

ABSTRACT

Social media platforms, such as Instagram, were created to make it easier to connect and communicate. As a result, many business owners utilize Instagram's social media platform to increase customer engagement. Kamar Gadget is one of the business owners who leverages Instagram's social media platform to build customer engagement. Kamar Gadget frequently cultivates positive relationships with its Instagram followers. As a result, Kamar Gadget has a high percentage of engagement compared to its competitors. One of the content that gets the highest engagement is the content uploaded by Kamar Gadget on the Team Han Ji Pyeong campaign. This study describes the strategy used to establish the Kamar Gadget's customer engagement on Instagram on the Team Han Ji Pyeong campaign. This study employs a qualitative method, collecting data through interviews, observations using the constructivist paradigm. This study is using the concept of customer engagement theory. The result of the study found that at the planning stage, Kamar Gadget were focus on analyze internal and external factor. Meanwhile, for the implementation, Kamar Gadget focuses on building an online present by uploading a total of 11 content on the Team Han Ji Pyeong campaign by utilizing Instagram features. Then, in the evaluation stage, Gadget pays attention to the insights of the overall content uploaded to the Team Han Ji Pyeong campaign.

Keywords : *Customer Engagement, Campaign, Social Media, Instagram*