

ABSTRACT

In the current era of digitalization, there are still some business people who are still not sure how to carry out marketing in a digital scope. Instagram is one of the social media that can be used as a place to promote a product, one of which is the Mevorley Eyewear store. This shop utilizes Instagram social media for online shop activities using the Instagram ads feature. The purpose of this study is to provide information on the utilization of the Instagram ads feature or Instagram advertisements in online shop activities. This study uses a qualitative descriptive research method. Data was collected by observation from the Mevorley Eyewear account, interviews with informants, documentation to obtain information about this research. Based on the results of this research, Instagram advertising activities are effective because they can reach potential new customers in a broad and specific manner in a sustainable manner without requiring time and energy, so they are practical and effective to use in an effort to increase customer engagement.

Keywords: *Instagram, Social media, Instagram ads feature, Mevorley Eyewear, Customer engagement*