

ABSTRACT

This study analyzes the influencer marketing strategy implemented by PT Studio Dapur Nusantara on Instagram during the period of February-August 2024. Influencer marketing has become a crucial strategy for building brand awareness and increasing audience engagement amid rapid digital growth. As a design-based social enterprise, PT Studio Dapur Nusantara leverages Instagram to expand brand reach and attract consumers aligned with their target market segment.

The study aims to evaluate the effectiveness of influencer selection strategies, content planning, as well as campaign evaluation and control in supporting Studio Dapur's marketing objectives. The method used is descriptive qualitative, with data collected through in-depth interviews, observation, document analysis, and triangulation.

The results show that selecting influencers who align with the market segmentation and brand identity, along with creating authentic and engaging content, plays a key role in enhancing Instagram engagement. Evaluation is conducted using the engagement rate per reach (ERR) method, which measures the effectiveness of content in engaging the reached audience. The evaluation results indicate that several influencers achieved ERR above industry averages, signifying the success of the campaign.

The conclusion of this study highlights the importance of thorough planning, accurate influencer selection, and the use of evaluation metrics such as engagement rate per reach to ensure the success of influencer marketing campaigns. These findings can serve as a guide for PT Studio Dapur Nusantara and other companies in developing more effective digital marketing strategies in the future.

Keywords : *Influencer Marketing, Instagram, Studio Dapur, Engagement Rate*