

## ABSTRACT

*Matoa Indonesia is one of the companies that is part of Indonesia's creative industry, that has been around for more than 10 years. The company itself is only handled by one public relations professional (Irfan Aulia, 2022). The existence of one public relations professional in the company becomes a challenge for Matoa Indonesia. It takes a solid team to ensure the overall role of a public relations professional. On the other hand, Instagram is currently being used as a medium for introducing and selling a product. Instagram is also potentially used as a medium to build customer engagement by companies, due to its ease of interacting with customers. This study aims to determine the role of public relations in building customer engagement through Instagram social media. The method used in this research is descriptive with a qualitative approach. The sampling was carried out by using the purposive sampling technique, where the data sample of the informants was specifically addressed to people who understood or related to the objectives that was researched. The results of the study show that the role of Matoa Indonesia's public relations on Instagram should be optimized because public relations professionals can utilize Instagram to facilitate their role in building customer engagement optimally.*

**Keywords:** *customer engagement, Instagram, Matoa Indonesia, public relations, social media*