

PERFORMANCE EVALUATION OF INSTAGRAM CONTENT TYPES ON AUDIENCE ENGAGEMENT: CASE STUDY OF NAKULA CAFÉ

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ABSTRACT

SYIFA AULIA MULYADIANA. Performance Evaluation of Instagram Content Types on Audience Engagement: Case Study of Nakula Café. Supervised by NUR HASANAH

The development of digital marketing or technology adoption to expand market reach is underutilized by MSMEs such as Nakula Café. This has led to fluctuating audience engagement, which represents the level of consumer interaction, from 1.44% in 2021 to a peak of 2.35% in 2022 and declining to 0.95% by 2025. This study aims to evaluate 165 Instagram posts using binary manner to analyze the actual distribution of posts, the Engagement Rate (ER) metric to calculate active user interaction percentages, and the Kruskal-Wallis test to determine whether there are significant differences across the content types to formulate strategic business recommendations. The results show that despite being dominated by emotional content at 75.4%, rational content achieves the highest average interaction of 2.38%, which only has 13.8% of the total posts. These findings demonstrate that understanding the audience's needs is critical to establishing a deeper customer connection.

Keywords: content types, digital marketing, engagement, Instagram, MSMEs

ABSTRAK

SYIFA AULIA MULYADIANA. Evaluasi Performa Jenis Konten Instagram terhadap Keterikatan Audiens: Studi Kasus pada Nakula Café. Dibimbing oleh NUR HASANAH

Perkembangan pemasaran digital atau adopsi teknologi untuk memperluas jangkauan pasar belum dimanfaatkan secara optimal oleh UMKM, seperti Nakula Café. Hal ini menyebabkan fluktuasi keterikatan audiens, yang menunjukkan tingkat interaksi konsumen dari 1.44% pada tahun 2021 mencapai puncaknya sebesar 2.35% pada tahun 2022 dan menurun drastis menjadi 0.95% pada tahun 2025. Penelitian ini bertujuan untuk mengevaluasi 165 unggahan Instagram menggunakan metode biner untuk menganalisis sebaran faktual unggahan, metrik tingkat keterikatan untuk mengukur persentase interaksi pengguna aktif, dan Kruskal-Wallis, untuk menentukan apakah terdapat perbedaan signifikansi di antara jenis-jenis konten yang berbeda untuk merumuskan rekomendasi bisnis strategis. Hasil menunjukkan bahwa meskipun sebaran konten didominasi oleh konten emosional sebesar 75.4%, konten rasional berhasil mencapai rata-rata interaksi tertinggi sebesar 2.38% meskipun hanya berjumlah 13.8% dari total unggahan. Temuan ini membuktikan bahwa memahami kebutuhan audiens sangat penting untuk membangun hubungan pelanggan yang lebih mendalam.

Kata kunci: digital marketing, engagement, Instagram, jenis konten, UMKM



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PERFORMANCE EVALUATION OF INSTAGRAM CONTENT TYPES ON AUDIENCE ENGAGEMENT: CASE STUDY OF NAKULA CAFÉ

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Thesis
as one of the requirements
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FOREWORD

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