

THE ANALYSIS OF INTERACTIVE CONTENT STRATEGIES ON INSTAGRAM STORIES BY BOSS SALAD IN INCREASING CUSTOMER ENGAGEMENT AND LOYALTY

Student Name : Nurul Emilin
Student ID Name : 5504221059
Supervisor Lecture : M. Sabri, S.Pd.,M
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

This study aims to analyze the interactive content strategies used by Boss Salad on Instagram Stories to increase customer engagement and customer loyalty. A descriptive qualitative method was employed, with data collected through observation and semi-structured interviews. The observation focused on four types of interactive content: Polling, Question Box, Quiz, and Interactive Promotion. The results show that these interactive content strategies encouraged customer participation through views, responses, likes, comments, and shares. The interview results also revealed that customers considered the content interesting and informative, motivating them to continue following Boss Salad's Instagram account and make repeat purchases. In conclusion, the interactive content strategies implemented by Boss Salad on Instagram Stories contributed to increasing customer engagement and customer loyalty. These results indicate that Instagram Stories can be an effective digital marketing platform for strengthening customer relationships and encouraging customer loyalty.

Keywords: *Instagram Stories, Interactive Content, Customer Engagement, Customer Loyalty.*