ABSTRACT

Kampung Inggris Bandung EPLC as an English language course institution in Bandung City was able to achieve an Instagram engagement rate of 2.13% and this value is higher than the other two competitors. The purpose of this research is to find out why the Kampung Inggris Bandung EPLC plans content through the social media Instagram. And find out how to plan social media content for Instagram Kampung Inggris Bandung EPLC in building Customer Engagement. The theories used in this research are SocialMedia and Customer Engagement (Evans & McKee, 2010) and the concept of Content Marketing (Kotler, Kartajaya & Setiawan, 2017). This research uses a qualitative approach and case study method. Data collection was carried out through interviews with the Head of Marketing and Social Media Specialist of Kampung Inggris Bandung EPLC, expert informants in the field of digital media content production, and the audience of the Instagram account @kampunginggrisbdg which was divided into three, namely students, alumni and the general public. Data collection is also carried out through observation, media monitoring and document study. Research findings show that the Kampung Inggris Bandung EPLC carried out Instagram social media content planning which was divided into three main stages, Content Research and Plan, Content Execution and Content Evaluation, where each main stage was divided into eight technical stages. The discovery of the use of the context creator function is to ensure the suitability of the content to its purpose. Then, in building audience involvement, institutions use various methods, such as continuing to update content, transparency of all activities, providing a forum for development such as a community and continuing to provide benefits.

Keywords: *content planning, customer engagement, instagram, social media*