

ABSTRACT

Digital marketing is a marketing communication effort to market a company's products or brands to an audience using digital media or the internet as an intermediary. If conventional marketing uses one-way communication, in digital marketing companies can use two-way communication with consumers. This is the advantage of digital marketing to be able to interact and connect with consumers who can build the company's brand image. One company that uses content marketing to provide all forms of information in the form of company activities or promotions in an effort to build and maintain a good brand image in the community is PT Bio Farma. PT Bio Farma is the only producer of vaccines for humans in Indonesia. The problem in this study is that the audience does not know or recognize the products produced by PT. Bio Farma and the audience is less involved in the purpose of the content provided by PT. Bio Farma.

This study uses a descriptive quantitative research method. Using primary data consisting of non-participant observation, structured interviews, and questionnaires or questionnaires, as well as secondary data from literature studies through books, journals and archives. The respondent determination technique is an accidental sampling technique using the Slovin formula which was determined by 37 respondents.

From this study, it was found that good content marketing can be realized through optimizing content on PT. Biofarma's social media by maintaining educational and informative content, with several factors including: reader cognition (reader perception), sharing motivation (sharing motivation), persuasion (persuasive), decision making (decision making), and factors (certain factors). From the results of the study, it was found that content marketing has a positive and significant effect on brand image at PT. Biofarma which is known through the results of the partial test (T test) which shows that t count (3.721) > t table (2.032).

The obstacles in this study based on the results of the study are the limitations of content on social media due to limitations and lack of gimmicks that attract the audience to find out more about the company and the high level of competition. In such a broad market for pharmaceutical products or vaccines, competition between brands can be an obstacle. If the quality of the product or service does not match the expectations generated by the brand image, customer disappointment can occur.

Keywords: Marketing, Content Marketing, Brand Image