

ABSTRACT

Globalization and IoT have increased internet usage in Indonesia, with 77% of the population using the internet. Social media platforms such as WhatsApp, Instagram, and Facebook have become dominant. The rise in social media users has encouraged businesses to use these platforms for marketing and customer engagement. Instagram plays a crucial role in the tourism industry for attracting and interacting with tourists. This study assesses the impact of social media on customer engagement at Prambanan Temple Park. Using a descriptive quantitative method with a post-positivism paradigm, the research aims to understand the causal relationship between variables. The unit of analysis is individuals among Instagram followers of @prambananpark. Data were collected and processed cross-sectionally without intervention. The model shows an Adjusted R Squared of 0.524, explaining 52.4% of the variation in Customer Engagement (Y) by social media (X). Social media (X) has a significant positive effect on Customer Engagement with a regression coefficient of 0.883 (p 0.001). Social media is essential in building Customer Engagement by facilitating real-time interactions, providing relevant content, and enhancing customer loyalty and satisfaction. The study indicates that social media significantly impacts customer engagement, with 52.4% of the variation explained by social media and a regression coefficient of 0.883. Factors such as Share, Optimize, and Manage respectively influence behavioral, emotional, and cognitive aspects. Social media enhances engagement, loyalty, and customer satisfaction, strengthening brand-customer relationships.

Keywords: *Social Media, Customer Engagement, Prambanan Park*