

ABSTRACT

Marketing is one of the most important function in company, and the outcome could be seen and measured from marketing performance. The advance of Instagram use in Indonesia turned it to be a promotion platform for Indonesian cosmetics brand through their uploaded contents. The uploaded content is expected capable in building engagement between customer and brand so the interactive relationship will be created. Through a study case at one of the most famous cosmetic brand in Indonesia, this research want to find out how good its existing social media content, customer engagement, and marketing performance, also find out the influence of social media content on marketing performance before and after being moderated by customer engagement.

This research use quantitative method with non-probability sampling (purposive sampling). The questionnaire was shared to 400 respondents as a sample. After that the data being analyzed with descriptive and partial least square (PLS) technique

Based on the descriptive analysis result social media content, customer engagement, and marketing performance are in “Good” category with values of 75.55%, 72.63%, and 72.34%. Based on the hypothesis test with PLS technique, social media content doesn't have significant influence on marketing performance and social media content doesn't have significant influence on marketing performance with customer engagement as the moderating variable.

Keywords: *Social Media Content, Customer Engagement, Marketing Performance, Instagram, Social Media*