

ABSTRACT

The increasing penetration of social media has made platforms like Instagram a crucial tool in digital marketing strategies, especially in creating brand awareness and increasing consumer engagement. One type of content that has a significant role in this process is User-Generated Content (UGC), which is content generated by users or consumers without coercion. This study aims to analyze the level of engagement of UGC uploaded by users about Taman Utara Cafe on the Instagram platform, as well as assess the effectiveness of using social media analytics in measuring these interactions. The method applied is a quantitative approach with content analysis techniques on a number of relevant UGC posts in the period January to December 2024. The analysis was conducted by utilizing engagement rate metrics that include total likes, comments, shares, and saves on the content. The research findings show that UGC makes an important contribution in building natural interactions that positively influence the brand reputation of Taman Utara Cafe. In addition, the application of social media analytics proved successful in providing strategic insights for businesses to develop more accurate marketing campaigns. These results are expected to be a reference for food industry players and digital marketing practitioners to optimize the potential of UGC as an authentic and wide range marketing communication tool.

Keywords: Social Media Analytics, User Generated Content (UGC), Engagement, Instagram, North Park Cafe