

ABSTRACT

This research discusses the communication strategy of collaborative content carried out by Eskalasi Space in managing Instagram to build visitor attraction. The purpose of this research is to find out and analyze the reasons behind Eskalasi Space's communication strategy by using collaborative content as the main content used to reach a wide range of audiences. This research uses a descriptive qualitative approach by conducting interviews, document studies, and observations. This research refers to Content Strategy Theory which has four stages, namely Substance, Structure, Workflow and Governance. The results show that the collaborative content communication strategy used by Eskalasi Space successfully has a positive impact on visitor attraction which can be seen from audience interactions on Eskalasi Space's social media and the diversity of visitors who come to the cafe.

Keywords: *Communication Strategy, Collaboration Content, Instagram*