

# **CONTENT ANALYSIS OF @INDOMIE NIGERIA INSTAGRAM ACCOUNT AS A DIGITAL MARKETING STRATEGY**

Name : Dina Mariana  
Reg. Number : 5504211036  
Advisor : Arita Destianingsih, M.Pd.

## **ABSTRACT**

The purpose of this study is to examine the digital marketing strategies employed by @IndomieNigeria through its Instagram account. This research specifically investigates three core aspects: the implementation of marketing strategies, the application of hashtags, captions, and tagging, and the identification of content trends that contribute most significantly to audience interaction. A mixed-methods approach was adopted, integrating qualitative content analysis with basic quantitative measurement of user engagement such as likes, comments, and reach to provide a comprehensive perspective. The data were drawn from 20 Instagram posts, consisting of 10 feed posts and 10 reels. The findings indicate that @IndomieNigeria adopts a visual and audience-centered communication style by leveraging Instagram's features to build engagement. The use of culturally relevant captions, targeted hashtags, and tagging of users and influencers plays a strategic role in expanding content visibility and stimulating interaction. Furthermore, content that encourages user participation such as challenges, quizzes, and festive campaigns as well as family-oriented narratives, particularly in Reels format, demonstrated higher engagement levels both in reach and interaction metrics. This study underscores the role of Instagram as a dynamic platform for executing brand communication through interactive and localized content. The insights gained are expected to contribute to academic discussions in the field of digital marketing and to serve as a practical reference for students, educators, practitioners, and future researchers exploring consumer engagement on social media platforms.

**Key Word:** *Digital Marketing, Instagram, Hashtag, Caption, Tagging, Content Trends, Audience Engagement, Indomie Nigeria.*