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Implementasi *Content Marketing* Instagram Dalam Meningkatkan *Brand Awareness* Produk Buku Terbitan PT Balai Pustaka (Persero) di Masa Pandemi COVID-19  
Bibliografi: 5 Bab 131 hal. + 20 Buku + 11 Jurnal + 12 Artikel Web

## ABSTRAK

Adanya pandemi COVID-19 memberikan dampak bagi perusahaan untuk beralih dari pemasaran tradisional menjadi *digital marketing*. Dalam hal ini, PT Balai Pustaka (Persero) memanfaatkan strategi pemasaran melalui implementasi *content marketing* untuk meningkatkan *brand awareness* buku terbitannya. Penelitian ini ditujukan untuk mengetahui tahapan implementasi *content marketing* Instagram yang dilakukan oleh Tim Media Sosial Balai Pustaka di masa pandemi COVID-19.

Implementasi *content marketing* ini berlandaskan konsep dari Kotler yaitu *Step-by-Step Content Marketing* yang terdiri dari penentuan tujuan, target audies, ide dan perencanaan konten, pembuatan konten, distribusi konten, amplifikasi konten, evaluasi *content marketing*, dan peningkatan *content marketing*.

Penelitian ini menggunakan paradigma post positivisme dengan pendekatan kualitatif dan metode penelitian deskriptif kualitatif. Teknik pengumpulan data yaitu menggunakan data primer melalui wawancara mendalam dengan narasumber terkait dan data sekunder berupa studi kepustakaan, dokumentasi, serta observasi.

Hasil dari penelitian menunjukkan, terdapat 4 (empat) tahapan implementasi *content marketing* Instagram Balai Pustaka yang terdiri dari perencanaan, pembuatan, distribusi, dan evaluasi. *Content marketing* yang dibuat untuk meningkatkan *brand awareness* berupa konten *Giveaway*, *Quotes*, *Podcast Sinopsis*, *Videografi*, *Tips and Trick*, dan *Entertainment*.

**Kata Kunci:** Instagram, *Content Marketing*, *Brand Awareness*, Buku Balai Pustaka



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Implementation of Instagram Content Marketing to Increase Brand Awareness of Books Published by PT Balai Pustaka (Persero) during the COVID-19 Pandemic  
Bibliography: 5 Chapters 131 Pages + 20 Books + 11 Journals + 12 Web Articles

## ABSTRACT

The COVID-19 pandemic has forced several companies to switch from traditional marketing to digital marketing. In this case, PT Balai Pustaka (Persero) utilizes a marketing strategy through the implementation of content marketing to increase brand awareness of its published books. This study was aimed at knowing the stages of implementing Instagram content marketing carried out by the Balai Pustaka Social Media Team during the COVID-19 pandemic.

This content marketing implementation is based on Kotler's, "Step-by-Step Content Marketing" which consists of setting goals, target audiences, content ideas and planning, content creation, content distribution, content amplification, content marketing evaluation, and content marketing improvement.

This study uses a post-positivism paradigm with a qualitative approach and qualitative descriptive research methods. The data collection technique is using primary data through in-depth interviews with related sources and secondary data in the form of library research, documentation, and observation.

The results show there are 4 (four) stages in implementation of Balai Pustaka's Instagram content marketing consisting of planning, creation, distribution, and evaluation. Content marketing created to increase brand awareness in the form of Giveaway, Quotes, Podcast, Videography, Tips and Trick, and Entertainment content.

**Keywords: Instagram, Content Marketing, Brand Awareness, Balai Pustaka's Book**