

## Abstract

This research explores the impact of Instagram feed content marketing on the participation of Generation Z in clubbing events in Jakarta, using *Svvarative* as a case study. Nightclubs in Jakarta offer vibrant nightlife experiences, which have become integral to the social lives of Generation Z. *Svvarative*, a media entity targeting Gen Z, uses Instagram to promote its events through visually engaging content. The study investigates how *Svvarative*'s branded content influences Gen Z's purchase intention that builds by its brand awareness. Findings suggest that the digital era, with social media platforms like Instagram, plays a significant role in the nightlife culture of Jakarta, making events more accessible and appealing to tech-savvy young adults. The research employs a quantitative approach to examine the relationship between Instagram content, audience response, and event attendance. Results indicate that effective visual content marketing significantly enhances Gen Z participation, which in turn positively affects the intention to attend events. This highlights the importance of tailored marketing strategies on social media to engage and attract Generation Z in Jakarta's dynamic nightlife scene.

Keywords: Gen Z, Social Media, Branded Content, Instagram, Intention to come, *Svvarative*.