

ABSTRACT

Since entering the Industry 4.0 era, Marlina Kopi in developing and maintaining good relationships with her consumers, has used Instagram as a social media that connects companies with consumers with the aim of building customer engagement. Marketing communication is where the company's facilities seek to inform, persuade, and develop its consumers directly or indirectly, about the products. it sells This study aims to determine the effect of Marlina Kopi's Instagram content marketing (X) on customer engagement (Y). This type of research is a quantitative research method. The data analysis technique we used was simple linear regression. With 402 respondents who know and follow Marlina Kopi's Instagram. Based on the questionnaires that have been distributed by researchers, the results of respondents' responses to Instagram content marketing are based on the results of simple linear regression analysis, content marketing (X) has a coefficient of $0.504 > 0$, with a calculated value $(64,765) > t$ table (1.965) and sig $(0.000) < 0.05$. Meanwhile, based on the table of the results of the Summary Model Determination Test above, it is known that the R square value is 0.913 (91.3%). This shows that by using a regression model, where the independent variable (Content Marketing) has an influence on the dependent variable (customer engagement) of 91.3%. While 8.7% is influenced by other variables.

KeyWord: *Marketing, Content Marketing, Customer Engagement.*