

## WHAT MAKES BRANDS' SOCIAL MEDIA CONTENT SHAREABLE ON INSTAGRAM? A PROJECT TO IDENTIFY NG RADIO INSTAGRAM CONTENT ERROR

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### ABSTRACT

This project aim is to increase brand engagement on NG Radio's Instagram account through analysis of its contents. The types of content used are based on Use and Gratification Theory (UGT). The brand engagement parameters used are the consuming, contributing, and creating stage. The result is NG Radio content error is lack of trial and error so it doesn't really meet audience need and desire. Informatifve, entertaining, and relational content in the form of Reels Instagram are approved be able to gain brand engagement until contributing stage.

**Keywords:** Brand engagement, Social Media Instagram, Uses and Gratification Theory (UGT),

### 1. Introduction

Radio is one of the media that survives even though many other media have emerged. At the beginning of its emergence, people listened to the radio to get information and get entertainment. The greatest strength of radio is its ability to stimulate various sounds and create visualizations in the listener's imagination, which is often called the "theater of mind", this is what keeps the radio industry alive (Basuki, 2018). In fact, according to data from the Ministry of Tourism and Creative Economy (2021), television and radio actually grew by 10.42% in 2020. The development of television and the emergence of the internet that provides people with various facilities to find entertainment makes radio predicted to be far behind. In fact, this is not entirely true-since-the Nielsen Indonesia survey for Dahlia 101.5 FM Bandung Radio explains that radio penetration ranks fourth compared to other media types with a total percentage of 43%, an increase of 4% from 2019 (Nielsen Indonesia, 2020). Unexpectedly, based on data from Kememparekraf/Baparekraf RI (2021) in this era of the covid-19 pandemic, radio listeners also increased by 4 million listeners and became an affordable advertising media for the creative industry, where 4 out of 10 radio listeners use a more personal device, namely a mobile phone.

NG Radio is one of the commercial radios that sees technological advances as a challenge to change from conventional radio to

internet-based radio or websites. Because it is based on a website, this radio has no transmit limit and can be accessed by listeners wherever they are and with any device as long as they have an internet network. As a radio that has a target market for young people, one way NG Radio approaches its target market is to create an Instagram social media account, because in the radio industry, listeners are the main consumers, where a large number of listeners will invite advertisers and advertisements are the main source of income from radio (Samsuddin, 2019).

Instagram is one of the social media that is widely used by the industry to introduce products and build interactions with consumers. This is also what NG Radio does, creating a social media account in the form of Instagram to approach and interact with the wider target market. Currently NG Radio's Instagram has approximately 2000

followers, but the average number of likes on each post is only around 30 and comments that can be counted on the fingers. This low level of consumer involvement makes it difficult to increase the number of listeners, even though the purpose of the NG Radio Instagram account is one of them to introduce the brand and become a forum for maintaining relationships with listeners, where previous research conducted by Wicara (2016) showed that the strength of a brand radio affects his relationship with listeners. Initially, the content that was shared was only promotional content for the program so that it did not provoke

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any involvement between the brand and its consumers, but after uploading other content with the aim of building brand engagement, the desired interaction results such as likes, comments, or shares were not obtained. Through observations and conversations with the radio management, one of the factors that causes NG Radio's lack of engagement is due to its social media content which is considered less relatable and shareable, where relatable content is important to attract audiences and encourage themselves to share the content to their relatives (Saraswati and Hastasari, 2020). Based on this problem, the purpose of this project is to identify the errors in the content shared by NG Radio so that it fails to build brand engagement on Instagram and then create some shareable social media content for NG Radio's target market.

## 2. Literature Review

### 2.1. Social Media Instagram

Social media is an online media where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds (Cahyono, 2020). Instagram is a social media in the form of a free online photo sharing application with a type of social network that allows users to upload, edit, and customize (eg with text and graphics) photos and videos (Thomas et al., 2020). The main aspect that distinguishes Instagram from other platforms that have been studied previously is the effectiveness of photo or image content compared to text-only content (Hamilton and Yong, 2016). Research conducted by Vinerian and Opreana (2019) shows that the level of engagement on Instagram is also much higher compared to social media Facebook or Twitter. In addition to its ability to upload content in the form of photos and videos, Instagram is also equipped with the following features which according to Gadabima (2021) can encourage the creation of brand engagement:

1. Caption : Writing the right caption will encourage the audience to like, comment, or even produce actions such as visiting the website or making transactions.
2. Hashtags : On Instagram, hashtags open up opportunities for content and brands to be discovered by non-followers.
3. Tags : HubSpot and Mention (2020) found that the use of tags in content contributes to the number of likes, and this of course will affect the engagement rate of content.  
Location Tags : Scott (2019) states that 79% of uploads that include a location tag get a higher engagement rate than uploads without a location tag.  
Insta-story : Insta-story which allows content in the form of photos and videos that last for 24 hours has proven to be one of the most attractive features for consumer engagement (Gityandraputra, 2020).  
Instagram Live: Instagram Live is an effective strategy to increase engagement. This feature will not only catch the attention of followers but can also be a good forum to find out

feedback and questions that have been bugging the audience.

4. Instagram Reels: The form, which is a vertical video with a duration of up to 60 seconds, is considered to be able to reach a larger audience and it is easier to go viral because it can be caught by the Instagram algorithm and enter the Instagram explore column more quickly (Idris, 2021).
5. Add Yours: The Add Yours feature is Instagram's newest way to increase user engagement because this feature allows everyone to upload or follow trends related to certain topics (Nugraha, 2021)

### 2.2. Shareable Social Media Content

A content would be good if the content can be consumed properly by the target audience, this is what makes the content must be shareable so that when all the content elements have been found, the next step is to consider whether the content can be consumed by the target audience so that it is worth to share (Kingsnorth, 2016). In social media, a brand aims to attract an audience by providing value, or satisfaction, through its content. Therefore, content must be designed in a way that creates value for individual consumers to build stronger engagement levels (Ashley and Tuten, 2015). Sharing itself has been done by people before the existence of social media and for various reasons, such as social recognition, getting status, or learning something useful. But the rise of social media like Facebook, Twitter, Instagram, Snapchat, Tumblr, LinkedIn, and Pinterest has created digital ways that make it possible for everyone to share what matters to them in one simple click. Brand-owned social media content that consumers share on their personal accounts is an advantage for brands, as it gives the brand "free" exposure and reaches more people than people who are already interested in the brand.

Uses and Gratification Theory (UGT) developed a categorization of social media content organized according to two main attractions, namely rational (informative content and remunerative/beneficial content) and emotional appeal (entertaining content and relational content). This is a complete explanation of the categorization of social media content (Dolan et al., 2019) :

1. Informative Content : Represents the extent to which social media content provides users with useful and reliable information.
2. Remunerative Content : The extent to which social media content provides monetary rewards or incentives.
2. Entertaining Content : The extent to which social media content is fun and entertaining for media users.
3. Relational Content : The extent to which social media content satisfies consumers' needs for social integration and interaction and desires for social benefits.

### 2.3. Social Media Brand Engagement

Social Media Brand Engagement is considered an indicator of brand performance which will later greatly assist the company's promotional strategy (Chahal et al., 2020). As an interactive platform, social media motivates consumers to interact and engage with others and with brands during several stages of the consumption process, including information seeking, decision making, word of mouth and acquisition, as well as the use and disposal of products and services (Filo et al., 2015; Wirtz et al., 2019). Social media used in establishing customer engagement basically aims to involve consumers more interactively, because with the existence of interactive relationships in social media this is able to expand relational relationships with customers and change the perspective of relationships than in traditional media where communication is usually one-way (Juliana et al., 2021).

Engaging with consumers through social media marketing provides many benefits for companies, such as generating word-of-mouth advertising, positively influencing customer equity in the brand industry, driving capital gains through advertising, and increasing satisfaction with content-related marketing activities (Sharmin et al., 2021). The engagement can be in the form of liking, commenting or sharing a brand profile (Choedon and Lee, 2020). Consumer engagement behavior on social media itself consists of active and passive involvement where this is formed from three levels, namely consuming (consuming), contributing (contributing), and creating (creating) (Dolan et al., 2019). In line with UGT, the four types of content (informative, remunerative, entertainment, and relational) are expected to satisfy consumer engagement behavior on social media, both active and passive engagement. Passive engagement means that consumers only get to the stage of "consuming" content, which is the minimum level of brand engagement on positive but passive social media where users consume content without reward, for example by just viewing it, reading captions, or watching video content to the end without leaving any traces. While active engagement means that consumers are already at the "contributing" stage, where users make positive and active contributions to the content on social media brand pages such as leaving likes and sharing brand content on their personal social media, or at the "create" level (Dolan et al., 2019).

### 2.4. Integrated Marketing Communication

In marketing communication, there is what is called integrated marketing communication, which is the process of communicating the same message through various media or different platforms (Pinastika, 2019). Philip Kotler (2000) defines IMC as a concept when a company carefully integrates and coordinates its many communication channels to deliver a clear and consistent message. Belch & Belch (2004) divide Integrated Marketing Communication into six tools; advertising, sales promotion, interactive/internet marketing, public relations, direct marketing, and personal selling).

Integrated marketing communication activities carried out through internet media can create interactivity between companies and consumers. In this era, one of the uses of internet marketing is through social media, where the focus is on marketing communication channels that offer the highest benefits to all stakeholders (Pinastika, 2019).

### 2.5. The Impact of The Internet Technology on Integrated Marketing Communication

The Internet is a medium that allows people to communicate not only more easily, but also allows the sender to communicate with a large number of people at the same time. There are many ways in which Internet use can be combined with other elements of the marketing mix, so that new technological capabilities enhance existing ones rather than replace them (Ivanov, 2012).

Luttrell (2018) sees that in the online environment, consumer behavior has changed, such as: The Internet allows a two-way exchange of information so that organizations have the opportunity to handle countless audiences, even adjust messages and receive answers in a short time; consumers can communicate with one another through online communities, social networking sites, online referral programs, product reviews, and blogs, allowing word of mouth to spread faster and further; Organizations are not the only source of information, because consumers have easy access to various sources of information through the Internet; Consumers no longer receive every message that the communicator wants to convey to them, but instead draw information according to their interests and needs.

## 3. Project Methods

This project uses a qualitative method and consists of three stages; Pre Production, Production, and Post Production. The pre-production process is the stage of preparation, information seeking, and planning. Information is obtained from radio management, experts, and users as input to support content concept creation. This information was obtained through interviews and observation. The production process is the stage when the concept is implemented to form a work. Post-Production is publishing and analyzing content result.

This project uses two data sources, primary and secondary data. Primary data is a source of data obtained directly by researchers when conducting research activities (Sugiyono, 2017). Primary data sources are usually used as initial data used by researchers because the sources are more factual and accurate (Fahira et al., 2021). The primary data used in this project were obtained through interviews and observations. Secondary data sources are data obtained by other parties for certain purposes, usually containing general information obtained through phenomena (Sugiyono, 2017). The secondary data used by the author in designing this project are books, research journals, official websites, articles, and news. The interview protocol is

needed to prepare the questions that will be asked during the interview. Interviews are used to collect information and can be conducted using both formal and informal approaches (Fahira et al., 2021). In this project, interviews will be conducted with an informal approach. The question structure is adjusted to the characteristics of the informant to obtain a solution from the right target.

The validity test in qualitative research refers to credibility and transferability (switchability) (Uthman, 2017). The credibility test of the data in this project will use triangulation techniques. Triangulation in credibility testing is defined as checking data from various sources in various ways, and at various times (Febriansyah, 2017). While the concept of transferability is a generalization of a finding to be treated in the same context, to carry out transferability, a researcher should seek and collect empirical events about the same context as the responsibility for collecting reliable data (Uthman, 2017). In qualitative research, reliability is referred to as dependability. A reliable research is if other people can repeat/replicate the research process, for that dependability testing is done by auditing the entire research process. This is done by an independent auditor, or supervisor to audit the entire activity of researchers in conducting research, starting from determining the problem/focus, entering the field, determining data sources, conducting data analysis, to test the validity of the data, to make conclusions.

Data from in-depth interviews that have been collected are then processed and analyzed using descriptive analysis techniques. The results of interviews will be analyzed using coding techniques with the flow; Code – Category – Theme.

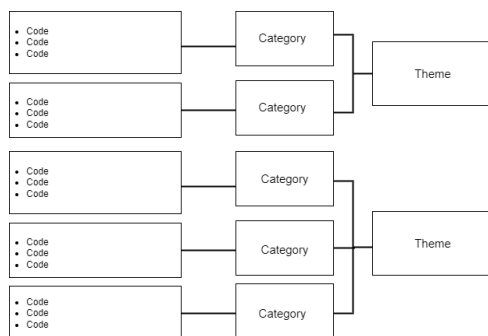


Figure 1. Data Analysis Method

## 4. Results and Discussion

### 4.1 Pra-production

The pre-production stage in this project is carried out by collecting information from interviews and observations which are then compiled into solutions for the content creation process in the production stage. The purpose of using Instagram

by NG Radio is to increase brand awareness and then increase brand engagement with users through social media content and activities. Based on the results of the interview, the value or message to be conveyed is that in this increasingly digital era, there are many ways to obtain information, one of which is through postings on Instagram as one of the easiest things to find information. In addition, the NG Radio Instagram account also wants to be the first information provider that young people remember because the information is short, solid, and clear.

Currently people are looking for informative content and entertainment content in Instagram. This informative content includes content that provides new and useful information, such as tutorial content or just information about friends or known brands. Meanwhile, the entertainment content includes video reels and light content.

*"If the content on ig, is more like a tutorial for me." (Participant 5)*

*"for me, more the entertainment just like the one on the reels" (Participant 3)*

### Types of content that encourage brand engagement on Instagram

The informative and entertainment content are also considered as content that encourage brand engagement on Instagram. In accordance with previous research conducted by Dolan et al., (2019) that informative content is content with a rational approach that is effective in building active and passive brand engagement, namely the stage of consuming content to leaving traces such as likes, comments, and shares. The thing is, the content should contain call to action or an appeal of communication from the brand to its audiences. Other influencing factors include attractive visuals, content from well-known brands or creators, and easy-to-read content. According to social media expert interview, the formation of brand engagement on social media can be influenced by external and internal factors. The external factors are factors outside of content such as strategies from radio management, funnels or stages in social media where generally brand engagement can be achieved if it has reached the brand awareness stage, then posting timings, and audience or followers factors. While internal factors are factors in the content such as the content of the content and

whether or not there is an invitation to communicate in the content.

*"The most important thing is how from the brand, how can the brand actively communicate with the audience, invite to chat is the term."*

Strategy is also needed to create content that attracts the audience to interact. The strategy is divided into 2, the strategy in the pre-production

stage such as understanding the audience in order to create personalized content, finding references, determining the value you want to convey, determining the right posting timing, and finding reliable sources of information and the strategy in the production stage such as being given a caption that explains the content, attractive visuals, there is an invitation to communicate, content that is unique and has an identity, as well as content that is relevant to the business.

*"Don't let the communication only be one-way, like being a brand to the audience, but we don't give the audience the opportunity to communicate with us"*

The Instagram story and Instagram feeds features both are considered to be capable of creating brand engagement, but Instagram stories are considered to be more capable of creating this interaction because they have a limited timeframe so that it automatically filters out who the active audience is from that Instagram account and Instagram stories have more features inside it, such as voting and question boxes. Meanwhile, in Instagram feeds, a feature that is considered effective in increasing engagement is the reels feature, where this feature is in the form of a short video portrait which is a new feature on Instagram.

### Content Errors

NG Radio have been posted informative, entertainment, and relational content. Relational content and some entertainment content are considered effective in attracting audience attention, while some of informative content is considered less effective. Informative content that considered effective are the latest news content, and the latest music content, and program promotion, while the program promotion is the informative content that considered less effective if it not accompanied by other content like entertaining or relational content. Entertainment content that has been considered effective is humorous news content, and light content which is on the last slide is given program promotional content, while entertainment content in the form of trash quotes is considered ineffective. Meanwhile, relational content that has been posted and considered attractive to the audience is social experience videos which are also YouTube NG Radio content.

Data from interview and observation are used to analyze NG Radio content error. These content errors can be divided into 2 causes, technical errors and content errors. According to social media expert in this project, technical error occurs when an account misinterprets social media. Social media should be recognized as a communication tool instead of a promotional tool. In addition to misinterpreting social media, according to the expert, most social media accounts are also in a hurry in every funnel and lack trial and error, that is when the account position is still weak

but wants to get engagement or closing quickly so the content strategy used is not right.

The content error mainly stems from the lack of a call to action. Call to action is an appeal from a company to interact with its audience. Call to action in content is usually in the form of an invitation to leave a like, comment, save, or share which is an important thing because in this project without a call to action the audience only sees the content without being compelled to leave any marks. This is exacerbated by captions that are too short and do not describe or explain the content. The user apparently wants a caption that contains explanatory information from the posted content. Uniquely this is in contrast to the results of interviews with radio stakeholders who deliberately did not put long captions because they thought the audience would not read them and just news headlines. This can be a consideration for NG Radio management because it can lead company misunderstand the content that their followers like and are looking for.

*"Why isn't anyone commenting because they didn't ask, there wasn't any interaction that led to that, right?" (Participant 5)*

Another mistake is the lack of prominent identity of the NG Radio brand. Users feel that NG Radio does not highlight its identity, either as a radio or as an information media. As a radio, NG Radio now rarely posts programs or activities on the radio itself. According to UGT, program promotional content is classified as informative content that uses a rational approach, while radio activities are classified as relational content that uses an emotional approach. The rational approach is effective in creating active and passive brand engagement, while the emotional approach can build passive brand engagement.

*"Actually, in my opinion, NG doesn't show its identity, what is it, the media, radio, if the media shows that it's the media, maybe now it's a transition period because yesterday was just a rebranding, but don't be like identity crisis too" (Participant 4)*

### Shareable Content for NG Radio

The formulation of shareable content for NG Radio is based on several things such as the

results of interviews with followers of the NG Radio Instagram account, interviews with experts who are accustomed to creating Instagram content for young people target market, seeing references from content that achieves a high level of engagement, also based on the types of content that Instagram users search for and like. Consideration of previous content errors is also included in order to produce better content. In this project, shareable content for NG Radio is divided into several categories. This category is in accordance with the UGT theory where informative content, entertainment content, trendy content, personalized content,

and relational content are the types of content that are shareable for NG Radio's Instagram.

As a radio that wants to be remembered as the most up-to-date information media for young people, it is important to convey the information content clearly and thoroughly. Informative content should be the main content that also becomes the identity and image embedded in the minds of consumers. Based on the UGT theory, informative content is content that contains information about products, brands, or other information that is still relevant in the business. Informative content can also describe as any content that gives the audience new knowledge about something. Entertainment content and other light content are also preferred as a place for audiences and brands to communicate with each other. Some people use social media, especially Instagram to find entertainment, so they are no longer looking for informative content but looking for entertainment content such as humorous content, or content related to personal pleasure such as idol artists or hobbies as the content they are looking for.

Because its target market is young people, it also requires trendy content, and content that is currently viral. Trendy content means content containing the latest news that is currently being discussed among the public. Unexpectedly, the audience also wanted relational content such as activities on the radio, videos during broadcasts and even program promotional content to be posted on NG Radio's Instagram. Personalized content with audience preferences is of course content that should also be shared on NG Radio.

**4.2 Production**

Production is the stage where content is created based on information and data that has been collected from the pre-production stage. The content created is Instagram Reels, videos with 1 minute maximum duration which are generally portraits. The content of these reels is entertainment content, relational content, and informative content which is expected to be a solution for NG Radio's Instagram account. Reels were chosen because they are currently the feature that gets the most exposure.



Figure 2. Video Production

**4.3 Post-Production**

Post production is the stage of analyzing the results of content produced and published. The analysis was carried out using the insights feature provided by Instagram. This project managed to reach 56.7% more accounts than before the project, from 82 accounts to 4734 accounts. The level of interaction also increased 111 % from 5 up to 560 accounts. The number of followers also increased by 103 followers or 50.9% more than before.



Figure 3. Sinopsis Insight

After the project was carried out, the account reach 4734 accounts, with 4704 accounts not being followers and 4446 accounts being reached via reels. This shows that the content of the reels created in this project has succeeded in increasing the reach of the account. The account also got 6010 impressions and 47 profile visits. Impressions are the number of times the content is shown and viewed by the audience. The number of impressions usually used as material for evaluating content types. From interaction aspects, there were significant developments during the project implementation, from initially only had 5 interacting accounts, it grew rapidly to 556 accounts of which 552 of them came from non-followers. Users who interact are 57.9% female and 42% male, coming from the age of 18-24 years which is indeed the target market of NG Radio, followed by ages 13-17 years. This significant increase in engagement comes from interactions on the reels which get 385 interactions, increased by 38%, and the three content reels created in this project became the most popular content with the highest number of likes. Entertainment content got the highest likes and saves, followed by relational content and informative content.

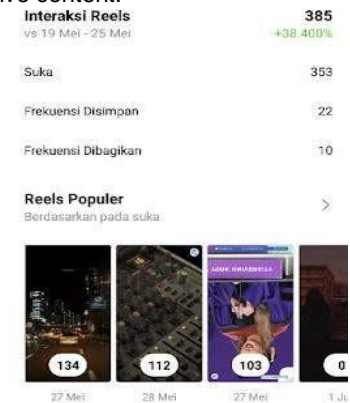


Figure 4. Reels Interaction

In the followers section, during this project there was an increase in followers of 106 followers. The majority of followers are female (63.4%) aged 18-24 years. Uniquely, the majority of followers come from Jakarta and then from Bandung. The content made in this proved successfully reaches the contributing level of brand engagement where the audience doesn't only see or consume the content but also leave likes, comments, saves, or shares on the content as a form of their contribution. Entertainment content gets the highest engagement, followed by relational content that shows activities on the radio and informational content that contains news about a musician.

## 5. Conclusion

There are many types of content that can be posted on social media. Each type has its own purpose, such as to increase awareness, engagement, or even sales. Entertainment content proved to be the most successful content in increasing brand engagement in this project. Entertainment content gets the most views, reach, and likes, followed by relational content which shows that the audience also wants to know about radio activities and that the audience likes content that relates to their current emotions. The last is informative content which is presented in the form of reels which also gets lots of views and likes.

Content errors found in NG Radio's Instagram account are common mistakes that experts say are also made by many other businesses. In terms of content, the fault is the lack of trial and error so that the content is not personalized to the wishes of the audience, including the completeness of the content such as the use of captions. This lack of trial and error can also cause accounts to not understand the intensity and timing of postings. The most important thing is that followers feel that the call to action used does not

encourage the audience to communicate with the brand. One of the reasons for this can be caused by misinterpreting social media which should be used as a two-way communication tool between brands and brands. According to the expert, this misinterpretation is a common mistake of social media accounts.

Shareable content for NG Radio is entertainment content such as music, games, as well as humor content and relational content such as activities on the radio as well as content related to young people's emotions such as feelings of happiness, sadness, confusion, disappointment, and others. Besides that, shareable content for NG Radio as media is informative content that is fresh, trendy, viral, wrapped in attractive visuals.

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