

ABSTRACT

The development of digital technology has had a major impact on the way communicate, interact and access information. This study aim the influence of Instagram content from the collaboration between Fore Coffee and HMNS Perfume on Customer Engagement, with Message Design Logic as the independent variable (X) and Customer Engagement as the dependent variable (Y). The research was conducted using quantitative research method with survey approach, distributed to 400 respondents, with the sample criteria included Generation Z and followers of @fore.coffee. The results of the Simple Linear Regression Analysis Test obtained a constant value of -3.293 and a variable coefficient value (X) Message Design Logic of 0.669. The results of the Correlation Coefficient Test obtained a significance value of <0.001 and a correlation coefficient value of 0.774 with a positive direction of relationship strength. The Hypothesis Testing (t-test) showed a significance value of $< 0,001$ and a t_{value} of 24.388. Furthermore, the Coefficient of Determination test revealed a value of 0,599, indicating that the independent variable (X) Message Design Logic accounts for 60% of the influence on the dependent variable (Y) Customer Engagement, while the remaining 40% is influenced by other factors not examined in this study.

Keywords: *Instagram Content, Message Design Logic, Customer Engagement, Generation Z.*