

TABLE OF CONTENTS

FINAL PROJECT REPORT	i
LAPORAN PROYEK AKHIR	ii
HALAMAN PENGESAHAN.....	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
ABSTRAK	vi
ABSTRACT	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study.....	5
1.3 Scope and limitation of the Study	6
1.4 Significance of Study	6
1.5 Literature Review.....	7
1.5.1 The Influence of Content Marketing on Customer Retention and Customer Engagement as a Mediated Variable on the Use of the Zomato Website.....	7
1.5.2 The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta	8
1.5.3 Social Media Engagement and Content Preference of DBSMB Instagram Account	9
CHAPTER 2 RESEARCH METHODS	10
2.1 Theoretical Framework	10
2.1.1 Social Media	10
2.1.2 Instagram	12
2.1.3 Content Marketing	13
2.2 Research Design.....	18
2.3 Research Instrument.....	18
2.4 Methods of Data Analysis	20
CHAPTER 3 THE IMPLEMENTATION OF CONTENT MARKETING STRATEGY ON DBSMB INSTAGRAM ACCOUNT	22
3.1 Conceptual Background	22
3.2 Social Media of DBSMB	24
3.2.1 Website	25



3.2.2 Podcast	27
3.2.3 YouTube	29
3.2.4 Instagram	30
3.3 Content Marketing Strategy of DBSMB Instagram Account	36
3.3.1 The Forms of Content on DBSMB Instagram Account	36
3.3.2 The Steps of Creating Content on DBSMB Instagram Account	44
CHAPTER 4 CONCLUSION	59
4.1 Conclusions	59
4.2 Suggestions	61
WORKS CITED	62
APPENDIX 1: LIST OF INFORMANTS	63
APPENDIX 2: LIST OF INTERVIEW QUESTIONS	64
APPENDIX 3: DOCUMENTATIONS	67