

ABSTRACT

Ditie Wedding Planner is a company engaged in the management of a wedding event. At this time people want to get married without bothering to find one by one existing Vendors. Ditie Wedding Planner is the management of a wedding event and also helps the bride and groom to provide a solution for getting married with a wedding package.

Ditie Wedding Planner has been established since the end of 2020, actually Ditie Wedding Planner is a fraction or expansion of Rahmadina Wedding which is an ordinary aisle, with this expansion it aims to add to the product line of Rahmadina itself and create new jobs. Ditie Wedding Planner, which is engaged in wedding organizing, of course makes Rahmadina Wedding very helpful and adds to the quality of each product so as to create a more epic quality of service in the future.

The method used in this study is a quantitative method, the data needed in this study is primary data. Sampling was carried out using the Non Probability Sampling method, the type of Purposive Sampling. Involving 100 respondents and data analysis techniques using descriptive analysis.

Based on the results of 100 respondents, the value of the Content Management variable is 84% which is categorized as high or good, and the value of the Online Engagement variable is 82% which is categorized as good, it can be concluded that content management is very influential on online engagement.

Keywords: Content Management, Instagram, Online Engagement, Promotion.