ABSTRACT

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Analysis of Bittersweet Instagram Social Media Content By Najla In Attracting Followers

Keywords: *Content* analysis, Instagram, Attracting *Followers*.

The purpose of this study is to find out the content of Bittersweetbynajla's Instagram social media in attracting followers. The theory used in this research is content marketing and content analysis. This study uses the Postpositivism paradigm with descriptive qualitative research methods. Data collection techniques were carried out through observation, interviews, documentation, and literature study. The results of this study show that bittersweet by najla uses their Instagram account with the techniques of relevance of content, Frequent updates of content, Popularity of the content, Variety of platforms, Endoser, and finding the characteristics of the account in content, process and emerge proven to be able to increase followers.

Bibliography (1980 – 2021)