

ABSTRACT

In the current digital era, PT Sasana Solusi Digital's marketing through Instagram social media is carried out by creating interactive Instagram marketing content according to the composition and applicable theory. In creating Content Marketing, it is certainly expected that it will be able to obtain Customer Engagement from the audience or followers. That way, Content Marketing that has been implemented through Instagram needs to be evaluated and measured to find out how influential it is on Customer Engagement. This research is also motivated by the lack of interaction, such as likes and comments, from uploading contents on Instagram (@marketingstudio.id). Therefore, the writer is interested in taking the title " The Impact of Instagram Content Marketing on Customer Engagement (Case Study on PT Sasana Solusi Digital's Instagram in 2023) "

This study aims to determine how respondents respond to Content Marketing on Instagram (@marketingstudio.id), then to find out how Customer Engagement is on Instagram (@marketingstudio.id), and to find out how much influence Instagram Content Marketing has on Customer Engagement.

This study uses quantitative research with questionnaire data collection. The sample used is a nonprobability sample. The data source obtained is primary audience data from 100 Instagram followers (@marketingstudio.id). As well as the secondary data used, namely journals, theses, books, the internet, previous researches, and other sources that support the theoretical concepts of the research variables carried out. Questionnaire result data will be analyzed using Descriptive Analysis and the hypothesis test.

The results of descriptive analysis related to the Instagram Content Marketing Variable @marketingstudio.id show that overall, the content gets a percentage of 87.4% (very good). In addition, the results of descriptive analysis related to the Customer Engagement Variable show that overall, the content gets a percentage of 85.4 (good). Also, based on the results of the analysis, the Instagram Content Marketing variable (X) affects the Customer Engagement variable (Y).

Companies are advised to increase the content of Info & Science Updates regarding company services, strengthen direct relationships with customers, and improve digital marketing strategies through Content Marketing by considering more detailed aspects.

Keywords: Marketing, Content Marketing, Social Media, Customer Engagement