

ABSTRACT

In today's digital era, internet users around the world have reached 4.5 billion people. Indonesia as one of the countries with the largest population of internet users in the world, almost 80 percent of internet usage on smartphone is used for social media. One of the social media with the highest online buying and selling actors is Instagram social media. With so many brands that market their products through social media platforms, it certainly provides an opportunity to open services in the marketing industry, especially in digital marketing, which is often referred to as a creative agency. Content Marketing is one of the marketing strategies used by creative agencies. By establishing Content Marketing as a marketing strategy, the relationship with consumers will be deeper or useful for maintaining Customer Engagement. The purpose of this study is to determine "The Effect of Instagram Content Marketing to Customer Engagement (Case Study of PT. Kimia Farma in 2020)".

The method used in this research is quantitative method, the data needed for this research are primary and secondary data. Sampling was done by using the method of Non Probability Sampling type purposive sampling, involving 100 respondents. The data analysis technique used descriptive analysis and simple linear regression analysis.

Based on the results of this study, the results of simple linear regression analysis are: $Y = 3.327 + 0.441x$ and a correlation coefficient (R) of 0.652 which indicates that the simultaneous effect of Content Marketing on Customer Engagement (Case study of PT. Kimia Farma in 2020) is equal to 42.5% while the remaining 57.5% is influenced by other factors not examined by the authors.

Keyword: Marketing, Content Marketing, Customer Engagement.