

ABSTRACT

The development of the internet today continues to grow rapidly. One of the uses of the internet is for marketing communication on Instagram social media. The formulation of the problem in this study is how the process of designing Instagram social media content, implementing Instagram social media content, evaluating the results of implementing Instagram social media content and the role of engagement rate contained in Instagram's digital social media in influencing consumers to make purchases at MSME Riyani the Label. The purpose of this study is to determine the use of Instagram social media through the quality of content seen based on these 3 stages.

This study uses a qualitative method by conducting direct interviews. Sources of data used in this study using primary data and secondary data. The theory used in this research is communication theory, customer engagement, and instagram.

Based on the results of the study, it was found that the customer engagement rate on the @riyanithelabel Instagram account increased by 6.75% from 0.36% at the beginning of the study to 2.79% at the end of the study. Riyani The Label chose Instagram social media because the target target is teenage women to adults in the Central Java area who actively use social media. Implementation of the strategy for establishing customer engagement on the Instagram account @riyanithelabel. Riyani The Label frees its customers to give comments and likes or any reviews related to products, content or promotions carried out. Riyani The Labels felt that their overall strategy planning and implementation went well and met the desired expectations. Riyani The Labels decided to continue the implementation of the strategy for establishing customer engagement for the Instagram account @riyanithelabel

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