

**PEMANFAATAN MEDIA SOSIAL *PUBLIC RELATIONS AGENCY*
DALAM MEMBANGUN *CUSTOMER ENGAGEMENT***

(Studi Kasus Instagram *aeonmallbsdcity*)

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Abstrak

Worldwide Communication mengelola *instagram aeonmallbsdcity* yang luas jangkauan *audience*-nya untuk membangun *customer engagement*. Penelitian ini bertujuan untuk mengetahui sudah berada dimanakah tahapan *customer engagement* yang sudah dicapai oleh *official account* *instagram aeonmallbsdcity*. Konsep yang relevan dalam penelitian ini adalah konsepn tahapan *customer engagement* menurut Dave Evans, karena konsep tahapan *customer engagement* yang dikemukakan oleh Dave Evans ini merupakan tahapan *customer engagement* melalui media sosial. Penelitian ini dilakukan dengan menggunakan metode kualitatif, dengan metode studi kasus. Teknik pengumpulan yang digunakan adalah wawancara mendalam dan langsung dengan *Senior Public Relations Worldwide Communications*, *Content Creator* serta *followers official account instagram aeonmallbsdcity*. Dalam penelitian ini menemukan hasil bahwa pemanfaatan media sosial *instagram aeonmallbsdcity* dalam membangun *customer engagement* sudah mencapai tahapan *collaboration* yaitu tahapan paling atas dari tahapan *customer engagement* Dave Evans.

Kata Kunci: *Worldwide Communications Public Relations Agency*, Media Sosial, *Instagram Customer Relationship Management*, *Customer Engagement*, Tahapan *Customer Engagement*.

***UTILIZATION OF PUBLIC RELATIONS AGENCY SOCIAL MEDIA INI
BUILDING CUSTOMER ENGAGEMENT***

(Case Study Instagram aeonmallbsdcity)

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Abstract

Worldwide Communication manages the aeonmallbsdcity Instagram with a wide range of audiences to build customer engagement. This study aims to find out where the stages of customer engagement have been reached by the aeonmallbsdcity Instagram account. The relevant concept in this study is the concept of the stages of customer engagement according to Dave Evans, because the concept of the customer engagement stage proposed by Dave Evans is the stage of customer engagement through social media. This research was conducted using qualitative methods, with a case study method. The collection technique used was in-depth interviews and directly with Senior Public Relations Worldwide Communications, Content Creators and followers of the aeonmallbsdcity Instagram account. In this study, the results found that the utilization of Instagram media social media in building customer engagement has reached the collaboration stage, which is the highest stage of the customer engagement stage, Dave Evans.

Key Words: *Worldwide Communications Public Relations Agency, Social Media, Instagram Customer Relationship Management, Customer Engagement, Stage of Customer Engagement.*