

This paper contributes to the limited existing literature on social media tagging strategies and customer engagement in the restaurant sector. It provides an all-rounded review of how Instagram tagging campaigns affect consumer behaviour with special attention to Sate Ratu restaurant in Indonesia for the objective to be more specific, practical and focused. The paper looks at the restaurant's disincentivized tagging strategy in the form of free rice in return for customers naming the restaurant on Instagram messages.

The research question raised in this study is: How does tagging strategy play a role in customer engagement among restaurant goers, and what is its impact on word-of-mouth marketing and sales performance?

Based on a total of 210 survey results from the customers of Sate Ratu, there are 4 analyses, which are descriptive analysis, exploratory factor analysis, regression analysis, and comparative analysis, that shows that incentivized tagging strategy will have a significant effect on customer engagement level. Three antecedents to consumers' unauthorized sharing behavior — tagging participation, customer engagement, and purchase intention, are empirically examined in the study. Results indicate that participants in tagging campaigns have significantly greater engagement levels ($t = 14.23$, $p < 0.001$) and intentions to purchase than their counter- parts, which underscores tagging as a promising and cost-efficient digital marketing tool for small and medium enterprises in the restaurant industry.