DRIVING CUSTOMER ENGAGEMENT ON INSTAGRAM IN PRESENT THINGS BY ETHNEEQ

AN INTERNSHIP REPORT

Presented as Partial Fulfillment of the Requirements to Obtain Bachelor Degree in

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DRIVING CUSTOMER ENGAGEMENT ON INSTAGRAM IN PRESENT THINGS BY ETHNEEQ

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DECLARATION OF AUTHENTICITY

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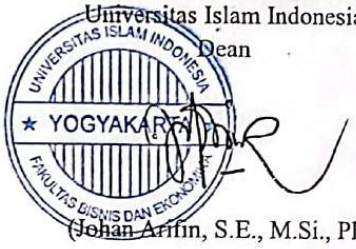
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TABLE OF CONTENTS

TITLE PAGE……..…..……..i
DECLARATION OF AUTHENTICITY……...……..ii
APPROVAL PAGE……..……..……...…..…….iii
LEGALIZATION PAGE……..……...……...…....iv
ACKNOWLEDGEMET...……...……...……v
TABLE OF CONTENTS..……...……..vii
LIST OF FIGURES……...……..ix
ABSTRACT……. 1
CHAPTER 1 INTRODUCTION……. 2
1.1. Company Profile…… 2
1.2. Background……. 3
1.3. Problem Formulation……...7
1.4. Internship Purpose……...7
1.5. Internship Benefit……7
CHAPTER 2 LITERATURE REVIEW……...9
2.1. Social Media Marketing...……....9
2.2. Customer Engagement……..…… 10
2.3. Framework…… 14
CHAPTER 3 METHODOLOGY……...15
3.1. Approach……... 15
3.2. Unit of Analysis…… 16
3.3. Data Collection Method…… 16
3.3.1. Observation…….. 17
3.3.2. Professional Dashboard……17
3.4. Data Analysis…… 18

CHAPTER 4 RESULTS AND DISCUSSIONS 1919
4.1. Instagram Marketing Strategies of Present Things 1919
4.1.1. Educational Content 1919
4.1.2. Entertaining Content 200
4.1.3. Product Photo Content 211
4.1.4. Instagram Reels 222
4.1.5. Hashtags 244
4.1.6. Follow-for-Follow Strategy 244
4.1.7. Daily Huddle 256
4.2. Professional Dashboard Metrics 267
4.2.1. April 277
4.2.2. May 300
4.2.3. June 344
4.3. Discussions...39
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS 401
5.1. Conclusions401
5.2. Recommendations...42
BIBLIOGRAPHY 434
APPENDICES 48

LIST OF FIGURES

Figure 2.1. Example of Content with Emotional Appeals 12

Figure 4.1. Educational Content 200

Figure 4.2. Entertaining Content 211

Figure 4.3. Product Photo Content 222

Figure 4.4. Instagram Reels 233

Figure 4.5. Account Reached in April 277

Figure 4.6. Content Reached in April 288

Figure 4.7 Account Engaged in April 39

Figure 4.8. Post Interactions 2929

Figure 4.9. Followers Growth in April 300

Figure 4.10. Account Reached in May 311

Figure 4.11. Content Reached in May.....32

Figure 4.12. Post Interaction in May 322

Figure 4.13. Reels Interactions in May 333

Figure 4.14. Account Engaged in May 334

Figure 4.15. Account Reached in June 345

Figure 4.16. Content Reached in June 356

Figure 4.17. Post Interactions in June 366

Figure 4.18. Reels Interactions in June 37

Figure 4.19. Engaged Account in June 378

Figure 4.20 Followers Growth in June 3839

ABSTRACT

Driving Customer Engagement on Instagram in Present Things By EthneeQ

Dindalika Rajiyah Ariestasani (19311216)

The internship aims to find out what Instagram marketing strategies are implemented by Present Things by EthneeQ and which of these strategies are effective in bringing engagement and reach or increasing the percentage of insights for their Instagram accounts.

The method used is collecting data from the job desk given to apprentices and observing the insight tools provided by Instagram. The results show that content posting encourages a lot of engagement, while reels are very useful for increasing reach. The follow-for-follow strategy is also effective in the short term. The conclusion in this report is that consistent posting of reels is required to get more audience to recognize the brand while also creating post-content to attract interaction between followers and brands.

CHAPTER 1

INTRODUCTION

1.1. Company Profile

In 2018, Bali government released regulation number 97 to limit the single use of plastic waste. This policy has inspired Dian Susanti to start EthneeQ to reduce plastic waste and use natural biodegradable materials instead to avoid damaging the environment. Moreover, they also support the Empowering Women Movement by using local women's labor which is expected to have a positive socio-economic impact, especially for Balinese women. EthneeQ also joined several MSME groups or organizations assisted by the Department of Industry and Trade & Denpasar Cooperative Office and the State-Owned Enterprise PLN Denpasar in 2019. Besides that, in 2021 they also joined the Bali Business & Export Development Organization (BEDO). EthneeQ also incorporated a business incubator program under the Industrial Training Center of Denpasar organized by the Indonesian Ministry of Industry in 2020.

Dian together with Aqmarina created EthneeQ in 2018 at PT Lima Menara Sejahtera business entity by selling fashion bag products with the main material of jute/burlap. Other than jute or burlap, Ethneeq combines them with traditional Indonesian products such as Balinese Endek. Other than EthneeQ, PT Lima Menara Sejahtera also has a brand called Present Things that specifically accepts mass custom orders. The materials and designs vary based on customers' requests, such

as tote bags, wallets, hats, and other types of souvenirs or merchandise that are made from canvas, batik, burlap, and others.

To make more people recognize EthneeQ, they often join many events like bazaars and festivals to introduce EthneeQ to new customers and increase sales at the same time. However, they realize the importance of social media marketing, especially on Instagram because now most people use it for buying and selling activities. When they started the business in 2018, they created an Instagram account for their main brand, EthneeQ. Later on, they also realized the importance to promote Present Things through social media, so in 2022, they started promoting Present Things on Instagram with the username of @present.things.

1.2. Background

Many people use Instagram as their social media. Many use it for entertainment, communication with distant relatives, personal branding, and much more. It is not just individuals, many groups or organizations are starting to use Instagram for promotion, and businesses are no exception. So many businesses use Instagram as their marketing platform because it has been proven to be able to build an effective business. Instagram is a platform used by almost everyone in the world. Each month, over one billion users access Instagram and 90% of them follow at least one business account (Newberry & Sehl, 2021). Research from Aslam (2022) also said that 70% of people would use Instagram to search for a product to buy. These statistics demonstrate Instagram's influence as a vital tool for business in the digital era. Following these trends, Instagram also supports businesses with

different kinds of systems and tools like insights, ads, hashtags, reels, live, and many others.

As people around the world use Instagram on a daily basis, it can be a good platform, especially for small businesses to get brand recognition and become one of their marketing strategies. However, along with many businesses successfully implementing Instagram marketing, many also struggle. Wess (2021) stated that out of 500 small businesses in the US, 93% of them struggle with social media marketing on different platforms, and 19% of them struggle with Instagram. Wess also mentioned that most of them struggle to get more leads and engagement, making it harder for them to get audiences and followers. Compared to other accounts from big businesses that already have a lot of loyal followers, it makes it even harder for small businesses. In addition, just having an audience is not enough to implement Instagram marketing well. Having interaction like commenting, liking, saving, sharing, tap on profiles by the audience is also crucial so that the content can reach new audiences. This interaction is called engagement which may help to boost the content to new audiences. Warren (2022) stated that engagement is the key factor in Instagram's algorithm to prioritize the content to more relevant customers. If the company's engagement is low, then their post will not even appear on people's feeds and the Instagram marketing will be failed.

Present Things from EthneeQ also have problems in implementing marketing strategies via Instagram. The account from Present Things is very inactive and has just started to become active. Therefore, the audience of this account is very few. Present Things has had its own Instagram account since 2021

with a different name, namely “Supplier Tas Goni”. The content that was created is only a few of the same images and is posted repeatedly. This certainly does not help to increase the reach and even engagement. Other than that, the followers they had at that time were only around 200 or fewer. But on December 17th, 2021, they started to rebrand and changed the account name to Present Things. Since this rebranding, Present Things also advance its Instagram account to have more reach, engagement, and followers.

The condition of the account from Present Things is different from the account from their main brand, EthneeQ. EhneeQ has taken an early step toward implementing Instagram marketing. They have carried out many activities such as posting product uniqueness in the form of product photos, making videos that reflect brand values, and many more. Apart from that, they also include posts from their promotional activities outside, such as booth events, collaborations with the G20, collaborations with fashion shows, and many more. On March 29, 2023, the total number of followers they have is more than 2,000 followers and they have posted more than 600 pieces of content.

Products from EthneeQ focus on fashion bags which are also reflected in their Instagram which contains various photoshoots with models that showcase the beauty and uniqueness of these bags. In contrast to EthneeQ, the type of content that Present Things want to create is educational content that can share the good benefits of jute and how jute can help protect the environment. Apart from that, they also want to create content that can encourage the audience to be aware of environmental issues and encourage them to contribute to protecting the

environment. The next content that is no less important that they want to share is the content that can show the quality of the products they have successfully made and the image of the brand. Therefore, it is important to implement effective Instagram marketing in Present Things to deliver those messages to the audiences.

To have effective Instagram marketing, small businesses need to think of strategies that can help them. There are so many simple and easy strategies that they can implement. For example, the company can create interesting post content to attract audiences. By having a good content strategy, people will be interested and visit the company's profile to look for the product which may also lead to purchases. Other than that, it can also increase its engagement which can help the company gain more audiences and customers. Research from Scott (2022) mentioned that creating content is about the value of the products or services in form of photos or videos. While Stelzner (2021) mentioned that it is important to have around 25% of educational content which help establish credibility and market the company as an expert in the industry. From both statements, it can be concluded that it is essential to include content that explains the goodness of the product or services that the company has and give reasons why the customers should buy the products or services.

Other than content strategy, many more strategies can give the company more followers, engagement, and even sales. Therefore, this paper aims to find out strategies that can help small businesses, especially fashion craft businesses, get recognition on Instagram. Recognition on Instagram is about the number of followers they have and the engagement they get for their content. If the company

has an increase in the number of followers and engagement, this means that it gets more awareness or recognition from the audience. This paper may hopefully also help the company recognize the best way for their marketing strategy, especially on Instagram.

1.3. Problem Formulation

Based on the background identification above, the problem formulations proposed are:

1. What are the Instagram marketing strategies that are used by Present Things by EthneeQ or PT Lima Menara Sejahtera?
2. How is the development of engagement of the Instagram account presented by Present Things by EthneeQ or PT Lima Menara Sejahtera?

1.4. Internship Purpose

The Purpose of this internship is to find out the strategies that EthneeQ or PT Lima Menara Sejahtera, one of the craft companies in Bali, used for their Instagram marketing and how it can help increase engagement with the viewers.

1.5. Internship Benefit

The internship will determine whether the Instagram marketing strategy used by Present Things by EthneeQ or PT Lima Menara Sejahtera generates optimal results to get more followers and engagement. By doing this internship, it is expected that the intern can understand the beneficial strategies for small businesses

to start marketing their brand on Instagram and which also helps the company to recognize the best strategy to attract more customers from Instagram. This internship report will also give benefits for academicians at Universitas Islam Indonesia to give perspective on social media marketing which specialized in Instagram for craft businesses.

CHAPTER 2

LITERATURE REVIEW

2.1. Social Media Marketing

The change in technology has developed each day with the increase in the use of social media. Other than for communication purposes, social media can be a platform that has various features that can help businesses grow and sell their goods and/or services, especially in terms of their marketing. The implementation of marketing is constantly changing based on the needs and changes that happen around the world, so it's also important for marketing to keep up and adapt to social media developments (Saravanakumar & SuganthaLakshmi, 2012). Social media is widely used by people or companies as it is a strong marketing tool that can help them to promote and advertise themselves. Research from Yaqub (2023) reported that there are around 30.57 businesses that use social media marketing in the US alone. Other than that, there are many benefits that social media can help the company with, especially for marketing purposes. Social media gives companies the opportunity to interact directly with their target market and promote two-way communication. Companies may foster relationships, resolve consumer issues, and gain insightful feedback by reacting to comments, messages, and mentions. These platforms can also offer a productive approach to share and advertise many kinds of contents which can help the businesses to broaden their audience, improve traffic to their website, and produce leads by posting valuable and shareable content.

Due to these reasons, it is important for companies to use technology in their marketing affairs. One way is to implement social media marketing or SMM. Social media marketing means a company using social media networks and interactions that are transformed into useful strategic means based on a careful analysis of customers' motivations for brand-related social media use and the implementation of deliberate engagement initiatives (Li et al., 2021). It involves creating and sharing content, running advertising campaigns, and interacting with followers to achieve marketing goals such as increasing brand awareness, driving website traffic, generating leads, or fostering customer loyalty. Harmeling et al. (2017) mentioned that in developing SMM implementation, it is important to look at customer engagement to empower and encourage consumers in order to maximize their engagement value and provide superior marketing outcomes.

2.2. Customer Engagement

Many companies have started social media marketing as it gives the company opportunities to interact with their customers and make them engaged with the brand. In addition, by using social media marketing, companies can also reduce costs and do marketing analysis much easier than traditional marketing. Several tools in social media marketing can help facilitate the company's marketing process, one of which is customer engagement. Customer engagement is the relationship between the company and the customer in the form of interaction given for content on the company's social media platform (Murray, 2022). Examples of engagement can be *comment*, *like*, *share*, and *save*.

The *Comment* is when the viewer leaves a message under the content. While *Likes* is when the viewer double-taps the content or taps a heart symbol on the bottom left of the content and *Share* is when the viewer taps the arrow sign on the button left of the content and shares them with their friends or groups. Lastly, *Save* is when the viewer clicks the symbol on the bottom right of the content and saves it so they later can find it again easier. Beukelaer (2021) mentioned that those actions of engagement have different levels of importance to algorithms. *Save* is the most important action that can boost the content on Instagram. Following the *save*, there are *share* and *comment*. While the least important one is *like*.

Understanding and having good customer engagement may give positive outcomes for the company, especially in terms of marketing and financial impact. Engagement can help the company understand the attractiveness of its content and recognize which type of content the audiences prefer which can lead to more people recognizing the brand and even proceeding to transactions. Those outcomes should also be followed by a good marketing strategy that can attract audiences and be able to make more people visit the account. Research from Rietveld et al. (2020), mentioned that having content that has emotional appeals can make the audience interact more with the content which leads to customer engagement. This is also supported by Santini et al. (2020) that said the company's customer engagement can become stronger if the audiences receive a positive emotion from the content, especially the emotion of satisfaction. This can be concluded that having good quality content is important to drive customer engagement in the visual aspect that has emotional appeals for its audiences.



Figure 2.1. Example of Content with Emotional Appeals

Based on Figure 2.1 above, that content is one example that creates content with emotional appeals. The caption mentions that there will be more plastic waste than fish in the ocean in 2050. This can bring people to be more aware of the negative impact that plastic waste has on the oceans in particular and people will be interested in the brand as they are attracted to them emotionally.

Besides that, one of the other strategies which can be used to drive customer engagement on Instagram is by gaining many followers. Research from Agam (2017) compared two accounts that differ in the number of their followers. From that research, it is proved that the number of followers has an impact on product awareness and increases the sales of the product. The account that has more followers receives more *likes* and *comments* and has higher sales as much as 10%.

This report can also show that having more followers not only brings more people to recognize the brand but can also boost sales.

Instagram originally stood for the purpose of being a social media platform to connect various people in various parts of the world. But now Instagram has turned into a platform that supports business, especially in terms of marketing. To better support businesses on Instagram, in 2016 Instagram implemented an algorithm feature (Hackett, 2023). This feature monitors engagement activities carried out by users and places some content that matches the content that has been engaged on the users' page. Algorithms can help make it easier to match content with each user's interests.

In 2021, Instagram created a Professional Dashboard that helps users, especially business accounts, to monitor insights from account performance. This dashboard can help users implement their marketing strategies more effectively and grow their accounts on Instagram. Instagram will rank content according to an algorithm that can be determined based on information from the content, history of interaction with other accounts, user activity, and interaction information obtained by the account that created the content (Mosseri, 2021).

In addition, with the presence of Reels, the Instagram algorithm system has also changed. Until now, Instagram pushed reels as their main app experience. Therefore, one reel alone can generate more than 67% engagement than any other type of content (Clara, 2023). Therefore, it can be concluded that the current marketing strategy that can encourage engagement is to constantly upload reels that attract the audience.

2.3. Framework

The framework in this research is a basic conceptual form used to solve or deal with a problem. It is expected that this will guide the research development and allow the intern to link research findings with the literature review. The framework is divided into two, which are followers and engagement. The issues that will be evaluated in the followers are about how the Instagram marketing strategies can reach more and more people to come to the account. This can also show how effective the strategy is to approach new target consumers. While for engagement, the intern might evaluate the number of engagements for each type of content post to help determine which type of content can help the company gain more engagement.

CHAPTER 3

METHODOLOGY

3.1. Approach

This research uses a mixed method that uses both qualitative and quantitative approaches. The mixed method combine or mix some data in data collection, data analysis, and evidence interpretation to examine occurrences from various perspectives (Shorten & Smith, 2017). After collecting the data, appropriate methods are used to analyze and interpret the qualitative and quantitative data after collecting them. In the end, the results of the two types of data are combined to form conclusions and offer a deeper comprehension of the research issue.

The qualitative approach is used to find out the Instagram marketing strategies that are implemented by Present Things of EthneeQ or PT Lima Menara Sejahtera. The qualitative approach is a method that allows the in-depth examination of people's experiences (Hennink et al., 2020). This method is usually used to describe how things happened during a certain time and why it happened. The method can be done through interviews, observations, group discussions, etc (Hamilton & Finley, 2019).

While the quantitative approach is used to determine the effectiveness of the Instagram marketing implementation to its reach and engagement for Present Thing's Instagram account. A quantitative approach is a research methodology that emphasizes the collection and analysis of numerical data which is usually used in biology, economics, marketing, psychology, etc (Bhandari, 2022). This approach

relies on statistical analysis to examine the situation from the collected sample (Fleetwood, 2023).

3.2. Unit of Analysis

This research is based on a case study that analyzes customers' engagement on Present Thing's Instagram. The unit of analysis is used at the marketing division level because it requires input about the marketing strategy implemented by the company. In addition, information from the insight tools owned by the marketing division is also needed to find out the number of reach and engagement that the brand gets for each content post which can determine which type of content is the most effective to promote the brand. Any other information regarding the strategy and Instagram marketing can also be obtained from the supervisor or the manager in charge so he or she understands the marketing issues in Present Things. The supervisor and marketing manager were chosen because there is a relevant correlation between Instagram marketing and the marketing department, therefore it is expected they will give significant information and strategies on how to increase engagement for their Instagram marketing.

3.3. Data Collection Method

To obtain data, it is necessary to collect data that can provide input evidence about existing problems. In the qualitative method, the data is collected through observations that were carried out during the internship to find out the implemented Instagram marketing strategy. In addition, in the quantitative method, observations

were done by examining the insight tools that can be found in the professional dashboard on the Instagram Present Things account. The professional dashboard contains information about the engagement rate and reaches in the form of likes, comments, saves, and shares as well as the number of accounts engage with the content.

3.3.1. Observation

Observations were made by the intern who, during the data collection process, worked in the marketing division, especially in Instagram content management. The activities include dividing the content schedule each week with a certain theme, finding material for the content, writing captions and hashtags, designing content, and posting. By doing this, it is expected that the intern will be able to obtain data on the various strategies implemented by Present Things and which can attract an audience through brand values that are shared through content.

3.3.2. Professional Dashboard

This method uses a quantitative approach that examines the data that has been listed on the professional dashboard of the Present Things Instagram account. These data are compared with their monthly performance to determine whether there is progress. Apart from that, the data from the professional dashboard also look for information about what types of content can increase engagement and reach as well as attract more audience

in Present Things. This method is carried out to determine what strategies should be emphasized to increase the engagement and reach of the Present Things Instagram account.

3.4. Data Analysis

The data analysis that is used in this study is descriptive analysis. Descriptive analysis is a method to describe a result from observation and measurement of a situation or phenomenon (McCombes, 2022). Based on this study, descriptive analysis is used to explain the conditions of engagement and reach that occur during the implementation of the Instagram marketing strategy. To know the Instagram marketing strategy carried out by Present Things, this type of analysis is needed to describe the various strategies carried out while working and the reasons and objectives for these strategies being implemented. In addition, the descriptive analysis can also help describe the data insights contained in the professional dashboard.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1. Instagram Marketing Strategies of Present Things

To increase the reach and customer engagement of Present Things' Instagram account, there are many strategies created especially in terms of content posting. Several types of content must be included every week, they are educational content, entertaining content, and product photos. The frequency of each type of content is also regulated on the schedule. In a week, there should be two posts of educational content, two posts of entertaining content, and three product photos. For special occasions such as holidays, big days, and other important dates there will be also special posts to celebrate the day and included in the content plan.

4.1.1. Educational Content

Educational content consists of materials that can educate the audiences and promote the advantages of the brand. Present Things' main advantage is using sustainable raw materials for its products, such as jute. Therefore, most of the educational content for Present Things is about sustainable lifestyles, sustainable materials, and other sustainability topics. This strategy is used to share the advantages and benefits of the brand by also educating the audience and followers. Cardona (2022) explained that educational content can attract a larger audience by providing solutions to the problem they face. Sources of educational content are usually obtained through news, current problems, or unique

facts about product excellence. Figure 4.1 below shows some examples of educational content posted in Present Things during the internship. More information and materials explaining the topic are explained in the caption of the post.

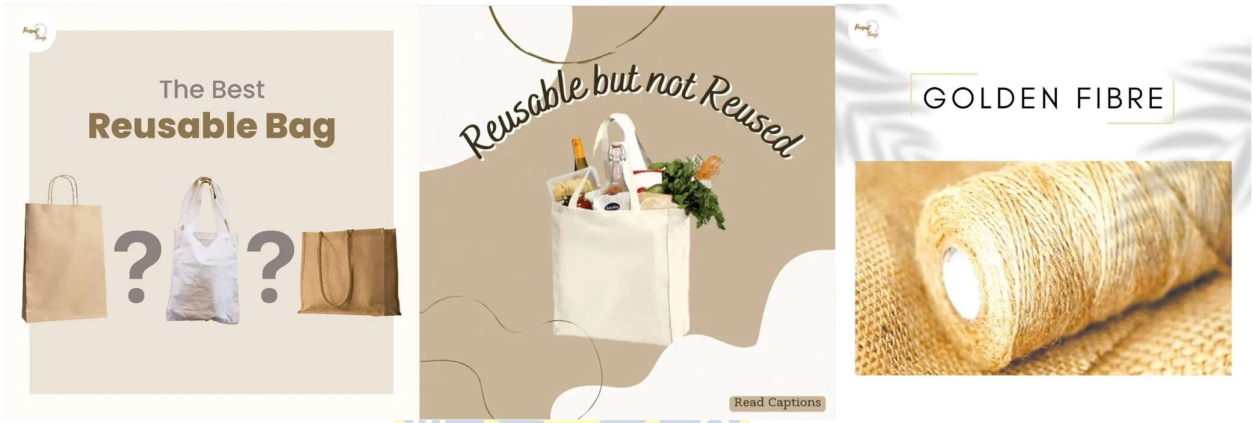


Figure 4.1. Educational Content

4.1.2. Entertaining Content

Entertaining content consists of content that can entertain the audience. Some examples of such content include quotes, song recommendations, holiday commemoration, etc. This type of content aims to attract audiences to interact, such as comment, like, and share. Entertaining content for Instagram comes from the audience's interest and what kind of content they like to see. Other than that, the content can also be from aspects that make the brand unique and come up with creative ideas to showcase it. This also has to be supported by engaging visuals to attract followers to interact more with the content. Some

entertainment content that was posted during the internship period can be seen in Figure 4.2 below.



Figure 4.2. Entertaining Content

4.1.3. Product Photo Content

Another type of content shared is product photo content. Product photo content is shared to provide references or an overview to potential buyers of the various products that have been made at Present Things. Some of the things shared in this post include product images, product categories, product materials, contact persons and information on the design and type of product that can be ordered according to the wishes and requests of the customer. Some examples of products that have been shared and promoted are pouches, tote bags, cloth masks, and hats. Apart from being a reference, uploading product photos also provides information about projects collaborating with Present Things. One example is the collaboration with the Coral Triangle Center (CTC) which makes products with the quote to protect marine ecosystems. The

product photos posted during the internship period are the photos that have already been prepared by the supervisor which can be seen in Figure 4.3.



Figure 4.3. Product Photo Content

4.1.4. Instagram Reels

Apart from content via posts and stories, Present Things also posts content in the form of reels. Instagram Reels are short-form videos that can be up to 90 seconds long, allowing users to create videos with multiple clips, filters, captions, and stickers. The Instagram algorithm favors Instagram Reels because they create a more engaging experience for users (Kutuchief, 2023). For this reason, Instagram promotes Reels more heavily on the Explore page, allowing users to discover new creators and content. Reels are shown more prominently in the feed, often appearing as the main story at the top of the page. This helps maximize engagement and encourages users to keep coming back to the

platform. Based on Present Things' experience, the use of Reels is very helpful in terms of reach and engagement. Although during the internship they only succeeded in creating four Reels for Present Things, these Reels greatly impacted engagement and reach. It can also be seen from the comparison of engagement and reach rates on reels and on regular content which has greatly increased. Reels that have been made during the intern period are from promotional event activities and product examples which can be seen in Figure 4.4 below.

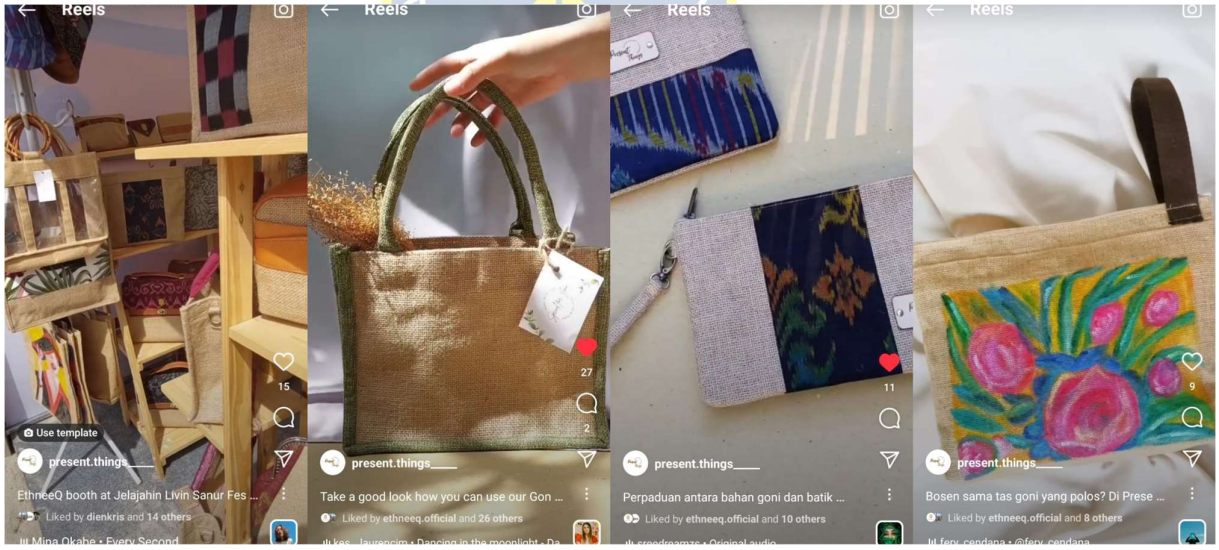


Figure 4.4. Instagram Reels

4.1.5. Hashtags

Apart from sharing various types of content as the digital marketing strategy, another strategy used is to include hashtags in every uploaded post. The number of hashtags in each post is around ten. The use of hashtags aims to reach more and more audiences, especially those who are not followers. The hashtags used are also adjusted to the keywords that describe the company and the type of content shared to make it easier for the content to reach the appropriate audience. Some of the hashtags that companies always use are tas goni, hampers, goodie bags, brand local, etc. These keywords are included because they describe Present Things characteristics and they make it easier for brands to spread to the right audience.

4.1.6. Follow-for-Follow Strategy

Even though there have been some strategies that were implemented to increase engagement and reach in the Present Things Instagram account, the strategies have had no impact on the number of followers. During several months since it was implemented, the number of followers increased by only about two accounts. Therefore, a follow-for-follow strategy is implemented to increase the number of followers and make more people aware of the brand. The follow-for-follow strategy is a strategy in which companies follow accounts that are

interested in the products offered with the hope of being followed back. The selection of accounts to follow is also not arbitrary but looking at the history of accounts that they followed before. Present Things selects several accounts that are similar to the company or are the target market. Examples of accounts that are similar to companies are accounts for jute bag sellers, custom orders for jute-based products, and others. Meanwhile, an example of an account that is the target market is a wedding organizer account or an event organizer account that needs hampers or goodie bags. The number of accounts that are followed daily is at least thirty followers. In addition, the company also leaves a digital footprint on every account it follows. The digital footprint provided is in the form of spam likes, comments, interactions with stories, and direct messages about the products offered by Present Things. This strategy is proven to be able to increase the number of followers from previously only two every few months to around ten in a month. However, this strategy has had a negative impact as many have become irritated by being spammed with accounts they are not interested in. The big impact is damaging the company's image, especially to people who feel disturbed.

4.1.7. Daily Huddle

To make the whole strategy run every day, the strategy used is a daily huddle. A daily huddle is an activity that is carried out every

weekday and contains a list of what activities have been carried out on that day. This helps align employee activities with company goals. This strategy also makes it easier for supervisors to find out what activities that have been carried out each day as the work process is online.

A daily huddle is created as a list of activities sent through Present Thing's marketing group on WhatsApp. The activities listed in the daily huddle include the number of accounts that have already been followed in a day, that the feed and story have been posted, content research, content editing, or any other activities carried out that day. This strategy was only implemented for one month in June. Still, it helps Present Things to recognize the implementation of the strategies and was able to determine whether to improve or revise any strategy. For example, there were some revisions about the type of account to approach. Present Things gave recommendations on what type of account should be traced and provided feedback on whether the selected account is included in the target market. Present Things is also able to know whether the content plan was already created and able to check it immediately before the posting date comes.

4.2. Professional Dashboard Metrics

The dashboard section here will be divided into three different data based on the time of strategy implementation because it changes each month, namely April, May, and June. From the start of the internship, which was in February, content marketing

was divided into several fields. The work field is divided into three, the search for content material, writing captions and hashtags, and post design. The things posted are constant in the form of feeds and several stories which are uploaded simultaneously.

4.2.1. April

The work format runs from February to April. The data obtained from February to April is not too different, therefore it can be seen from the insight data in April. In April, there was a total of 195 accounts were reached. The data that can be seen in Figure 4.5 consisted of 39 followers and 156 non-followers.

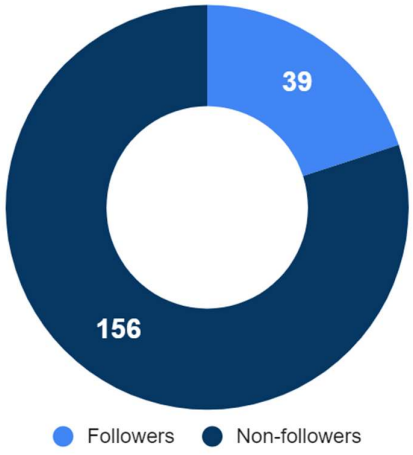


Figure 4.5. Account Reached in April

Figure 4.6 below shows that the highest reach rate was achieved by a post with a reach of 207. This is in contrast to the reach obtained by stories which were only 25. Posts with the most reach are obtained by product photo content.

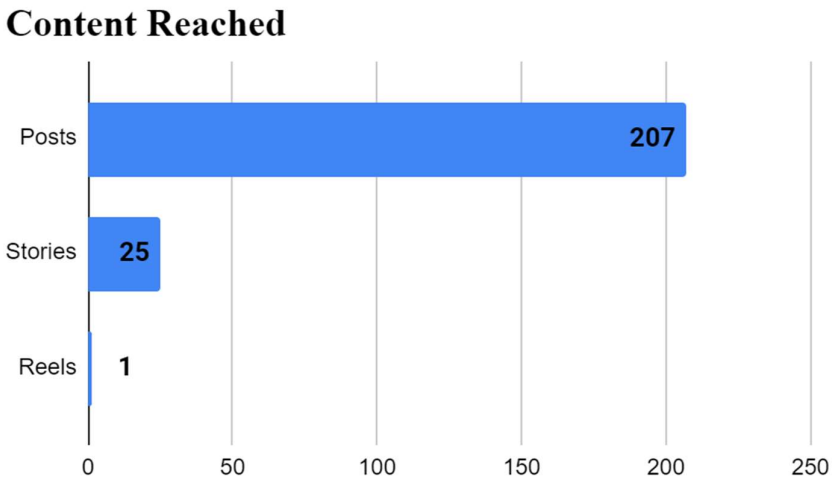


Figure 4.6. Content Reached in April

Meanwhile, for engaged accounts, there is a total of 12 accounts, which consist of 4 followers and 8 non-followers. From data that can also be seen in Figure 4.7 below, more engaged accounts come from non-followers.

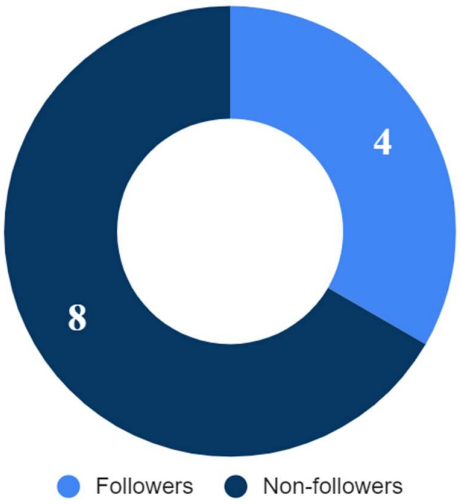


Figure 4.7 Account Engaged in April

The content posted this month only feeds content that has a total of 31 interactions. From Figure 4.8 it can be seen that the interaction that gains the most likes was a total of 24. Following that, there is 1 comment and 6 shares.

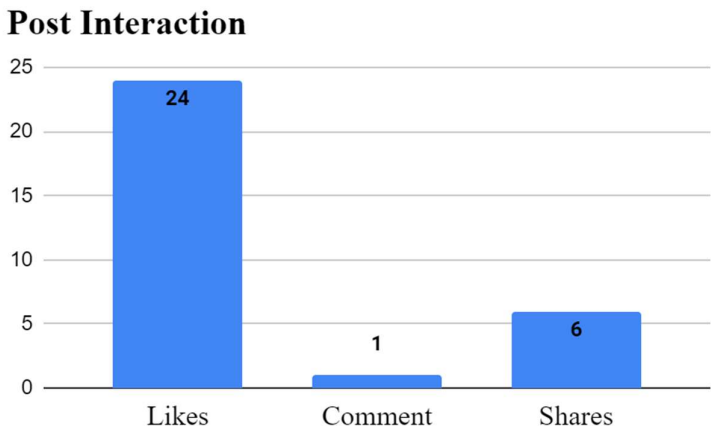


Figure 4.8. Post Interactions

In addition, in April there was an increase in followers by 1 account. Previously, there were three new followers and two accounts unfollowed, so the total increase in followers was one account. As can be seen in Figure 4.9 below, the addition of 3 followers occurred at different times. One follow was obtained on April 5, 18, and 25, 2022. Meanwhile, 2 unfollows were obtained on April 26, 2022.

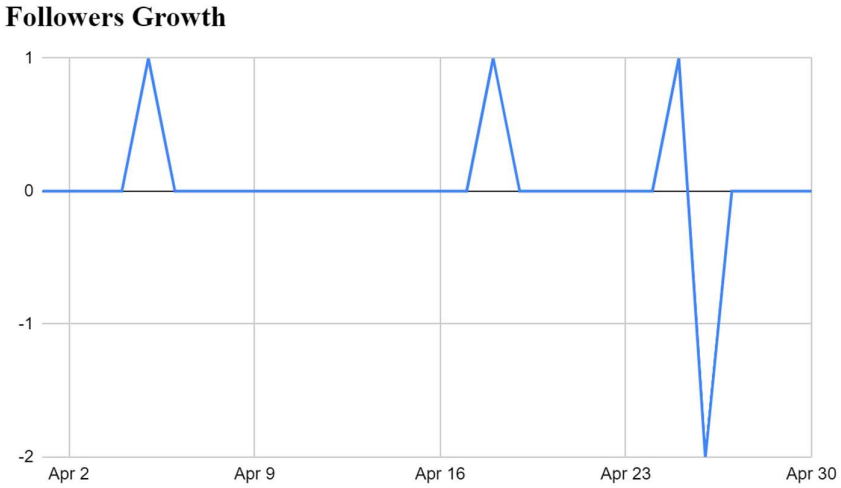


Figure 4.9. Followers Growth in April

4.2.2. May

This month, work assignments were no longer divided into three different fields. The theory, design, writing of captions, and hashtags are carried out by one person while publications are carried out by a supervisor. However, this month, there were many content plans are not realized for posting because there are many other things that need to be done for the supervisors, especially in terms of public relations and partner relations. With too much workload for supervisors, it is difficult to publish content every day. In May, 229 accounts were reached. Figure 4.10 shows that most of the reached accounts come from non-followers with a total number of 201 accounts. While the reached accounts from followers were only 28 accounts.

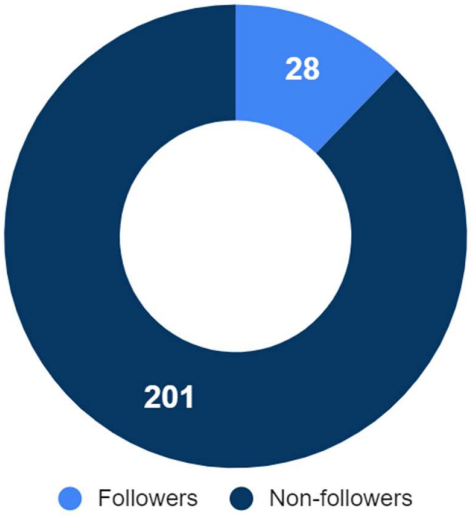


Figure 4.10. Account Reached in May

Based on Figure 4.11, a high number of reaches is supported by reels which were 140 reaches, while the feed content got 112 reaches. The smallest number of reaches was obtained by a story that only gets 2 reaches.

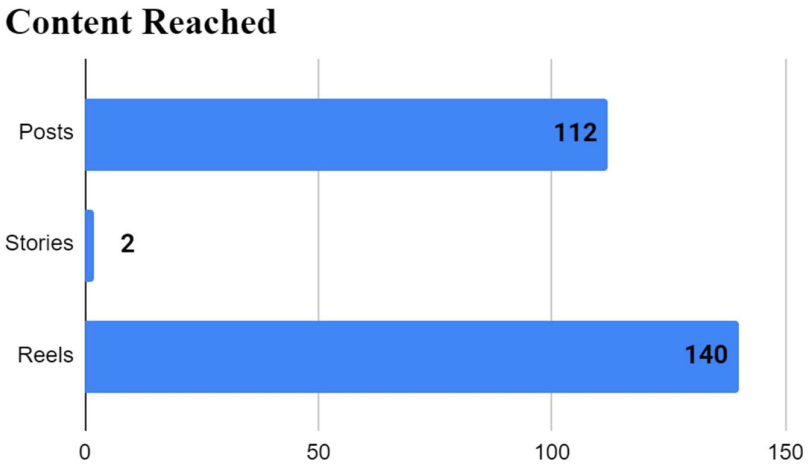


Figure 4.11. Content Reached in May

While for the engagement progress, there is a total of 21 interactions. From Figure 4.12, it can be seen that the total for post-interaction is 12 interactions, which contains 5 likes and 7 saves.

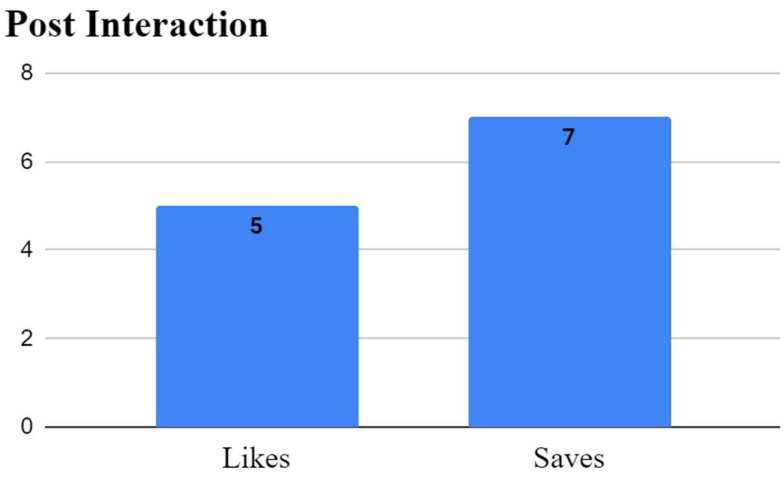


Figure 4.12. Post Interaction in May

In May, there is one posting of reels. So that the number of reaches obtained does not only come from posts but also from reels. However, unlike the reach results, the post-feed type gets a higher value than the reels. Based on Figure 4.13, the reels have a total of 9 interactions, including 6 likes, 1 share, and 2 saves.

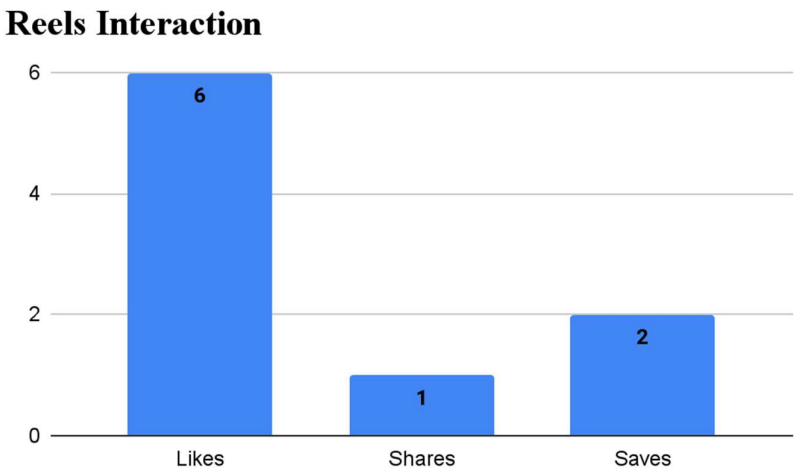


Figure 4.13. Reels Interactions in May

In addition, Figure 4.14 shows that the number of engaged accounts is 13 which consists of 7 non-followers accounts and 6 follower accounts.

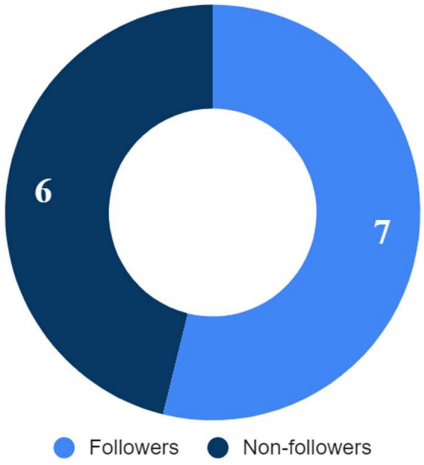


Figure 4.14. Account Engaged in May

Meanwhile, the data from follower growth obtained in May was not obtained. During this one month, there were no follow or unfollow activities from the viewer account.

4.2.3. June

In June, more strategies were implemented. Only one person takes care of all content activities on Instagram. This month the operator has more opportunities to make more reels. Apart from that, it also applies the follow-for-follow strategy to increase the number of followers. By using this strategy, Present Things managed to get 1,597 accounts reached. Figure 4.15 shows that the number consists of 98 follower accounts and 1,499 non-follower accounts.

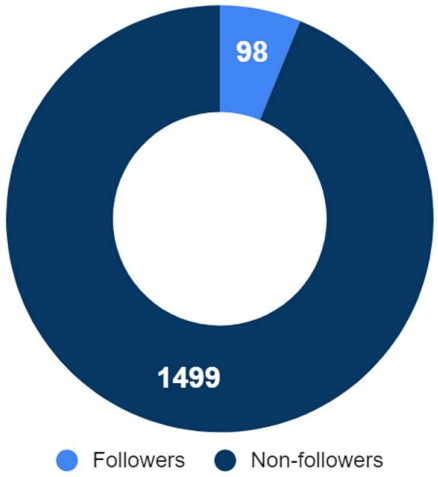


Figure 4.15. Account Reached in June

Figure 4.16 shows that the total contents reached in June was 1,815. The high number of reaches was obtained from the posting of reels, with the total reach of the three reels posted this month that was 1,349. At the same time, there was also 356 reaches from posts with the number and 110 reach from stories.

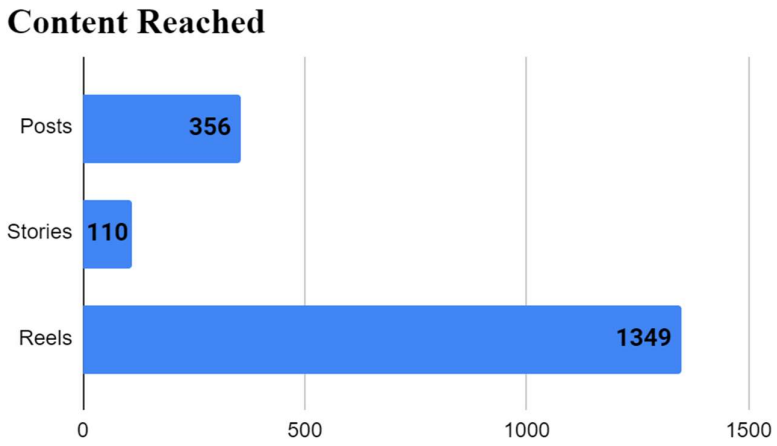


Figure 4.16. Content Reached in June

In June, the engagement is 138 interactions. Based on Figure 4.17, post feeds have interactions with a total of 105 interactions which consist of 83 likes, 3 comments, 1 save, and 15 shares.

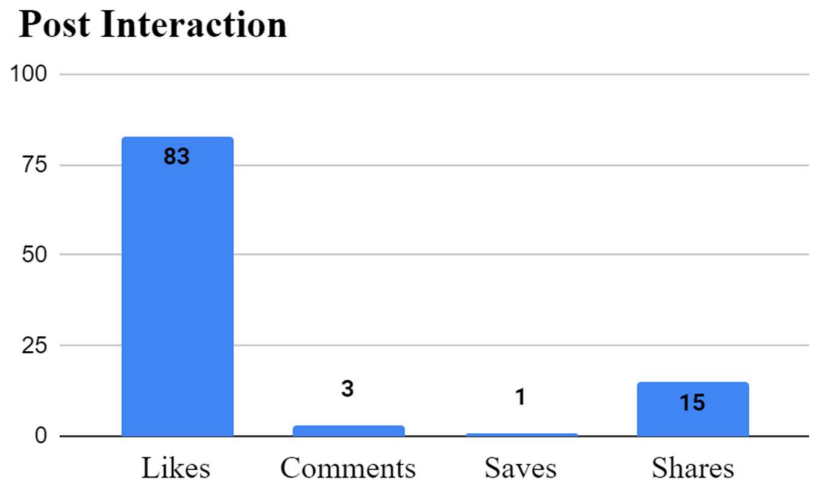


Figure 4.17. Post Interactions in June

In addition, from three reels that were posted this month, there is a total of 28 interactions. Based on Figure 4.18, there were 26 likes, 1 share, and 1 save. This shows that post gains more interactions or engagement than reels.

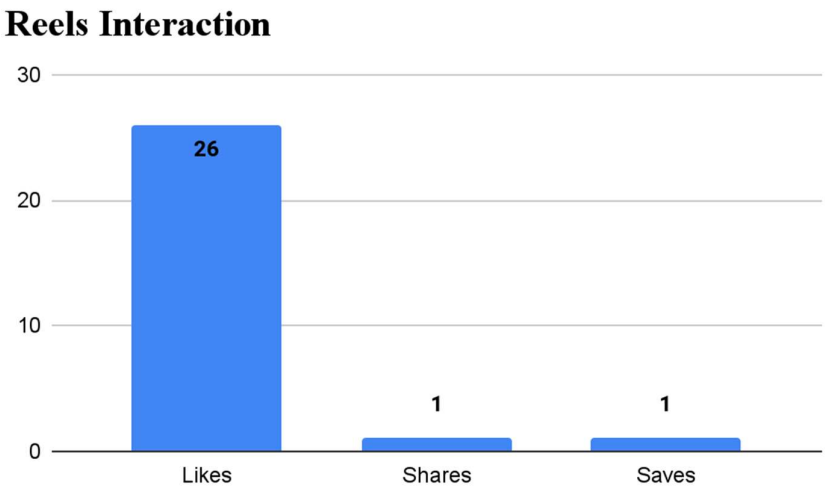


Figure 4.18. Reels Interactions in June

The engaged accounts shown in Figure 4.19 have a total of 35 accounts. That number consists of 11 follower accounts and 24 non-follower accounts.

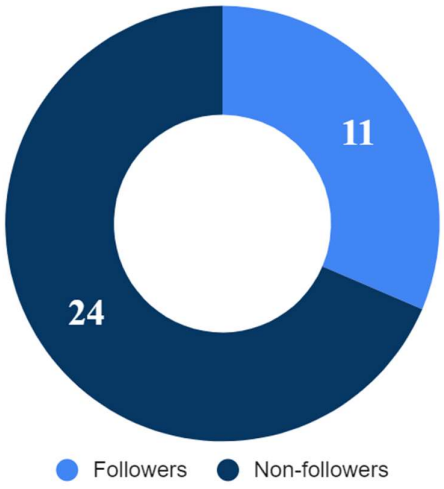


Figure 4.19. Engaged Account in June

There was an increasing number of followers with a growth of 41 accounts, consisting of 50 followers accounts and nine unfollower accounts. Based on Figure 4.20 below, the follow and unfollow activities occurred on different days and in different amounts each day.

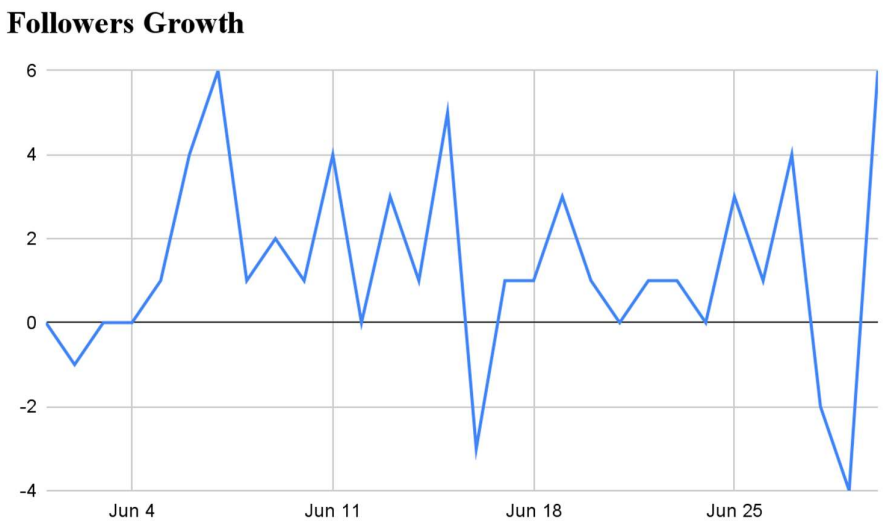


Figure 4.20 Followers Growth in June

4.3. Discussions

Of all the implemented strategies, their effectiveness can be seen through the results of the professional dashboard. It can be seen from the data in June that showed three reels in a month caused an increase in the number of reaches up to 597% compared to the previous month. There were also 645% more reached accounts that were not following compared to data in May. This shows that a consistent posting of reels is required to increase the number of reaches.

While post-feeds are one of the highest contributors to increase engagement with the highest of 105 interactions. The acquisition of engagement has also increased in the number of reaches, especially from accounts that have not yet followed Present Things, so it can be concluded that an increase in the number of reaches can have an impact on increasing engagement later.

Another thing that has a good impact is the number of followers. The highest increment in followers was 41 accounts. Continuous improvement is obtained because of the follow-for-follow strategy implemented in the previous month. This strategy is proven to be able to increase the number of followers gradually. Even when compared to the number of accounts that have been followed with accounts that have successfully followed back, the numbers are in large proportion. The number of followers who successfully followed the account in a day is around 30 accounts. It means that there are around 600 accounts that have been successfully followed. This is in contrast with accounts that have successfully followed back. It can be concluded that the follow-for-follow strategy can help increase the number of followers, but it is not significant. The implementation of this strategy can also increase the possibility of damaging the company's image because some people do not like being spammed with business promotions.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

From the data that were obtained from the five-month internship in Present Things, it can be concluded that the total strategy implemented during the internship period is seven strategies. The strategies consist of three types of content (educational, entertaining, and product photo content), Instagram reels, relevant hashtags, follow-for-follow strategy, and daily huddles. These strategies are chosen for certain reasons that can have an impact in line with the company's expectations. Educational content is created to be a medium for sharing knowledge about the advantages of the product followed by product photo content that visually displays the uniqueness of the product. Meanwhile, entertaining content is created to entertain and attract interaction with followers or even non-followers.

In addition, Instagram reels and hashtags are also implemented to increase reach so that more audiences are aware of the company. To increase the number of followers, Present Things implements a follow-for-follow strategy, which is an approach with accounts that are supposed to be the target audience and promote products directly. Lastly, the daily huddle strategy was implemented to make it easier for supervisors to oversee internal activities and ensure that all implementation is in line with goals.

The result obtained from the implementation of these strategies is that there is progress in engagement. Engagement in particular is gained more through the three types of content posted in the form of feeds. Therefore, it can be concluded that this type of content can attract the audience to interact, such as liking, commenting, sharing, and saving. To get engagement values that continue to increase, companies need consistency to upload content and be active on their Instagram social media. In addition to engagement, an increase in reach also occurred with the creation of Instagram reels. This increase in reach also causes more audiences to visit accounts and interact so it has an impact on increasing engagement.

5.2. Recommendations

Posting and making the company account as active as possible is one of the essential ways to increase audience awareness of the online business. In particular, creating reels will help the company account get a lot of reaches and boost audiences who have never known the business before. It is also important to make interesting and informative posts to attract followers or audiences to interact with the content to increase engagement. Higher engagement can be a great way to get content promoted. With the increase in engagement and reach, the number of followers will also increase. The more promotion of the interesting content, the more people who were previously not interested in the business will be interested. In addition, the follow-for-follow strategy can help increase the number of followers even with a

small amount. However, this strategy is not suitable for long-term implementation because it will hurt the company's image.

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APPENDICES

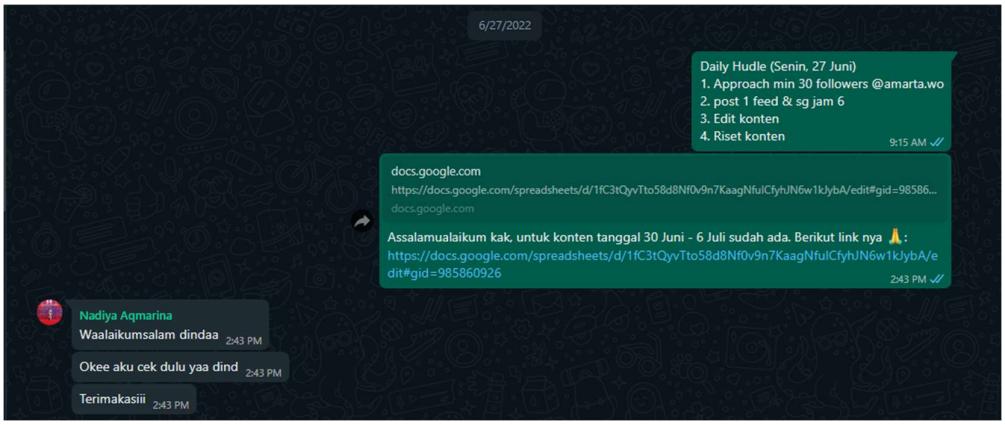
Content Plan

Content Plan for April 2022

Minggu	Hari/Tanggal	Kategori	Tentang	Materi	Caption + Hastag
1	Sabtu, April 2, 2022	Hiburan	Ramadhan?	STORY: Materi sama, dibikin versi sg	
				FEEDS: (poster) Marhaban Yaa Ramadhan Selamat Menunaikan Ibadah Puasa 1443 H	
	Minggu, April 3, 2022	FOTO PRODUK			
	Senin, April 4, 2022	Sharing	Timeless Fashion	STORY: Share feeds	
				FEEDS: TIMELESS FASHION (Heading) (Sub) Timeless Fashion adalah style fashion yang klasik tanpa ketinggalan jaman. Ada beberapa tips dan trik yang dapat dilakukan untuk menerapkan Timeless Fashion. 1. Fokus pada basic (heading) (sub) Memilik produk fashion yang basic dapat memudahkan mix-and-match pakaian di lemari anda. Style fashion yang basic adalah yang memiliki warna solid dan cocok digunakan untuk tiap kesempatan. 2. Memilih warna yang netral (Heading) (sub) Produk fashion dengan warna yang netral dapat membuat style mu cocok kapan saja dan menjauhkan dari kesan ketinggalan jaman. Contoh warna netral adalah putih, hitam, abu-abu, colat, dan lainnya. 4. Memahami style fashionmu (Heading) (sub) Tips terakhir yang tak kalah penting adalah dengan memahami produk fashion apa yang anda suka dan nyaman untuk dipakai sesuai aktivitas. Ini akan membantu anda untuk lebih paham tentang item apa yang perlu anda butuhkan yang dapat terus menerus dipakai. *tiap opsi kasi gambar	Memberlakukan Sustainable Fashion yang lebih murah adalah dengan membeli produk fashion yang sekiranya akan dipakai untuk waktu yang lama. Namun bagaimana dengan trend pakaian itu karena trend fashion kan cepat berganti? Kalau nanti terlihat kuno bagaimana? Ngga perlu khawatir, kalian tetap bisa terlihat keren dengan menerapkan Timeless Fashion. Apa sih Timeless Fashion itu?

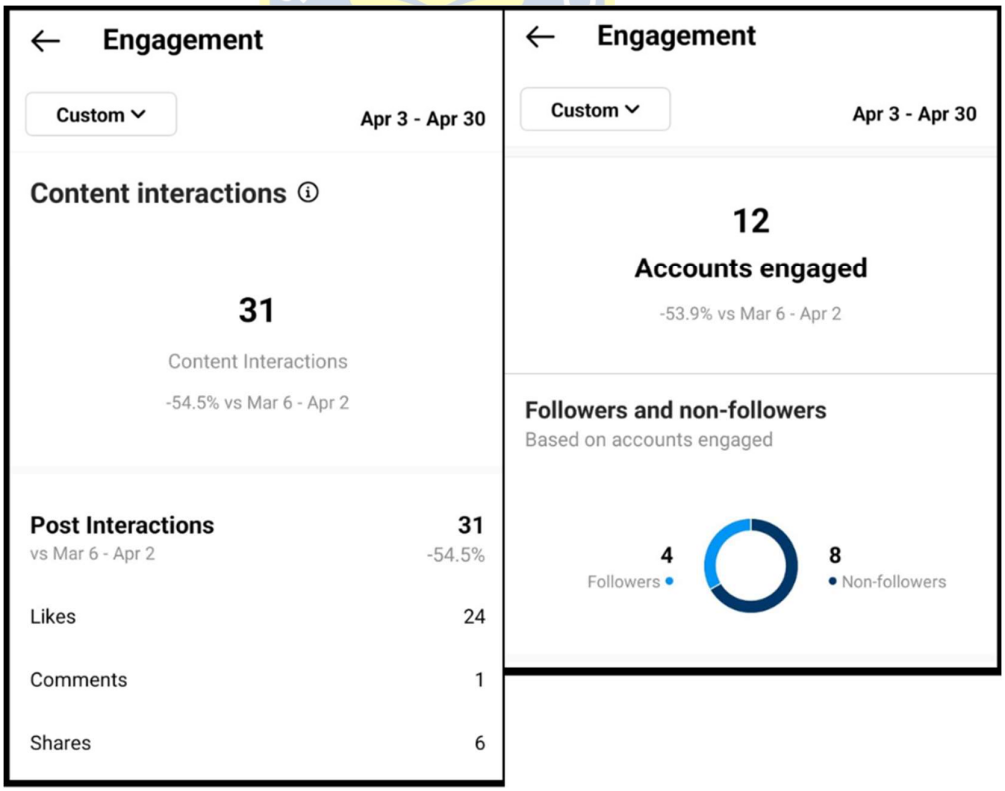
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Tanggal	Konten	Deskripsi Konten	Link Desain	Caption	Hashtag
Kamis, Juni 16, 2022	FOTO PRODUK		https://drive.google.com/drive/folders/1maWNGdF0pipEDeoxa54UZn5UO5mmsEIZ?usp=sharing	Butuh tas hampers kado? hampers hari raya? Atau hampers wedding? Klik tautan bio diatas atau hubungi WA kami 08113417912 / 081259579667 untuk info lebih lanjut. Produk digambar: Pouch 20 x 15 cm Bahan: endek & kulit	#hampers #pouch #tas #taskustom #tasgoni #goni #jute #sustainable #goodiebag #brandlokal #gift
Jumat, Juni 17, 2022	sharing About 'Goden Fibre'	STORY: Ada yang tau ngga sii tentang 'Golder Fibre'? FEED: Jute is considered as the golden fibre. It is so called because of its shiny brown colour. It is most affordable natural fibre and is 100% biodegradable. It is made of cellulose and lignin plant material. Fertile region necessary for jute production is shared by India and Bangladesh.	https://drive.google.com/drive/folders/1QP1dbV9D9Mf7rrVvbkn9SS7l1Eeu-A7H?usp=sharing	Ada yang tau ngga sih kalau ternyata kain goni punya sebutan lain yaitu Golden Fiber? Kok bisa ya sebutan kain goni itu golden fibre? 🧐	#goldenfibre #hampers #pouch #tas #taskustom #tasgoni #goni #jute #sustainable #goodiebag #brandlokal #gift
Sabtu, Juni 18, 2022	FOTO PRODUK		https://drive.google.com/drive/folders/1ARJ05krohEXjEMvuq0N_Vdcw1HcpvPoH?usp=sharing	Ingin jualan barang unik tapi ribet buatnya? Mau kasi kado temen yang unik tapi bingung apa? Bingung mau hampers pernikahan yang bagus apa? Coba aja tas goni!! Unik, beda dari yang lain, dan eco friendly 😊 Kami terbuka untuk kustom desain dan bahan sesuai dengan kebutuhan klien. Klik tautan bio diatas atau hubungi WA kami 08113417912 / 081259579667 untuk info lebih lanjut. Produk digambar: Tas Hampers 20 x 12 x 25 cm Bahan: (1) goni & mika, (2) goni & endek	#hampers #pouch #tas #taskustom #tasgoni #goni #jute #sustainable #goodiebag #brandlokal #gift
	hiburan how bag style can affect outfit	STORY:	https://drive.google.com/drive/folders/1XFTOP_rXWkR7RnmN3-9P	Happy weekend!! Weekend ini pada jalan kemana nih? Untuk yang lagi bingung mix n' match outfit kalian pakai tas apa, coba baca tips	#bag #style #hampers #pouch #tas #taskustom #tasgoni #goni #jute

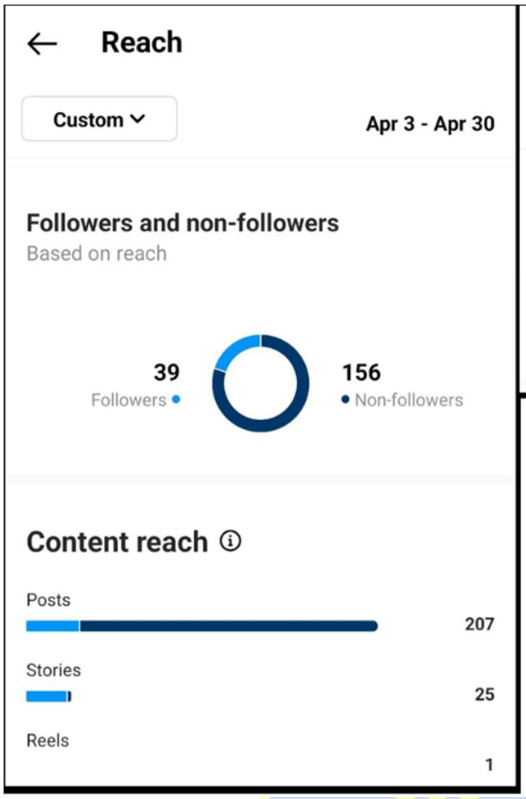
Daily Huddle

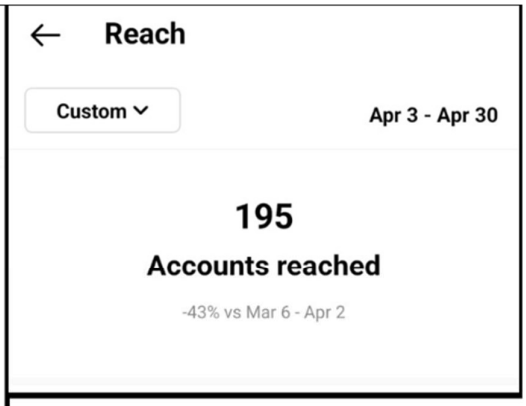


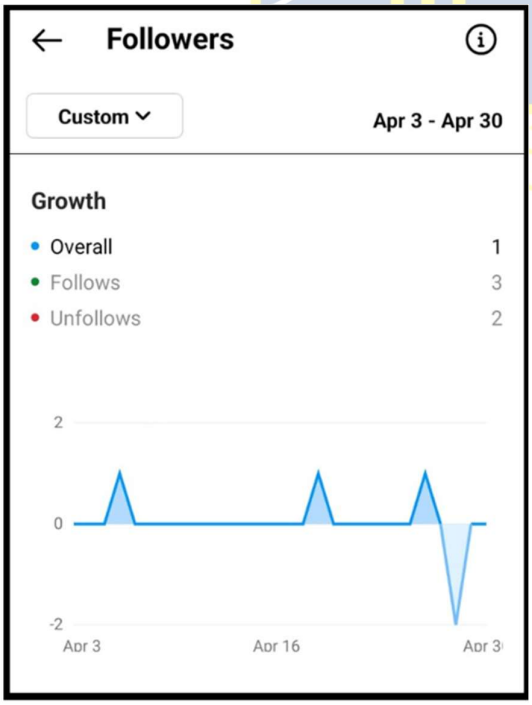
Insights

- **April**

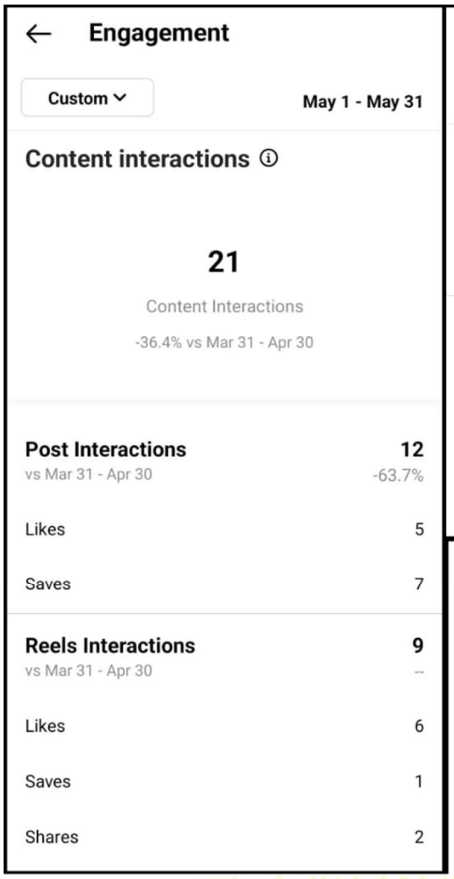


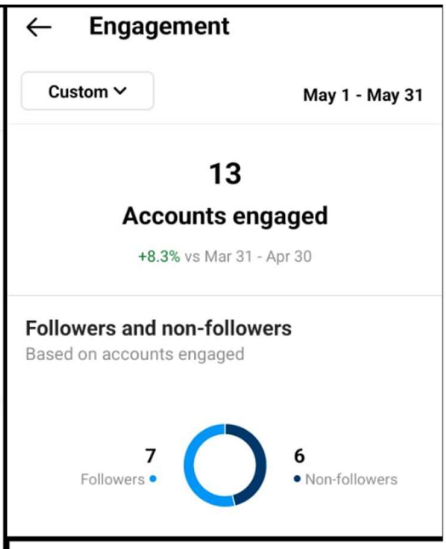

Reach
Custom
Apr 3 - Apr 30
Followers and non-followers
Based on reach
39
Followers
156
Non-followers
Content reach
Posts
207
Stories
25
Reels
1

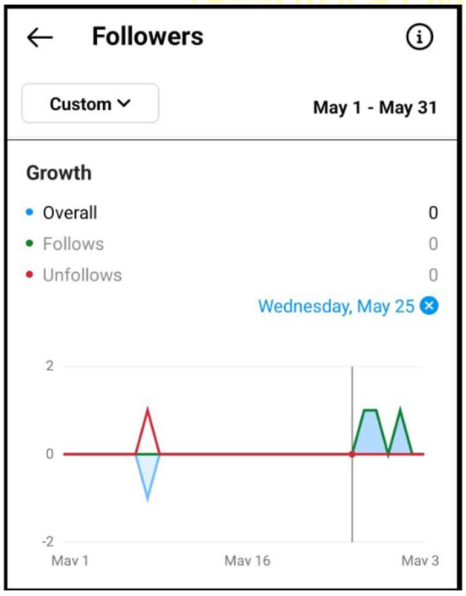

Reach
Custom
Apr 3 - Apr 30
195
Accounts reached
-43% vs Mar 6 - Apr 2

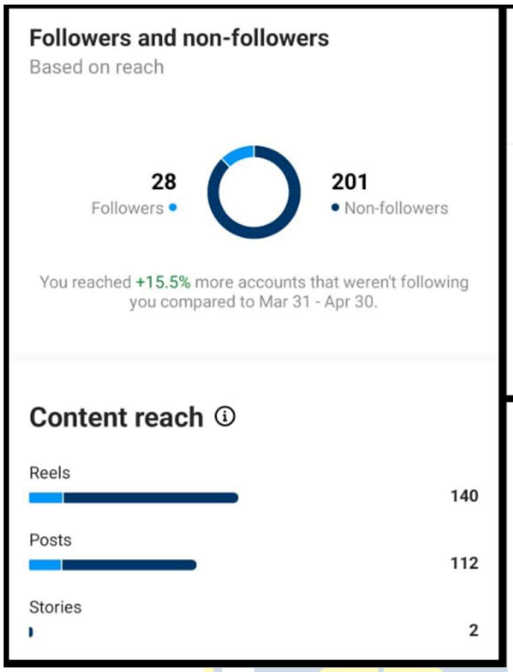

Followers
Custom
Apr 3 - Apr 30
Growth
Overall
1
Follows
3
Unfollows
2
2
0
-2
Apr 3
Apr 16

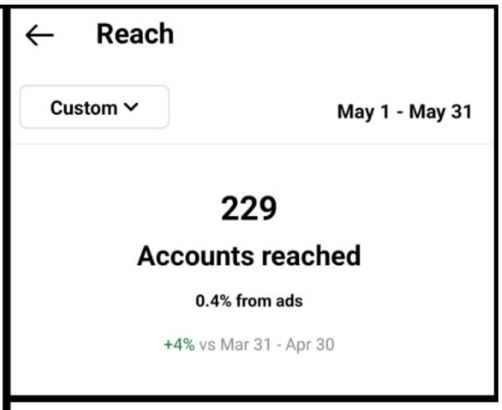
- **May**


Engagement
Custom
May 1 - May 31
Content interactions
21
Content Interactions
-36.4% vs Mar 31 - Apr 30
Post Interactions
vs Mar 31 - Apr 30
12
-63.7%
Likes
5
Saves
7
Reels Interactions
vs Mar 31 - Apr 30
9
--
Likes
6
Saves
1
Shares
2


Engagement
Custom
May 1 - May 31
13
Accounts engaged
+8.3% vs Mar 31 - Apr 30
Followers and non-followers
Based on accounts engaged
7
Followers
6
Non-followers

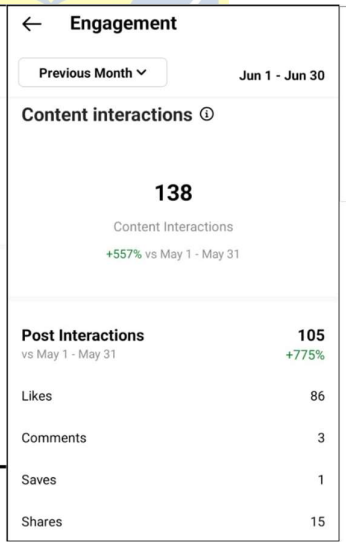

Followers
Custom
May 1 - May 31
Growth
Overall
0
Follows
0
Unfollows
0
Wednesday, May 25
2
0
-2
May 1
May 16
May 3


Followers and non-followers
Based on reach
28
Followers
201
Non-followers
You reached +15.5% more accounts that weren't following you compared to Mar 31 - Apr 30.
Content reach
Reels
140
Posts
112
Stories
2


Reach
Custom
May 1 - May 31
229
Accounts reached
0.4% from ads
+4% vs Mar 31 - Apr 30

- **June**


Engagement
Previous Month
Jun 1 - Jun 30
35
Accounts engaged
+169% vs May 1 - May 31
Engaged audience
11
Followers
24
Non-followers
You engaged +300% more accounts that weren't following you compared to May 1 - May 31


Engagement
Previous Month
Jun 1 - Jun 30
Content interactions
138
Content Interactions
+557% vs May 1 - May 31
Post Interactions
vs May 1 - May 31
105
+775%
Likes
86
Comments
3
Saves
1
Shares
15


Reels Interactions
vs May 1 - May 31
28
+211%
Likes
26
Saves
1
Shares
1


Reach
Previous Month
Jun 1 - Jun 30
1,597
Accounts reached
+597% vs May 1 - May 31
Followers and non-followers
Based on reach
98
Followers
1,499
Non-followers
You reached +645% more accounts that weren't following you compared to May 1 - May 31.
Content reach
Reels
1,349
Posts
356
Stories
110


Followers
Previous Month
Jun 1 - Jun 30
Growth
Overall
41
Follows
50
Unfollows
9
6
4
2
0
-2
-4
Jun 1
Jun 15
Jun 3

INDONESIA

Internship Certificate

