

ABSTRACT

The high level of social media usage in society is one of the strategies used by companies to communicate with consumers. Similar in Indonesia, that building an online community is highly dependent on critical social media platforms like Facebook or Twitter. Indonesians also expect chat and bond with their favorite brands compared to one-way communication.

Telkomsel is the largest telecommunication company in Indonesia which has a high level of engagement in social media. This shows that Telkomsel can utilize their social media presence to interact with their customers well. The existence of consumer engagement enables the occurrence of two-way communication between consumers with brands or companies so that will create mutual understanding that benefits both parties. Consumer engagement in social media can be seen from the number of likes and share of the company's brand page in social media based on four things: perceptual experience, social experience, epistemic experience, and embodied experience.

Through this research will be known Knowing how perceptual experience in the context of customer engagement how social experience how epistemic experience how embodied experience in the context of customer engagement and its influence on Telkomsel in social media Facebook Knowing how consumer engagement Telkomsel in social media Facebook.

Data collection method in this research is done by taking data from social media account Facebook Telkomsel, method used to analyze data by way of content analysis with poisson regression to find influence of customer engagement to brand experience of data processing assisted with spss.

Based on the results of data processing, it is found that customer engagement Telkomsel still not perfect where only 2 variables that have a positive relationship with customer Engagemennya. Based on the results of the research, given the initial recommendation that Telkomsel pay more attention to the content they create for customers to have more positive impact of the post they make to their consumers.

Keywords: Brand Experience, Content Analyst, Customer Engagement, Social Media.