

ABSTRAK

NIFATA RIDHA SALSABILA NPM 2018110066. Pengaruh *Content marketing* Terhadap *Customer engagement* (Survei pada *followers* akun Instagram @Museum_TekstilJKT). Dibawah bimbingan: Ismayanti, A. Par, M. Sc.

Perubahan pemasaran ke era digital menyebabkan para produsen harus dapat menyesuaikan perkembangan teknologi dan minat konsumen terutama pada kalangan generasi millennial dan generasi-Z. Salah satu strategi pemasaran yang diterapkan oleh Museum Tekstil adalah menggunakan media sosial Instagram dengan membuat *content marketing* untuk menciptakan *customer engagement*. Tujuan penelitian ini adalah mengetahui bagaimana *content marketing* akun Instagram @Museum_TekstilJKT, bagaimana *customer engagement* akun Instagram @Museum_TekstilJKT dan bagaimana pengaruh *content marketing* terhadap *customer engagement*. Metode Penelitian ini menggunakan analisis deskriptif kuantitatif, sampel penelitian diperoleh dari observasi melalui akun Instagram @Museum_TekstilJKT dan menyebarkan kuesioner kepada 101 *followers* akun Instagram @Museum_TekstilJKT.

Berdasarkan metode analisis tersebut pada *variable content marketing* mendapat hasil rata-rata 3,74 yang artinya *content marketing* pada akun instagram @Museum_TekstilJKT menarik. Sedangkan pada *variable customer engagement* rata-rata 3,67 yang artinya *customer engagement* pada akun Instagram @Museum_TekstilJKT dalam kategori tinggi. Dari hasil perhitungan regresi linear sederhana dan uji-t mendapat hasil *constant* (a) sebesar 3,083 dan nilai *Content marketing* sebesar 0,462 serta hasil dari t hitung sebesar 14,647 dan nilai signifikansi $0,000 < 0,05$ sehingga H_0 ditolak dan H_1 diterima yang artinya *content marketing* pada akun Instagram Museum Tekstil berpengaruh terhadap *customer engagement* Museum Tekstil.

Kata kunci: *content marketing*, *customer engagement*, Instagram, media sosial, pemasaran.

ABSTRACT

NIFATA RIDHA SALSABILA NPM 2018110066. Effect of Content Marketing on Customer Engagement (Survey on Instagram followers @Museum_TekstilJKT). Under the guidance of: Ismayanti, A. Par, M. Sc.

The change in marketing to the digital era causes producers to be able to adapt to technological developments and consumer interests, especially among the millennial generation and generation Z. One of the marketing strategies implemented by the Textile Museum is to use Instagram social media by creating content marketing to create customer engagement. The purpose of this study is to find out how the content marketing of the Instagram account @Museum_TekstilJKT, how the customer engagement of the Instagram account @Museum_TekstilJKT and how the influence of content marketing on customer engagement. This research method uses descriptive quantitative analysis, the research sample was obtained from observations through the @Museum_TekstilJKT Instagram account and distributed questionnaires to 101 followers of the @Museum_TekstilJKT Instagram account.

Based on this analysis method, the content marketing variable gets an average result of 3.74, which means that content marketing on the @Museum_TekstilJKT Instagram account is interesting. Meanwhile, the average customer engagement variable is 3.67, which means that customer engagement on the @Museum_TekstilJKT Instagram account is in the high category. From the results of simple linear regression and t-test results obtained constant (a) of 3.083 and Content marketing value of 0.462 and the results of t count of 14.647 and a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_1 is accepted, which means content marketing at The Textile Museum's Instagram account has an effect on the Textile Museum's customer engagement.

Keywords: content marketing, customer engagement, Instagram, marketing, social media.