

(p-ISSN: 1979-4894; e-ISSN: 2620-326X)

AL-Munzir Journal 17 (2), 155-178,

Submitted: 26th Sept 2024, revised: 11th Oct 2024, accepted: 15th Nov 2024,

Published: 29th Nov 2024

This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License.

The Impact of Instagram Content Formats on User Engagement: An Analytical Study of Ten Cosmetic Brands in Indonesia

Meidira Amalia, Nanda Adjeng Castity Nur Aziza, Sandi Dwi Ariadi

^{1, 2, 3} Pasca Sarjana Ilmu Komunikasi FISIP, Universitas Indonesia

Email: meidira.amalia@ui.ac.id, nanda.adjeng31@ui.ac.id, sandi.dwi31@ui.ac.id

Abstract

Instagram has emerged as a dominant platform in social media marketing, particularly for the cosmetic industry, which thrives on visual and interactive content. With Instagram penetration in Indonesia increasing by 13% from 2022 to 2023, it has become a critical medium for promoting products, monitoring trends, and analysing consumer behaviours. However, a gap remains in understanding how different types of Instagram content influence consumer engagement, especially in the context of cosmetic brands. This research addresses the specific issue of how various content forms, such as images, videos, and interactive campaigns, impact engagement metrics like likes, comments, and shares. By analysing 10 leading cosmetic brands in Indonesia, the study identifies that interactive content, such as influencer collaborations, storytelling, and giveaways, significantly enhances consumer interaction compared to static visuals. The findings offer practical solutions for optimizing social media strategies, enabling brands to build stronger emotional connections with their audiences while improving loyalty and retention. This research contributes to social media marketing literature and provides actionable insights for cosmetic brands to develop data-driven and impactful content strategies in an increasingly competitive market.

Keywords: Consumer Engagement, Instagram Marketing, Interactive Content, Cosmetic Industry, Social Media Strategies.

1. Introduction

Instagram has been registered as one of the fastest-growing social networking sites (SNS), with over 25 million active business accounts, surpassing popular platforms such as Facebook and Twitter (Geurin-Eagleman & L. M. Burch, 2016). One of the primary objectives of Instagram is to engage a broad customer base and facilitate the implementation of traditional marketing strategies within the context of social media marketing. (Ibrahim & Yusof, 2020). Instagram also serves as a platform that connects sellers with potential buyers. (Singh, 2020). According to Nielsen Consumer Media View data, Instagram's penetration in Indonesia has shown a significant increase of 13% from 2022 to 2023. (Nielsen, 2023).

Various cosmetic brands, including skincare brands, are increasingly using Instagram as their primary platform for online promotion, showcasing trends, monitoring audience behavior, and developing specialized strategies that are continuously evolving. (Kussudyarsana & Rejeki, 2020). Several factors influence consumer interaction and engagement with skincare products or brands on Instagram, including brand reputation, the frequency and quality of Instagram activity, marketing strategies employed, as well as interactive elements such as the number of likes, comments, tags, mentions, and the execution of giveaways (Reddy, 2021). MBS Group (2020) conducted interviews with over 80 stakeholders and beauty industry leaders, and the report from these interviews indicates that during the COVID-19 pandemic, consumers shifted their focus toward bath, body, and skincare products. This shift is attributed to an increase in consumer leisure time, which allowed individuals to dedicate more of their daily free time to their beauty routines (The MBS Group, 2020).

Engagement has become a key driver for consumers to connect with brands present on social media, helping, guiding, and even entertaining them through these platforms (Ryhänen, 2019). Therefore, it is crucial to analyze engagement through various forms of Instagram content as a significant determinant in social media marketing strategies. These content forms can be strategically crafted to foster direct or indirect interaction with current and potential customers, thereby enhancing brand perception, increasing awareness, and ultimately driving the sales of products and services. (Keller, 2009)

Relevance researches on social media, particularly Instagram, in the context of marketing has been widely explored. For example, Qur'ani Puspa Dewi and Pratiwi Wahyu Widiarti (2019) investigated how Instagram posts featuring endorsement photos influence the construction of beauty and consumer interest in marketed products. Similarly, Henriikka Ryhänen (2019) examined how content shared by an international hair care brand on Instagram

affects consumer engagement. Despite these studies, there is a notable lack of research on cosmetic brands, especially skincare products.

This study aims to fill this gap by examining the impact of different types of Instagram content on consumer engagement with 10 Indonesian cosmetic brands. Cosmetic brands use various content formats that influence consumer interaction in distinct ways, which provides the basis for this research. Previous studies have shown that content strategies such as functional appeal, resonance, and experiential appeal significantly affect engagement levels (Tuten & Solomon, 2015; Jones et al., 2022).

By focusing on the Indonesian cosmetic industry, this research will deepen our understanding of how Instagram content types can drive consumer engagement, which is crucial for modern digital marketing strategies. This study will contribute to the growing body of literature on digital marketing and brand communication practices, particularly in the rapidly expanding cosmetic sector.

1.1 Literature Review

After identifying the significance of research on the influence of Instagram content on consumer engagement with cosmetic brands in Indonesia, these followings present the theoretical foundation that underpins the relationship between various elements in this context.

a. Instagram

Instagram is a social media platform that offers various content formats, including images, videos, gifs, carousels, and tap-to-shop features in brand posts as a form of communication with the audience (Tafesse & Wien, 2017). Images are among the most frequently used content formats on Instagram, helping to reinforce the message a brand intends to convey (Manic, 2015). Videos and animations serve as content formats that can tell a story and provide a higher level of clarity and interactivity compared to images, requiring the audience to pause, watch, and engage more deeply with the brand's post (Cvijikj & Michahelles, 2013). In 2017, Instagram introduced the Carousel function, a multi-image or video slideshow, allowing users to upload up to 10 images or videos in a single post (Itani et al., 2017).

Instagram offers various features that brands can use to engage followers, including captions, tags, emojis, hashtags, and regrams. The role of captions is to contextualize photos and guide the interpretation of posts, which can include descriptions, questions, links, and

discussions (Macarthy, 2018). As a result, captions can help establish a clear connection with branded content, potentially increasing engagement (Boland, 2018). Instagram allows brands to mention and tag friends in posts by creating links directly to specific profiles, enhancing brand proximity by reaching new consumers (VanDerslice, 2016). Emojis have become a universal language among digital consumers (Macarthy, 2018). The use of emojis enables brands to add emotional content to posts and make conversations more personal by establishing a direct connection with followers (Morrison, 2017). Brand posts that include at least one hashtag achieve up to 13% higher engagement rates compared to posts without hashtags (Osman, 2018).

b. Content

Content has become a fundamental commodity on social media, produced, disseminated, and consumed by users (Nasrullah, 2015). Based on message strategy, content can be categorized into 11 types: emotional, functional, educational, brand resonance, experiential, current events, employee content, brand community, customer service, social causes, and promotional content (Tafesse & Wien, 2017).

Emotional message strategy triggers emotional responses, such as happiness or sadness (Rivanty, 2019). It utilizes language rich in meaning to evoke consumer emotions. Functional message strategy, on the other hand, presents information about the brand, focusing on attributes like quality, affordability, and design (Tafesse et al., 2017). Educational strategies aim to instruct consumers on the use of the brand's products (Rivanty, 2019).

Brand resonance strategy highlights brand identity, strengthening its image in the eyes of consumers (Tafesse et al., 2017). Experiential message strategies engage consumer sensory and behavioral responses to demonstrate product quality (Tafesse & Wien, 2017). Current events content seeks to initiate timely conversations with consumers, allowing brands to engage more directly with ongoing events (Rivanty, 2019). Employee content offers insights into issues related to staff, such as their technical skills, managerial philosophy, or personal interests, hobbies, and worldview (Tafesse et al., 2017).

Brand community content promotes and strengthens the brand's online community by recruiting new members and encouraging participation from existing ones (Jones et al., 2022). Customer service content gathers information and feedback about consumer needs, expectations, and experiences (Tafesse & Wien, 2017). Social cause content highlights the brand's contribution to socially responsible programs (Rivanty, 2019). Promotional content invites consumers to purchase products from the brand (Jones et al., 2022).

Instagram content types are categorized into seven key areas: (1) product presentation, (2) product category, (3) target audience, (4) Instagram features, (5) media types, (6) digital influencers, and (7) engagement. Product presentation includes displaying the product on a model, featuring the product outside of the model context, showing no product at all, or requiring no model. Product categories encompass items like clothing, accessories, cosmetics, and more. The target audience can include women, men, or children (Jones et al., 2022).

c. Social Media Marketing dan Brand Post

Social media marketing can be defined as the use of social networking channels and technologies to create communication and brand equity for a business (Humphrey, Laverie, and Rinaldo, 2016). As a crucial component of social media marketing, brand pages serve as interactive platforms where brands can build relationships with their followers through social interaction (Tafesse et al., 2017).

Brand posts are an integral part of this process, playing a significant role in conveying messages to followers (Lipsman et al., 2012). A variety of media types (e.g., images, videos, links), features (e.g., hashtags, captions), digital influencers, and message delivery strategies (e.g., functional, emotional) are employed to support brand posts in promoting new products and services, conveying emotional stories linked to brand identity, enhancing brand awareness, and driving sales (Tafesse et al., 2017).

Dasgupta and Kothari (2018) suggest that followers value criteria such as trust, credibility, expertise, personal relevance, similarity, and originality when interacting with digital influencers. Digital influencers are well-known figures who appeal to various types of marketing communications and the preferences of specific online community members (Elli, 2017; Dasgupta and Kothari, 2018; Khamis, Ang, and Welling, 2017).

Based on their impact and reach, digital influencers can be categorized into three main types: micro, macro, and mega influencers. Micro-influencers engage with a group of people with follower counts ranging from 500 to 10,000 (Black, 2017; Elli, 2017). Macro-influencers are professionals who act as opinion leaders, leveraging their expertise, knowledge, and resources for brand development (Black, 2017; Dasgupta and Kothari, 2018). Macro-influencers typically have a larger audience compared to micro-influencers, with follower counts ranging from 10,000 to 1 million (Black, 2017). Their recommendations are valued by both brands and followers, as they help reduce the risk of making unsatisfactory purchase decisions (Elli, 2017). Mega influencers, often referred to as "celebrities," include athletes,

artists, and musicians (Black, 2017; Elli, 2017). Mega influencers typically have access to over 1 million followers (Black, 2017; Geurin Eagleman and Burch, 2016).

d. Social Media Engagement

Engagement Social media marketing can be defined as the use of social networking channels and technologies to create communication and brand equity for a business (Humphrey, Laverie, and Rinaldo, 2016). As a crucial component of social media marketing, brand pages serve as interactive platforms where brands can build relationships with their followers through social interaction (Tafesse et al., 2017).

Brand posts are an integral part of this process, playing a significant role in conveying messages to followers (Lipsman et al., 2012). A variety of media types (e.g., images, videos, links), features (e.g., hashtags, captions), digital influencers, and message delivery strategies (e.g., functional, emotional) are employed to support brand posts in promoting new products and services, conveying emotional stories linked to brand identity, enhancing brand awareness, and driving sales (Tafesse et al., 2017).

Dasgupta and Kothari (2018) suggest that followers value criteria such as trust, credibility, expertise, personal relevance, similarity, and originality when interacting with digital influencers. Digital influencers are well-known figures who appeal to various types of marketing communications and the preferences of specific online community members (Elli, 2017; Dasgupta and Kothari, 2018; Khamis, Ang, and Welling, 2017).

Based on their impact and reach, digital influencers can be categorized into three main types: micro, macro, and mega influencers. Micro-influencers engage with a group of people with follower counts ranging from 500 to 10,000 (Black, 2017; Elli, 2017). Macro-influencers are professionals who act as opinion leaders, leveraging their expertise, knowledge, and resources for brand development (Black, 2017; Dasgupta and Kothari, 2018). Macro-influencers typically have a larger audience compared to micro-influencers, with follower counts ranging from 10,000 to 1 million (Black, 2017). Their recommendations are valued by both brands and followers, as they help reduce the risk of making unsatisfactory purchase decisions (Elli, 2017). Mega influencers, often referred to as "celebrities," include athletes, artists, and musicians (Black, 2017; Elli, 2017). Mega influencers typically have access to over 1 million followers (Black, 2017; Geurin Eagleman and Burch, 2016).

2. Method

Study uses a quantitative approach, following the methodology outlined by Jones (2022), where statistical tools are applied to analyze Instagram content. The aim is to summarize and examine data from posts, including images, videos, and hashtags, to understand user engagement. Similarly, Hassler (2023) used a quantitative approach to analyze Instagram content, focusing on different image types and political responses.

For the content analysis, we first define the research problem, which in this case is how brands use Instagram content to engage their audience. Next, we select a sample of Instagram posts based on specific criteria, such as the brand's target audience and the type of content (e.g., product images, videos, etc.). These posts are then coded by categorizing the content into concepts such as emotional appeal, product promotion, or community-building efforts. The coding process will help us identify trends in how different types of content generate engagement, whether through likes, shares, or comments.

The analysis follows a manifest coding strategy, which means focusing on visible and explicit elements within the content, such as specific words, hashtags, or visual elements like color schemes and layouts (Neuman, 2014). This practical coding approach will allow us to observe how engagement is created and the role of different message strategies—such as emotional or informational messages—in influencing user behavior. Finally, the data will be analyzed statistically to detect patterns and correlations, helping us draw conclusions about effective content strategies for digital marketing on Instagram.

2.1 Population

The population of this study includes Instagram feed posts from 10 cosmetic brands, with a focus on comparing responses to each brand's posts.

2.2 Sample

This study is exploratory in nature, and the sampling method used is purposive. This approach aims to gain insights into how cosmetic brands, particularly skincare brands, utilize Instagram as a marketing tool. The sample consists of Instagram content from the 10 most-followed skincare brands in Indonesia: Scarlett, Wardah, SOMETHINC, Avoskin, Whitelab, Safi Indonesia, COSRX Indonesia, POND'S Indonesia, Glow & Lovely Indonesia, and Olay Indonesia.

The study analyzes Instagram posts from each brand over a four-week period, from August 1 to August 31, 2023. A four-week timeframe is recommended as it allows brands sufficient opportunity to publish a variety of posts on Instagram. Additionally, it is noted that content older than 30 days is less likely to generate high engagement (Sabate et al., 2014). The unit of analysis is the Instagram content created by each brand during the specified period.

Table 1. The Population and Sample of the Study

Skincare Brands' Names	Total Number of Posts (Up to September 26, 2023)	Total Posts (August 1–30, 2023)
1. Scarlett	3.640	54
2. Wardah	4.779	79
3. SOMETHINC	2.027	41
4. Avoskin	1.949	28
5. Whitelab	1.247	49
6. Safi Indonesia	1.094	21
7. POND'S Indonesia	977	11
8. Glow & Lovely Indonesia	436	6
9. Olay Indonesia	129	7
10. COSRX Indonesia	1.580	22
Total	17.858	318

Source: Each Brand's Instagram (2023)

2.2.1 Content Categories

The selected sample consists of Instagram content from 10 popular skincare brands in Indonesia with the highest number of followers: Scarlett, Wardah, SOMETHINC, Avoskin, Whitelab, Safi Indonesia, COSRX Indonesia, POND'S Indonesia, Glow & Lovely Indonesia, and Olay Indonesia.

To analyze this content effectively, the study identifies content categories for each brand using coding indicators. These indicators help extract quantitative information from the Instagram posts of each brand. A quantitative content analysis approach is then applied to summarize and examine the data statistically, providing insights into how these brands utilize Instagram as a marketing tool. This process ensures a coherent connection between the sample selection and the categorization of content, enabling a systematic evaluation of the Instagram posts.

Table 2. Instagram Content Categories

Message Strategy Category (MSC)	Definition
Emotional	Brand content that evokes consumer emotions by using emotionally charged language, inspiring stories, humor, or jokes to stimulate affective responses such as joy and excitement.
Functional	Brand content highlights the functional attributes of products and services, promoting the benefits of the company's offerings based on criteria such as performance, quality, affordability, design, and style.
Educational	Brand content provides education and information to consumers, helping them acquire new skills on how to properly apply products and discover new insights about trends and broader industry developments.
Brand Resonance	Brand content directs attention to the brand promise and brand identity, such as brand image, brand personality, brand associations, and branded products, with the goal of differentiating the brand and influencing consumer attitudes and brand associations.
Experiential	Brand content that engages the senses and consumer behavior.
Current Events	Brand content comments on themes that capture active talking points in society, such as cultural events, holidays, and weather.
Categories	Definition

Employee Content	Brand content presents employees' perspectives on various issues, such as their technical expertise, managerial philosophies, or personal interests, hobbies, and worldviews.
Brand Community	Branded content promotes and strengthens a brand's online community by recruiting new community members and encouraging participation from existing ones.
Customer Service	Branded content seeks information and feedback regarding consumer needs, expectations, and experiences.
Social Causes in Branding	Branded content highlights socially responsible programs and promotes both the brand and its initiatives in meaningful social areas, encouraging customers and fans to support the brand's
Promotion	Branded content encourages consumers to take action toward making a purchase decision.

Source : (Tafesse et al., 2017).

2.3 Data Processing and Analysis Techniques

Data processing and analysis in this study were conducted using **two approaches**. The *first approach* involved coding using Table 3.

Table 3. Techniques for Processing Instagram Content Forms

No.	Approaches in Data Analysis /Content Form Category (CF)	Definition	Components
1.	Product Presentation	to identify the components that influence a post	a) Products displayed with a celebrity b) Products displayed without a celebrity c) No product displayed d) No celebrity displayed
2.	Product Categories	To identify the types of products displayed.	a) Facial cosmetics b) Skin cosmetics c) Hair cosmetics
No.	Approaches in Data	Definition	Components

	Analysis /Content Form Category (CF)		
3.	Target Audience	To identify the target audience of the displayed products	a) Women (Age > 17 Years) b) Men (Age > 17 Years) c) Men and Women d) Teenagers (Age 13-17 Years) e) All
4.	Instagram Features	To identify the features on Instagram that influence posts.	a) Caption b) Emoji c) Hashtags
5.	Media Types	To identify the media used in posting products	a) Image b) Video c) GIF d) Slideshow
6.	Influencer Digital	To determine the impact of digital influencers on posts.	a) Mega (> 1M) b) Macro (100 K - 1M) c) Micro (10K - 100K) d) Nano (1-10K)
7.	Engagement	To identify factors that influence engagement insights, as seen from post indicators	a) Followers b) Likes c) Comments d) Views

Source: (Jones. 2022)

The second approach in coding involves categorizing the message strategies used in Instagram content based on the 12 brand content categories proposed by Tafesse and Wien (2017). These categories include emotional brand content, functional brand posts, educational brand content, brand resonance, brand experience, current events, employee content, brand community, customer service, social causes associated with brands, and promotions, as shown in Table 2. The definition of "experience" brand content was modified to include posts that focus on sensory and physical stimulation themes, excluding event-related themes to avoid overlap with other categories such as brand resonance and promotions.

Instagram content from ten cosmetic brands was coded into these message strategy categories. The engagement rate, or the level of consumer interaction with each Instagram post (the interaction between brand content and its followers), was calculated based on the number of likes and comments each post received, divided by the number of followers. The formula used was $[(\text{number of likes and comments}) / (\text{number of followers}) \times 100]$ (Erkan, 2015; Montells, 2017; Sadaba & Sanmiguel, 2016). Engagement rates were categorized based on interaction intervals with the brand's posts (Jones et al., 2022). An engagement rate above 1% indicates good performance, as it signifies significant user interest. A rate between 0.5% and 0.99% is considered average, while below 0.49% is regarded as poor engagement (Drula, 2012).

The research questions were addressed using two statistical analysis steps: (1) descriptive statistics to identify and measure the features and strategies used by the ten cosmetic brands on Instagram, and (2) ANOVA and regression analysis to examine the relationship between content forms, message strategies, and follower engagement with the brand's posts (Jones, 2022). Collinearity statistics show that the tolerance for all independent variables was greater than 0.1, and the variance inflation factors (VIF) were less than 10, indicating that multicollinearity did not pose any issues in the interpretation of this research's results.

3.7 Data Confirmation Technique (Validity and Reliability)

The validity technique used in this study employs external validity, which is evident in the selection of a four-week sampling period. This duration is considered sufficient for a brand to publish a variety of posts on Instagram, ensuring that the findings can be applied to different contexts and time periods (Ryhänen, 2019). By choosing this time frame, the study enhances its generalizability to various settings.

Regarding reliability, the study employed inter-coder reliability, where two coders independently analyzed Instagram content from 10 cosmetic brands based on the developed coding categories. To establish reliability, both coders coded one-third of the sample during the first round, and their results were compared. The agreement between the coders was calculated, with a score of 70% or higher deemed acceptable for inter-coder reliability (Riffe, Lacy, & Fico, 1998). Any discrepancies in coding were resolved through discussion, ensuring consistency. After this, both coders continued coding the remaining samples. The inter-coder reliability test was further conducted using the Holsti formula (Eriyanto, 2011).

$$Reliabilitas\ Antar - Coder = \frac{2M}{N1 + N2} \quad \dots (1)$$

M is the number of coding agreements between the two coders.

N1 is the total number of codings made by coder 1.

N2 is the total number of codings made by coder 2.

3. Result & Discussion

3.1 Validity and Reliability Tests

The inter-coder reliability test yielded an agreement rate of **81.11%**, which is considered acceptable for proceeding to the next stage of the research. This test was conducted using the Holsti formula, based on 30 Instagram content samples from four selected cosmetic brands: NIVEA Indonesia, Emina Cosmetics, Lacoco en Nature, and AZARINE.

The two main categories analyzed by the coders were:

- a. **Content Form Category (CF)**, which includes the types of content displayed in the Instagram posts.
- b. **Message Strategy Category (MSC)**, which focuses on the messages conveyed through the content.

The external validity technique applied in this study involved selecting a four-week time frame, ensuring that brands had ample opportunity to publish a variety of posts on Instagram. This duration also ensures that the findings can be applied to different contexts and time periods, as recommended by Ryhänen (2019).

Overall, the results of the reliability and validity tests provide a solid foundation for continuing the next phase of analysis, with confidence that the data obtained is both reliable and relevant for further research.

Below are the results of the inter-coder reliability test based on the Content Form (CF) and Message Strategy (MSC) categories, which show the agreement level between the coders for each category.

Approaches in Data Analysis /Content Form Category (CF)	NS (Inter- Coder)	SM (Inter-Coder)	NM (Inter-Coder)
PP	90,00%	76,67%	76,67%
PC	76,67%	90,00%	73,33%
TA	66,67%	63,33%	50,00%
IF	93,33%	93,33%	93,33%
MT	93,33%	80,00%	86,67%
ID	66,67%	46,67%	43,33%
Average	81,11%	75,00%	70,56%

Message Strategy Category (MSC)	NS	SM	NM
Emotional	93,33%	93,33%	100,00%
Functional	63,33%	66,67%	53,33%
Educational	83,33%	66,67%	76,67%
Brand Resonance	40,00%	66,67%	66,67%
Current Events	80,00%	96,67%	66,67%
Employee Content	96,67%	96,67%	86,67%
Brand Community	100,00%	70,00%	60,00%
Customer Service	73,33%	60,00%	63,33%
Social Causes in Branding	73,33%	86,67%	80,00%
Promotion	73,33%	80,00%	90,00%
Experiential	80,00%	60,00%	80,00%
Average	77,88%	76,67%	74,85%

Figure 1. Reliability Test Results

Source: Researcher's Data Processing

The statistical analysis was conducted in two stages to address the research questions. The first stage involved descriptive statistics to identify the features and strategies present in the content posted by 10 cosmetic brands. This step provided an overview of the characteristics and approaches used in the Instagram posts, laying the groundwork for further analysis.

In the second stage, one-way ANOVA and regression analysis were employed to examine the relationship between content forms and message strategies on the engagement rate. To ensure the engagement rate was normally distributed, a log10 transformation was applied, improving kurtosis and skewness, as shown in Table 4.1. The transformation resulted in values approaching zero, aligning with the methods outlined by Wang, Qiao, and Peng (2015), as well as Men et al. (2018).

Table 4. Normality Test Results for Engagement Rate

Parameter	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
			Statistic	Std.Error	Statistic	Std.Error
<i>Likes</i>	3390,39	15215,434	11,245	0,148	150,877	0,295
<i>Comments</i>	101,91	244,587	7,504	0,148	74,802	0,295
E_Rate (%)	0,1549	0,31811	7,643	0,148	77,584	0,295
Eng_Lg10	-1,1119	0,47679	0,344	0,148	0,305	0,295

3.2 Descriptive Statistics

The sample obtained from the research consisted of 318 items, with 271 pieces of content from Instagram accounts of 10 cosmetic brands in Indonesia being analyzable. On average, Indonesian cosmetic brands post one piece of content daily ($f = 0.93$). The official page of Wardah Cosmetics had the highest number of posts in August 2023 ($f = 70$, 26%) with an average of 2.3 posts per day. WHITELAB, with the second-highest number of posts, had an average of 1.3 posts ($f = 40$, 15%), followed by Scarlett By Felicya Angelista ($f = 38$, 14%) and SOMETHINC ($f = 38$, 14%), both having the same number of posts with an average of 1,2.

Avoskin ranked fourth in terms of the average number of posts ($f = 27$, 10%) and had the fourth-highest number of followers, totalling 682K. COSRX Indonesia held fifth place ($f = 22$, 8%), followed by Safi Indonesia with 19 posts ($f = 19$, 7%). Meanwhile, Olay Indonesia, Glow & Lovely Indonesia, and Pond's Indonesia posted fewer than 10 times during the 30-day research period.

3.3 Analysis of Content Forms and Message Strategies

In the analysis of content types, the product categories—namely: a) facial cosmetics, b) skincare products, and c) hair care products—show a positive influence on engagement metrics, which include followers, likes, comments, and views. Thus, cosmetic-related content in general significantly impacts the engagement levels of Instagram accounts for 10 cosmetic brands in Indonesia.

The results of the one-way ANOVA and regression analysis, processed using SPSS software, are presented in **Table 5**.

Table 5. Results of the t-Test and Significance

Content Form	<i>t</i>	Sig.	Collinearity Tolerance	VIF (Variance Inflation Factor) Statistics
Product Presentation	1,019	0.309	0,551	1,815
Product Categories	3,801	< 0.001	0,738	1,354
Target Audience	-1,1191	0.235	0,787	1,270
Instagram Features	1,802	0.073	0,980	1,021
Media Types	-1,079	0.281	0,990	1,010

Table 6. Results of One-Way ANOVA Test and Influencer Regression

Digital Influencer	Frequency	Percentage Mean (Standard Deviation)	Bonferroni*
Mega	46	0,37 (0,68)	A
Macro	13	0,08 (0,09)	B
Micro	5	0,13 (0,09)	B
Nano	6	0,20 (0,25)	B
None	201	0,11 (0,13)	B

*p < 0,05

The results of the t-test show that the product category ($t = 3.801$, $p < 0.05$) has a significant effect on the engagement rate. Additionally, influencers also have a significant

impact, particularly when using mega influencers in each cosmetic brand's posts, which results in a high engagement rate with a mean of 0.37.

This finding aligns with Jones' (2022) study, which states that mega influencers have a significant effect on the engagement rate of content. For example, the Scarlett brand uses EXO, an influencer with 10 million followers, Pond's Indonesia collaborates with Pevita Pearce, who has 18 million followers, and Avoskin works with Refal Hady, who has 2 million followers on Instagram. While each brand has its own digital influencer, only those in the mega category—those with over one million followers—show significant influence.

When product categories and influencers are combined in a single post, it can influence the engagement rate of the brand's account. For instance, Pond's Indonesia applies this strategy in its content, resulting in an engagement rate of 1.9%, as shown in Figure 2.



Figure 2. Example of the Use of Product Categories and Mega Influencers

Source: Pond's Indonesia Instagram Account

The categorization of the content concept "no product displayed" is the type of content that attracts the most engagement compared to other content concept categories. According to the results, 45% of cosmetic brand posts feature products and a person, but not a celebrity. The Standard Mean shows that posts featuring only a celebrity have a significant impact on the engagement rate. Meanwhile, for the message strategy category, the "emotional" message

significantly influences the engagement rate positively with a p-value < 0.05. The results of the message strategy analysis can be seen in Table 7:

Table 7. Results of t-Test and Descriptive Statistics for Message Strategies

Strategi Pesan	Frekuensi (%)	<i>t</i>	Toleransi Kolinearitas	Statistik VIF
Emotional	13 (2%)	6,79*	0,85	1,18
Functional	171 (25%)	-1,51	0,63	1,59
Educational	76 (11%)	-0,14	0,82	1,22
Brand Resonance	202 (29%)	-0,63	0,75	1,33
Current Events	22 (3%)	-0,53	0,86	1,16
Employee Content	8 (1%)	-0,31	0,89	1,11
Brand Community	36 (5%)	-0,02	0,85	1,18
Customer Service	83 (12%)	1,74	0,93	1,07
Social Causes in Branding	5 (1%)	-0,38	0,87	1,15
Promotion	72 (10%)	-0,10	0,86	1,16
Experiential	8 (1%)	-1,81	0,92	1,09

*p < 0,05

Therefore, content that features mega influencers and emotional message strategies has a significant impact on the engagement rate, in line with Jones (2022), who studied the factors influencing engagement rate values in Instagram posts.

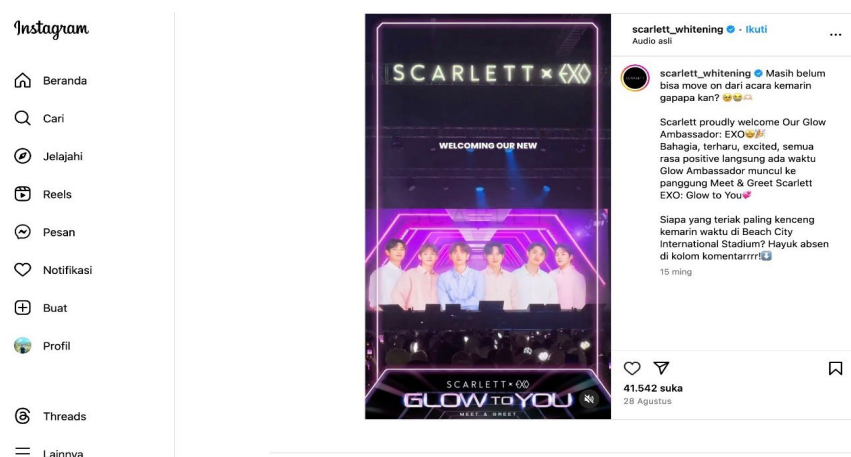


Figure 3. Example of Content (No Product Displayed and Emotional)

Source: Scarlett's Instagram Account



Figure 4. Example of Content (Mega Influencer and No Product Displayed)

Source: Whitelab's Instagram Account

Based on the findings, Scarlett's Instagram content, which collaborated with EXO—a mega influencer with a significant fanbase in Indonesia—achieved an engagement rate of 3.91% through the use of an emotional message strategy. This study, exploratory in nature and conducted over four weeks, analyzed Instagram content from cosmetic brands. The message content from Scarlett's post is as follows:

“DAN SUDAH PASTI! Segenap keluarga besar Scarlett mengucapkan terima kasih yang sebanyak-banyaknya untuk para EXO-L dan Sahabat Scarlett. Terima kasih banyak karena sudah terus mendukung Scarlett dan EXO sedari awal, plussss harus sampai seterusnya ya. Aamiin! HEHEHE JUJUUUURRRR rasa capenya kita tuh seketika hilang begitu aja karena liat happy-tears kalian saat di venue tadi. Mohon maaf jika ada kekurangan selama acara berlangsung, terus berikan masukan supaya Scarlett bisa lebih baik lagi dan lagi setiap harinya 🍷

ONCE AGAIN. Terima kasih banyak 🍷💖 Mari kita tutup hari ini dengan senyum lebar dan perasaan bahagia, selamat beristirahat semuanya! SCARLETT EXO, SARANGHAJAAA 🍷

#ScarlettEXO #GlowToYou”.

(Trans In English) "AND OF COURSE! The entire Scarlett family would like to extend our heartfelt thanks to all EXO-Ls and Scarlett friends. Thank you so much for continuously supporting Scarlett and EXO from the very beginning—and please, keep it going forever, okay? Amen! HEHEHE HONESTLY, all our exhaustion just

disappeared instantly when we saw your happy tears at the venue earlier. We sincerely apologize if there were any shortcomings during the event. Please continue to share your feedback so Scarlett can improve every single day 🤍.

ONCE AGAIN, thank you so much 🧡💖. Let's end today with big smiles and happy hearts. Have a good rest, everyone! SCARLETT EXO, SARANGHAJAAA 🥰
#ScarlettEXO #GlowToYou.”

The message used by Scarlett's Instagram account employs an emotional message strategy, incorporating captions, emojis, and hashtags that resonate with EXO's fanbase, who serve as Scarlett's mega influencer. Additionally, the type of media used is an image, optimized for quick loading on Instagram pages depending on each user's internet speed. The content image can be seen in Figure 5:

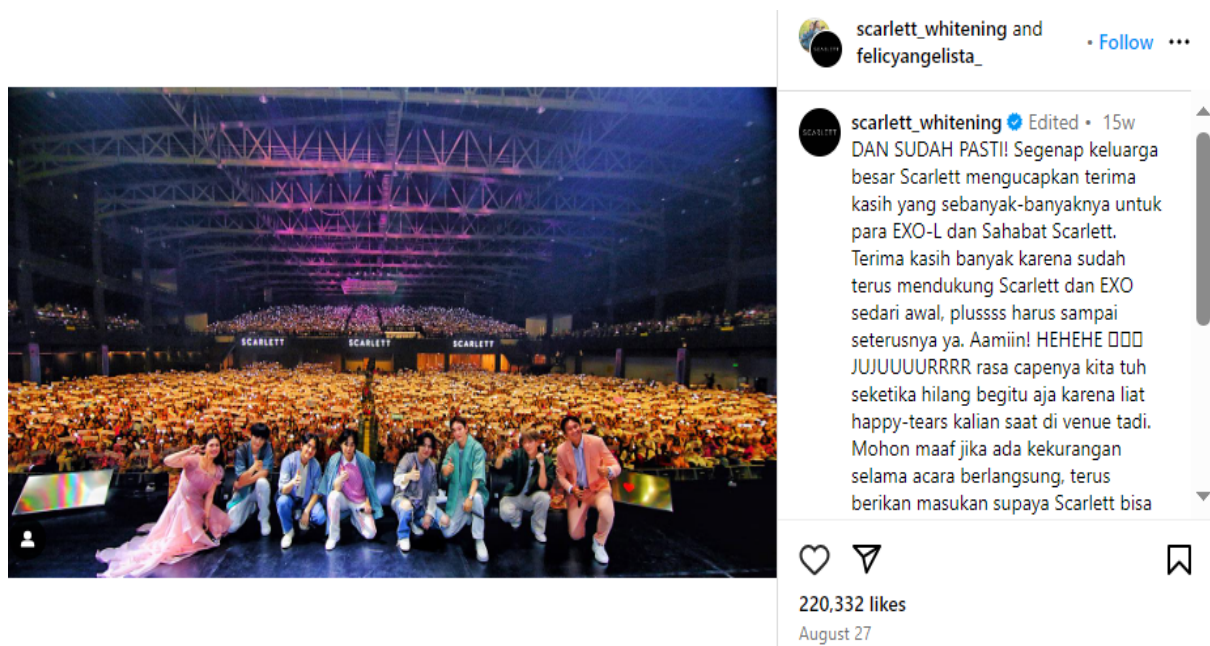


Figure 5. Example of Content with the Highest Engagement Rate

Source: Scarlett's Instagram Account

4. Conclusion

Based on the analysis of Instagram content from 10 cosmetic brands in Indonesia, it can be concluded that the content format significantly influences engagement rates. This is especially true with the use of mega influencers in posts, product categories that align with consumer preferences, and emotional messaging strategies. The use of captions, emojis, and hashtags also plays a vital role in making the content more appealing to consumers, thereby increasing engagement rates.

It is recommended that cosmetic brands in Indonesia collaborate with mega influencers due to their large fanbases, which are beneficial for brand exposure and engagement. Mega influencers can provide significant advantages in terms of reaching a wider audience and generating higher engagement for the brand.

However, this study was limited by its four-week duration. Therefore, future research should consider extending the content analysis period to gain a more comprehensive view of Instagram content across cosmetic brands in Indonesia. This would allow for a better understanding of the broader trends and other content factors that may influence engagement rates on social media platforms.

References

- Abidin, C. (2018). *Internet Celebrity: Understanding Fame Online*. Bingley, UK: Emerald Publishing Limited.
- Atmoko, B. D. (2015). *Instagram Handbook*.
- Bakhshi, B., Shamma, D. A., & Gilbert, E. (2014). Faces Engage Us: Photos with Faces Attract More Likes and Comments on Instagram. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI'14)*, 965–974.
- Eriyanto, Analisis Isi: Pengantar Metodologi untuk Penelitian Komunikasi dan Ilmu Sosial Lainnya, hal. 26
- Erna, Ferrina Dewi. (2008). *Merek & Psikologi Konsumen*. Edisi Pertama, Cetakan Pertama. Yogyakarta : Graha Ilmu.
- Fong, N. H., & Yazdanifard, R. (2014). *The impacts of social media marketing, perceived risks and domain specific innovativeness on online consumer behavior*. *Global Journal of Commerce & Management Perspective*, 3(2), 22-26.
- Geurin-Eagleman, A. N., and L. M. Burch. (2016). “Communicating via Photographs: A Gendered Analysis of Olympic Athletes’ Visual Self- Presentation on Instagram.” *Sport Management Review* 19 (2): 133–145. doi:10.1016/j.smr.2015.03.002.
- Girsang, H. T. (2020). Pengaruh Influencer Marketing Dan Marketplace Knowledge Terhadap Keputusan Pembelian Online Traveloka Eats. *Repository Universitas Sumatera Utara*, 20–21.
- Ha, A. 2017. “There Are Now 25M Active Business Profiles on Instagram.” *Tech Crunch*. <https://techcrunch.com/2017/11/30/instagram-25-million-business-profiles/>.
- Humphrey Jr, W. F., Laverie, D. A., & Rinaldo, S. B. (2016). *Fostering brand community through social media*. Business Expert Press.
- Ibrahim, N. A., & Yusof, M. (2020). *Sindiran dalam media sosial: Perspektif lakuan bahasa*. *Jurnal Komunikasi*, 36(2), 269-288.
- Itani, O. S., Agnihotri, R., & Dingus, R. (2017). Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling: Examining the role of learning orientation as an enabler. *Industrial Marketing Management*.
- Jones, A. R., & Lee, S. E. (2022). Factors influencing *Engagement* in fashion brands’ Instagram posts. *Fashion Practice*, 14(1), 99-123.
- Kotler, Philip. (2009). *Manajemen Pemasaran*. Jakarta : Erlangga.
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana.

- Kussudyarsana, K., & Rejeki, L. (2020). *Pengaruh Media Sosial Online Dan Media Promosi Offline Terhadap Pemilihan Merek Produk Skincare Dan Klinik Kecantikan*. Jurnal Manajemen Dayasaing, 22(1), 1-11.
- Lipsman, A., Mudd, G., Rich, M., & Bruich, S. (2012). *The power of “like”: How brands reach (and influence) fans through social-media marketing*. Journal of Advertising research, 52(1), 40-52.
- Macarthy, A. (2018). *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More*. CreateSpace Independent Publishing.
- Manic, M. (2015). Marketing *Engagement Through Visual Content*. . *SERIES V - ECONOMIC SCIENCES*.
- Nasrullah, Rulli. 2015. *Media Sosial; Perspektif Komunikasi, Budaya, dan Sioteknologi*. Bandung : Simbiosis Rekatama Media.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approach* (W. L. Neuman, Ed.; Seventh Edition).
- Nielsen. (2023). *Consumer Media View Q2 2023 and Q4 2022*. Clear Decisions App
- Puntoadi, Danis. (2011). *Menciptakan Penjualan Melalui Social Media*. Jakarta: Elex Media Komputindo.
- Pletikosa Cvijikj, I., & Michahelles, F. (2013). Online *Engagement* factors on Facebook brand. *Soc. Netw. Anal. Min.*, 3, 843–861.
- Reddy, A. (2021). Skincare in Social Media: Analyzing Prominent Themes in Online Dermatologic Discussions. *Cureus*, [online] 13(5). doi:10.7759/cureus.14890
- Rivanty, R. R. (2019). *Online Consumers’ Engagement on Fast-fashion Brands’ Posts: The influence of message strategies on Instagram*. The Netherlands. Tilburg University.
- Ryhänen, H. (2019). *Analysing Instagram Posts and Consumer Engagement*.
- Sabate, F., J. Berbegal-Mirabent, A. Canabate, and P. R. Lebherz. (2014). ~ “Factors Influencing Popularity of Branded Content in Facebook Fan
- Schiffman, L.G dan L.L. Kanuk. (2009). *Customer Behavior*, New Jersey : Prentice – Hall International, Inc.
- Singh, R. (2020). *Social Media and Consumer buying Behaviour: Issues & Challenges*.
- Sakuntala, A. A., Ibrahim, J. T., & Sutanto, A. (2023). *Efektivitas komunikasi pemasaran terpadu berbasis media sosial terhadap keputusan pembelian oleh konsumen harvest day farm*. Tropical Agro Complex, 1(1).

Smith, S. P. (2018). *Instagram abroad: performance, consumption and colonial narrative in tourism*.

Statista (2023). *Beauty & Personal Care – Global | Statista Market Forecast*. [online]

Available at: <https://www.statista.com/outlook/cmo/beauty-personal-care/worldwide>

Statista (2023). *Skin Care - Worldwide | Statista Market Forecast*. [online] Available at:

<https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/worldwide#:~:text=Revenue%20in%20the%20Skin%20Care,attributable%20to%20Non%2DLuxury%20goods>

Tafesse, W., & Wien, A. (2017). *A framework for categorizing social media posts*. 4(1), 9–

12. <https://doi.org/DOI: 10.1080/23311975.2017.1284390>

The MBS Group (2020). Covid-19 and the beauty industry Where are we now, and what

comes next? [online] Available at: https://www.thembsgroup.co.uk/wp-content/uploads/2020/07/Covid-19-and-the-beauty-industry_.pdf

VanDerslice, H. (2016). *HOW FEMALE ONLINE BUSINESSES AND BRANDS ARE USING INSTAGRAM STORIES*.

We are Social. (2023). *Digital : 2023 Indonesia*. [Online] Available at:

<https://datareportal.com/reports/digital-2023-indonesia>