

ABSTRACT

The business world is growing rapidly, both the automotive industry, clothing, food, beverages, and other industries. This provides opportunities for business actors. The phenomenon of the Covid-19 pandemic has also forced a number of MSMEs to transform from conventional to digital. The rapid development of social media is a driver for business actors, both in the field of products and services, to do marketing through social media or social media marketing. This can be seen from social media users who increase every year with various social media platforms used. One example of social media marketing that is widely used is Instagram. PT. Maresto Inovasi Indonesia is a company that makes service applications in restaurants by supporting many payment methods. So, with the application made by PT. Maresto Inovasi Indonesia's ordering and payment of customer orders can be made at the table or seating provided by the restaurant. In this case, Maresto promotes through Instagram because it is considered effective enough to communicate with followers. However, followers @marestoid still do not understand the content that has been provided. Therefore, this study aims to determine the effectiveness of engagement metrics social media on Instagram Maresto with the engagement metrics method.

This study used qualitative descriptive research methods with data collection techniques using interviews, observation, documentation and triangulation. The population in this study is the management of PT. Maresto Innovation Indonesia. The samples used in this object are Director, Project Manager, Admin PT. Maresto Inovasi Indonesia and also followers of @inovindo account. The data obtained were analyzed for validity by combining answers and drawing conclusions from interviews with informants.

Based on the results of research that Instagram social media created by the author with the name @marestoid has interesting and informative content. With the upload of the latest content, there was an increase in followers by 431 followers.

Keywords: *Social media, Engagement metrics, Instagram*