

Content Management Strategy of Instagram Social Media Koneksi Studio in Attracting Consumer Interest in 2024

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ABSTRACT

Keywords

Instagram; Content Management; The Circular Model of SoMe

Social media has become an important marketing tool for businesses to attract consumers. Instagram, as one of the popular visual platforms, has become an effective marketing tool for the photography industry, including Koneksi Studio. This research aims to analyse the Instagram social media management strategy applied by Koneksi Studio in attracting consumers in 2024. The theory used is The Circular Model of SOME by Regina Luttrell in her book social media How to Engage, Share, and Connect. This research method is descriptive with a qualitative approach. The data collection technique is an interview with the manager of Koneksi Studio and the social media specialist of Koneksi Studio. This research uses source triangulation for data validity techniques. From the results of the study, it is known that content management on Instagram social media, the share aspect starts with understanding the purpose of using social media for studio connections. The optimise aspect, namely by making a schedule of posting hours and utilising the features available on Instagram. The management aspect is done by managing and evaluating Instagram content regularly. In the engagement aspect, namely establishing good relationships with online communities such as involving influencers, and also communicating with followers via Direct Message to get instagram exposure for the content produced.

1. Introduction

Digitalisation is currently an unavoidable civilisation due to technological advances, where the internet makes it very easy for us to communicate with others. Advances in technology and information naturally encourage the rapid growth of the internet. According to (Mayfield, 2008) social media is part of digital media. Through social media, one can easily create the latest marketing strategies through digital content in promoting their products through consumers. The increase in the use of social media, especially in Indonesia, has opened up new opportunities for corporate strategies. If previously, advertising in mass media was the main choice for promotion, now many companies are starting to utilise social media as a tool to communicate with their audience (Mahmudah & Rahayu, 2020). Social media offers convenience in interaction, including the dissemination of information that can quickly and easily reach other individuals.

In today's digital era, Instagram has become one of the main platforms to build brand awareness, attract consumers, and increase customer loyalty. However, with the increasing competition and changes in Instagram's algorithm, many businesses are struggling to optimize effective content management strategies to attract and retain audiences. Therefore, the right strategy is needed in managing content to stay relevant and attractive to the target market (Atmoko, 2012). The increasing internet access in Indonesia and the high demand for information on photo studios in Yogyakarta encourage companies to market their products effectively. One of the strategies used is the management of interesting content on social media Instagram Koneksi Studio, as a business in the field of photography services, utilises Instagram @koneksi.studio which has 27,100 followers to increase reach and marketing. Koneksi Studio continues to provide content that presents

contemporary-style photos through the use of social media, including Instagram, as one of the platforms used in marketing its business.

Content is the core, type, or unit of digital transformation that can be text, images, video, sound, documents, reports, and other formats that include any form of material that can be managed in electronic format (Simarmata, 2010). Koneksi Studio does various creative things by utilising social media as a means to increase consumer awareness. On Instagram, not only products and prices are displayed, but also various elements are combined so as to create interesting multimedia content. With 27,100 followers, Koneksi Studio uses the posts, reels, and stories featured on Instagram as a marketing tool to reach a wider audience. The growing use of the Instagram application is currently also many businesspeople using the Instagram application because this will make it easier to upload many photos or videos of the product and potential customers can also comment easily (Rauf Abdul, 2021). The increasingly fierce competition on social media is that many photo studios or similar businesses are also active on Instagram, making the competition to attract consumer attention even higher. Koneksi Studio needs to find innovative and different strategies in order to stand out in the crowd of competitors or competitors.

This is certainly different from other photo studios in the city of Yogyakarta. Snap O Snap photo studios tend to focus on attractive visuals but pay less attention to the interaction aspect with followers. Their content does not educate or provoke much discussion, so it seems more passive and not interactive. In addition, Snap O Snap and Visual Space have many uploads of photos taken by customers from the studio, but without any text or interesting visual elements that support it.

Koneksi Studio delivers content that not only focuses on visuals but also builds interactive and educative communication with its audience. Through elements such as useful information, relevant education, and active interaction, they regularly create a more personalised relationship with their followers. For example, interactive content such as polls and studio photo reference ideas allows audiences to participate directly, thereby strengthening engagement and closeness with their community. Besides the uniqueness of its interactive, educational, and collaborative content, Koneksi Studio also has the largest number of followers among its competitors. Therefore, this research will discuss Koneksi Studio Instagram content management strategy to attract consumers in 2024.

There are three previous studies, the first of which was conducted by Chan, I.C., Chen, Z., & Leung, D. (2023) entitled 'The more the better? Strategising visual elements in social media marketing. *Journal of Hospitality and Tourism Management*,' in this study discusses how visual elements in social media marketing must be strategically designed and utilised to attract consumer interest, desire, and action. By extending the 'Attention-Interest-Desire-Action' (AIDA) model, this study uncovers the underlying mechanisms that drive the positive effect of visual volume on consumers' intention to visit a venue after viewing a social media post about it. Furthermore, the second research conducted by (Mahmudah & Rahayu, 2020) entitled 'Corporate Social Media Content Management on Instagram of a Shopping Centre' in this study the share or posting aspect is the first discussion which begins with understanding the purpose of using social media platforms for corporations. Furthermore, in the optimise aspect, by making a posting schedule and utilising features on Instagram. In the management aspect, it is done by making a media monitoring report or activity progress report for either the content or the Instagram account itself. In the engagement aspect, namely by establishing good relationships with online communities to get Instagram exposure on the content produced.

In the next previous research is research conducted by (Haq & Sukmono, 2022) entitled 'Instagram Social Media Content Management on Campus Unofficial Accounts @hitz.ummy and @uiistory' in this study that social media management management carried out by the unofficial campus Instagram account belonging to the University of Muhammadiyah Yogyakarta, namely @hitz.ummy and the unofficial campus Instagram account belonging to the Islamic University of Indonesia, namely @uiistory, has implemented the four aspects outlined in The Circular Model of SoMe theory.

This research uses a descriptive method with a qualitative approach and applies the main theory, namely The Circular Model of SOME in social media, which consists of Share, Optimize, Manage, and Engage.

2. Method

This research uses descriptive research with a qualitative approach. According to (Sugiyono, 2017), descriptive research aims to describe or explain a situation or phenomenon that is currently happening by applying scientific procedures to answer problems factually. This research uses a qualitative approach, which means that the data collected is in the form of words, descriptions, or narratives, not numbers or statistics. The purpose of this research itself is to explain a phenomenon that occurs around completely and in detail (Subandi, 2011).

This research was conducted at Koneksi Studio Utara, one of the photo studios based in Yogyakarta. This research collected primary and secondary data related to Koneksi Studio. Data collection techniques were through observation and in-depth interviews, the main purpose of which was to gain an in-depth understanding of a particular phenomenon and identify the factors that influence it (Heryana, 2020). With insights obtained from the Manager of Koneksi Studio and Social Media Specialist of Koneksi Studio both verbally and in writing. The data analysis method follows Huberman and Miles' interactive model, which consists of three main stages: data reduction, data presentation, and data analysis, leading to conclusions.

3. Result and Discussion

In general, it is important for a company to understand how to analyse its social media, to analyse social media management the author uses the theory of The Circular Model of SOME by Regina Luttrell in her book social media How to Engage, Share, and Connect (Luttrell, 2015) on the Instagram account @koneksi.studio.



Figure 1. The SOME model

The author conducts interviews to analyse the management of Instagram social media @koneksi.studio, the results obtained are that the koneksi studio manager and social media specialist have understood Instagram management based on the theory used. This model consists of four main aspects that have a strong role in each part. However, when combined, these four aspects form a more robust strategy. When a company or agency shares content, they can also manage or engage and optimize the message.

1. Share

In managing content on Instagram social media, the aspect of sharing or posting becomes an important discussion starting from understanding the purpose of using social media platforms. The results also state that the use of social media platforms, especially Instagram in Koneksi Studio, has a strategic role in its marketing. This is because Instagram is the main focus in reaching the

appropriate target market, as evidenced by the number of followers that has reached 28 thousand, where the majority are in accordance with the customer segmentation of Koneksi Studio. In addition, the visually orientated content strategy is chosen based on the preferences of customers who tend to be more interested in direct visual design displays. The level of engagement on Instagram also shows higher results compared to other social media platforms, making it an effective digital communication channel for Koneksi Studio.

2. Optimize

From the research results, it is stated that in this optimized aspect, content management is carried out on social media Koneksi Studio by scheduling posts. In an effort to optimize content on social media, Koneksi Studio implements a strategy of scheduling and rescheduling content so that it can be published consistently. This process is done by designing the content design at least one week before uploading to ensure the readiness of the material and avoid delays in publication. Consistency in scheduling posts has proven to be effective in increasing engagement, as a regular frequency of uploads can increase audience interaction. Rescheduling is generally done through Meta Business Suite or directly through the Instagram feature.

In addition, the caption factor and publication time also have a significant influence on the effectiveness of the content. Captions should be clearly structured and in accordance with the message to be conveyed so as not to cause confusion for the audience. The use of Call to Action (CTA) is also recommended to encourage further interaction from users. The time of upload is also an important consideration, where Koneksi Studio usually uploads content in the morning around 09.00 until when the audience starts to actively use mobile phones or in the afternoon when the audience is in a more relaxed condition. This timing contributes to an increase in the number of views and interactions of the content.

Lastly, in the use of hashtags, Koneksi Studio tends to maintain a uniformity of hashtags relevant to the photography industry and creative studios. This aims to ensure the visibility of the content within the appropriate categories and increase the likelihood of the content being discovered by a wider target market.

3. Manage

The process of controlling and regulating the management of Instagram social media content of Koneksi Studio is carried out through media monitoring or reporting on the development of account activities, both in terms of content performance and audience response. This monitoring aims to optimize digital marketing strategies and evaluate the effectiveness of each upload in attracting consumer interest. From the research results, Koneksi Studio conducts regular evaluations of Instagram performance data, including the number of likes, comments, shares, as well as insights on the reach and engagement rate of each content. This analysis allows the social media team to understand audience interaction patterns and identify trends that can be applied in subsequent marketing strategies. Thus, this monitoring process plays a role in maintaining the quality of content and ensuring that the strategies implemented remain relevant to the preferences of the target market.

In addition, media monitoring reports also become Key Performance Indicators (KPIs) in the management of Koneksi Studio's social media. The data obtained from the monitoring results are used as evaluation material to design strategic steps in the future, both in terms of improving content quality, selecting optimal upload times, and designing more effective digital campaigns. With a systematic monitoring system, Koneksi Studio can maintain continuity between awareness, engagement, and consumer conversion, so that Instagram not only functions as a communication platform but also as a marketing tool that supports business growth.

4. Engage

Not only from an internal perspective where in a content creation and posted on Instagram Koneksi Studio, content management is also done with an external perspective. The results also state that as part of the engagement strategy on social media, Koneksi Studio not only relies on marketing through visual content such as designs, reels, and promotions, but also regularly collaborates with influencers. Every month, each Koneksi Studio branch invites 2 to 4 influencers with the aim of expanding audience reach and increasing consumer appeal. Collaboration with influencers is considered effective as each influencer has a different market segmentation, thus expanding Koneksi Studio's branding and attracting more customers to use the photography services offered.

In addition, interaction with the audience is also built through various interactive content strategies. Koneksi Studio once organised a live Instagram session on the company's birthday celebration as a form of direct communication with the audience. In addition, active interaction through Direct Message (DM) and comment section is also continuously conducted to maintain customer engagement.

The level of audience engagement in the uploaded content is an important factor in attracting consumer interest. For example, when users leave positive comments such as 'The photos here are great!', this can build a positive image and increase the interest of potential customers who have not previously used Koneksi Studio services to try the photography experience at this studio. Thus, the engagement strategy implemented not only increases interaction on social media, but also contributes to attracting new customers as well as strengthening the loyalty of existing customers.

Some aspects of Instagram social media content management theoretically are also applied in practice in the business world, including at Koneksi Studio. The application of this social media management strategy is adjusted to the needs and main objectives of Koneksi Studio in utilising Instagram as a means of communication, branding, and efforts to attract consumers. The management activities in each aspect of this strategy are designed to align with the company's vision in building audience engagement and increasing competitiveness in the photography industry.

4. Conclusion

The results of this study indicate that in managing the Instagram account @koneksi.studio has implemented the concept of The Circular Model of SOME proposed by Regina Luttrell by grouping it into 4 stages namely Share, Optimize, Manage, Engage. The share aspect plays a role in determining the main purpose of using this platform as a digital communication and marketing tool. In the optimise aspect, content management is focused on scheduling uploads consistently and utilising Instagram features, such as Meta Business Suite, to ensure content is published in accordance with the strategy that has been designed. Consistency in uploads plays an important role in increasing engagement and building audience loyalty to the brand. The managed aspect of Koneksi Studio's social media management includes monitoring and evaluating content performance through media monitoring. This evaluation involves analysing data, including the number of likes, comments, shares, and engagement levels to understand the effectiveness of each post. Meanwhile, the engagement aspect focuses on active interaction with audiences and online communities to expand reach and increase user engagement. Connection Studio not only relies on internal content but also implements collaboration strategies with influencers and builds responsive communication through comments and direct messages to strengthen engagement. As such, the social media management strategy implemented is not only oriented towards delivering information but also aims to build closer relationships with consumers and increase competitiveness in the photography industry.

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