

## **ABSTRACT**

*The world of marketing in the current digital era is mostly done through social media (Social Media Marketing). Not only for marketing a brand, but Social Media Marketing has also been widely used by the tourism business sector. GWK Cultural Park is one of the Balinese cultural parks that implements Social Media Marketing via Instagram. Instagram social media is now widely used by generation Z with an age range of 18-24 years. Instagram always presents content that is packaged interactively because there are many interesting features. Of course, all these features make it easier for companies to create marketing content on their social media. This research aims to determine the influence of Context, Communication, Collaboration and Connection on Customer Engagement at GWK Cultural Park Bali. This research is quantitative-based with a survey method via Google Form. Research sampling was carried out using a non-probability sampling method, and the number of respondents was 400 people. Test were carried out using Partial Least Square SEM analysis on SmartPLS 3.0 Software. The research results show that Context, Communication, Collaboration and Connection have a positive and significant effect on GWK Cultural Park Customer Engagement. Based on the research results, it would be better to maximize all 4C variables in Social Media Marketing to create effective Customer Engagement. Content design, delivery of information and forms of interaction must always be considered, and evaluations must always be carried out to determine the success of marketing carried out via social media.*

**Keywords:** *Social Media Marketing, Customer Engagement, Instagram, GWK Cultural Park*