

## ABSTRACT

During the pandemic it provides an increase in internet users and directly accelerates the transformation of digitization. This also affects the use of social media which is no longer just sharing photos, videos and information. However, now it has become a place for business. Instagram social media users in Indonesia have reached 99.15 million in 2021 (suara.com). This is what Telkomjabar uses as a social media Instagram owned by PT. Telekomunikasi Indonesia Tbk West Java in disseminating IndiHome information through soft selling and hard selling posts

This study aims to analyze customer engagement on Instagram telkomjabar through five dimensions of customer engagement, namely Enthusiasm, Attention, Absorption, interaction, Identification. The type of research method used is qualitative with a descriptive approach. Data collection techniques using interviews, observation and documentation. Interviews were conducted on telkomjabar instagram followers and telkomjabar instagram admins.

The result of this study is that the initial engagement rate was 1.88%. After doing the research, it increased to 2.18%. therefore, the engagement rate increased by 0.3%. This was supported by an increase in Likes by 80.27%, Comments by 115%, Reels by 24.8% and Videos decreasing by -8.7%. And the customer engagement relationship on telkomjabar instagram is quite good with a figure of 2.18% of 19K followers.

Keywords: *customer engagement, engagement rate, kualitatif*