

INTISARI

Keterbatasan pemanfaatan media sosial Instagram sebagai sarana pemasaran digital menjadi tantangan bagi UMKM Jahe Merah Jago dalam memperkenalkan produk minuman herbal kepada masyarakat luas. Kondisi tersebut mendorong perlunya perancangan strategi pemasaran digital yang tepat melalui pembuatan konten Instagram. Penelitian ini menggunakan pendekatan evaluasi Business Model Canvas (BMC) dan analisis SWOT sebagai dasar perancangan strategi *content marketing* dengan penerapan model Attention, Interest, Desire, Action (AIDA), khususnya melalui fitur Instagram *Reels*. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui wawancara, observasi, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa evaluasi BMC dan analisis SWOT mampu mengidentifikasi potensi produk yang unik serta kendala dalam pemasaran digital. Penerapan strategi *content marketing* berbasis model AIDA melalui konten edukatif dan persuasif membantu menarik perhatian audiens, meningkatkan interaksi, dan mendukung proses membangun *brand awareness* UMKM Jahe Merah Jago secara lebih terarah.

Kata kunci: *Content Marketing*, Model AIDA, *Business Model Canvas*, Analisis SWOT, Instagram *Reels*.

ABSTRACT

The limitations of using Instagram as a digital marketing tool pose a challenge for Jahe Merah Jago MSMEs in introducing herbal drinks to the wider community. This condition necessitates the design of an appropriate digital marketing strategy through the creation of Instagram content. This study uses the Business Model Canvas (BMC) evaluation approach and SWOT analysis as the basis for designing a content marketing strategy with the application of the Attention, Interest, Desire, Action (AIDA) model, particularly through the Instagram Reels feature. The research method used is descriptive qualitative with data collection through interviews, observation, documentation, and literature study. The results of the study indicate that BMC evaluation and SWOT analysis are capable of identifying the unique potential of the product as well as obstacles in digital marketing. The application of an AIDA-based content marketing strategy through educational and persuasive content helps attract audience attention, increase interaction, and support the process of building brand awareness for Jahe Merah Jago MSMEs in a more focused manner.

Keywords: Content Marketing, AIDA Model, Business Model Canvas, SWOT Analysis, Instagram Reels.