Content Marketing Strategy of the Instagram Account '@inlife.surabaya' in Increasing Follower Engagement Based on Islamic Values

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Abstract
The advent of technology has propelled civilization into the era of globalization, requiring humans to adapt to digital transformations, such as utilizing social media platforms, particularly Instagram, for marketing purposes in order to reach a wider audience. This research aims to analyze the content marketing strategy implemented by the Instagram account @inlife.surabaya in efforts to maintain and enhance follower engagement. The study adopts a qualitative approach with a systematic and objective concept, conducted over the period of August to December 2024, analyzing 63 content posts. The research methodology builds upon the identification framework of Tasya Aulia Sakti and Iva Fikrani Deslia (2024), with a focus on the theoretical framework of Elizabeth Meilyana in Ausra et al. (2016). The findings of the study identify two types of marketing content: interactive and informative. Despite employing an engagement strategy through consistent use of hashtags and content variation, the engagement rate declined from 3.2% to 2.37%. The study also highlights seven elements in Ausra et al. (2016) for optimizing the marketing approach, including: 1) relevance, 2) informativeness, 3) reliability, 4) value, 5) uniqueness, 6) emotions, and 7) intelligence. The results indicate that the content marketing strategy applied by @inlife.surabaya has not been effective in increasing follower engagement. These findings provide a valuable reference for @inlife.surabaya to optimize future content marketing strategies to enhance follower engagement. From an Islamic perspective, marketing should also adhere to values of truthfulness, transparency, and providing beneficial content, ensuring that the communication aligns with the ethical principles of honesty and service to the community.
Keywords: Instagram, Content Marketing, Follower Engagement.

INTRODUCTION

The existence of technology is inseparable from innovation, which is constantly evolving toward further advancements due to human discoveries and developments. In today's era of globalization, humans are entering a period where access to information has become more open, as it can be accessed anywhere with the help of the internet. Digital transformation will bring ease to human life in fulfilling its needs, provided that people can optimize digitalization, one of which is social media. Social media is a platform where people can interact with each other, and it now also facilitates business activities, such as marketing and informing consumers about the products sold. (Hasibuan et al., 2022).

aAccording to (Mulawarman and Kosasih, 2022) states that social media can be defined in two ways: media, which refers to communication tools, and social, which refers to efforts for interaction among individuals. Thus, social media can be understood as a communication medium. This is something that all major companies in Indonesia must adapt to in this era of disruption, full of challenges. Companies conducting their business in this age of globalization must collaborate between traditional methods to maintain authenticity and new methods through digitalization to maximize their business processes. Research by (Setiadi, 2022) views social media merely as a platform for online activities, but social media has various functions with different functionalities.

One of these social media platforms is Instagram, which has become a popular social media platform frequently visited by Indonesians for daily activities. As of 2024, Instagram remains popular, with around 90,183,200 users, or 32% of the Indonesian population. The emergence of Instagram should be an opportunity for business actors to leverage the application to reach a wider consumer base. Undeniably, user engagement on Instagram is significant, with an average of 62 minutes spent per day, although TikTok remains at the top with 96 minutes per day (Milmo, 2024). Social media can provide greater marketing effectiveness by offering more flexibility in informing consumers than direct methods. Instagram can be accessed by anyone, including business stakeholders. In the past, people struggled to access information, which was often limited and only conveyed through voice, making it less effective. However, with the presence of social media, especially Instagram, it becomes a solution for business actors to interact, connect, and negotiate with other users.

One aspect of marketing that can be described as interactive and communicative, aimed at providing information and increasing public awareness, is content marketing. Content marketing is defined as marketing activities that involve interesting content to create relevant discussions (Kotler et al., 2020). Essentially, content marketing is specifically designed to market products according to the target market. In social media, content marketing also focuses on interaction with all social media users to build brand loyalty. On the other hand, content marketing employs various approaches, depending on the content and the segmentation goals. The more engaging the content, the more interactive the audience becomes in responding to it (Pertiwi and Gusfa, 2018).

Customer Engagement is perceived by (Bening and Kurniawati, 2024) as a psychological state that arises due to intense interaction between consumers and companies, resulting in long-term commitment. Engagement fosters interaction that influences users and spreads across social media platforms. Relevance is a key factor since appropriate content can attract other social media users. Additionally, the content must be factual; the more accurate the information, the more it enhances the credibility of a brand, thus increasing

consumer trust. The benefit aspect should also be considered in content marketing to boost interaction. Content should be presented in a manner that is easy for the audience to understand, while the discoverability should be taken into account so that the content is easy to find. The content should be presented in a way that is easy to read and comprehend, and it must be accessible for consumers. Lastly, consistency should be maintained in the content's message, with well-prepared content that meets the audience's needs (Milinhos, 2024).

Telkomsel Branch Surabaya, as a subsidiary of PT Telkom, is a telecommunications company that continues to compete with other providers in maintaining its presence in the market. Telkomsel also utilizes Instagram content marketing through the account @inlife.surabaya. The role of Instagram @inlife.surabaya from Telkomsel's perspective is as an effective communication tool to educate the public about the Telkomsel brand. Furthermore, @inlife.surabaya has been operating on Instagram for about six years, gaining 1.6k followers. The question is, how does @inlife.surabaya maintain interaction with its followers, and what types of content do they share to keep their followers engaged?

This research aims to analyze how @inlife.surabaya develops a content marketing strategy on Instagram to increase follower engagement. The research will be conducted from August to December 2024. The data analysis will be qualitative, focusing on identifying the content marketing strategies posted by @inlife.surabaya to enhance social media user interaction and engagement strategies to maintain follower engagement. The researcher will adopt and develop the identification concept from Tasya Aulia Sakti and Iva Fikrani Deslia (2024) from Ahmad Dahlan University, Indonesia, titled "Analysis of Content Marketing on Instagram Account @mop.beauty in Increasing Follower Engagement." The previous study focused on content analysis, types of marketing content, and engagement strategies using Milhinhos' framework (2015). The difference between this study and previous research is the content analysis technique using the theoretical framework by (Ausra et al., 2016). Through this analysis, the study aims to provide valuable insights into the level of engagement achieved by @inlife.surabaya, as well as offer a clearer understanding of Instagram's role in content marketing strategies to reach the desired target. This study is expected to provide solutions to optimize the content marketing strategies for @inlife.surabaya on Instagram.

According to (Macarthy, 2015), Instagram is a social media application focused on users who enjoy visuals, with features that make it enjoyable to share photos through a feed page visible to many people. Content marketing, according to (Chairina, 2020), is a strategy that involves creating engaging content for the audience, which then encourages them to become customers. Research by (Kotler, 2017) states that content marketing involves creating, distributing, and

strengthening relevant and useful content for specific groups to generate conversations around that content. Add that content marketing manages content in the form of text, multimedia, and video to engage customers in achieving business goals. From this explanation, it can be concluded that content marketing is a marketing strategy that involves creating and managing various forms of content that are attractive and relevant to the audience (Meanwhile et.al., 2016).

According to (Aušra et al., 2016), high-quality content marketing has seven key elements: relevance, informativeness, reliability, value, uniqueness, emotions, and intelligence. These elements are crucial in creating content that meets the needs of the audience and builds stronger relationships with consumers. In Islam, communication with honest intentions and providing benefits to others is an ethical value that is highly upheld, including in marketing practices. Every company needs to ensure that the content they deliver is not only engaging but also provides accurate and useful information to society. Consumer engagement, according to (Kotler and Keller, 2016), is the level of attention and active involvement of consumers in communication, which creates additional value for the company.

RESEARCH METHODS

This study will adopt the qualitative analysis conducted by (Sakti and Deslia, 2024). This study applies a qualitative content analysis methodology to examine the content marketing strategy implemented by @inlife.surabaya on Instagram, with a specific focus on efforts to enhance follower engagement. This methodology was chosen based on the concept that emphasizes the importance of a systematic and objective approach in analyzing communication characteristics. Data collection will take place over four months, from August 26 to December 1, 2024. During this period, 68 posts from the @mop.beauty account will be used as the research object. The selection of this period allows the researcher to obtain a comprehensive overview of the content strategy implemented. The research methodology is divided into several systematic stages. The first stage begins with collecting all content posted during the research period. Next, the content will be categorized based on its type, such as product visuals, tutorial videos, customer reviews, and various forms of interactive content. The following stage involves identifying key themes in these posts, including product launches, beauty tips, and special promotional programs. The analysis also includes communication aspects such as tone of language and visual elements used.

The evaluation stage focuses on measuring the success of the content strategy in driving follower engagement. This is done by analyzing various engagement indicators such as likes, comments, content sharing, and other forms of interaction on each post. The evaluation aims to measure the effectiveness of the

strategy in achieving targets such as follower growth and increased interaction. The results of this study are expected to provide a deeper understanding of the relationship between content strategy and follower engagement levels on Instagram. The findings obtained will not only benefit the development of the @inlife.surabaya strategy but can also serve as a reference for other brands in optimizing their social media content strategies. This study aims to produce practical recommendations that can be applied to improve the effectiveness of content marketing on social media platforms.

RESULT AND DISCUSSION
Based on the literature review and in-depth analysis of the content posted by the @inlife.surabaya Instagram account, the content can be categorized into several main types, with each post having diverse orientations and effects on follower engagement. From August 26, 2024, to December 1, 2024, @inlife.surabaya posted a total of 63 pieces of content, divided into two main content categories: interactive and informative content. Below are the results and discussions on each content category.

Analysis of Content Marketing Types
Interactive Content
From all the presented content, the researcher analyzed and categorized the content as interactive. Approximately 60% of the content falls under this category. Interactive content, as defined, aims to engage the audience or followers actively as viewers of the content. The interactive content serves as an effort by @inlife.surabaya to increase follower engagement on Instagram. This type of content is represented through quizzes or polls that require direct responses from followers. The content provided is designed to encourage interaction that not only entertains but also serves as a valuable tool for gathering feedback from followers or potential customers. Additionally, such activities help extend the reach of the account, as they often require actions like liking the post, following the account, or inviting others to participate. This strategy has proven effective in attracting new followers while maintaining engagement with existing ones.

Informative Content
The researcher categorized about 40% of the content posted by @inlife.surabaya as informative content. The content not only seeks to engage followers but also informs them about upcoming events, such as providing addresses, speakers, or other details related to events scheduled to take place. Informative content serves to provide the public with valuable information regarding events, such as company vision and mission, company address, and promotions or events organized by the company. Based on this analysis, it can be simplified that interactive and informative content have different objectives and characteristics. Interactive content aims to enhance interactions with social media users,

drawing attention and increasing the frequency of interaction, thus boosting engagement with @inlife.surabaya's followers. On the other hand, informative content conveys information about upcoming events, either in the form of videos or written content, which helps consumers understand the event or promotion better.

Strategies to Increase Engagement
Use of Hashtags
To expand its reach, @inlife.surabaya consistently uses the hashtags #inlifesurabaya and #promobyu with each post. This is a social media marketing tactic to make the content easily discoverable by consumers or social media users. When relevant hashtags are used, the content becomes well-organized in social media searches. @inlife.surabaya uses these hashtags to target potential consumers interested in B.YU products and those seeking information about the @inlife.surabaya Instagram account. By doing so, it ensures consistency in the social media algorithm, which helps users become familiar with the B.YU brand and the @inlife.surabaya Instagram account.

Consistency and Diverse Content
@inlife.surabaya's social media efforts aim to present attractive and innovative content, maintaining consistency by posting 4-5 times a week with different visualizations, collaborations, and diverse designs, though the product materials sold are mostly the same. This effort by @inlife.surabaya not only aims to inform and educate the audience but also increases brand awareness. The consistency of the products marketed helps reinforce consumer memory, thus boosting brand loyalty as social media users become more familiar with the @inlife.surabaya brand.

Engagement Analysis
From late August to early December 2024, data collected through an engagement rate app showed that @inlife.surabaya's Instagram account, with 1.6K followers, received an average of 38 likes per post, peaking at 147 likes for an event organized by Telkomsel Surabaya, which featured a cultural event. The average number of comments per post was 4, while the average views were 1.5K. The researcher found a decrease in follower engagement, from 3.2% in November to 2.37%. This suggests that the content, particularly the videos, has not fully supported active viewer interaction. The findings indicate that the content marketing strategy of @inlife.surabaya has been less effective in maintaining or increasing follower engagement. The interactive content, which uses polls or quizzes to engage users, still has room for improvement in driving follower engagement. Likewise, the informative content has not sufficiently sparked enthusiasm among social media users for more interaction. Additionally, while the strategy includes consistent and innovative visual content, it has yet to show significant results in improving engagement.

Content Analysis Based on Aušra's Theory

In response to these findings, several important indicators should be considered to improve the effectiveness of content marketing for @inlife.surabaya, based on the theory of Aušra et al. (2016):

1. Relevance

   Relevance should be considered when presenting content, ensuring that it aligns with the audience's age and target demographics. Content must be highly relevant to followers and market trends. The higher the relevance, the higher the engagement, whether in the form of likes, comments, or shares. However, @inlife.surabaya's content has been somewhat less effective in this regard, despite varying the design.

2. Informative

   The information within the content is another crucial factor. If the content's message is clear and easy to understand, followers are more likely to make purchasing decisions. However, @inlife.surabaya's content has been less informative, resulting in lower engagement levels.

3. Reliability

   Content reliability is essential. It should contain high-quality material that helps followers remember the content presented by @inlife.surabaya. The content must be consistent in visual quality and relevance to retain engagement on social media.

4. Value

   The value of the message conveyed in marketing content must be high, considering design, color tone, and relevant messaging. Content should not be presented haphazardly but with artistic touches that enhance the message delivered to the audience. Therefore, paying attention to the value indicator will help attract and improve engagement.

5. Uniqueness

   Content uniqueness is crucial for creating differentiation. If @inlife.surabaya can produce content with unique and valuable qualities, this will increase the appeal of the marketing content. @inlife.surabaya should focus on this to maintain follower engagement.

6. Emotions

   Marketing content should trigger emotions in the audience. Content can be tailored to current market trends or viral events to capture the audience's attention. @inlife.surabaya should consider this to improve follower engagement.

7. Intelligence

Intelligent content involves the use of advanced technologies, such as AI, to understand consumer behavior and market trends. By leveraging this technology, content can better target the right market, improving marketing effectiveness.

Through research, @inlife.surabaya is expected to optimize its content marketing strategy by applying (Aušra et al., 2016) theory, ensuring that the content resonates with the target audience, thus enhancing marketing effectiveness and boosting follower engagement. To increase engagement, @inlife.surabaya uses strategies such as consistent hashtag usage. The brand also maintains a regular posting schedule with diverse visual content, strengthening brand recognition and follower loyalty. Research shows that engagement levels have declined, with content not being effective enough in encouraging followers to actively interact. This indicates that, although the content is varied and consistent, there is still room for improvement to make it more appealing and sustain follower interest. Based on observations, @inlife.surabaya needs to focus on improving the relevance, clarity, and uniqueness of its content, while ensuring that it resonates emotionally with followers. By aligning its content strategy with these principles, @inlife.surabaya can enhance the effectiveness of its social media marketing and strengthen follower engagement, in accordance with the values of mutually beneficial communication in Islam.

CONCLUSION

The conclusion of this study indicates that the implementation of content marketing strategies by the Instagram account @inlife.surabaya from early August to December 2024 was less effective in increasing follower engagement. Although various approaches were applied, such as interactive and informative content, engagement strategies, the use of hashtags, and visual diversity and consistency, the results did not achieve the optimal level of interaction. The researcher suggests that @inlife.surabaya should improve and refine aspects of its content and approach, focusing on enhancing relevance, uniqueness, and the emotional appeal of the content. From an Islamic perspective, honest and beneficial communication for others is a value that should be upheld, including in marketing. Therefore, by improving and aligning its content marketing strategy with these principles, @inlife.surabaya is expected to strengthen follower engagement and achieve more effective marketing goals in the future.

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