

Research Article

Optimalization Strategy of Instagram Content to Increase Engagement in Building Brand Awareness at PT Citi Asia Internasional

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Abstract: This study aims to analyze the content strategy implemented by PT Citi Asia Internasional on Instagram to increase audience engagement as an effort to build brand awareness. In the digital era, social media has become a crucial tool for companies to reach consumers or partners directly, especially through Instagram, which is characterized by its visual and interactive nature. This research employs a qualitative narrative approach with data collection techniques including observation, interviews, and documentation of PT Citi Asia Internasional's official Instagram account. The results of the study show that the use of consistent, interactive, and audience-relevant content strategies positively contributes to increased engagement, which indirectly strengthens brand awareness. Optimization through visual elements, compelling captions, and the use of Instagram features such as stories, reels, and carousels has also proven effective in building closer communication with followers. Thus, a well-planned and trend-adaptive content strategy becomes the key to creating a strong relationship between the brand and its audience on social media.

Keywords: Content strategy, Instagram, engagement, brand awareness, social media.

1. Introduction

Digital marketing has become an essential component for every company in today's modern and globalized era. It plays an increasingly crucial role in enhancing brand awareness through social media content, particularly on Instagram, in the current digital landscape. Digital marketing is defined as a marketing method that utilizes the internet as the main medium for delivering promotions and information to consumers (Oetarjo, 2021). This indicates that companies adopting digital marketing strategies tend to experience increases in sales, customer engagement, and brand awareness. Furthermore, according to Smith (2017) in *Digital Marketing Excellence*, digital marketing allows companies to more easily adjust their campaign strategies in real time, enabling them to respond to market trends and consumer behavior shifts more quickly and efficiently.

Digital marketing through Instagram social media content enables companies to reach a wider audience at a more efficient cost compared to traditional marketing methods. Through Instagram, companies can achieve greater reach, which serves to expand business visibility through various strategies, such as broadening marketing coverage across both digital and

Received: May 30, 2025

Revised: June 11, 2025

Accepted: June 24, 2025

Published: June 27, 2025

Curr. Ver.: June 27, 2025



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conventional media platforms (Chaffey, 2017). Instagram allows businesses to build brand awareness, enhance consumer interaction, and influence purchasing decisions through engaging and interactive content (Chaudhary, 2021). The use of social media is no longer limited to social interaction but has evolved into one of the key pillars in building and strengthening brand awareness.

During the implementation of the Certified Internship Program (MSIB) at PT Citi Asia Internasional, the researcher conducted an analysis of the Instagram social media content strategy to increase engagement in building brand awareness. The researcher identified several issues that are addressed in this report. The first issue is that the implementation of the content strategy on Instagram has not been able to reach a wider audience, particularly in the B2B (Business to Business) and B2G (Business to Government) sectors. This limitation in audience reach has resulted in a reduced space for interaction. The second issue is the lack of interaction with the audience, which leads to low Instagram insights. This is due to the application of a content strategy that uses an overly exclusive and formal communication approach. Such exclusive and formal content typically focuses on promoting the company's products and services, prioritizing corporate branding without aligning with current trends. This condition is further influenced by the limited range of products and services offered by PT Citi Asia Internasional.

In the B2B and B2G industries at PT Citi Asia Internasional, the primary target audience typically consists of business owners, managers, or professionals in specific fields who require a communication approach that is appropriate and relevant. If the Instagram content strategy fails to reach a broader audience within these sectors, the company risks losing opportunities to expand its partnership network, build stronger relationships, and enhance trust from potential clients. Limited interaction due to narrow reach can also hinder promotional efforts and reduce brand awareness in the digital sphere, ultimately weakening the company's competitive position in the B2B and B2G markets.

This study aims to provide in-depth insights and practical solutions for PT Citi Asia Internasional in building brand awareness through Instagram content strategy. The results of this research are expected to offer a clear overview and direction for the development of social media content strategies, particularly in determining effective steps to enhance the company's brand awareness through the Instagram platform. The specific objectives to be achieved in this study include identifying the factors that hinder PT Citi Asia Internasional's Instagram content strategy from reaching a broader audience in the B2B and B2G sectors, as well as analyzing the low level of audience engagement with the published content.

2. Literature Review

Digital Marketing

Digital marketing refers to the activity of promoting products or services through digital technologies, primarily the internet and mobile devices, digital billboards, as well as other forms of digital media (Abdullah, 2023). It has become one of the most effective and efficient tools in corporate marketing strategies. Research on local brands such as Erigo indicates that promotion through platforms like Instagram plays a significant role in increasing consumer purchase interest and influencing buying decisions (Komaladewi, 2024). The use of digital media, which has become increasingly popular in recent years, serves as an effective strategy for businesses to promote their products or services more quickly, reach a wider audience, and do so at a relatively low cost (Chaffey & Ellis-Chadwick, 2019). Consequently, digital marketing has become an essential component for every company in today's era of modernization and globalization. Among various digital marketing approaches, content marketing plays a crucial role in enhancing brand awareness and supporting promotional activities.

Content Marketing

Content marketing is a marketing strategy that focuses on the process of creating, curating, distributing, and sharing informative, engaging, and audience-relevant content with the goal of encouraging interaction around that content. This strategy is also seen as a form of brand-based journalism and publishing that aims to strengthen the relationship between the brand and its consumers (Kotler, 2017). Content marketing plays a crucial role in increasing audience engagement, particularly through social media platforms. This engagement includes various forms of audience interaction with shared content, such as likes, comments, shares, and views. One of the main goals of content marketing is to produce content that is not only informative but also appealing and aligned with the interests and needs of the target audience. Content that delivers value and evokes emotional resonance is more likely to encourage active audience participation, spark discussions, and be shared with others, ultimately expanding reach and enhancing brand exposure organically (Patruti-Baltes, 2016).

Brand Awareness

Brand awareness refers to the condition in which consumers associate a brand with the information they are seeking or need, and consider that brand as one of the primary options to fulfill their needs. Brands with a high level of awareness tend to be more easily remembered and chosen by consumers compared to others (Pratiwi, 2020). Strong brand awareness enables PT Citi Asia Internasional to reach a broader network of partners and audiences. This is because with good brand awareness, the company can achieve "top of mind" status. Top

of mind is the highest level of brand awareness, where consumers spontaneously recall a brand first when faced with various choices, making it easier to influence purchasing decisions (Prasetyanto, 2015).

A brand or company's level of awareness can be significantly influenced by the engagement it receives through social media. Higher consumer engagement with a brand result in stronger brand awareness and loyalty, as engaged consumers are more likely to actively process brand-related information and are more willing to recommend the brand to others (Hollebeek, 2011).

Engagement

Engagement reflects a form of reciprocal communication between users and an account, while engagement rate refers to the percentage indicating the level of active participation by followers towards the content published on an Instagram account. Harmeling (2017) states that customer engagement marketing is a strategy deliberately designed by companies to encourage, involve, and evaluate consumer participation in marketing activities. This approach represents a paradigm shift in marketing studies and practices, where the active role of customers in co-creating value with companies becomes an increasingly important aspect.

Good engagement includes various forms of interaction, such as responding to comments, sharing relevant content, and utilizing social media features to listen and respond to the needs and desires of consumers (Rafiqu, 2024).

Social Media

Social media functions as an interactive platform that enables two-way communication in marketing strategies. Through social media, companies can interact directly with consumers more effectively compared to traditional media, which generally operates in a one-way manner. This capability makes social media a more flexible and interactive marketing tool for building relationships and increasing engagement with consumers (Adnan, 2020).

The growing number of social media users has given rise to a new concept in marketing strategy, known as social media marketing. This concept refers to the use of social media-based technology, including various channels and software, to create, deliver, and exchange information about offers that hold value for various stakeholders within an organization (Solomon, 2017). With this approach, companies can build more effective interactions with their audience, increase customer engagement, and expand digital market reach on platforms like Instagram.

Brand awareness describes the condition when consumers associate a brand with the information they seek or need, and consider that brand as one of the primary options to fulfill their needs. Brands with high awareness tend to be more easily remembered and chosen by consumers compared to others (Pratiwi, 2020). Good brand awareness allows PT Citi Asia Internasional to reach wider partners and audiences. This is because strong brand awareness

enables a company to achieve top-of-mind status, the highest form of brand awareness where consumers spontaneously recall a brand first when faced with multiple options, thus facilitating purchase decisions (Prasetyanto, 2015).

Brand awareness of a brand or company can be influenced by the engagement gained through social media. Higher levels of consumer involvement with the brand result in stronger brand awareness and loyalty because engaged consumers tend to process brand-related information more actively and are willing to recommend the brand (Hollebeek, 2011).

Instagram Marketing

The high level of social media usage in Indonesia has positioned Instagram not only as a platform for sharing photos and videos but also as a medium for introducing and marketing products (Anandia, 2023). One of Instagram's main advantages as a platform for conducting online business is that it is free to use, widely adopted, easy to operate, and offers convenient promotional features along with integration with other social media platforms. Moreover, Instagram's strong visual appeal attracts a broad range of users from various segments of society (Desi, 2021). Instagram enables companies to build brand awareness, enhance consumer engagement, and drive purchasing decisions through engaging and interactive content (Chaudhary, 2021). For this reason, PT Citi Asia Internasional has chosen Instagram as its primary social media platform to strengthen brand awareness and carry out promotional activities.

Framework



Figure 1. Conceptual Framework

3. Methods of Research

The research adopts a qualitative approach, chosen for its ability to provide deeper insight into the experiences and perspectives of the interviewed participants. This approach enables the researcher to explore comprehensively the phenomena or context under investigation. According to Creswell (2017), the qualitative approach offers the opportunity to delve into the views, experiences, and meanings expressed by participants. Through this method, researchers are able to obtain rich and detailed data, which are typically not accessible through quantitative research methods.

Unit of Analysis

In qualitative research, the unit of analysis can be referred to as the research subject (Helaluddin, 2019). The unit of analysis selected by the researcher is the social media team supervisor at PT Citi Asia Internasional. This supervisor was chosen because they are a highly relevant figure in examining the content strategy implemented by the company. Their role and involvement in planning, executing, and evaluating the company's social media content make them a key informant capable of providing in-depth and accurate insights for this study.

Data Collection Techniques

Primary data in this study was collected using various approaches as instruments to obtain relevant information and data related to the research topic. The methods applied in the data collection process included observation and in-depth interviews.

The first method was observation. According to Sugiyono (2017), field observation is an important data collection technique in research, in which the researcher is directly involved in observing the activities or phenomena under study. The observation was conducted during the MSIB (Certified Independent Internship and Study) Batch 6 internship program at PT Citi Asia Internasional (Citiasia, Inc.), which took place over a five-month period, from February 16, 2024, to June 30, 2024. The internship activities were carried out offline from Monday to Friday, with breaks on national holidays or official public holidays. The working hours during the internship were from 09:00 AM to 05:00 PM WIB.

The second method was in-depth interviews. In-depth interviews involve face-to-face question-and-answer interactions between the researcher and the informant. This method can be conducted using a question guide or in a more open-ended manner, where the researcher and informant have developed a social relationship over a significant period, allowing for more natural and in-depth communication (Sutopo, 2006). This study involved a single informant who holds the position of Partnership and Marketing Executive at PT Citi Asia Internasional and also served as the researcher's mentor and supervisor during the internship program. The interviews were conducted to strengthen and complement the data previously obtained through observation.

Data Analysis Method

In this study, the method used for data analysis is narrative analysis. Narrative analysis is a qualitative research approach that emphasizes an in-depth understanding of the stories, experiences, and perspectives of informants regarding a particular phenomenon. Through this technique, the researcher is able to explore the meanings embedded within the narratives shared by the informant in a comprehensive and contextual manner. The analysis was conducted based on data obtained from in-depth interviews with the informant, who serves as a supervisor holding the position of Partnership and Marketing Executive at PT Citi Asia Internasional. The focus of this analysis is to understand how Instagram content strategies

are implemented in efforts to build brand awareness, particularly among audiences in the B2B and B2G sectors.

4. Results and Discussion

The findings of this study, based on interview data, provide answers to the problems identified during the internship period. The interview questions focused on three key issues: content, engagement, and brand awareness. The responses were provided by an informant who serves as a supervisor at PT Citi Asia Internasional and is considered credible and capable of representing the company.

Content

The findings from the interview with the informant indicate that the content strategy implemented on Instagram plays a significant role in increasing engagement as part of PT Citi Asia's efforts to achieve its goal of building brand awareness. The content strategy is applied through a structured approach that considers content pillars, audience behavior analysis, and responsiveness to emerging social media trends.

The content published by PT Citi Asia consists of various types tailored to the company's strategic objectives in enhancing brand awareness and engagement. These include promotional content that introduces the company's products and services, informative content such as FYI or light educational material, news-related content that shares internal company activities such as ongoing projects, visits, or specific events, as well as interactive game content to provide variety and prevent audience fatigue. In addition, the company also leverages trend-based and topical content, such as discussions surrounding the new capital city (IKN), to capture audience interest—although it is acknowledged that not all products or services can be adapted to fit current trends.

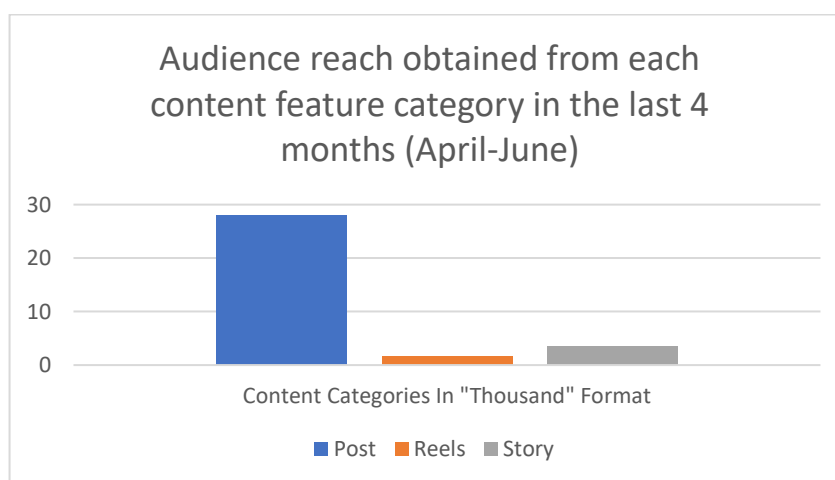


Figure 1. Audience reach gain from content feature categories

Based on the data above, the content feature category shows that over the past four months, the type of content with the highest audience reach on the Instagram account @citiasiainc has been post content. However, the data reflects audience reach obtained

through paid advertising. In contrast, based on organic data gathered from the researcher's observation and the interview with the informant, it was found that the most effective content in building engagement and brand awareness is carousel and reels content. These formats are considered effective because they provide in-depth information while simultaneously capturing the attention of both current followers and new audiences. This aligns with Keller's (2003) Customer-Based Brand Equity Model, which states that delivering consistent and relevant brand messages through the right channels can foster brand recall and strengthen brand associations.

Nevertheless, the informant also revealed challenges in aligning the company's content with ongoing trends, particularly due to limitations in the variety of products and services offered by the company. As a result, the content has yet to effectively capture the interests and digital behavior of professionals, decision-makers, or institutional partners who are the company's primary targets in the B2B and B2G sectors. Additionally, the informant emphasized that content effectiveness is more strongly influenced by the quality of the message, visual design, and topical relevance rather than merely the type of feature used. This finding is consistent with previous research, which suggests that the success of content strategy largely depends on the company's ability to tailor messages to the characteristics of the target audience and adapt to the dynamics of social media trends (Kaplan, 2010).

PT Citi Asia Internasional needs to design a more adaptive and audience-specific Instagram content strategy tailored to the characteristics of B2B and B2G sectors. The company should begin by evaluating existing content approaches that may be too generic and consider adopting a communication style that is more contextual, informative, and relevant to the needs of professionals and institutional stakeholders. Effective content for B2B and B2G audiences should focus on presenting business value and tangible benefits offered by PT Citi Asia Internasional's products or services. Therefore, the content strategy should be directed toward developing materials such as case studies, white papers, project outcome infographics, industry insights, and client testimonial reels that illustrate the real impact of partnerships with PT Citi Asia. In addition, the company should invest in enhancing the capabilities of its social media team through courses and training focused on strategic copywriting, visual storytelling, and audience research to gain deeper insights into the digital behavior of B2B and B2G audiences.

Engagement

The interview with the informant revealed that the types of content produced and displayed on the company's Instagram have a significant impact on audience engagement. The company consistently implements four main content types: educational, promotional, inspirational, and entertainment. These content types are not chosen arbitrarily but rather form a deliberate strategy aimed at creating balanced interactions and reaching a broader audience, based on the Content Marketing Matrix. The strategy applied by PT Citi Asia

Internasional to enhance engagement involves utilizing interactive features such as polls, comments, and visually appealing formats like carousels and reels.

The findings of this study indicate that the types of content generating the highest engagement are entertainment and inspirational content, rather than educational or promotional services. Research shows that content with entertaining and emotional elements tends to receive higher numbers of likes, comments, and shares compared to content that is merely informative or promotional (De Vries, 2012).

This indicates that educational and promotional content, although important for conveying information and offers, have not been able to generate optimal engagement due to their exclusive nature and lack of consistent relevance for audiences in the B2B and B2G sectors. The findings of this study are consistent with research stating that visually appealing content, such as short videos and carousels, tends to achieve higher engagement rates compared to other static content (Ashley, 2015).

The informant also revealed the absence of a Key Opinion Leader (KOL) or brand ambassador who can consistently represent the brand. KOLs serve as brand ambassadors who can sustainably embody the company's image. The findings of this study indicate that the lack of a consistent Key Opinion Leader (KOL) or brand ambassador representing PT Citi Asia Internasional is one of the factors contributing to low interaction with the audience. The absence of a public figure to be the face of the company results in brand communication feeling less personal and makes it difficult to build closeness with the audience. Consequently, the company's brand awareness becomes challenging to develop.

This context aligns with the research by Schoenhoff (2016), which states that Key Opinion Leaders (KOLs) have the ability to build trust and enhance audience engagement through their personal authority and social influence.

PT Citi Asia Internasional can implement strategies to enhance engagement by adapting its Instagram content approach according to the preferences and digital consumption behavior of its audience, especially in the B2B and B2G sectors. The company should begin tailoring its educational and promotional content to be more visually appealing and emotionally engaging, for example by utilizing carousel formats, reels, or interactive storytelling that still deliver valuable information but in a more captivating manner. Additionally, the company is advised to seek and establish partnerships with Key Opinion Leaders (KOLs) or brand ambassadors relevant to the B2B or B2G industries, to foster closer personal connections with the audience and strengthen the brand's image and trust. KOLs can act as representatives of the company to the public, conveying the company's messages with a more personal and credible approach. Through this approach, PT Citi Asia Internasional can increase engagement and expand brand awareness among business partners and government institutions, which are the company's primary marketing targets.

Brand Awareness

Based on in-depth interview results, the informant stated that brand awareness is the primary objective of their Instagram strategy. It was found that the level of brand awareness for PT Citi Asia Internasional among social media audiences, especially on Instagram, is categorized as fairly good. However, content reach is still dominated by existing followers, and even when non-followers are reached, they are typically individuals already familiar with PT Citi Asia Internasional. Therefore, there is a need to expand reach to new audiences. Furthermore, the informant explained that building and enhancing brand awareness is crucial since PT Citi Asia Internasional offers products and services that must be communicated and marketed, particularly within the B2B and B2G market segments, which are the company's main focus. This underlines the necessity for an optimized content strategy plan aimed at increasing engagement to build brand awareness on Instagram.

The steps taken by PT Citi Asia Internasional to build brand awareness include executing various campaigns, posting daily content across multiple social media accounts, and organizing interactive activities such as games as content variations to maintain audience interest. The content produced varies, ranging from promotional, informational, to entertainment content, all with the primary goal of introducing PT Citi Asia Internasional and its ecosystem to the public. These activities are focused on building and strengthening the company's brand awareness. Through a consistent approach in content production, PT Citi Asia Internasional has managed to maintain its presence, especially within the B2B and B2G market segments. These findings support Keller's (2003) concept of brand awareness within the marketing communication mix, which suggests that strong brand recognition can be formed through repeated and relevant communication with the target audience.

The study's findings also indicate that brand awareness is significantly influenced by content strategy implementation and engagement. This aligns with Bruhn's (2012) research, which revealed that effective social media content management strengthens the relationship between brands and consumers and directly impacts the increase in brand awareness and brand image.

A practical implication for PT Citi Asia Internasional is the need to design a more structured and creative content strategy to broaden reach and enhance brand awareness on Instagram, especially in attracting new audiences within the B2B and B2G segments. Although the current brand awareness level is considered fairly good, the limited reach concentrated on audiences already familiar with the brand highlights the importance of additional efforts to produce content that is not only attractive but also relevant and tailored to the information needs of new target audiences. The company should consider developing educational content formats that hold strategic value but are packaged in engaging visual formats such as reels, interactive carousels, or storytelling communication styles addressing case studies, business solutions, and company achievements. One approach could be to

segment the audience more precisely and develop content that matches the needs and characteristics of each segment. Such content could focus on solutions, industry-related information, and technical education presented with visually appealing designs.

5. Conclusions

Conclusion

This study found that the effectiveness of Instagram content strategy significantly influences the increase of engagement and the building of brand awareness at PT Citi Asia Internasional. This is because reaching audiences in the B2B and B2G sectors is highly affected by content relevance, message quality, and the visual approach employed. The findings indicate that the most successful content types for boosting engagement and building brand awareness are visual-based content such as carousels and reels, as they can convey information concisely while capturing the audience's attention.

The research also shows that the current content strategy implemented by PT Citi Asia Internasional is not fully effective in reaching new audiences within the B2B and B2G sectors. This is mainly due to its focus on exclusive or technical content that does not align well with the preferences and digital consumption behavior of professional or institutional audiences. This finding answers the first research question regarding the content strategies used by PT Citi Asia Internasional to reach its audience and fulfills the research objective of observing the company's existing audience engagement strategies.

Furthermore, the study reveals that PT Citi Asia Internasional's interaction with its audience (engagement) includes tactics such as creating content that invites discussions in the comment section, asking light questions, and using Instagram Stories polling features. These interactive approaches are mostly applied in entertainment and inspirational content, which generate higher interaction rates, whereas educational and promotional content tends to have lower engagement. This suggests that Instagram audiences, including those in professional sectors, still require emotionally appealing and visually attractive approaches to engage actively. These findings answer the second research question about the types of interactions PT Citi Asia Internasional has conducted and support the study's aim to identify factors contributing to the low insight levels on Instagram.

This study contributes to the literature on digital content strategies in social media for the B2B and B2G sectors by emphasizing the importance of combining content relevance, message visualization, and emotional engagement to influence engagement in building brand awareness. It also reinforces the theories of Keller (2003) and Kaplan (2010), which state that consistent brand messaging tailored to audience characteristics is the key to expanding reach and strengthening brand image. PT Citi Asia Internasional can use these findings as a foundation for designing a more adaptive, creative, and audience-oriented content strategy.

Suggestion

PT Citi Asia Internasional is advised to design a more adaptive and relevant Instagram content strategy tailored to the characteristics of its B2B and B2G audience segments. A concrete step that can be taken is to enrich educational and promotional content with more visually appealing approaches, utilizing formats such as carousels, reels, and storytelling based on case studies or testimonials from company partners. Additionally, PT Citi Asia Internasional should consider collaborating with credible Key Opinion Leaders (KOLs) or brand ambassadors who have expertise in the business and government sectors, to help convey the company's messages in a more personal and emotional manner to the target audience.

Moreover, the company needs to conduct more detailed audience segmentation and regularly evaluate content performance through data insights to better understand audience preferences and interaction patterns. The findings of this study can serve as a basis for PT Citi Asia Internasional's management to make strategic decisions in digital marketing communications. Management is encouraged to allocate resources for training the social media team in strategic copywriting, visual storytelling, and in-depth understanding of the digital behavior of B2B/B2G audiences.

Furthermore, the management can establish new key performance indicators (KPIs) to measure content effectiveness beyond reach and posting frequency, incorporating metrics related to emotional engagement and conversion toward brand awareness. By integrating these findings into digital communication policies, the company can improve its competitiveness on Instagram and expand its brand reach to a broader market.

Future research could further explore the effectiveness of KOL-based content in the B2B and B2G contexts, as well as examine audience perceptions of various content types presented by service- and technology-based companies. Additionally, subsequent studies are encouraged to adopt quantitative approaches to statistically measure the direct impact of content strategy, engagement, and brand awareness variables. Cross-industry research is also highly recommended to determine whether these findings are consistent across companies with different target markets and digital characteristics. Such efforts are expected to enrich the literature and provide broader insights into strategic digital marketing practices in the social media era.

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