

ABSTRACT

The large Muslim population in Indonesia is followed by expectations of the large opportunities for waqf funds that can be collected. But the fact is that the potential for this large waqf is not in accordance with the amount of funds raised. It was stated that one of the causes of the potential imbalance and association of endowment funds is mainly due to the community's understanding of waqf that is less comprehensive. So this research is aimed at knowing the flow of the implementation of Content Marketing strategy, knowing the form of Customer Engagement based on the implementation of the Content Marketing strategy, and knowing the impact of the implementation of the Content Marketing strategy on Instagram social media Wakaf Daarut Tauhiid in creating Customer Engagement on Instagram.

This research uses descriptive qualitative research methods. Data collection uses semi-structured interviews, direct observation, and documentation. Informants from this study were 9 informants. The validity of the study used triangulation techniques. Data analysis uses the Miles and Huberman data analysis model. The results of this study are the implementation of Daarut Tauhiid Waqf Content Marketing strategy in accordance with the Content Marketing flow according to experts. Content Marketing Waqf Daarut Tauhiid is able to form the dimensions of Customer Engagement namely Affective Engagement, Cognitive Engagement, and Behavioral Engagement. The impact of the implementation of Daarut Tauhiid Waqf Content Marketing is enough to create Customer Engagement measured using Customer Engagement Value.

Keywords: *Content Marketing, Customer Engagement, Customer Engagement Value, Waqf*