

## ABSTRACT

*Bjorka is a perfume brand that was founded in January 2021 and to be precise in the city of Bandung. Founded for 3 years, Bjorka was able to reach 28.9K followers on their Instagram account. The business carried out by Bjorka\_id was able to become one of the local Bandung perfume brands that is famous among the Bandung community. This research aims to find out how to analyze the application of social action customer engagement in managing social media content @Bjorka\_id. Researchers use the concept of social media management (Share, Optimize, Manage, Engage) (Luttrell, 2015) and the concept of social action in forming customer engagement, namely (Consumption, Curation, Creation, Collaboration) (Evans & Mckee, 2010). This research uses a qualitative approach and data collection techniques by conducting interviews with the CEO and Creative Division of Bjorka as key informants, practitioners and academics in the field of social media as well as lecturers as expert informants, and followers of the Instagram account @Bjorka\_id as supporting informants. Apart from interviews, data collection was carried out through observation and document study. The research results show that in forming customer engagement on Instagram social media content @Bjorka\_id, it has its own strategy for managing its content, presenting eye-catching visual content, providing informative content to become product value in a brand, Bjorka is active in interacting in comment sessions as well as in the type of entertainment content that directly involves the audience, Bjorka uses Instagram features to create stories, reels, feeds, or live streaming, this creates very interactive content, Bjorka collaborates with influencers, bands, communities, in order to maintain good relationships and can also shape audience engagement.*

**Keywords:** *Bjorka, Content Management, Customer Engagement, Social Media.*