

ABSTRAK

Pesatnya kemajuan teknologi, khususnya media sosial yang telah menjadi bagian dari gaya hidup masyarakat, dimanfaatkan oleh perusahaan untuk membangun hubungan emosional yang lebih kuat dengan konsumen. Pakuwon Mall Jogja sebagai pusat perbelanjaan terbesar di Yogyakarta menerapkan strategi *social media marketing* untuk membangun *customer brand engagement* dan meningkatkan partisipasi konsumen. Penelitian ini bertujuan untuk menganalisis model *Social Media Strategy Wheel* pada akun Instagram Pakuwon Mall Jogja serta mengidentifikasi faktor penghambat dalam membangun *customer brand engagement*. Dengan pendekatan kualitatif deskriptif, data dikumpulkan melalui wawancara mendalam. Hasil penelitian menunjukkan bahwa strategi yang dijalankan disusun berdasarkan momentum seperti Lebaran, Tahun Baru Imlek, hingga libur akhir tahun, salah satunya melalui program *Disney Spark Joy This Holiday*. Melalui kolaborasi dengan *influencer*, Pakuwon Mall Jogja berhasil membangun *engagement* di Instagram, yang ditunjukkan melalui pencapaian seperti *intention to buy and use*, *intention to recommend*, *electronic word of mouth*, dan *loyalty*. Program ini juga menjadi yang pertama kali diadakan di Yogyakarta.

Kata kunci: *Social Media Wheel*, Instagram, *Customer Brand Engagement*, Pakuwon Mall Jogja, Program *Disney Spark Joy This Holiday*

ABSTRACT

The rapid advancement of technology, particularly social media which has become an integral part of modern lifestyles, is utilized by companies to build stronger emotional connections with consumers. Pakuwon Mall Jogja, as the largest shopping center in Yogyakarta, applies social media marketing strategies to foster customer brand engagement and increase consumer participation. This study aims to analyze the implementation of the Social Media Strategy Wheel model on Pakuwon Mall Jogja's Instagram account and identify inhibiting factors in building customer brand engagement. Using a descriptive qualitative approach, data were collected through in-depth interviews. The findings show that the strategies are designed based on momentum, such as during Eid, Chinese New Year, and the end-of-year holidays—one of which was the “Disney Spark Joy This Holiday” program. Through collaboration with influencers, Pakuwon Mall Jogja successfully built engagement on Instagram, as reflected in outcomes such as intention to buy and use, intention to recommend, electronic word of mouth, and customer loyalty. This program also marked the first of its kind held in Yogyakarta.

Keywords: Social Media Strategy Wheel, Instagram, Customer Brand Engagement, Pakuwon Mall Jogja, Disney Spark Joy This Holiday