ABSTRACT

SOCIAL MEDIA MARKETING STRATEGY IN BUILDING BRAND ENGAGEMENT ON THE SOCIAL MEDIA ACCOUNT OF "MY BURGER".

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The development of digital marketing encourages business actors to use social media as an effective means of promotion, including micro businesses such as "My Burger" shop. This study aims to analyze how content marketing strategies are used in building brand engagement through the distribution of promotional videos on Instagram social media. This strategy is designed to capture the audience's attention, convey information visually, and drive engagement with the brand.

This study uses a descriptive qualitative approach with a data collection method through in-depth interviews with five informants who have watched the "My Burger" promotional video. Data analysis is carried out based on three dimensions of brand engagement, namely cognitive, emotional, and behavioral.

The results of the study show that the audience pays attention to the visual elements of the video, understands the content of the promotional message, and is interested in getting to know more about the products offered. Emotionally, promotional videos give a pleasant impression, arouse curiosity, and generate interest in the product. In terms of behavior, some informants showed interest in buying, sharing content, and following My Burger social media accounts. These findings indicate that a content marketing strategy that is communicative and in accordance with audience preferences can effectively shape consumer engagement with the brand. This study recommends that micro business actors make optimal use of social media through authentic, lightweight, and engaging visual content to build long-term relationships with audiences.

Keywords: Brand Engagement, Social Media.

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