ABSTRAK

Victoria Ezra Stephani Mendrofa, NIM 7222550002 (2022). Implementasi Strategi *Content Marketing* berbasis *Artificial Intelligence (AI)* pada Akun Instagram UMKM Jegez Gallery Etnik Medan.

Penelitian ini dilatarbelakangi oleh keterbatasan sumber daya manusia dan waktu dalam pengelolaan media sosial UMKM Jegez Gallery Etnik Medan yang menyebabkan konten dipublikasikan secara tidak konsisten. Penelitian ini bertujuan untuk mendeskripsikan implementasi strategi *content marketing* berbasis *Artificial Intelligence (AI)* pada akun @jegezgalleryetnik_medan serta menganalisis dampaknya terhadap performa akun.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Objek penelitian adalah implementasi strategi *content marketing* berbasis *AI* pada akun Instagram UMKM Jegez Gallery Etnik Medan. Data diperoleh melalui observasi, wawancara, dokumentasi, serta analisis Instagram *insights* melalui Meta Business Suite. Implementasi strategi dilakukan melalui tahapan penetapan tujuan, pemetaan audiens, ideasi dan perencanaan konten, pembuatan konten, distribusi konten, evaluasi, serta pengembangan berkelanjutan. Dalam proses tersebut, *AI* dimanfaatkan untuk membantu riset ide konten, pembuatan *content planning, caption,* hingga pengeditan visual produk.

Hasil penelitian menunjukkan bahwa implementasi *content marketing* berbasis *AI* mampu meningkatkan performa akun Instagram yang ditandai dengan peningkatan *followers, reach, views, profile visits,* dan *content interactions.* Selain itu, konten yang dipublikasikan berhasil menjangkau audiens baru yang didominasi oleh *non-followers.* Konten reels terbukti efektif dalam memperluas jangkauan akun, sedangkan konten feeds dengan pilar *product showcase* menghasilkan tingkat *engagement* audiens yang tinggi. Dengan demikian, pemanfaatan *AI* dalam *content marketing* efektif mendukung peningkatan visibilitas merek, jangkauan pasar, dan keterlibatan audiens pada media sosial Instagram.

Kata Kunci: *Artificial Intelligence (AI), Content Marketing,* Instagram*, Digital Marketing, Engagement.*

ABSTRACT

Victoria Ezra Stephani Mendrofa, NIM 7222550002 (2022). Implementation of an Artificial Intelligence (AI) Based Content Marketing Strategy on the Instagram Account of the SMEs Jegez Gallery Etnik Medan.

This study was motivated by the limited human resources and time available for managing the social media accounts of the Medan-based SMEs Jegez Gallery Etnik, which resulted in inconsistent content publication. The study aims to describe the implementation of an Artificial Intelligence (AI)-based content marketing strategy on the @jegezgalleryetnik_medan account and to analyze its impact on the account's performance.

This study employs a qualitative method with a descriptive approach. The research subject is the implementation of an AI-based content marketing strategy on the Instagram account of the Jegez Gallery Etnik Medan SMEs. Data was collected through observation, interviews, documentation, and analysis of Instagram Insights via Meta Business Suite. The strategy implementation involved the following stages: goal setting, audience mapping, content ideation and planning, content creation, content distribution, evaluation, and continuous improvement. Throughout this process, AI was utilized to assist with content idea research, content planning, caption creation, and product visual editing.

Research findings indicate that the implementation of AI-based content marketing can improve Instagram account performance, as evidenced by increases in followers, reach, views, profile visits, and content interactions. Additionally, the published content successfully reached a new audience consisting primarily of non-followers. Reels content has proven effective in expanding an account's reach, while feed content featuring a product showcase concept generates high audience engagement. Thus, the use of AI in content marketing effectively supports increased brand visibility, market reach, and audience engagement on Instagram.

Keywords: Artificial Intelligence (AI), Content Marketing, Instagram, Digital Marketing, Engagement.

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