

ABSTRACT

*The availability of CCTV services in the city of Bandung is often found, one of which is CV Inspira Mulia. In the current digital era, CV Inspira Mulia marketing through Instagram social media is done by creating interactive Instagram content marketing according to the composition and applicable theory. In making content marketing, it is certainly expected to get customer engagement from the audience or followers. That way, content marketing that has been implemented through Instagram needs to be evaluated and measured to find out how influential it is on customer engagement, this research is also motivated by the lack of interactions such as likes and comments from content uploads on Instagram @inspiramulia. So the author is interested in taking the title "**The Effect of Instagram Content Marketing on Customer Engagement (Case Study on Instagram CV Inspira Mulia in 2022)**". This study has a problem formulation to find out how respondents respond to Instagram content marketing @inspiramulia, then to find out how customer engagement Instagram @inspiramulia is and to find out how much the effect Instagram content marketing has on customer engagement.*

This study uses a type of quantitative research with questionnaire data collection. The sample used is a non-probability sample. The source of the data obtained is primary audience data from 100 Instagram followers @inspiramulia. As well as secondary data used, namely journals, thesis, books, internet, previous research and other sources that support the theoretical concept of the research variables carried out. Data from the questionnaire will be analyzed using Descriptive Analysis, Classical Assumption Test, and Hypothesis Testing.

The value of the Instagram Content Marketing Variable (X) is 89.3% which is categorized as very good, and the Customer Engagement Variable (Y) value is 83.90% which is categorized as good. And using a simple linear regression equation, namely $Y = -9.479 + 0.822X$ and a coefficient of determination of 0.661 which means it shows that the influence of Instagram content marketing on CV Inspira Mulia's Instagram customer engagement in 2022 is 66.1% while the remaining 33.9% is influenced by by other variables not examined by the authors such as service quality and promotion strategy.

Keywords: Marketing, Content Marketing, Social Media, Customer Engagement