

ABSTRAK

*Broadly, communication is an activity of exchanging message through a medium that allow for feedback with the aim of influencing or giving effect (Cangara, 2016). There is a group of band from South Korea named NCT 127 which actively produces content on Instagram during promotional activities for the release of the latest album. Content marketing is one of the activities to communicate the brand through content. However, a phenomenon was found that the engagement obtained by the Instagram account @nct127 was lower than the Instagram account @bts.bighitofficial. Seeing the phenomenon, researchers are interested in researching **“The Effect of Content Marketing Instagram @nct127 on Customer Engagement”**. The formulation of the research problem is whether content marketing Instagram @nct127 influences customer engagement and how much influence does it give.*

This study uses a type of quantitative research using a questionnaire. The sample used is non-probability sampling. The result of the respondent's data were tested using the classical assumption test, correlation coefficient, determination coefficient, simple linear regression and hypothesis test. The result of the tests conducted show that variable X, namely Content Marketing, has an effect on Customer Engagement of 44,1%. While the remaining 55,9% is influenced by other factors not examined in this study such as event marketing, social media marketing and digital marketing.

Keyword: Content Marketing, Customer Engagement