

## ABSTRACT

*Palugada Streetwear is one of the brands from Bandung City engaged in streetwear fashion retail and has been established since 2020. The concept of Instagram @palugada.streetwear social media content is able to make its account experience rapid development and is able to reach two million accounts when compared to the previous three months and experience more engagement of 21.7 thousand accounts . This study aims to find out how the analysis of Instagram @palugada.streetwear social media content management in increasing customer engagement. Researchers use POST (People, Objectives, Strategy, Technology) social media management theory (KOMINFO, 2018) and social action theory in increasing customer engagement, namely Consumption, Curation, Create and Collaboration (Evans & McKee, 2010). This study used qualitative approaches and data collection techniques by conducting interviews with the CEO and Head of Marketing of Palugada Streetwear as key informants, academics who are experts in the field of social media as expert informants ; and followers of the @palugada.streetwear Instagram account as supporting informants. In addition to interviews, data collection was carried out through observation and document study. The results showed that in increasing customer engagement on Instagram @palugada.streetwear social media content, Palugada Streetwear implemented six stages of content management, starting from determining the characteristics of the target audience, setting goals through 4 pillar content, setting an Editor Plan at the beginning of each month, compiling KPIs, carrying out content management strategies, to content distribution. In the fifth stage, social media specialist Palugada has its own strategy in managing its Instagram social media account. The strategy is divided into five stages, consisting of research (consumption), brainstorming (curation), production (content production), collaboration, and media monitoring.*

**Keywords:** *customer enagegement, social media, Palugada Streetwear, content management*