

ABSTRACT

PT. Dealpro Indonesia is one of the companies engaged in the Event organizer, but the problems faced by Dealpro in creating content marketing is that although the followers of Dealpro is quite a lot but felt less effective or lack of customer engagement, this is the underlying research is done, with hope through this research researchers can find out the extent to which content marketing applied Dealpro affect customer engagement , so it can answer the problem.

This type of research is quantitative research, the analytical techniques and the data we do is simple linear regression, with respondents as many as 100 people who know and have seen the contents of PT. Dealpro Indonesia on Instagram.

Based on a questionnaire that has been disseminated by the researchers obtained the result of the respondents ' response to Content Marketing applied to the dealpro which is 80% in good category, while the Customer Engagement respondent response has a value of 77% which means in the category of good catagories when viewed with a continuum.

The result of this research is the influence of Content Marketing against Customer Engagement at PT. Dealpro Indonesia with an F test result of Content Marketing $F_{compute} (X) 355.100 > F_{tabel} 3.09$ can be learned that Content Marketing affects Customer Engagement, and Content Marketing contributions by 78.4%, which is about 21.6% influenced by other factors that authors do not research such as Viral Marketing.

Keywords: Marketing, Content Marketing, Customer Engagement