

# **ANALISIS IMPLEMENTASI SOCIAL MEDIA CONTENT MARKETING MELALUI INSTAGRAM AGRES.ID JOGJA PADA PT AGRES CABANG YOGYAKARTA**

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## **Abstrak**

*Social media content marketing* adalah sistem untuk membantu mempermudah pengusaha dalam memasarkan *product* yang dimilikinya. Penelitian ini bertujuan untuk mengamati pelaksanaan *social media content marketing* pada akun media sosial Instagram @agres.id\_jogja. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif karena berupa angka-angka dan analisis. Pengumpulan data primer dilakukan melalui penyebaran kuesioner yang telah di uji validitas dan reliabilitasnya terhadap persepsi pengikut media sosial instagram @agres.id\_jogja. Berdasarkan pengolahan data kuesioner penulis menggunakan metode *arithmetic mean*. Terdapat lima variabel yang digunakan pada penelitian ini yang meliputi variabel *social media content marketing* menggunakan indikator *online communities, interaction, sharing of content, accessibility, credibility*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sebanyak 100 responden. Berdasarkan pengolahan data menggunakan *arithmetic mean*. Mengenai pelaksanaan *social media content marketing* melalui instagram mendapatkan nilai rata-rata keseluruhan sebesar 3,34 untuk rata-rata nilai tertinggi diperoleh nilai rata-rata sebesar 3,52 pada indikator *interaction* sedangkan untuk nilai rata-rata terendah diperoleh nilai rata-rata sebesar 3,10 pada indikator *online communities*. Hasil dari penelitian ini berdasarkan kriteria *social media content marketing* pada Agres cabang Yogyakarta yang sudah dikatakan sangat setuju dengan pernyataan menurut persepsi pengikut serta berdasarkan kuesioner yang dibagikan termasuk indikator *online communities, interaction, sharing of content, accessibility dan credibility*.

**Kata Kunci:** *Social Media Content Marketing*.

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**ANALYSIS OF SOCIAL MEDIA CONTENT MARKETING  
IMPLEMENTATION THROUGH INSTAGRAM AGRES.ID JOGJA AT PT  
AGRES YOGYAKARTA BRANCH**

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***Abstract***

*Social media content marketing is a system to help make it easier for entrepreneurs to market their products. This study aims to observe the implementation of social media content marketing on the Instagram social media account @agres.id\_jogja. The method used in this study is a quantitative method because it is in the form of numbers and analysis. Primary data was collected by distributing questionnaires that have been tested for validity and reliability on the perceptions of followers of social media Instagram @agres.id\_jogja. The author's questionnaire data processing is done by arithmetic mean method. There are five variables used in this study including social media content marketing variables using online communities, interaction, sharing of content, accessibility, credibility indicators. Sampling was done using purposive sampling technique with a total of 100 respondents. Data processing is done using arithmetic mean. The pie of implementing social media content marketing through Instagram gets an overall average score of 3.34. For the highest average value obtained an average value of 3.52 on the interaction indicator while for the lowest average value obtained an average value of 3.10 on the online communities indicator. The results of this study are based on the criteria for social media content marketing at the Yogyakarta branch of Agres which has been said to strongly agree with the statement according to the perceptions of followers and based on the questionnaire distributed including indicators of online communities, interaction, sharing of content, accessibility and credibility.*

***Keywords:*** *Social Media Content Marketing.*

