

## **ABSTRACT**

*Social media has an important role in disseminating various information, as well as in building personal identity, including that of the company. Currently, Instagram social media is the main platform that is widely used by brands and companies to build brand awareness and increase customer engagement with photo and video content. Through content marketing, it is hoped that it can become a strategy for a company to obtain customer engagement from its audience or followers. This research aims to find out how influential content marketing on PT INTI (Persero) Instagram is on customer engagement that has been implemented on PT INTI (Persero) Instagram.*

*This research is research using quantitative methods. The population in this study were all employees of PT INTI (Persero), so the sampling technique used in this research was nonprobability sampling. The data collection method was carried out by conducting a questionnaire. Data processing in this research will be analyzed using Descriptive Analysis, Classical Assumption Testing, and Hypothesis Testing.*

*The results of this research are that content marketing optimization carried out by the author and the company's social media team was effective and succeeded in influencing the engagement of @ptintiofficial social media customers. The content presented by Instagram @ptintiofficial is relevant to consumer needs, such as informative content and content that is currently trending.*

**Keywords :** *Content Marketing, Media social dan Customer Engagement*