

ABSTRACT

In today's digital era, social media has become one of the primary platforms for companies to engage with their consumers. The high usage of social media, particularly Instagram—which boasts a large user base in Indonesia—has encouraged various brands to adopt event marketing strategies to create memorable experiences and foster emotional engagement. By.U, a digital provider owned by Telkomsel, seized this opportunity by organizing the 2025 By.U Futsal Cup. This event aimed to enhance consumer engagement on Instagram through a series of competitions, creative content, and digital interactions.

This study employs a descriptive quantitative approach using a survey method, distributing questionnaires to 100 respondents who follow the official Piala By.U Instagram account and who were participants or spectators of the event. The independent variable, event marketing, is measured through seven dimensions: involvement, interaction, immersion, intensity, individuality, innovation, and integrity. Meanwhile, the dependent variable, consumer engagement, is assessed through four dimensions: absorption, dedication, vigor, and interaction. The data were analyzed using a simple linear regression test to examine the influence of event marketing on consumer engagement.

The results show that event marketing has a significant effect on consumer engagement, with a coefficient of determination (R^2) of 0.466, indicating that 46.6% of the variation in consumer engagement is explained by the implementation of the By.U Futsal Cup event. Thus, it can be concluded that the event marketing strategy applied by By.U is effective in increasing consumer engagement on Instagram, although its effectiveness remains contextual and may vary depending on the design and execution of future events.

Keywords: Event Marketing, Consumer Engagement, Social Media, Instagram, By.U