

Implementation Of Instagram Marketing Strategy To Enhance Engagement And Brand Awareness By Indibiz Yogyakarta

Muhammad Alif Maulana¹, Hanifa Nur Fadhilla²

¹Student, Faculty of Business and Economics, Universitas Islam Indonesia

²Lecturer, Faculty of Business and Economics, Universitas Islam Indonesia

Corresponding author : 21311445@students.uii.ac.id

Abstract

Economic development and digital transformation have intensified competition among business entities, compelling them to adopt increasingly innovative approaches to engaging with consumers. In the contemporary digital landscape, organizations are required to effectively leverage digital platforms, particularly social media, as primary marketing instruments. Instagram has emerged as one of the most widely used platforms in digital marketing strategies due to its ability to reach broad audiences and facilitate direct interactions. This study examines the implementation of Instagram marketing strategies by Indibiz Yogyakarta, a subsidiary of PT Telkom Indonesia, to enhance engagement and brand awareness. The research employs a qualitative, thematic, and narrative approach, utilizing data collection methods that include in-depth interviews and observations of @indibiz.yogyakarta account activities. The findings demonstrate that relevant content strategies, effective utilization of Instagram features such as reels and stories, and active audience interaction significantly enhance engagement levels. This increased engagement contributes to strengthening Indibiz's brand awareness as an emerging product. These findings underscore the critical importance of strategic content planning and the integration of social media in supporting marketing objectives within the digital era.

Keywords: Digital Marketing, Instagram Marketing, Engagement, Brand Awareness



INTRODUCTION

The telecommunications industry in Indonesia has experienced substantial growth over the past two decades, paralleling the increasing adoption of internet technology nationwide (Gantanews, 2024). According to the Indonesian Internet Service Providers Association (APJII), internet users reached 221 million in 2024, representing a penetration rate of 79.5%, which indicates an expanding digitally connected population (APJII, 2024).

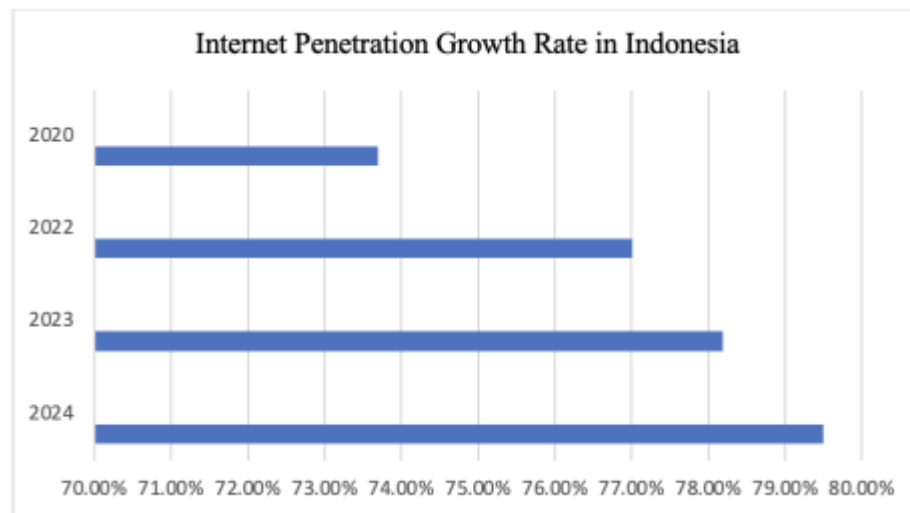


Figure 1. Internet Penetration Growth Rate in Indonesia, 2020-2024

Source: Indonesian Internet Service Providers Association (APJII, 2024)

The aforementioned graph illustrates the progression of internet penetration rates in Indonesia from 2020 to 2024. In 2020, the internet penetration rate was relatively modest at 73.70%, subsequently experiencing significant growth in ensuing years. By 2022, internet penetration reached 77.01%, continuing to increase to 78.19% in 2023, and ultimately achieving 79.50% in 2024. This upward trajectory reflects technological advancement and enhanced internet accessibility infrastructure.

According to Singh (2020), the evolution of social media platforms, particularly Instagram, has fundamentally transformed corporate-consumer interaction paradigms. Presently, Instagram represents an optimal marketing solution, as millennial consumers demonstrate a sophisticated understanding of both traditional and digital advertising methodologies. January 2024 data indicates that Indonesia ranks as the fourth-largest Instagram user base globally with 90 million users, positioning it competitively alongside

major markets including India (362 million users), the United States (169 million users), and Brazil (134 million users) (Garuda Website, 2024). Research conducted by Apriyani & Usman (2019) demonstrates that Instagram marketing significantly influences brand awareness, brand equity, brand loyalty, and purchasing decisions. A key performance indicator for successful Instagram marketing is the engagement level generated through user interactions with company-published content (SCS, 2021).

According to Tuten et al. (2018), engagement encompasses various active interactions, including likes, comments, shares, and clicks, which demonstrate emotional and cognitive audience involvement with a brand. Elevated engagement levels not only reflect audience interest in Instagram posts but also correlate strongly with increased brand awareness, as engaged audiences demonstrate a higher likelihood of brand recognition and recall. Research by de Vries et al. (2012) established that high-engagement Instagram content enhances consumer trust and brand interest, contributing to positive brand impressions and strengthened brand awareness among target audiences. Corporate strategies emphasizing engagement enhancement underscore the significance of social media platforms in achieving marketing objectives. Instagram has emerged as a particularly influential platform in digital marketing, serving as a primary tool for businesses to cultivate closer audience relationships.

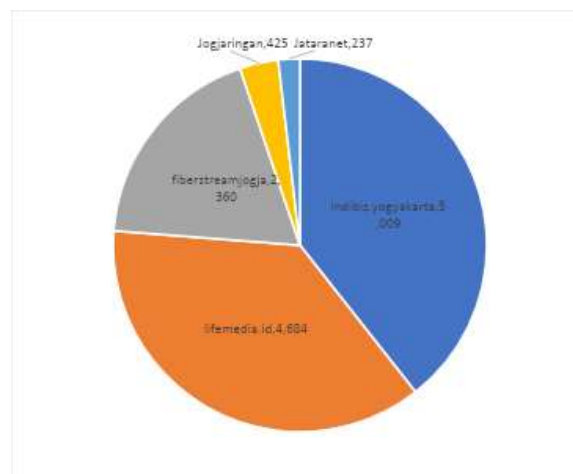


Figure 2. Comparison of Instagram Followers Among Wi-Fi Service Providers in Yogyakarta, November 2023 – January 2024

Source: Instagram Analytics, November 2023 – January 2024

Within the competitive landscape of WiFi service providers in Yogyakarta, Instagram follower count serves as a significant indicator of brand popularity and market appeal. Indibiz, operating as a PT Telkom Indonesia subsidiary, has successfully established the most substantial follower base, positioning itself as the market leader among comparable companies in Yogyakarta, including Lifemedia, Fiberstreamjogja, Jogjaringan, and Jataranet. Current data demonstrates that Indibiz maintains the highest follower count, reflecting the effectiveness of their social media marketing strategy, particularly on Instagram. According to Kotler et al. (2023), social media platforms enable organizations to develop online communities that enhance customer engagement and strengthen brand presence within digital marketplaces. This achievement not only enhances brand visibility but also creates opportunities for improved audience interaction, thereby strengthening engagement with the Indibiz brand. The following statistics present reels performance data from November 2023 to January 2024 on Indibiz's Instagram account, demonstrating the contribution of content strategy to audience interaction.

Table 1. Performance Statistics of Indibiz Yogyakarta Instagram Reels, November 2023 - January 2024

Month-Year	Views	Likes	Comments	Shares	Total Engagement
November 2023	7.796	376	6	19	401
December 2023	9.926	631	3	11	645
January 2024	10.250	538	18	10	566

Source: Instagram Analytics, Indibiz Yogyakarta, November 2023 – January 2024

Table 2. Performance Summary of Indibiz Yogyakarta Instagram Reels, November 2023 - January 2024

Period	Total Videos	Engagement Rate (%)	Engagement per Video
November 2023	21	5,15%	19,1
December 2023	20	6,50%	32,3



January 2024	24	5,52%	23,6
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Source: Instagram Analytics, Indibiz Yogyakarta, November 2023 – January 2024

Analysis of @indibiz.yogyakarta Instagram reels performance data from November 2023 to January 2024 reveals total engagement of 1,612 across 27,972 total views. November 2023 recorded an engagement rate of 5.14% with 19.1 engagements per video, subsequently increasing in December 2023 alongside rising view counts to 9,926, accompanied by an engagement rate of 6.50%. Although January 2024 demonstrated increased views reaching 10,250, the engagement rate declined to 5.52%, indicating that reach expansion does not necessarily correlate with enhanced audience interaction. According to Tuten et al. (2018), elevated social media engagement reflects emotional and cognitive audience involvement with brands, playing a crucial role in strengthening brand awareness. As explained by Kotler et al. (2023), positive consumer-brand interactions on social media platforms can increase awareness and broader brand recognition.

The effectiveness of Instagram marketing strategies presents a relevant research focus due to its connection to corporate efforts in reaching and establishing more personalized consumer relationships within the digital era (Kotler et al., 2023). As a PT Telkom Indonesia division, Indibiz bears responsibility for maintaining its competitive position within the Wi-Fi service industry amidst intense digital competition in Yogyakarta. Consequently, this research examines the "Implementation of Instagram Marketing Strategies by Indibiz Yogyakarta at PT Telkom Indonesia" to analyze digital marketing strategies implemented by Telkom Indonesia Yogyakarta through the @Indibiz.yogyakarta Instagram account in enhancing audience engagement and brand awareness. This study aims to understand how Instagram platform optimization can increase engagement, create audience interaction, and generate brand awareness. Through this investigation, the research seeks to provide insights regarding Instagram marketing implementation within the telecommunications industry, specifically for Indibiz Yogyakarta. Furthermore, these findings may serve as a reference for organizations designing more effective Instagram marketing strategies.

METHODOLOGY

This research employs a qualitative approach for comprehensive analysis. The qualitative methodology emphasizes the implementation of Instagram marketing



strategies by Indibiz Yogyakarta at PT Telkom Indonesia. The study avoids structured instruments such as questionnaires, instead relying on data collection techniques, including in-depth interviews with personnel directly involved in digital marketing activities, particularly Instagram operations, to understand their experiences with Instagram marketing and its capacity to enhance engagement and create brand awareness. The research focus centers on revealing the effectiveness of implemented Instagram content strategies in increasing audience engagement and brand awareness.

DISCUSSION

The Instagram marketing strategy implemented by the digital team of Indibiz Yogyakarta demonstrates a structured approach oriented towards building active engagement with audiences. Based on the analysis results, the digital team of Indibiz Yogyakarta not only runs Instagram marketing activities routinely but also develops comprehensive strategies, ranging from content planning, content type selection, audience interaction strategies, to performance evaluation based on data. This entire process is carried out regarding understanding the characteristics of audiences in the region and trending developments.

Content planning becomes the main foundation in the Instagram marketing strategy executed by the digital team of Indibiz Yogyakarta. This process is conducted systematically every month through the compilation of a content calendar established based on directions from the regional team. This approach is in accordance with the theory explained by Ustundag & Cevikcan (2018), which states that digitalization demands organizations to undergo comprehensive transformation, including in structured digital communication strategy planning. With the content calendar, the team's work process becomes more efficient, directed, and able to maintain the continuity of brand narratives delivered to audiences.

The determination of posting schedules also becomes an important part of Instagram content planning. In the Instagram content development and implementation process, the digital team of Indibiz Yogyakarta does not work alone. They involve account managers and intern teams to expand ideas and accelerate content production processes. The contributions of intern teams and account managers include concept creation, visual editing, to becoming talent in promotional videos adjusted to the themes that have been designed. Instagram content type selection by the digital team of Indibiz Yogyakarta is done by considering brand communication objectives as well as audience needs and preferences on the Instagram platform. The Instagram content ratio used by

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the digital team of Indibiz Yogyakarta refers to an 80:20 comparison, where soft-selling Instagram posts dominate to maintain audience interest and avoid saturation with the promotions conducted. This approach reflects that digital marketing success does not solely depend on product offerings, but on the ability to build emotional relationships through light and entertaining posts.

The types of soft-selling Instagram posts frequently used include infographics, digital education, customer testimonials, and tips about internet technology, while hard-selling is used selectively to display product information and sales promotions. This strategy reflects an understanding of Instagram platform characteristics as a visual media effective in delivering brand messages creatively and non-coercively. According to Tuten et al. (2018), attractive and relevant visual content is very important in creating sustainable interaction with audiences, especially on image-based platforms like Instagram. Informative soft-selling Instagram post is considered more capable of building consumer trust gradually, thus opening opportunities for stronger sales conversion in the future. The digital team of Indibiz Yogyakarta also frequently utilizes Instagram features such as reels and stories to adjust Instagram content formats with developing trends and user preferences.

Using reels that invite participation also becomes a strategy implemented by the digital team of Indibiz Yogyakarta. One concrete example is a street survey video created by the digital team of Indibiz Yogyakarta for Yogyakarta residents to show how well they know the Indibiz brand. The engagement strategy implemented by the digital team of Indibiz Yogyakarta is designed to create active and emotional interaction between the brand and audiences through Instagram. The approach taken is not limited to presenting visual content, but also invites users to engage through interactive features such as polling, quizzes, question and answer sessions (Q&A), and replying to comments and private messages. This two-way interaction aims to form emotional closeness with audiences, as explained by Kennedy (2016) that such involvement can create customer loyalty and strengthen long-term relationships between consumers and brands. Additionally, the digital team of Indibiz Yogyakarta also regularly observes how audiences respond to various types of Instagram posts so that communication strategies can be continuously improved and adjusted. By actively involving audiences, the digital team of Indibiz Yogyakarta not only delivers information but also builds trust and positive perception towards the Indibiz brand.

More than just obtaining likes and comments, the digital team of Indibiz Yogyakarta targets more meaningful engagement, such as the number of saves, shares, and

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interactions through private messages. These indicators are considered forms of engagement that show that audiences are not only momentarily interested but also consider the Instagram post beneficial and worthy of sharing or revisiting. This is in line with the theory from Tuten et al. (2018), who state in their book that deep digital interaction is an important indicator in Instagram marketing strategies because it can strengthen emotional connections with users. To support achieving such engagement, the digital team of Indibiz Yogyakarta also utilizes Instagram story features, which are considered to have higher engagement levels due to their quick and participatory nature. Through this strategy, the @indibiz.yogyakarta account successfully maintains its relevance amid high digital Instagram content competition and Instagram algorithm changes.

In running Instagram marketing activities, the digital team of Indibiz Yogyakarta not only focuses on content creation, but also consistently evaluates all content effectiveness through Instagram Insight features and additional analytical tools such as Hootsuite. This evaluation includes various engagement indicators such as likes, comments, shares, saves, views, reach, and follower growth. Through these indicators, the digital team of Indibiz Yogyakarta can identify Instagram content types that are most relevant and attractive to audiences, so that future Instagram content strategies can be adjusted more measurably.

Besides evaluating general performance, the digital team of Indibiz Yogyakarta also assesses Instagram content's impact on emotional engagement and audience loyalty. This finding is in line with research results conducted by Liani & Putra (2023), which shows that social media campaign success is not only determined by posting frequency but also by the depth of audience engagement with content. Through this data-based approach, the digital team of Indibiz Yogyakarta is not only able to improve Instagram content effectiveness from a technical side but also strengthen brand identity by creating more personal and relevant digital experiences. Engagement through Instagram becomes one of the main indicators used to measure how far brand messages and identity are delivered and embedded in users' minds. Forms of engagement, such as comments, likes, saves, and shares, reflect the level of audience closeness to the brand and serve as signals of how far they recognize and remember Indibiz identity. In line with theory from Aaker (1998), brand awareness is an important element in forming brand equity, which is directly influenced by consumer interaction and experience with the brand. Therefore, the higher the engagement achieved by the @indibiz.yogyakarta account, the greater the opportunity for the Indibiz brand to be in the top-of-mind awareness position of its audience.



The digital team of Indibiz Yogyakarta recognizes the importance of creating sustainable relationships with audiences to ensure that brand awareness is not temporary. Therefore, they continuously evaluate engagement and connect it with growth indicators such as follower increases, reach improvements, and the emergence of mentions or tags from audiences. Additionally, positive responses in the form of testimonials, Direct Messages, or comments that link the Indibiz name with service reliability become evidence of strong brand perception creation. By maintaining this strategy, the digital team of Indibiz Yogyakarta not only increases digital existence but also builds a foundation for deeper consumer loyalty. This strategy proves that proper engagement not only creates communication but also builds a strong brand identity and can increase brand awareness.

The digital team of Indibiz Yogyakarta should also consider conducting regular surveys of business actors in Yogyakarta to comprehensively evaluate their brand awareness level. So far, assessment has only been done through social media interactions such as comments or testimonials on Instagram posts, so it does not yet reflect broader public perception. Surveys conducted regularly, for example, once a month, can provide accurate quantitative and qualitative data regarding the effectiveness of Instagram post that has been published. This way, Indibiz can know whether their content strategy has optimally reached target markets and built strong brand awareness. This step is important to do as part of efforts to accelerate achieving top-of-mind awareness, especially considering that Indibiz is still classified as a relatively new brand in consumer minds.

CONCLUSION

The findings of this research demonstrate that Instagram marketing strategies emphasizing relevant, consistent, and interactive Instagram posts successfully address the research objectives, specifically understanding how Instagram strategies enhance engagement and create brand awareness. All stages conducted by the Indibiz Yogyakarta digital team, from content planning to performance evaluation, have proven effective in establishing sustainable engagement patterns with target audiences. This demonstrates that successful brand awareness development depends not solely on visual branding but also on audience engagement quality and bidirectional communication created by brands through social media platforms. Consequently, the strategy executed by the Indibiz Yogyakarta digital team effectively addresses research



questions regarding the relationship between Instagram content strategies and direct improvement of engagement and brand awareness.

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