

# Instagram Content Management Strategy In Building Customer Engagement (Study on Mahar Agung Organizer)

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## ABSTRACT

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This research explores how Instagram content is managed to foster customer engagement in Mahar Agung Organizer, a business operating in the wedding service sector. In today's digital environment, social media functions not only as a promotional tool but also as a platform that enables brands to maintain continuous interaction and build meaningful relationships with their audiences. A qualitative method was applied to gain deeper insights into the phenomenon. Data were gathered through interviews, direct observation of the Instagram account, and documentation of published content. The analysis process followed an interactive model involving data condensation, data presentation, and interpretation. The results indicate that content management is carried out in a structured manner, starting from planning, organizing content into thematic pillars, and distributing content using various Instagram features. Content formats such as storytelling, testimonials, and real event documentation contribute significantly to increasing audience involvement.

## INTRODUCTION

The development of digital technology has transformed the way companies market and build relationships with consumers. Social media, particularly Instagram, has become an effective platform for marketing communications due to its ability to present interactive visual content such as stories, reels, and direct messages (Fadillah & Setyorini, 2021). In creative service industries like wedding organizers, Instagram plays a crucial role in building credibility and fostering emotional connection with potential clients.

Mahar Agung Organizer is a wedding organizer in Surabaya that actively utilizes Instagram as a marketing medium. Its Instagram account displays diverse and consistent content, such as event documentation, behind-the-scenes content, and client testimonials, resulting in high audience interaction. This demonstrates the potential of content management strategies in fostering customer engagement.

Customer engagement is a crucial indicator of digital marketing success because it reflects the audience's active involvement with a brand, both cognitively, emotionally, and behaviorally. This engagement is demonstrated not only through interactions like likes and comments, but also through other forms of participation such as sharing content, direct communication, and brand loyalty (Amananti et al., 2024). Therefore, an appropriate content management strategy is key to creating long-term relationships between brands and audiences.

Furthermore, the continued growth of Instagram users in Indonesia demonstrates the platform's significant potential as a marketing communications medium. With a predominance of users from the productive age group, Instagram has become a strategic platform for businesses to build brand awareness and strengthen customer engagement (Firdaus Haidar, 2021). This further emphasizes the importance of adaptive content management tailored to audience characteristics and preferences.

However, research related to social media content management generally focuses on quantitative

outcomes such as the number of likes and followers, and has not explored the strategic processes behind sustainable content management. Furthermore, differences in Instagram content types and features can result in varying levels of audience engagement (Herdiyani et al., 2022).

Based on this gap, this study aims to analyze Mahar Agung Organizer's Instagram content management strategy for fostering customer engagement. This research is expected to contribute to the development of digital marketing communications studies and serve as a practical reference for businesses in managing social media effectively.

## LITERATURE REVIEW

This study is grounded in three interconnected pillars: the concept of customer engagement, the dynamics of social media and digital interaction, and the practice of brand communication through Instagram. Customer engagement provides a framework to understand how interactions between brands and audiences are built, maintained, and strengthened through meaningful communication rather than merely transactional exchanges. In parallel, social media platforms create mediated spaces where interaction is shaped by user-generated content, platform features, and algorithmic systems. Within this context, Instagram serves as a key medium for examining how brand communication strategies are implemented, managed, and optimized by Mahar Agung Organizer to foster audience engagement and build long-term relationships with customers.

### *Social Media as a Promotional Medium*

Social media is a new medium that enables interactive, two-way communication, where audiences are no longer passive but active in creating and disseminating content (Puspianto, 2022). In a marketing context, social media is an effective means of building communication between companies and consumers quickly, interactively, and at a relatively low cost (Kotler & Keller, 2021).

Social media marketing utilizes digital platforms such as Instagram, TikTok, and Facebook to increase brand awareness and loyalty, and promote products or services through engaging and relevant content (Wardhana et al., 2021). Furthermore, social media allows consumers to act as co-creators, contributing to the production and dissemination of brand-related messages, thus fostering a more participatory relationship.

Through analytics features, social media also allows for the measurement of marketing performance, such as reach and engagement, allowing strategies to be tailored to audience preferences (Sono et al., 2023). Thus, social media not only functions as

a promotional tool, but also as a means of building sustainable consumer relationships and trust.

### *Instagram and Its Features*

Instagram is a visual-based social media platform that allows users to share photos and videos and interact through likes, comments, and direct messages (Pendidikan et al., 2026). Instagram's popularity makes it an effective digital medium for disseminating information and as a means of communication between individuals and organizations.

In a marketing context, Instagram is widely used as a promotional tool because it offers business account features, insights (analytics), and Instagram Ads, which support companies in building brand awareness, community, and customer relationships (Aryani & Murtiariyati, 2022). The high number of active users also strengthens Instagram's position as a strategic platform for digital marketing activities.

Instagram is equipped with various features such as the home page, explore, profiles, comments, and news feed, allowing users to access, interact, and discover content widely. Furthermore, supporting elements such as captions, hashtags, and location play a crucial role in increasing the visibility and meaning of messages conveyed to audiences.

### *Content Management as an Effort to Build Customer Engagement*

Content management is the process of planning, creating, publishing, and evaluating content delivered to audiences through various digital formats. In the context of digital marketing, content management emphasizes not only upload frequency but also message quality, brand identity consistency, and relevance to audience needs (Abiodun & Bature, 2025).

Customer engagement refers to customers' cognitive, emotional, and behavioral involvement with a brand through ongoing interactions. This engagement can be formed through activities such as commenting, sharing content, and actively participating in brand communications. The more relevant and engaging the content presented, the greater the opportunity for engagement, which impacts customer loyalty.

In practice, content management encompasses several key stages: planning, production, publication, and evaluating content performance. Furthermore, customer engagement is supported by three main pillars: content engagement, media engagement, and engagement marketing activities. These pillars emphasize the importance of content relevance, media selection, and interactive activities in attracting audience participation (Nuraeni & Sauri, 2025).

Various types of content, such as educational, informative, interactive, and entertaining, can be used to increase audience engagement, especially when tailored to user characteristics and preferences (Edib, 2021). On platforms like Instagram, engaging visual content, relevant narratives, and two-way communication are key factors in building emotional connections between brands and customers

Therefore, strategic content management plays a crucial role in shaping customer engagement, as it can foster ongoing interactions, strengthen customer relationships, and increase brand loyalty.

### ***Customer Engagement Theory***

Customer engagement is the level of customer involvement with a brand, encompassing cognitive, emotional, and behavioral aspects (Wuruk & Surabaya, n.d.). In a digital context, this engagement is reflected in customers' active participation in interacting with content, such as commenting, sharing, and responding to brand messages

Customer engagement is sustainable and formed through consistent interaction experiences between customers and brands (Pera & Viglia, 2023). High engagement can increase loyalty and long-term customer relationships. Conceptually, customer engagement consists of three main aspects: cognitive, affective, and behavioral, which are interrelated in shaping overall customer engagement.

### ***Brand Story Telling***

Brand storytelling is a marketing communications strategy that uses narrative to build brand identity and create an emotional connection with audiences. Through authentic stories, brands not only convey information but also create meaningful and relatable experiences for customers.

In the context of social media, storytelling plays a crucial role in building emotional bonds and encouraging active audience engagement (Maulidiyah & Handoko, 2024). Platforms like Instagram support storytelling through visual content and interactive features that strengthen brand perception and increase engagement (Alwan Fakhrudin, 2023). Thus, brand storytelling is an effective approach to building emotional connections, strengthening brand image, and driving customer engagement through consistent and authentic content.

### ***The Circular Model Of SOME***

The Circular Model of SoMe, proposed by Regina Luttrell, is a social media communication model used to assist in planning effective communication strategies. This model is circular because it depicts communication as an ongoing and interconnected process between the organization and its audience

This model consists of four main stages: share, optimize, manage, and engage. In the share stage, the organization disseminates messages to the audience with the goal of building connections and trust. Next, the optimize stage focuses on optimizing the message through listening and learning and engaging in authentic communication. The manage stage emphasizes communication management through media monitoring, real-time interactions, and rapid responses to the audience. Finally, the engage stage focuses on building stronger relationships with the audience through relevant and ongoing interactions (Luttrell, 2016).

In the context of this research, the Circular Model of SoMe is used to understand how Mahar Agung Organizer manages communication on Instagram in an interactive and sustainable manner. This model is relevant because it reflects the two-way nature of social media communication, where brands and audiences interact through sharing, responding, and building engagement.

### **METHOD**

This study uses a descriptive qualitative design to understand the marketing communication strategy implemented by Mahar Agung Organizer through Instagram. A qualitative approach was used because this study focuses on in-depth interpretation of the meaning, process, and context of communication between the brand and its audience (No et al., 2021)

Through this approach, the study aims to gain a comprehensive understanding of how brand storytelling is implemented in Instagram content and how this strategy fosters customer engagement. Therefore, this study examines not only the content of the message but also how audience interactions and responses are formed within the digital communication process.

### ***Research Location***

This research was conducted at Mahar Agung Organizer, located in Surabaya, East Java, Indonesia. This location was selected based on its relevance to the research focus, namely marketing communication strategies through Instagram to increase brand awareness and customer engagement.

As a wedding organizer actively utilizing Instagram as a promotional medium, Mahar Agung Organizer is an appropriate location to examine the application of brand storytelling in the context of digital communication.

Data collection was conducted offline through interviews with internal staff and online through digital communication media to accommodate the availability of informants and ensure the completeness of the research data.

### **Data Collection Techniques**

This study employed three qualitative data collection methods:

1. In-depth Interviews: Conducted to gather in-depth information from informants regarding the marketing communications strategy implemented by Mahar Agung Organizer, particularly regarding the use of Instagram content to build brand awareness and customer engagement.
2. Observation: Used to directly observe Mahar Agung Organizer's Instagram content activity, including content types, messaging patterns, and interactions between the brand and audience.
3. Documentation: Data was collected in the form of screenshots of Instagram content, such as feeds, reels, and stories, as well as relevant insight data to support the observation and interview results.

### **RESULT AND DISCUSSION**

The research results show that the management of the @maharagung.organizer Instagram account serves not only as a promotional medium but also as an effective two-way communication tool for building customer engagement. The implemented strategies were analyzed using the Circular Model of Social Media (SoMe), which includes sharing, optimizing, managing, and engaging, all of which operate in a sustainable and integrated manner.

In the sharing phase, Mahar Agung Organizer consistently distributes visual content focused on wedding documentation, educational content, and service promotions. Documentation content is a key element because it effectively represents service quality and increases audience trust. This aligns with an informant's statement: "Event documentation content is the most important because people can directly see the results of our work. From there, potential clients usually become more confident." Furthermore, the use of communicative and relaxed captions reinforces the brand's professional image while remaining relatable to the audience. Thus, the sharing phase serves not only as information distribution but also as a means of forming initial brand perceptions.

In the optimizing phase, Mahar Agung Organizer adjusts its content strategy through a listen and learn process, which involves monitoring trends, evaluating content performance, and understanding audience preferences. Content with high engagement, such as viral content or content relevant to the audience's experience, is used as a reference in future content planning. One informant stated: "...I've

interacted with it, sis, I commented on content that was going viral... then Mahar Agung reacted to it..." This finding demonstrates that data-driven content optimization and audience response can improve message relevance and increase the opportunity for engagement. This stage demonstrates that communication strategies are not static, but rather adapt to digital dynamics.

In the manage stage, interactions are actively managed through quick, friendly, and communicative responses to comments and direct messages from the audience. Furthermore, the use of interactive features such as polls, Q&As, and Instagram Stories encourages broader audience participation. This is reinforced by the informant's statement: "We usually build customer engagement by frequently uploading content, conducting polls, Q&As, and responding quickly and friendly to feedback." This interaction management reflects ongoing two-way communication, where the audience is not just a recipient of messages but also involved in the communication process. Although the live streaming feature has not been optimally utilized, its presence still offers potential to increase real-time interaction with audiences.

In the engage stage, Mahar Agung Organizer builds emotional connections with audiences through storytelling, client testimonials, and behind-the-scenes content. This content provides a glimpse into real-life experiences that can increase trust and create an emotional connection with the audience. An informant stated that: "...testimonials and behind-the-scenes content are meant to show real-life experiences and build a close relationship with the audience...". Furthermore, the use of a relaxed language style and personal responses reinforces the brand's humanistic image. Consistent interaction also makes audiences feel valued, as one informant stated: "...they respond to comments in a friendly manner, so it feels more friendly...". Furthermore, collaboration with influencers helps expand audience reach and increase brand visibility on social media.

Overall, the four stages of the Circular Model of Social Media (SoMe) demonstrate a close relationship in shaping customer engagement. The share stage plays a role in building awareness and initial perceptions, optimize ensures content relevance, manage strengthens two-way interactions, and engage creates a lasting emotional connection. The integration of these four stages produces a digital communication pattern that is not only informative, but also participatory and relational, thus being able to significantly increase audience engagement.

## CONCLUSION

This study concludes that Mahar Agung Organizer's Instagram management strategy plays a crucial role in shaping customer engagement through the integrated implementation of the Circular Model of Social Media (SoMe). Each stage—share, optimize, manage, and engage—is executed continuously and complement each other, creating effective digital communication.

In the share stage, consistency in presenting informative and representative visual content has proven effective in building trust and shaping positive audience perceptions of the brand. The optimize stage demonstrates that leveraging trends and evaluating audience responses are key to maintaining content relevance amidst the dynamics of social media. Furthermore, in the manage stage, responsive and communicative interactions create active two-way communication, so audiences feel involved in the brand's communication process. Meanwhile, the engage stage emphasizes the importance of an emotional approach through storytelling, testimonials, and a humanistic communication style in building long-term relationships with audiences.

Furthermore, this study confirms that successful customer engagement is determined not only by the intensity of social media use, but also by the quality of the communication strategy implemented, including the brand's ability to understand the audience, respond appropriately, and create meaningful experiences. Thus, strategic, adaptive, and audience-oriented social media management is a key factor in strengthening customer engagement and loyalty in the digital era.

### Author Contribution

Farahlia Megandita carried out all stages of the research, including conceptualization, design, data collection, analysis, and writing. The author utilized relevant theories, performed representational analysis, and developed the final discussion. Dr. Saifuddin Zuhri, M.Si., acted as the research supervisor, offering guidance and feedback to improve its theoretical and structural quality. All authors have approved the final manuscript.

### Declaration of interest

The authors declare that there are no financial or personal conflicts of interest that may have influenced the objectivity or results of this study.

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