

ABSTRACT

The rapid growth of social media has reshaped digital marketing strategies among micro, small, and medium enterprises (MSMEs), including coffee shops. Latar Graha Café a established café in Surabaya, utilizes Instagram as its primary marketing platform; however, its account performance shows inconsistent posting patterns and fluctuating engagement levels. This study aims to analyze the Instagram marketing performance of Latar Graha using the 4C framework (Context, Communication, Collaboration, and Connection) and to formulate strategic improvements to increase engagement. A qualitative research approach was employed through literature review, Instagram content observation, and in-depth interviews with key, expert, and supporting informants. The findings indicate that Latar Graha's digital marketing efforts are developing but remain suboptimal, particularly in content consistency, two-way Communication, Collaboration with external parties, and emotional Connection with audiences. Based on these findings, strategic recommendations grounded in the 4C framework are proposed to enhance Instagram engagement and strengthen the café's digital marketing performance. This study contributes practical insights for MSMEs in designing more structured and effective Instagram marketing strategies.

Keywords: *Digital Marketing, Instagram Marketing, 4C Framework, Engagement, Guideline Book*