikan strategi *Social Media Marketing* (SMM) yang efektif pada akun Instagram @warungkuliner69official milik CV Selera Bogatama. Permasalahan utama yang dihadapi adalah kurangnya konsistensi dalam pengunggahan konten, rendahnya interaksi dengan audiens, serta pemanfaatan fitur Instagram yang belum optimal. Metode yang digunakan bersifat deskriptif dengan pendekatan studi kasus melalui kegiatan magang langsung di Departemen Promosi perusahaan selama periode September 2024 hingga Januari 2025. Penulis melakukan serangkaian tahapan implementasi SMM dengan pendekatan 4C (*Context, Communication, Collaboration, dan Connection*), yang meliputi perencanaan konten, analisis audiens, pemanfaatan fitur Instagram (*Reels, Story, Feed*), serta monitoring performa melalui *Instagram Insight*. Hasil dari implementasi tersebut menunjukkan bahwa setelah dilakukan pengelolaan secara konsisten, terdapat peningkatan signifikan pada *engagement rate*, jumlah pengikut, serta interaksi melalui komentar dan pesan langsung. Dengan demikian, penerapan strategi SMM berbasis pendekatan 4C terbukti mampu meningkatkan efektivitas promosi *digital* serta membangun hubungan yang lebih baik dengan pelanggan Warung Kuliner 69.

Kata kunci: *Social Media Marketing*, Instagram, *Digital Marketing*, 4C, Warung Kuliner 69.

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ABSTRACT

In the digital era, social media has become an important marketing tool in reaching consumers more effectively and efficiently. This fieldwork report aims to analyze and implement an effective Social Media Marketing (SMM) strategy on the Instagram account @warungkuliner69official owned by CV Selera Bogatama. The main problems faced were a lack of consistency in uploading content, low interaction with the audience, and suboptimal utilization of Instagram features. The method used was a descriptive case study approach through direct internship activities in the company's Promotion Department from September 2024 to January 2025. The author carried out a series of SMM implementation stages with a 4C approach (Context, Communication, Collaboration, and Connection), which included content planning, audience analysis, utilization of Instagram features (Reels, Story, Feed), and performance monitoring through Instagram Insight. The results of this implementation showed that After consistent management, there was a significant increase in engagement rates, number of followers, and interactions through comments and direct messages. Thus, the implementation of a 4C-based SMM strategy has been proven to increase the effectiveness of digital promotions and build better relationships with Warung Kuliner 69 customers.

Keywords: Social Media Marketing, Instagram, Digital Marketing, 4C, Warung Kuliner 69.