

## ABSTRACT

### **Sustainable Agriculture Content in Kubota Machinery Indonesia's Social Media Marketing Communications (Qualitative Content Analysis of Instagram @Kubota.kmi in Content Publication Period March 2024 - August 2024)**

Muhammad Mansya Jannata Yoga<sup>1)</sup>, Fasya Syifa Mutma, S.I.Kom., M.I.Kom.<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Agriculture is one of the important sectors in Indonesia, namely 12.53% of national GDP in 2023. This shows the crucial position of agriculture as the main source of income for society. On the other hand, the concept of environmental friendliness or ecological sustainability is currently also of global concern as stated in the 2030 Sustainable Development Program where the manifestation of sustainable agricultural patterns and structures is one of the pillars. Kubota Machinery Indonesia as a subsidiary of Kubota Corporations Global Japan, a provider of agricultural tools and machinery also pays attention to this, especially in efforts to reduce the concept of sustainable agriculture in the marketing communication activities it carries out. The purpose of this study was to determine how the packaging of Instagram content @kubota.kmi in packaging sustainable agriculture content as a supporting component of marketing communications carried out by Kubota Machinery Indonesia in the period March 2024-August 2024. This series of studies adopted a qualitative content analysis method with a total analysis unit of 186 contents with four main categories as coding components, namely content message themes, content message forms, content marketing themes, and content message formats. The results of this study indicate a close relationship and effective combination between hard selling of agricultural products and educational content based on the concept of sustainable agriculture which is derived on content in stages with smooth integration and prioritizing the audience-centric nature of the content. Thus, Kubota Machinery Indonesia has succeeded in building brand awareness through various formats, especially carousels and audience-focused approaches on Instagram @kubota.kmi. The implementation of this marketing communication strategy also integrates product promotion with sustainable agriculture values, so that it is relevant to the interests and needs of the audience.

**Keywords:** Content Packaging, Sustainable Agriculture, Kubota Machinery Indonesia, Marketing Communication, Instagram, Reels

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Publication Year : 2017 - 2024