

ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya Instagram sebagai media pemasaran digital bagi industri perhotelan. Penelitian ini menganalisis Customer Engagement pada akun Instagram @sahidrayayogyakarta periode Oktober 2024–Maret 2025 dengan menggunakan paradigma konstruktivisme, metode deskriptif kualitatif, dan analisis konten. Data diperoleh melalui observasi konten dan wawancara melalui Direct Message dengan pelanggan yang aktif berinteraksi. Berdasarkan teori Customer Engagement Brodie et al. (2011), hasil penelitian menunjukkan bahwa pelanggan memahami informasi yang disajikan (cognitive engagement), merasakan kedekatan melalui visual estetik dan interaksi admin yang ramah (emosional engagement), serta terlibat aktif melalui likes, komentar, share, save, dan DM (behavioral engagement). Secara keseluruhan, strategi konten Sahid Raya Hotel & Convention Yogyakarta efektif menciptakan engagement kuat dan hubungan pelanggan yang berkelanjutan, menegaskan Instagram sebagai media pemasaran digital yang strategis.

Kata Kunci: Customer Engagement, Instagram, Cognitive Engagement, Emotional Engagement, Behavioral Engagement, Perhotelan, Kualitatif Deskriptif, Sahid Raya Hotel Yogyakarta.

ABSTRACT

This study is motivated by the importance of Instagram as a digital marketing medium in the hospitality industry. It analyzes Customer Engagement on the Instagram account @sahidrayayogyakarta from October 2024 to March 2025 using a constructivist paradigm, qualitative descriptive method, and content analysis. Data were collected through content observation and Direct Message interviews with actively engaged customers. Referring to Brodie et al.'s (2011) Customer Engagement framework, the findings indicate that customers understand the information presented (cognitive), feel emotional connection through aesthetic visuals and responsive admin interaction (emotional), and actively engage through likes, comments, shares, saves, and DMs (behavioral). Overall, the content strategy of Sahid Raya Hotel & Convention Yogyakarta effectively fosters strong engagement and sustainable customer relationships, confirming Instagram as a strategic platform for digital marketing.

Keywords: Customer Engagement, Instagram, Cognitive Engagement, Emotional Engagement, Behavioral Engagement, Hospitality, Qualitative Descriptive, Sahid Raya Hotel Yogyakarta.