THE INFLUENCE OF CONTENT STRATEGY ON INCREASING ENGAGEMENT ON THE INSTAGRAM ACCOUNT @lionparcel_solo

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Abstract:
The advancement of digital technology has driven significant changes in communication and marketing strategies, including the use of social media as a primary channel for interaction between companies and their audiences. Instagram has become one of the most effective platforms for fostering closeness and enhancing user engagement. This study aims to examine the influence of content strategy on engagement on the Instagram account @lionparcel_solo, which serves as a promotional and communication medium for courier service offerings. This research employs a quantitative method by distributing questionnaires to 100 respondents who are active followers of the account. The content strategy variable is measured through visual quality, posting consistency, presentation creativity, message relevance, and content interactivity. Meanwhile, engagement is assessed based on likes, comments, shares, saves, views/reach, and direct participation. The analysis results indicate that content strategy has a positive and significant effect on engagement. The coefficient of determination shows that the quality of the implemented content strategy can explain a substantial portion of the variation in engagement. These findings emphasize the importance of consistent, relevant, and appealing content planning and management in increasing audience engagement and supporting the effectiveness of digital marketing communications on the @lionparcel_solo account.

Keywords: Content Strategy, Instagram, Engagement, Social Media

INTRODUCTION

In recent years, the development of digital technology has transformed the way people communicate, access information, and carry out daily activities. The use of the internet and social media has become increasingly widespread because it offers speed, flexibility, and convenience in information exchange (Hidayati, 2020). Social media is no longer merely a space for personal expression; it has evolved into a strategic instrument for marketing, branding, and organizational communication (Sutrisno & Mayangsari, 2022). Among the rapidly growing platforms, Instagram has emerged as one of the most influential social media channels in shaping changes in visual communication patterns and digital consumption behaviors (Pratiwi & Hidayat, 2023).

In Indonesia, the number of Instagram users reached more than 90 million in 2025, positioning the country as one of the largest markets in the Asia-Pacific region (NapoleonCat, 2025). This large user base provides substantial opportunities for businesses, MSMEs, and service companies to introduce their products, build brand image, and establish interactive relationships with audiences. Instagram offers advantages by integrating visuals, short text, and interactive features such as Stories, Reels, and live broadcasts, enabling a more dynamic user experience compared to other platforms (Kaplan & Haenlein, 2010).

In the context of digital marketing, the ability of content to capture attention, maintain interest, and stimulate audience responses becomes an important indicator of communication effectiveness.

Engagement—reflected through likes, comments, shares, saves, and views—illustrates the extent to which audiences are actively involved in digital interactions (Bening & Kurniawati, 2019). According to Brodie et al. (2013), engagement represents a form of psychological and behavioral involvement that emerges when users perceive that the content holds functional, emotional, or social value.

In the context of courier and logistics services, Instagram plays a crucial role in delivering information related to services, pricing, promotions, and operational activities. Lion Parcel in the Solo region utilizes the @lionparcel_solo account as a marketing communication tool to reach service users through a visual and informative approach. However, the level of engagement on each post is not always the same and is often influenced by variations in content format, visual style, posting time, and the relevance of information to user needs. These differences in audience responses highlight the importance of understanding how content strategy can realistically influence audience engagement.

Based on this background, the present study aims to analyze the influence of Instagram content strategy on engagement on the @lionparcel_solo account. The findings are expected to provide a theoretical contribution to the development of digital communication studies, particularly in the areas of content strategy and audience interaction, as well as offer practical recommendations for companies to optimize their social media performance.

The Circular Model of Some Theory.

1. The Concept of Engagement. The term engage has historical roots in 16th-century French, where it referred to a symbolic challenge in warfare. As civilization advanced, its meaning transformed into a concept describing an individual's involvement in social or organizational activities (Johnston & Taylor, 2018). In modern organizations, engagement is perceived as a state of active participation that creates strategic value, such as strengthening relationships among members, supporting decision-making processes, and fostering collective commitment.

In the digital realm, engagement has evolved into a key indicator for assessing the effectiveness of communication on social media–based platforms. Bening and Kurniawati (2019) state that engagement represents a form of psychological and behavioral connection that emerges from repeated interactions between users and companies through online platforms. Such interactions include likes, comments, shares, views, saves, and various other forms of digital responses that reflect the audience's attention and interest in the content.

Falha Kaysa and Rianto (2024) emphasize that engagement functions as a quantitative indicator for measuring the effectiveness of published content. A high level of engagement indicates that the message delivered attracts user interest and fosters a more meaningful relationship. In the context of digital marketing, engagement is not merely a response but a representation of the quality of the user's relationship with a brand or institution.

Conceptually, engagement is multidimensional and encompasses the following aspects:

- Cognitive: the audience's attention and understanding of the content.

- Affective: the emotional responses that arise after viewing the content.
- Behavioral: the actions taken by users as a form of active participation (Anggraeni & Pratama, 2024).

Thus, social media engagement can be understood as users' active involvement, reflected through the intensity of digital interactions they direct toward the content.

2. Content Strategy. Digital content strategy is a structured process encompassing the planning, production, distribution, and evaluation of content to achieve marketing and communication objectives (Utomo et al., 2024). In an increasingly competitive digital ecosystem, content serves as a primary instrument for capturing audience attention, strengthening brand identity, and fostering long-term relationships with users.

According to Putri and Santoso (2023), an effective content strategy must be aligned with audience characteristics, platform preferences, and the intended communication objectives. Fawzia (2023) further explains that content strategy in digital marketing serves several key functions:

- Enhancing brand awareness through the presentation of consistent and relevant content.
- Encouraging engagement as a form of active audience participation.
- Generating conversions, such as purchases, registrations, or further interactions.
- Building audience loyalty through consistent and value-driven content.
- Providing education and solutions that address user needs.

Prafitri and Chatamallah (2023) assert that high-quality content not only enhances brand visibility but also strengthens audience credibility and trust. On platforms such as Instagram, Sumarno & Pratama (2024) found that posting consistency, creativity, and collaboration can significantly increase engagement.

Wardani and Liliyan (2023) emphasize that content tone, message relevance, and interactivity also influence the level of engagement. Thus, the effectiveness of a content strategy is determined by a combination of visual, emotional, and textual factors, as well as the consistency with which information is delivered.

3. Instagram as a Visual Communication Medium. Instagram is a photo- and video-based platform characterized by strong visual elements. The name "Instagram" derives from the words instant and telegram, reflecting its mechanism of delivering information quickly and visually (Sutrisno & Mayangsari, 2022). As a marketing medium, Instagram offers several advantages through its features, such as:

- Feed
- Stories
- Reels
- IGTV (legacy)
- Live
- Highlights

This platform enables brands to build a consistent visual identity and convey messages effectively to their audiences. Instagram also provides space for users to engage in various forms of interaction that serve as indicators of engagement.

Previous Studies. Previous research provides empirical insights into the relationship between digital content and engagement:

- Wardani & Liliyan (2024) found that informative and consistent Instagram content significantly influences prospective students' interest.

- Sumarno & Pratama (2024) states that content interactivity and visual quality have a significant impact on service booking decisions.
- Anggraeni & Pratama (2024) emphasize that consistent and creative content strategies enhance brand awareness and organizational reputation.
- Lestari & Prabayanti (2024) demonstrate that the quality of promotional content affects customer engagement.
- Ballester et al. (2021) assert that content aesthetics and originality drive engagement and brand loyalty.

The variation in variables and differences in research contexts indicate the presence of a research gap, which provides an opportunity for this study to develop a new analysis regarding the influence of content strategy on engagement.

Relationship Between Variables.

1. Content Strategy and Engagement. Leder et al. (2004) explain that visual aesthetics enhance user attention and interaction. Katz et al. (1973), through the Uses and Gratifications Theory, assert that audiences tend to interact with content that fulfills their needs for entertainment, information, and social identity. Consistency and originality of content also serve as important factors in fostering engagement (Ballester et al., 2021).

2. Visual Quality and Engagement. Visually appealing content provides emotional stimulation (emotional arousal) that increases users' likelihood of responding (Holbrook & Hirschman, 1982). Reber et al. (2004) emphasize that visually fluent content enhances user comfort in interacting with it.

3. Content Consistency and Engagement. According to the mere exposure effect (Zajonc, 1968), repeated exposure to content enhances preference and trust. Posting consistency also creates expectations and stable patterns of information consumption (Anggraeni & Pratama, 2024).

4. Content Interactivity and Engagement. Interactivity creates two-way communication that strengthens users' emotional connection with a brand (McMillan, 2002). Horton and Wohl (1956), through the concept of parasocial interaction, explain that the illusion of interaction formed can increase audience responses and foster a sense of closeness.

5. Content Originality and Engagement. Berlyne (1960) emphasizes that unique content evokes curiosity and increases attention. Content creativity has been shown to foster loyalty and generate higher levels of engagement (Ballester et al., 2021).

Conceptual Framework. The conceptual framework in this study is designed to illustrate the logical relationship between Content Strategy as the independent variable and engagement as the dependent variable. Conceptually, content strategy is understood as a series of efforts involving the planning, structuring, and presentation of content, which includes visual appeal, message relevance, consistency, interactivity, and originality. These five aspects serve as the key elements believed to influence how audiences interact with content on social media.

First, visual appeal relates to the aesthetics of the content that is capable of capturing users' attention (Leder et al., 2004). Second, message relevance concerns the extent to which the content fulfills the audience's informational or entertainment needs (Katz et al., 1973). Third, content consistency enhances audience familiarity and trust through repeated exposure to uniform content (Zajonc, 1968). Fourth, interactivity creates two-way communication that strengthens the emotional connection between the account and its users (McMillan, 2002). Fifth, content originality stimulates curiosity through unique and distinctive ideas (Berlyne, 1960).

All aspects of the content strategy are predicted to influence the level of engagement, which is reflected through various forms of interaction such as likes, comments, shares, saves, and views.

Accordingly, the conceptual framework of this study asserts that the better the content strategy implemented, the higher the level of engagement generated on the @lionparcel_solo Instagram account.
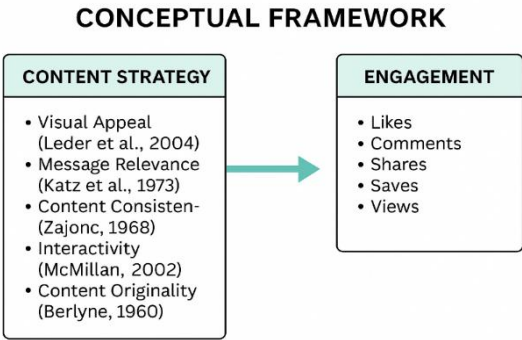
CONCEPTUAL FRAMEWORK

CONTENT STRATEGY	ENGAGEMENT
• Visual Appeal (Leder et al., 2004) • Message Relevance (Katz et al., 1973) • Content Consisten- (Zajonc, 1968) • Interactivity (McMillan, 2002) • Content Originality (Berlyne, 1960)	• Likes • Comments • Shares • Saves • Views

Figure 1. Conceptual Framework

Research Hypothesis. The hypothesis is formulated based on relevant theories and previous empirical studies:

H1: Content strategy has a positive and significant effect on engagement on the Instagram account @lionparcel_solo.

Explanation:

- The Uses and Gratifications Theory emphasizes that content fulfilling users' informational and entertainment needs triggers engagement behaviors.
- Visual Aesthetic Theory explains that appealing visual elements enhance user interest and response.
- Interactivity Theory states that interactive content encourages actions such as commenting and sharing.
- Empirical studies by Wardani & Liliyan (2024), Sumarno & Pratama (2024), and Ballester et al. (2021) provide evidence that content strategy significantly influences engagement.

Thus, the positive relationship between content strategy and engagement can be assumed to be strong and directional.

METHODS

This study employs a quantitative approach grounded in the positivist paradigm, as it aims to test hypotheses using objectively measurable data (Sugiyono, 2019). The research was conducted at the operational office of Lion Parcel Solo, located at Jl. Adi Sucipto No. 57A, Gatak, Gajahan, Colomadu District, Karanganyar Regency, Central Java. The research object consists of all followers of the Instagram account @lionparcel_solo who are directly exposed to the published digital content strategy.

The data used in this study include primary data obtained through a Likert-scale questionnaire, and secondary data derived from literature, documentation, and social media reports (Sugiyono, 2016). Data were collected through a questionnaire survey distributed to respondents who met the criteria as active followers of the account. The population of this study comprises all followers of @lionparcel_solo, while the sample was determined using a non-probability sampling technique, namely purposive sampling, based on the consideration that respondents must follow the account and have viewed its posted content.

The collected data were then analyzed using quantitative statistical techniques to examine the effect of content strategy on engagement in accordance with the research hypothesis (Sugiyono, 2019).

RESULT AND DISCUSSION

Respondent Profile. This study involved 110 respondents who are Instagram users who follow or have viewed content from the @lionparcel_solo account. Based on age, respondents were dominated by the 26–35 age group (50.9%), followed by 18–25 years (34.5%), >35 years (8.2%), and <18 years (6.4%). These results indicate that the majority of the audience of the expedition service account falls within the productive age range, which is highly active in digital interaction.

In terms of gender, there were 62 male respondents (56.4%) and 48 female respondents (43.6%), showing that both gender groups actively consume content related to delivery services.

Most respondents work as employees (53.6%), followed by students (28.2%) and entrepreneurs (18.2%). All respondents are active Instagram users (100%), and 91.8% of them follow or have previously viewed content from @lionparcel_solo.

These findings align with NapoleonCat's (2025) report, which states that Instagram is the most popular social media platform in Indonesia, with high levels of interaction among users in the productive age group.

Descriptive Statistics of Research Variables. Descriptive statistics provide an overview of the respondents' tendency of responses toward the two main variables, namely Content Strategy (X) and Engagement (Y). The research instrument uses a Likert scale ranging from 1 to 5, interpreted as follows: 1.00–2.00 (low), 2.01–3.00 (moderate), 3.01–4.00 (high), and 4.01–5.00 (very high).

The Content Strategy variable (X) shows an item correlation range of 0.826–0.951 with a significance level of <0.01, indicating that respondents gave consistent assessments regarding indicators such as visual aesthetics, posting regularity, content relevance, and creativity in presentation. This pattern suggests that the perceived value of the content strategy falls within the high–very high category, demonstrating that the content of @lionparcel_solo is considered appealing and of high quality.

The Engagement variable (Y) also shows high item correlations, reflecting positive perceptions of user interactions, including likes, comments, shares, saves, and other forms of involvement. These findings align with Hidayati (2020), who explains that digital-native age groups tend to give strong responses to relevant and informative content.

Overall, both research variables exhibit high score tendencies, indicating the effectiveness of the content in driving audience engagement (Sumarno & Pratama 2024; Wardani & Liliyan, 2024).

Validity Test. The validity test shows that all indicators of the Content Strategy variable (X) have correlation values ranging from 0.826 to 0.951 with a significance level of <0.01, indicating that all items are valid. The Engagement variable (Y) also demonstrates high and significant correlations, confirming that all indicators can be used for subsequent analyses.

Reliability Test. The reliability test indicates that all instruments have Cronbach's Alpha values greater than 0.6, meaning that all variables are considered reliable in accordance with the criteria proposed by Sugiyono (2019).

Table 1. Instrument Validity and Reliability Test

Variable	Correlation Range	Sig.	Cronbach Alpha	Description
Content Strategy (X)	0,826–0,951	<0,01	>0,6	Valid & Reliable
Engagement (Y)	0,80–0,93*	<0,01	>0,6	Valid & Reliable

Linearity Test. The ANOVA linearity test shows a significance value of < 0.05, indicating that the relationship between Content Strategy (X) and Engagement (Y) is linear and can be analyzed using simple linear regression.

Regression Analysis Results. The coefficient of determination indicates the following values:
- R = 0,955
- R Square = 0,911
- Adjusted R Square = 0,911

These results show that the content strategy explains 91.1% of the variation in engagement, while the remaining 8.9% is influenced by factors outside the variables examined in this study.

ANOVA Results (F-Test). The ANOVA results indicate the following values:
- F = 1111,773
- Sig = 0,000

These findings show that the regression model is significant and suitable for explaining the relationship between the variables.

Regression Coefficients (t-Test). The regression model produces the following equation:

$$LOG\_Y = 2,618 + 1,070X$$

The coefficient results are as follows:
- B = 1,070
- t = 33,343
- Sig = 0,000
- Beta = 0,955

These findings indicate that content strategy has a positive and significant effect on engagement.

The findings of this study confirm that content strategy has a significant impact on engagement on the Instagram account @lionparcel_solo. It is reflected in the R value of 0.955, indicating a very strong relationship, and an R² value of 0.911, demonstrating that the implemented content strategy influences the majority of engagement variation.

From the perspective of digital communication theory, these findings align with the Uses and Gratifications Theory (Katz et al., 1973), which posits that social media users actively select content that fulfills their needs for information, entertainment, and social identity. The content delivered by the @lionparcel_solo account is informative (delivery schedules, promotions, tips), entertaining (creative content and storytelling), and relevant to user needs, thereby encouraging interaction.

Visual quality also plays an essential role. According to the Aesthetic Processing Model (Leder et al., 2004), content featuring appealing visual elements—such as color composition, typography, stylistic consistency, and image quality—enhances positive audience perceptions, which in turn translate into engagement. It is consistent with Ballester et al. (2021), who highlight that visual aesthetics and content originality are key drivers of interaction on social media.

Furthermore, content interactivity catalyzes engagement. Based on McMillan's (2002) Cyber-Interactivity Model, content strategies that include calls-to-action, prompts, questions, polls, or communicative reels strengthen the two-way relationship between brands and audiences. Interactive formats used by @lionparcel_solo effectively increase user engagement.

This phenomenon is further supported by the Mere Exposure Effect (Zajonc, 1968), which states that repeated exposure to certain content enhances positive audience responses. The account's consistent posting patterns increase audience familiarity and trust, ultimately boosting engagement levels.

The findings also align with previous studies. Wardani and Liliyan (2024) found that content quality and creativity significantly influence audience interaction on Instagram. Sumarno & Pratama (2024) emphasized that content relevance shapes users' decisions to respond to communicated messages. Pratiwi and Hidayat (2023) similarly demonstrated that Instagram is one of the most effective digital marketing platforms for generating engagement through creative visual content.

The practical implications of these findings are clear. Social media managers must design content strategies that emphasize aesthetics, creativity, relevance, consistency, and interactivity. A well-executed content strategy directly contributes to increased engagement, which in turn enhances brand awareness and user loyalty.

Overall, the results of this study reaffirm that an effective content strategy not only captures audience attention but also stimulates interactive user behavior. These findings support established communication and media psychology theories and are consistent with prior empirical research, thereby providing a strong scientific foundation for developing digital communication strategies using Instagram as a platform.

CONCLUSION

This study provides empirical evidence that content strategy has a very strong and significant influence on engagement on the Instagram account @lionparcel_solo. The regression results show that content strategy explains 91.1% of the variation in engagement, with a regression coefficient of 1.070, a t-value of 33.343, and a significance level of 0.000, statistically confirming the strength of this relationship. These findings indicate that the better the quality of the content strategy—covering visual aesthetics, creativity, posting consistency, message relevance, and interactivity—the higher the audience engagement, whether in the form of likes, comments, shares, saves, or other user actions.

Theoretically, this study supports the Uses and Gratifications Theory, which explains that social media users actively interact with content that fulfills their needs for information, entertainment, and self-expression. The Aesthetic Processing Model is likewise relevant, as visual quality significantly shapes audience perceptions and emotional responses to social media content. In addition, the principles of digital interactivity as proposed by McMillan (2002) align with the findings of this study, indicating that engagement features such as comments, collaboration, and interactive prompts effectively strengthen the two-way relationship between brands and audiences. The Mere Exposure Effect is also evident through the consistent posting patterns that help reinforce audience familiarity and interest in the content.

Overall, this study confirms that content strategy is a dominant factor shaping engagement on Instagram. When content is developed with strong visual quality, relevant messaging, distinctive creativity, and interactive elements that facilitate two-way communication, engagement increases significantly. These findings are consistent with previous studies and reinforce the understanding that effective content strategy is a key determinant in enhancing a brand's digital communication performance on social media.

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