

ABSTRACT

The high use of social media in Indonesia opens up opportunities for companies to facilitate interaction with their audiences through content that is distributed. The implementation of digital content marketing strategies plays an important role in increasing engagement on social media. This research discusses the digital content marketing strategy related to the community platform developed by PT Telkom Indonesia through the Amoeba Digital Program applied to the @eventeer.id Instagram account. The main objective of this research is to increase engagement through creative, relevant, and structured content. The theories and concepts used in designing this work are marketing communication theory, digital marketing, The Circular Model of SoMe, social media, and Instagram. The methodology used includes observation, interviews, and documentation, with the stages of designing editorial plan, content plan, production, and content evaluation. The results showed a significant increase in engagement, with account reach increasing by 4,755% and profile activity increasing by 1,068% during the design period (September-December 2024). This research reveals that the combination of informative and persuasive content supported by attractive visuals and optimization of Instagram features, such as feeds, reels and stories, contributes to increasing interactions that strengthen the relationship between the brand and the audience and support the increase in engagement of the @eventeer.id account.

Keywords: *Digital Content Marketing, Instagram, Engagement, Eventeer, The Circular Model of SoMe*