

ABSTRACT

PT. Golden Communication is a Telkomsel distributor engaged in selling Telkomsel products, located at Jalan Teuku Umar No. 10 C, Penengahan, Kedaton Bandar Lampung.

Internet users worldwide in the current digital era, have reached 4.5 billion people. Indonesia as one of the countries with the largest internet users in the world, almost 80 percent of internet usage on mobile phones is used for social media. With so many brands marketing their products through social media platforms, it certainly provides an opportunity to open up services in the marketing industry, especially in digital marketing. By establishing Content Marketing as a marketing strategy, the relationship with consumers will be deeper or useful to maintain Customer Engagement. The purpose of this study is to find out "Analysis of the influence of Instagram Content Marketing on Customer Engagement (Case Study PT.Golden Communication Lampung in 2021)"

The method used in this research is quantitative method, the data needed for this research are primary and secondary data. Sampling was carried out using the Non Probability Sampling method, the type of Purposive Sampling, involving 100 respondents. Technical analysis of the data using descriptive analysis and simple linear regression analysis.

Based on the results of the analysis of 100 respondents, the value of the Digital Content Marketing variable is 76.21% which is categorized as good, and the value of the Customer Engagement variable is 74.94% which is categorized as good. And using a simple linear regression equation that is $Y = 4.563 + 0.786 (X)$ and the coefficient of determination is 0.773 which means it shows that the influence of Digital Content Marketing on Customer Engagement at PT.Golden Communication is 77.3% while the remaining 22.7% % is influenced by other variables not examined by the authors.

Keywords: *Marketing, Content Marketing, Customer Engagement, Promotion*