

## ABSTRACT

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**Content Marketing Strategy in Building Brand Engagement on Privy\_id Instagram Accounts**

**Keyword: content marketing, brand engagement, Privy\_id, Instagram, digital marketing strategy, social media**

*(xii + 85 + attachment)*

Technological developments encourage the acceleration of the flow of information in various levels of society. With technology, it is easy to carry out all aspects of human life, one of which is marketing in digital form. Marketing a product that can be done digitally using technology that is considered more effective, efficient and able to reach a wide audience. One form of digital marketing is content marketing. The use of content marketing by a company has a goal, such as increasing brand engagement. One company that uses content marketing to increase brand engagement is Privy\_id. The aim of this research is to find out how the content marketing strategy used by the Privy\_id Instagram account increases brand engagement. This research uses a descriptive qualitative method by conducting interviews with social media specialist Privy\_id, digital marketing manager Privy, and four followers of Privy\_id. This research uses content marketing theory and brand awareness. The results of this research show that the content marketing activities carried out by Privy\_id have the aim of triggering product conversions by audiens. The flow or stages of content marketing implementation include content mapping, editorial plan, content design, content review, and content analysis. From the research results, it can be concluded that the implementation of the Content Marketing strategy carried out by Privy\_id has a positive impact in increasing Brand Engagement. So the Content Marketing activities carried out by Privy\_id are included in the successful category.