THE ROLE OF INSTAGRAM POST TYPE TOWARDS AUDIENCE ENGAGEMENTS

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Abstract: According to the AIDA model, every message posted on Instagram should have been able to get the audience's attention, which is needed to finally get the audiences to action. To know what kind of post that able to pull the audience's attention, this research generated several post types that were usually being used in Instagram. The post types that act as the main variable are: Extraordinary, Humor and Touching. The research findings show that in Y generation Instagram user, the Humor post type proved to be the best generally. Which then the research findings suggest that the humor post type is recommended to be used as the content of Instagram post.

Keywords: Social Media, Digital Marketing, Marketing Strategy, Instagram.

Introduction

Prior research (GO-Gulf, 2014) [2] said that average people spending 37 minutes per day on social media and 46% of web user look towards social media when making a purchase. This a sign that the business should use social media to drive their growth, this statement then supported by the same research that stated 8 out of 10 Small Medium Businesses use social media for their growth. Still according to (Pew Research Center, 2015) [10], social media still state a high frequency of engagement. For example where 70% of Facebook user is open Facebook daily, included 45% who open it several times a day, followed by Instagram user who has 49% of it user open it daily including the 32% who state open it several times a day. These facts inform the businesses that there is a need for business to engage in social media platform. But lately, along with businesses awareness that they need to use social media. The ads on social media is almost everywhere now, the ads that usually placed only on physical banner spot started to move into social media platform. This is a situation that tells the businesses need to be more effective in the way of using social media. The effectiveness in this case is that the businesses should be able to deliver the purpose of promotion message in social media to their target audience correctly; by able to conduct this, the businesses will be able to gain the interest and retain the audience.

This research then conducted to gives insight to businesses what should they post, what to expect and a brief knowledge about what kinds of message that audiences will prefer. Because by knowing the audiences preferences in consuming the message, it will help in delivering a correct message to the targeted audiences. This is needed because as the AIDA models suggest, in order gaining customer action, firstly we need to get the customer attention. Having the message correctly delivered and captured correctly by the correct target audience, it will help in retaining the customer and the message that delivered will be not counted as spam like what usually happened in traditional offline channel such as flyer or banner.

Theoretical Background

Promotion, AIDA and Social Media Marketing
Regarding to the Mc Charty Marketing Mix 4P's (McCarthy & Jerome, 1964)[6]. Promotion term is interesting to be discussed further. It is due to a new trend which said that since the launching of web 2.0, customer does not only receive one way promotion from the company but they can also give the testimonial and then take part to promote that product (Needham, 1996)[9]. This behavior is in line with a model that firstly stated by E.St. Elmo Lewis in 1898 (Lewis, 1903)[4], the model then developed and finally have an acronym called AIDA (Attention – Interest – Desire – Action) (Russell, 11921)[11], which stated that the consumer will engage with advertisement or product if the company somehow able to firstly get the customer attention. From the attention the interest will following, which then will trigger the desire and finally trigger the action to buy the product or in this web 2.0 the customer will participate in sharing the contents to social network. The phenomenon is also fit perfectly with the businesses glossary terms about social media marketing (SMM), which is define that SMM is a form of the internet marketing that utilizes social networking websites as a marketing tool. As the definition says, social media key is to utilize a customer social networking (What is.com, Business terms glossary, 2015)[14].

Previous Research
Chia Yu Chang in her 2014 research said that social media Instagram are able to trigger the brand co creation. From the phenomenon, Chia Yu Chang in her research that using Instagram as her research objects found that the social media Instagram able to trigger a co-created brand value, which means that the customer together with the business create the brands value (Chang, 2014)[1].Further she also suggests that in order to sustain a positive brand image on Instagram, companies need to see customers who share brand images as both collaborators and competitors. According to your brand identity, pick one strategy to focus on. If the brand is friendly and community-oriented, apply a more collaborative strategy; if the brand emphasizes personal achievement and self-improvement, than the competitive approach is more suitable (Chang, 2014)[1].

The Types of Content
Even after the research that already conducted about social media especially Instagram, there are still some gap to filled in and to researched for. For example knowing about how the customers itself see the company official Instagram is will be able to become a topic to be researched. From the research by Chia Yu Chang in 2014 (Chang, 2014)[1] it is clear enough on how to select a correct approach for customer that enrolled as Instagram audiences. But the type of messages that should be posted in Instagram itself not yet detailed. Regarding to the needs of affect the customer emotionally, a content should has an emotional content, which is about this Lara Lobschat conducted a research in 2014 and found that a different type of posts will gives a different effects on audiences (Lobschat, Elsner, & Reinartz, 2014)[5]. She found that different type of posting will gives different effects to audiences. (Lobschat, Elsner, & Reinartz, 2014)[5]
To support the theoretical foundation for this research, other opinion about the content emotion and it effect is also used. Stated by Budi Permadi Iskandar on his lectures. The post types proposed in his lectures are Weird, Extraordinary and Touching.
    "To successfully create a post that able to go viral and a lot of people consume it, you must post a content that have a high talkability chance. There are three categories for this content: Weird, Extraordinary and Touching"
Based on prior discussion about the type of social media posting and it. Extraordinary, touching and humor will become the categorization for this research.

Extraordinary

Extraordinary contents emphasizes in shows audiences an event or action that not usual, requires extra work and created in order to take the public's attention. For example is a content that show people jump from the outer layer of atmosphere.

Touching

Touching contents is using human empathy as it media for arousing it audiences. An example for this type of content is about a major that show his activity to create a better place.

Humor

Humor contents created to purpose to give a positive feeling such as fun and happy. Humor contents commonly associated with a jokes, for example is a content that show a people with a hilarious uncontrollable expression.

Type of Account

In Instagram, it is possible to determine the account genre. The grid view in Instagram user page helps the audiences to see what an account usually post and by timeline. Currently there are a lot of account that determine their account type, such as nature, comedy, news or even a promotion page. Because there are not yet a theory that would explain about the account type, the researcher will categorize the account type by the respondents answer.

Countable Engagement

Linda Mitchell, director of public and community relations at Newton Athletic Club in Newtown, PA says that:

"*The number of views is the metric we watch the most as it gives us a direct measure of the effectiveness and popularity of a given post and the type of content that resonates most successfully without followers*" (Muder, 2015) [8].

As it is stated that in managing a social media content, a measurement is needed in order to gives an effectives content for consumers, and for social media, engagement is the best measure (Muder, 2015) [8].

There are some methods to measure the engagement of audiences toward a post. In this research, like a post, commenting a post and following an account will be the tools to measure audience engagement toward an Instagram post.

Sharing Engagement

According to Ann Muder, an engagement in social media is the key point for measuring the social media effectiveness (Muder, 2015) [4]. However in Instagram, the platform still not able to detect how many share done by user when seeing a contents.Regarding to the current facility of Instagram the researcher generate a method of share a post that commonly used by Instagram user. By involving the user's engagement in sharing, this research will able to determine if a specific content able to generate a higher engagement in sharing. Currently there are four channels that commonly used by Instagram user to share a post by other account post:

1. Screen Capture and then send it through individual chatting
2. Screen Capture and then send it through group chatting
3. Use a repost application, an application that able to copy and post other user posting.
4. Via URL, use a code that generated by Instagram to bring people to related post.

Hypotheses

After reviewing the literature, the hypotheses for this research is proposed:

- H1: There is a correlation between Type of Post and Engagement Score
- H2: There is a correlation between Type of Post and Sharing Score

- H_3: There is a correlation between Gender and Type of Post
- H_4: There is a correlation between Type of Post and Type of Account
- H_5: There is a correlation between Gender and Reason to Share

Research Methodology

The sample for this research is the student of School of Business Management, Bandung Institutes of Technology in Y generation who at least has an Instagram account and share other account post once. To first determine the population of people who already use Instagram and share at least once, a questionnaire before the research questionnaire is deployed. The first questionnaire will asking people whether they have Instagram account or not, and also ask if they open their account frequently and has share another Instagram user post at least once. After the population and sample determined, the research questionnaire then deployed. After the data is collected, the data will be analyzed by using a chi-square table. To see whether there is a correlation between hypotheses variables or not and see whether the bond between hypotheses variables correlation is tight or not.

Result
Descriptive Analysis

Table 1. Gender Frequency

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	42	42,0	42,0	42,0
	Male	58	58,0	58,0	100,0
	Total	100	100,0	100,0	

Table 2. Engagement in Like,Comment,Follow

Engagement in Like,Comment,Follow

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No engagement	7	7,0	7,0	7,0
	Not actively engaged	40	40,0	40,0	47,0
	Engaged	43	43,0	43,0	90,0
	Actively engaged	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Table 3. Engagement in Sharing

Engagement in Sharing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not actively engaged	43	43,0	43,0	43,0
	Less likely engaged	52	52,0	52,0	95,0
	Engaged	3	3,0	3,0	98,0
	Actively engaged	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Table 4. Post Type Familiarity

Post Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extraordinary	33	33,0	33,0	33,0
	Humor	55	55,0	55,0	88,0
	Touching	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Table 5. Account Type Familiarity

Account Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Comedy	70	70,0	70,0	70,0
	News	9	9,0	9,0	79,0
	Lifestyle	10	10,0	10,0	89,0
	Nature&Environment	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Table 6.Reason for Sharing

Reason

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Conversation Material	72	72,0	72,0	72,0
	Being Informative	24	24,0	24,0	96,0
	Self Branding	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

The Tables above is shown to see the 100 of samples respondents' gender and their tendency of familiarity towards Post Type and Account Type. From the tables above, it is able to say that majority of respondent is more familiar with sharing a post that contain a humor content and following the finding it also show that respondent also more familiar with an account that mostly post a comedy on their account. Another finding are, most respondents share a post as a conversation material, and then the respondents mostly share it through two channels of sharing which considered as less likely to share the post. Following the share, most of the respondents also engaged in content, such as like, comment or following the account.

Correlation
Correlation between Type of Post and Engagement Score (H1)

Table 7. Chi-Square Test Type of Post*Engagement Score

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23,308[a]	6	,001
Likelihood Ratio	24,316	6	,000
Linear-by-Linear Association	,129	1	,720
N of Valid Cases	100		

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,84.
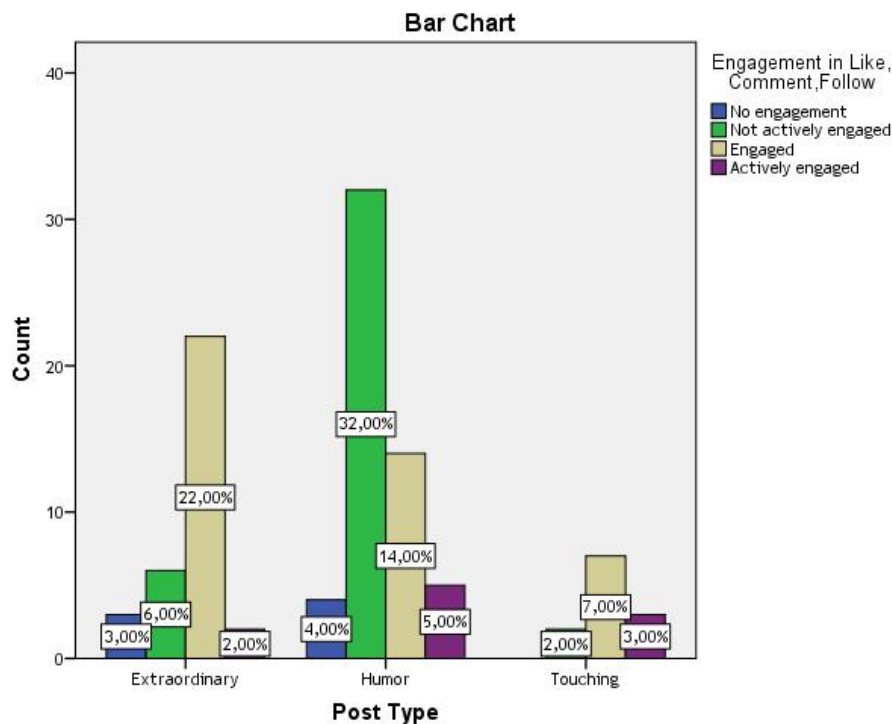
Table 8. Chi-Square Test Type of Post*Engagement Score

Table 9. Bar Chart of Post*Engagement Score

Table 10. Symmetric Measures Type of Post*Engagement Score

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	,435			,001
Interval by Interval	Pearson's R	,036	,100	,357	,722[c]
Ordinal by Ordinal	Spearman Correlation	-,034	,106	-,337	,737[c]
N of Valid Cases		100			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

According to (Sugiyono, 2013) [13]. The contingency coefficient score 0,435, means that the correlation between variables is mediocre

Correlation between Type of Post and Sharing Score (H2)

Table 11. Chi-Square Test Type of Post*Sharing Score

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22,339[a]	6	,001
Likelihood Ratio	27,610	6	,000
Linear-by-Linear Association	,145	1	,704
N of Valid Cases	100		

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,24.
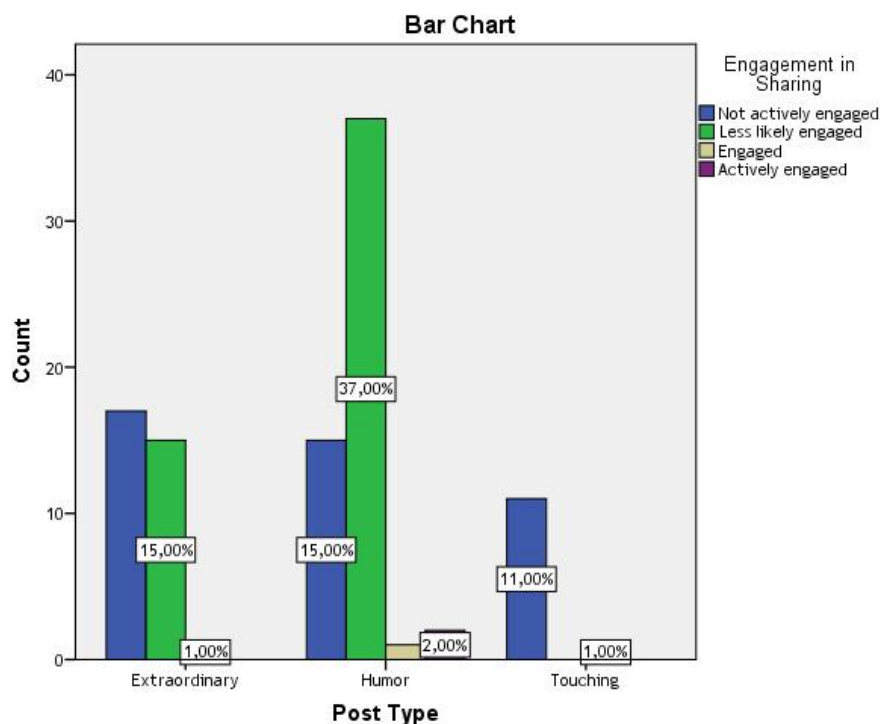
Table 12. Bar Chart Type of Post*Sharing Score

Table 13. Symmetric Measures Type of Post*Sharing Score

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	,427			,001
Interval by Interval	Pearson's R	-,038	,101	-,379	,706[c]
Ordinal by Ordinal	Spearman Correlation	-,034	,111	-,334	,739[c]
N of Valid Cases		100			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

According to (Sugiyono, 2013) [13]. The contingency coefficient score 0,427, means that the correlation between variables is mediocre

Correlation between Gender and Type of Post (H3)

Table 14. Chi-Square Test Gender*Type of Post

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31,457[a]	2	,000
Likelihood Ratio	38,357	2	,000
Linear-by-Linear Association	19,123	1	,000
N of Valid Cases	100		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,04.
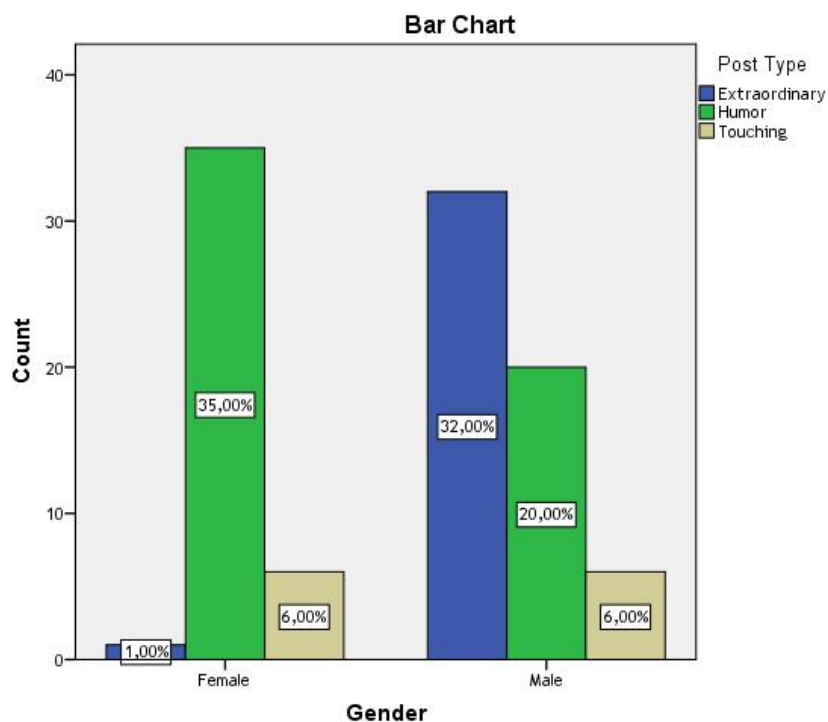
Table 15. Bar Chart Gender*Type of Post

Table 16. Symmetric Measures Gender*Type of Post

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	,489			,000
Interval by Interval	Pearson's R	-,440	,081	-4,844	,000[c]
Ordinal by Ordinal	Spearman Correlation	-,470	,081	-5,278	,000[c]
N of Valid Cases		100			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

According to the (Sugiyono, 2013) [13]. The contingency coefficient score 0,489, means that the correlation between variables is mediocre

Correlation between Type of Post and Type of Account (H4)

Table 17. Chi-Square Test Type of Post*Type of Account

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31,752[a]	6	,000
Likelihood Ratio	35,481	6	,000
Linear-by-Linear Association	15,026	1	,000
N of Valid Cases	100		

a. 7 cells (58,3%) have expected count less than 5. The minimum expected count is 1,08.
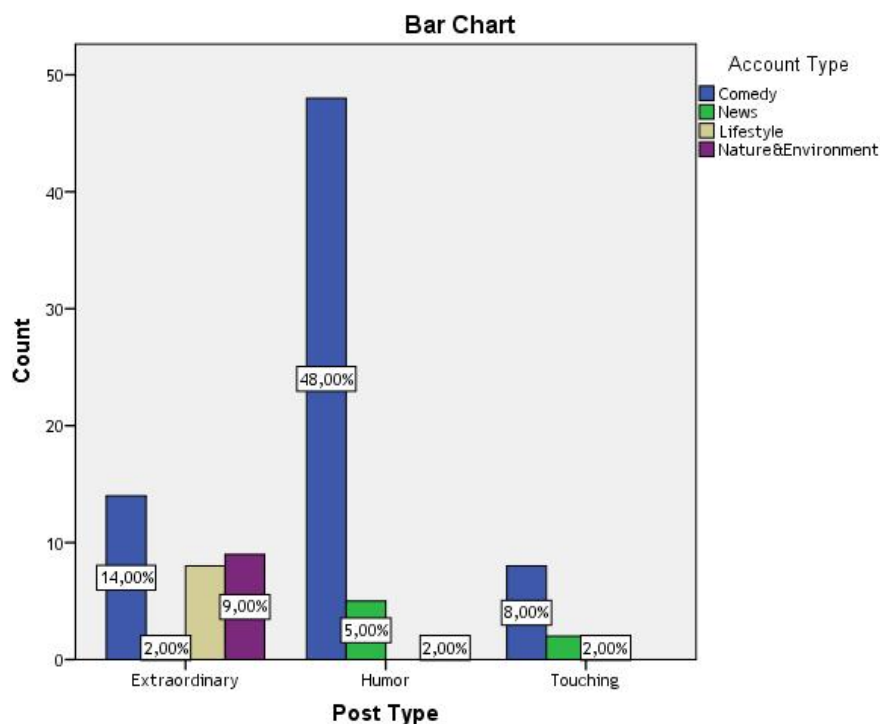
Table 18. Bar Chart Type of Post*Type of Account

Table 19. Symmetric Measures Type of Post*Type of Account

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	,491			,000
Interval by Interval	Pearson's R	-,390	,091	-4,188	,000[c]
Ordinal by Ordinal	Spearman Correlation	-,376	,103	-4,017	,000[c]
N of Valid Cases		100			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

According to the (Sugiyono, 2013) [13]. The contingency coefficient score 0,491, means that the correlation between variables is mediocre.

Correlation between Gender and Reason to Share (H5)

Table 20. Chi-Square Test Gender*Reason to Share

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7,635[a]	2	,022
Likelihood Ratio	9,253	2	,010
Linear-by-Linear Association	7,559	1	,006
N of Valid Cases	100		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 1,68.
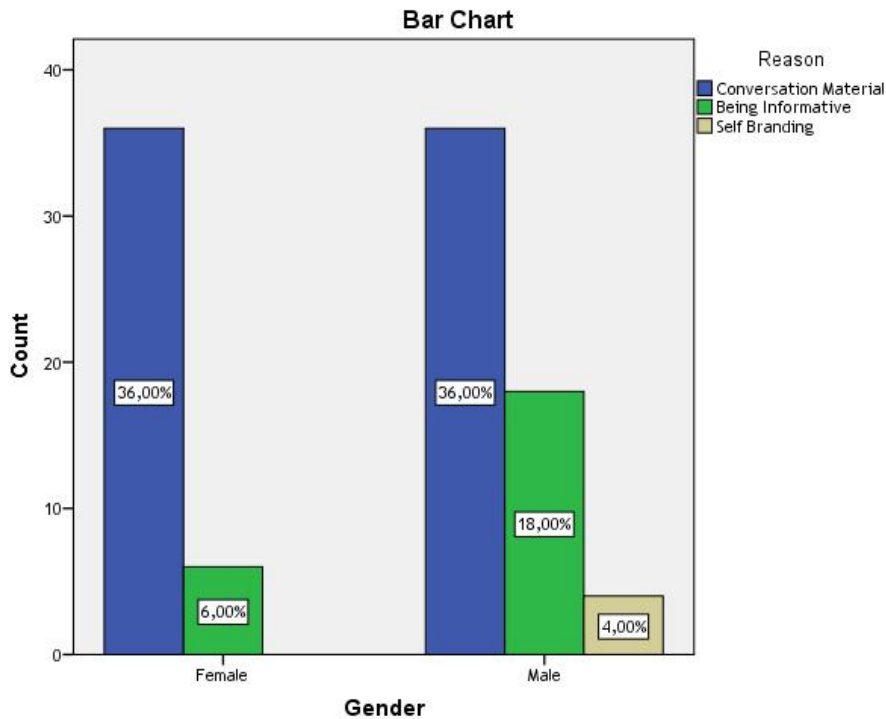
Table 21. Bar Chart Gender*Reason to Share

Table 22. Symmetric Measures Gender*Reason to Share

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	,266			,022
Interval by Interval	Pearson's R	,276	,077	2,846	,005[c]
Ordinal by Ordinal	Spearman Correlation	,269	,087	2,764	,007[c]
N of Valid Cases		100			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

According to the (Sugiyono, 2013)[13]. The contingency coefficient score 0,266, means that the correlation between variables is weak. The result of the test show all of the hypotheses was accepted with the strength between variable relatively mediocre.

Conclusion

In conclusion it is clear that different post type will affects audiences differently, this is supporting all of the previous research that has been done. The findings from the research tell that an extraordinary or touching post type is having a bigger engagement level in audiences compared to humor types, this result is the same with what Lara Lobschat find in her research. Which said that there is a correlation between different post type and engagement level (Lobschat, Elsner, & Reinartz, 2014)[5]. But in the higher level, which in this research is the channel used by audiences to share a post. The tests shows that the higher level of engagement not necessarily trigger people to share the post. From the result, it shown that the audiences that familiar with sharing a humor post types have at least share the post through two channels, which is in higher level compared to the other two post types, extraordinary and touching. These findings suggest a probability that a lower level engagement on humor post type caused by the big efforts that already spent to share the post through more than one channels.

Another findings shown that respondents gender plays a roles in deciding their familiarity with a post type, where it shows that males is have a more diverse preference towards type of post, with the majority of male respondents familiar the most with Extraordinary post types. Quite different with female respondents that almost all of them mostly familiar with humor post types. Lastly the research also found that audiences tend to familiar and remembered the account ID that mostly posts a humor contents.

Recommendation
The research findings suggest that in order to successfully attract the audiences to engage and participate in sharing the content, the marketers should know who their target audience is. If their target audience is male, the post type can be more diverse, but it is recommended to use the extraordinary post types since majority of the male prefer to share an extraordinary post types. The situation is quite different with woman, where if a marketer have woman as their target the use of humor as content is highly recommended. Form the research also, it is recommended for marketers to see if the post that posted is has a high share number, since the research reveal that a high number engagement not necessarily trigger the audiences to post, or can be concluded that measuring the engagement level is not enough. This is needed for deeper calculations for the effect s of using social media.

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