

ABSTRACT

The Wormhole Store is a multi-brand store that has been established since 2010, the wormhole store has been actively selling through Instagram social media since 2013. In selling through Instagram social media, good management and planning are needed and structured to attract the interest of buyers. Therefore, it is necessary to build a customer engagement relationship on the Instagram Wormhole Store social media so that the relationship that exists between the two can become a long-term and interdependent relationship. This research method uses a qualitative. Interviews were conducted with three wormhole store employees who had an important role in planning the Instagram wormhole store social media, as well as two supporting informants who supported information from key informants. The results of this study indicate that the social media Instagram Wormhole store carries out good management and planning with attractive and informative content packaging, but has not yet built a serious customer engagement relationship, therefore researchers can help the Wormhole Store to build and maintain customer engagement relationships.

Keywords: customer engagement, content instagram social media; social media management; social media planning;