

## ***ABSTRACT***

The development of the internet is currently growing rapidly. One of the uses of the internet is carried out by mangrovesari tourism objects on Instagram social media. The formulation of the problem in this study is how the process of forming customer engagement on Instagram social media accounts @dewimangrovesari through the hashtag #mangrovesari at the stage of experience touch point, life goals, and experiential engagement. The purpose of this study was to determine the use of the hashtag #mangrovesari based on these 3 stages. This study used a qualitative method by conducting direct interviews. The data sources used in this study used primary data and secondary data. The theory used in this study is the theory of customer engagement. Based on the results of the analysis that has been carried out, there is a conclusion that the mangrovesari party targets young people with ages ranging from 15-30 years as the target target and holds the Sapta Pesona SOP guidelines in serving visitors. In its planning, the Mangrovesari party chose Instagram social media because the most frequently used targets were to actively use Instagram. In implementing the strategy for establishing customer engagement on the Instagram account @dewimangrovesari through the hashtag #mangrovesari. The relationships and interactions that occur between mangrovesari and their customers through the hashtag #mangrovesari are replying to comments, reciprocating likes, communicating via messages, and reposting content from visitors uploaded with the hashtag #mangrovesari.

**Keywords:** *Communication, Customer Engagement, Social Media, Instagram*