

ABSTRACT

Medium-sized enterprises (MSMEs) like Analooks.Stuff use social media to market their products. However, despite the Instagram account @analooks.stuff having many followers, interaction with video content such as the number of likes, comments, and viewers remains relatively low. This study aims to evaluate the influence of Meta Ads and video content quality on customer engagement, with involvement as a mediating variable. Descriptive and verificative quantitative methods are used in this research. The results show that both Meta Ads and video content significantly affect customer engagement. Involvement partially mediates the influence of Meta Ads on engagement but does not mediate the influence of video content. This means that customers' psychological involvement strengthens the impact of Meta Ads, but not of video content. The study demonstrates that attractive visual content strategies and the proper use of Meta Ads are crucial for building customer relationships. Based on these findings, Analooks.Stuff should improve the quality of its visual content and information to enhance audience engagement on social media.

Keywords: Social media, Meta Ads, aesthetic content, engagement, digital marketing.