

ABSTRACT

Social media has become an important element in the communication strategy of higher education institutions. Telkom University Surabaya is one of the campuses that utilizes Instagram as the main channel to convey information and conduct promotions. However, it currently does not have a structured content guideline, resulting in unstable engagement that often fails to reach targets. This study aims to analyze content creation as well as trends in engagement improvement on the @smbtelkom.surabaya account through the 4C approach (Context, Communication, Connection, Collaboration) using a qualitative case study method involving in-depth interviews with social media managers, influencers, and digital marketing practitioners, along with interaction data analysis in the form of likes, comments, and shares. The researcher selected 5 informants, consisting of Key Informants 1 and 2, Expert Informants 1 and 2, and Supporting Informant 1. They play a very important role in this study. The results show that content that is relevant to the needs of the audience, delivered with clear visuals, strengthened active interaction, and supported by strategic collaboration can significantly increase user engagement. This research produced a 4C-based digital marketing content guideline book as the main output that can be used as a reference to produce more directed, consistent, and potentially effective engagement content in a sustainable manner.

Keyword: Digital Marketing, Engagement, Instagram, Social Media, 4C Approach