

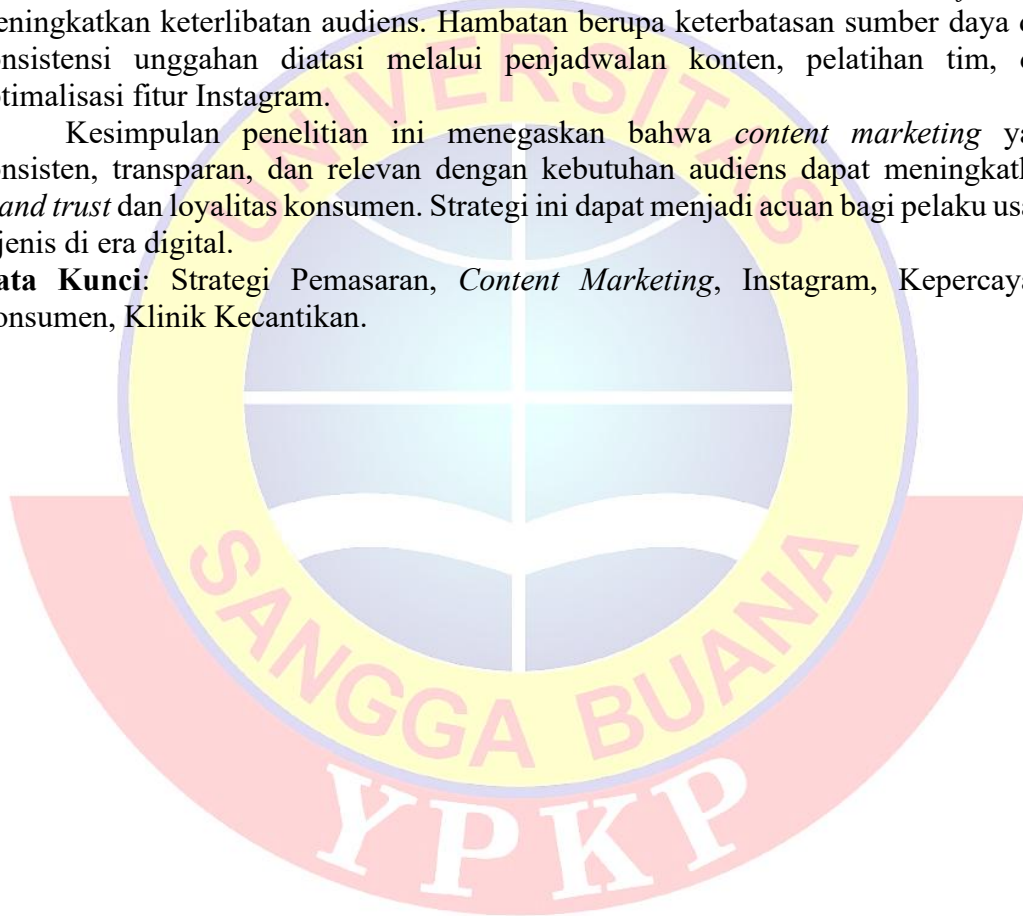
ABSTRAK

Persaingan industri klinik kecantikan mendorong pelaku usaha memanfaatkan *content marketing* di media sosial untuk membangun kepercayaan konsumen. *Beauty House Life Limbangan* menggunakan Instagram sebagai media utama penyampaian konten visual yang informatif, persuasif, dan interaktif. Penelitian ini bertujuan menganalisis strategi *content marketing* yang diterapkan, pelaksanaannya, serta hambatan yang dihadapi. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi aktivitas akun *@beautyhouselimbangan*.

Hasil penelitian menunjukkan tiga pilar strategi utama: edukasi konsumen, penguatan citra profesional melalui bukti visual dan testimoni, serta penciptaan ikatan emosional melalui interaksi aktif. Fitur *Reels*, *Stories*, dan kolaborasi *influencer* meningkatkan keterlibatan audiens. Hambatan berupa keterbatasan sumber daya dan konsistensi unggahan diatasi melalui penjadwalan konten, pelatihan tim, dan optimalisasi fitur Instagram.

Kesimpulan penelitian ini menegaskan bahwa *content marketing* yang konsisten, transparan, dan relevan dengan kebutuhan audiens dapat meningkatkan *brand trust* dan loyalitas konsumen. Strategi ini dapat menjadi acuan bagi pelaku usaha sejenis di era digital.

Kata Kunci: Strategi Pemasaran, *Content Marketing*, Instagram, Kepercayaan Konsumen, Klinik Kecantikan.



ABSTRACT

Competition in the beauty clinic industry encourages business actors to utilize content marketing on social media to build consumer trust. Beauty House Life Limbangan uses Instagram as the main medium for delivering informative, persuasive, and interactive visual content. This study aims to analyze the applied content marketing strategy, its implementation, and the challenges encountered. This research employs a qualitative method with a case study approach. Data were collected through observation, in-depth interviews, and documentation of activities on the @beautyhouselimbangan Instagram account.

The results indicate three main strategic pillars: consumer education, strengthening professional image through visual evidence and testimonials, and creating emotional connections through active interaction. Instagram features such as Reels, Stories, and influencer collaborations enhance audience engagement. Challenges in the form of limited resources and inconsistent posting were addressed through content scheduling, team training, and optimizing Instagram features.

This study concludes that consistent, transparent, and audience-relevant content marketing can increase brand trust and consumer loyalty. This strategy can serve as a reference for similar businesses in the digital era.

Keywords: *Marketing Strategy, Content Marketing, Instagram, Consumer Trust, Beauty Clinic.*

