



The Influence of Content Marketing on Instagram @museum_tekstiljkt Toward Follower Engagement Online During Pandemic

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Abstract. The change of marketing to the digital is unavoidable particularly when targeting millennials and generation Z markets. Due to the pandemic, the Textile Museum Jakarta faced a downturn in visitors as a lockdown policy was implemented, thus reactive marketing strategy using social media is an option. This research's purpose was to identify how attractive content marketing @museum_tekstiljkt and its impact on customer engagement, as well as the influence of content marketing on customer engagement. Using the quantitative descriptive method, observation on the Instagram account and a survey using questionnaires to 101 followers from October 2020 until October 2021 were conducted. The results showed that content marketing @museum_tekstiljkt pulled the interest of followers and there was a high customer engagement even though the museum was closed during the pandemic. The results of regression and T-tests showed a constant result of 3.083, a content marketing value of 0.462, and a significance value of $0.000 < 0.05$. It means the hypothesis of content marketing at IG significantly affected Textile Museum's customer engagement. Content marketing contributed 68% of customer engagement, and 32% was influenced by other unobserved factors such as the environment. It can be concluded that content marketing on IG accounts @museum_tekstiljkt was fascinating with great customer engagement. Content marketing brought the foremost role in customer engagement which implied for Museum created emotional content using bright colors and mentioning promotional prices. Also, it is expected to reply to every comment, provide gimmicks such as quizzes as well as routinely post content marketing to maintain customer relationship.

Keywords: content marketing · Instagram · follower · customer engagement

1 Introduction

There was a mega shift in the tourism industry as the pandemic disrupting the joints of the economy, industry, and business forces us to enter a new world. Rebuilding tourism is seen as an opportunity for transformation with a focus on leveraging its impacts on destinations through digitization as tourism is one of the sectors affected by Covid-19 [1, 2]. At a macro level, the shifting created a new competition map that is characterized by

the element of hygiene, low touch, less crowd, and low mobility. Digitization particularly social media is the most encouraging setting for incoming at any age [3, 4]. The change of marketing to the digital is unavoidable particularly when targeted millennials and generation Z markets.

The impact of Covid-19 hit all elements of the tourism industry. International arrivals to Indonesia in 2020 dropped by around 75% and room occupancy declined, particularly with a loss of 21.79% in Jakarta. The number of domestic trips slopes down up to 518.59 million in 2020, with 6% of travelers visiting Jakarta with the main purpose of visiting friends and relatives along with recreation/vacation [5]–[6].

During the pandemic, Jakarta is the only open port of entry from abroad, but the tourism businesses suffered due lockdown policy. All attractions were closed for months. Museums were hurt the most, compared to outdoor attractions. A decreasing number of visitors was unavoidable. The textile Museum Jakarta got an average decline of 66% from 2019-to 2021 (see Table 1).

Finding alternative marketing strategies became an issue and the textile museum needed to reactivate its marketing strategy using social media to maintain the relationship with the visitors. Instagram, the third rank of most-used social media platforms in Indonesia in 2021 (<https://datareportal.com/reports/digital-2021-indonesia>) is chosen, as the official account of @museum_tekstiljkt has been created in 2016 but the administrator posted contents irregularly. Every post rarely got comments and only a few likes (see Fig. 1). It seems as if there was a lack of interaction with customers.

In addition, based on the insight for 30 days (October to November 2021), there was a slow growth of followers (4.2%), instead, there were numbers of 28.8% unfollows compared to new followers (see Fig. 2).

Nowadays social media has become a popular norm for businesses seeking to engage actively with customers.

Some research showed that not all customers choose to engage with social media marketing content and the depth of engagement varies between different platforms.

Table 1. Number of Museum Visitors by Kind of Museum in Jakarta 2020–2021 (person)

Type Museum	2019	2020	2021
National Monument	9,756,736	1,779,965	N/A
History of Jakarta and Inscription	714,825	145,771	51,952
Puppet Museum	311,384	48,456	20,632
Art and Ceramic	184,412	30,602	9,849
Onrust Archeology Park	45,319	28,165	23,135
Maritime	25,744	11,357	7,511
Textile	34,864	8,379	3,674
Joang'45 dan M.H. Thamrin Heroism	18,972	4,202	2,904
Total	11,092,256	2,056,897	119,657

Source: BPS Jakarta (2022)

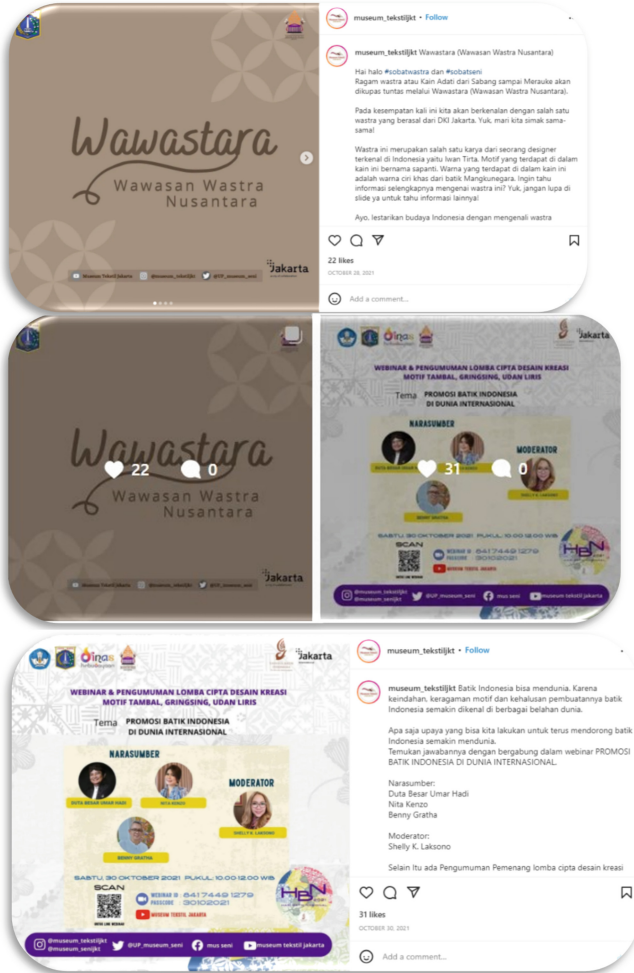


Fig. 1. Posts @museum_tekstiljkt in October 2021

Linguistic style in content post influence customer engagement and is still debatable. Some customers rely on social media to make travel decisions so they choose to be their followers [7]–[9]. Despite past research on this topic, little is known about how attractive social media content marketing is to affecting customer engagement, particularly in the tourism industry during the pandemic. Thus, it was the purpose of this research to fill in the gap in applied science by revealing how attractive content marketing on social media Instagram @museum_tekstiljkt and its effect on customer engagement, as well as finding the influence of content marketing on customer engagement during the pandemic.



Fig. 2. Insight of @museum_tekstiljkt in October-November 2021

2 Literature Review

2.1 Content Marketing

Content marketing (CM), particularly through a digital platform, are an effective, yet risky method to target customer during the marketing campaign. In tourism, content marketing plays important role in shaping customers' decision-making process toward their travel plans. Tourist attraction management must provide a positive experience for visitors by sending the right content to the right customer by understanding customer needs with the aim to develop customer engagement, trust, and relationships [10].

As CM aims to build awareness, and foster customer engagement and trust, it can be interpreted as optimization and acceleration of content through sharing media to get audience engagement, through the delivery of the value of the resulting content. The creation of content for listeners and marketed by brands can generate value when consumed and shared as the value in use and be the result of engagement with customers [11]. What the tourism company wants to communicate to customers, can be seen from the type of content such as information, entertainment, remuneration, and social or relational, can also be reviewed from the appearance of the message, for example: rational or functional and emotional or transformational, as well as the theme of the content [8, 12].

CM is a medium for companies to educate, inform and entertain customers and be associated with publication and storytelling as well as represents activities through digital platforms (online) including corporate sites, virtual communities, blogs, vlogs, social media, mobile applications, etc. Content formats can be e-newsletters, podcasts, live streaming, quizzes, whitepapers, infographics, case studies, virtual conferences, content hubs, webinars, and guides. There are six elements of CM: medium - the nature of the platform for content, strategic - strategic approach to developing content, formation - content construction, extrinsic- nature of content events, communication - content delivery techniques, fairness - the anticipation of the impact of content [10, 13].

The content marketing concept indirectly relates to value for the customer as the CM concept is based on valuable content so content could be used as a value creation tool [14]. In every production of CM, five dimensions should be evaluated [15], consisting of (1) **reader recognition** - diversity of content that can be digested by the audience including audio visual dan movement interaction; (2) **sharing motivation** to increase value to others, create uniqueness online and show awareness to causes; (3) **persuasion** with principles of liking, reciprocity, consensus, scarcity, consistency and authority; (4) **decision-making** based on trust, facts, emotions and efficiency; (5) **factors** that influencing others.

2.2 Customer Engagement

At first, customer engagement (CE) is about an exchange between producer and customer but nowadays it involves an ecosystem as there is always an impact of customer network and contribution to creating value for both sides. CE shows how customers invest their attention to the organization's offering which results in retention, loyalty, and profitability [16]. CE has been identified in many interpretations, consisting of multiple behaviors such as commenting, rating, clicking, and sharing [16, 17]. Many types of engagement show various dimensions such as form and modality, scope, and customer purposes.

Customer engagement has been defined as a customer positively valenced brand-related **cognitive, emotional, and behavioral** activity during or related to focal customer or brand interaction [9, 18, 19]. The cognitive dimension blends an individual's experiences, interests, and attention toward a focal object [20]. The emotional dimension relates to the customer's degree of the brand-related effect of interaction. The behavioral dimension is commonly expressed as active, deliberate, and purposeful action toward the object [21].

CE is widely recognized in the literature as multi-dimensional and context-specific in its manifestation, thus, it can be summed up as a customer's voluntary contribution to a brand experience that extends beyond transactions with the outcomes such as loyalty as a critical interest of the organization [16]. Since customer engagement using digital platforms has become more important, there was an increasing customer voluntary and intentional brand interaction via social media. Social media platform enables customer engagement online at any time and any place without boundaries.

Nowadays social media has become the popular norm for businesses seeking to engage actively with customers even though some research showed that not all customers choose to engage with social media marketing content and the depth of engagement varies

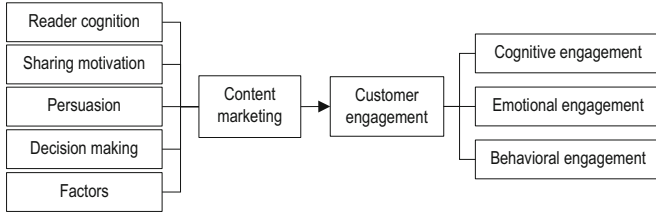


Fig. 3. Conceptual Framework

between different platforms. Social media is defined as a group of internet-based applications that allow the creation and exchange of user-generated content and firm-generated content [7]. Various social media fit within the definition such as Facebook, Instagram, Pinterest, Twitter, Google Plus, WhatsApp, and YouTube. All those have three dimensions - **cognitive, emotional, and behavioral** - that constitute customer engagement [22, 23]. Cognitive engagement relates to mental activity focused on something, involving attention and absorption, while enthusiasm and enjoyment with an engagement object are included in affective engagement. Last, behavior engagement corresponds to active manifestations of the concept, including sharing, learning, and endorsing the behavior.

2.3 Hypothesis Development

Content marketing in social media is a crucial part of the tourism industry landscape as it can be used for peer-to-peer applications providing knowledge and experience about tourist attractions as well as providing information to the community that creates an impact on customer decisions [24]. The outbreak of Covid-19 has increased the importance of social media for the tourism industry, and it changes the way tourism businesses communicate on social media and customers’ social media engagement. How to design effective social media content with the dimension of reader recognition, sharing motivation, persuasion, decision-making, and factors, during crises is a challenge particularly to create customer engagement dimensions, including cognitive, emotional, and behavioral engagement [15, 25, 26]. Summing up, this study has a thinking framework as in Fig. 3.

It proposes a hypothesis:

H₁. Content marketing on Textile Museum’s Instagram significantly affects customer engagement during the pandemic.

3 Methodology

3.1 Sample and Data Collection

The methodology used in this study depended upon empirical data collected through social media observation and an online survey. Observation on the official Instagram account @museum_tekstiljkt was taken during the period of Covid in October 2020 until October 2021 when there were no visitors to the museum and it has to close down for months. Whilst the sampling frame consisted of followers on Museum Textile’s official

Instagram account. The online survey conducted through a non-probability convenience sampling approach with participants has to be over 18 years of age as it is required to have an Instagram account. They were followers of @museum_tekstiljkt and have an active account with a minimum of three posts. The online questionnaire in Google form consisted of seventeen questions in two parts: part I about social media content marketing @museum_tekstiljkt and part II about customer engagement. The population of this research is followers of the Instagram account @museum_tekstiljkt (2,208 followers by 28 November 2021). Using the Slovin formula with an error tolerance of 10%, the number of samples was 101 respondents with a return rate of 100%.

3.2 Measure

Measurement items for each construct are from existing sources. Drawing on past research, the reliability and validity of the scales were established. Respondents rated their perception of each item on a 5-point Likert Scale from “strongly disagree” to ‘strongly agree’ [27]–[28].

3.3 Data Analysis and Result

This study used descriptive quantitative analysis to identify the attractiveness of content marketing on social media Instagram @museum_tekstiljkt and its customer engagement. It was continued with simple linear regression and determinant coefficient to evaluate the hypothesis using MS Excel 365. The first step evaluated the reliability and validity of all constructs using a measurement model, and the second step rated the score of Likert for each part, interpreted using an interval scale of 0.8, and ranked the findings to find the highest and the lowest item. (See table 2). The last step examined the proposed hypothesis in T-test, simple linear regression (Y as Content Marketing, X as Customer Engagement, α as constant, β as coefficient, and ε as error of 5%) with the equation:

$$Y = \alpha + \beta X + \varepsilon$$

Table 2. Interpretation Interval Scale

Scale	Likert	Interpretation	
		Content Marketing	Customer Engagement
1.00–1.80	Strongly disagree	Very uninteresting	Extremely low
1.81–2.60	Disagree	Uninteresting	Low
2.61–3.40	Neutral	Quite interesting	Moderate
3.41–4.20	Agree	Interesting	High
4.20–5.00	Strongly agree	Remarkably Interesting	Extremely high

The contribution (impact) of content marketing toward customer engagement is calculated using coefficient determination (R^2) with the formula:

$$R^2 = \frac{((n)(\Sigma XY) - (\Sigma X)(\Sigma Y))^2}{(n(\Sigma X^2) - (\Sigma X)^2)(n(\Sigma Y^2) - (\Sigma Y)^2)}$$

4 Discussion

4.1 Validity and Reliability

Tests were taken and it showed the instrument used, for both variable of content marketing and customer engagement, were valid since it met the requirement of $r_{count} > r_{table}$ of 0.195 (see Table 3).

Value Cronbach’s Alpha of 0.945 for content marketing and 0.926 for customer engagement indicated the reliability of the variables.

Table 3. Validity Test of All Variables

No Item	r_{count}	r_{table}	Interpretation
Variable Content Marketing (x)			
	0.583	0.195	Valid
	0.635	0.195	Valid
	0.538	0.195	Valid
	0.698	0.195	Valid
	0.668	0.195	Valid
	0.742	0.195	Valid
	0.774	0.195	Valid
	1	0.195	Valid
	0.353	0.195	Valid
	0.359	0.195	Valid
	0.645	0.195	Valid
Variabel Customer Engagement (y)			
	0.680	0.195	Valid
	0.791	0.195	Valid
	0.678	0.195	Valid
	0.633	0.195	Valid
	0.727	0.195	Valid
	1	0.195	Valid

4.2 Social Media Content Marketing

The official account Instagram of Textile Museum Jakarta, created in 2016, currently has 2,802 followers by 20 March 2022. Profile appearance of account shows details about the museum, such as the account name @museum_tekstiljkt, address of the museum at Jl. Aipda KS Tubun No.2-4 Central Jakarta, phone number (021) 5606613, operation hours 09.00–16.00 WIB on Tuesday to Sunday (Monday closed) and the YouTube channel <https://www.youtube.com/channel/UC2Lye7313SH4xElewzmymXQ>.

The page comprises various folders with different subjects such as CHSE, FAQ, Giveaway, Live IG, etc. to ease the customer in finding information about the current activities of the Museum. As seen in Fig. 4, the admin of @museum_tekstiljkt submits 303 posts, reels, and videos, however, the content was mostly about the company profile and news, a few contents about upcoming programs, and a highlight of benefits. There were never above one hundred likes per post and very few comments.

Then, 101 respondents who were followers, were asked to show their perceptions. The result in Table 3 showed (that the highest rank of content marketing with a score of 4.11 was the dimension of sharing motivation with the most preferable indicator of educational content, meaning that followers enjoy the most learning content particularly related to weaving or Wasantara (Wawasan Wastra Nusantara). Whereas the lowest rank of content marketing with a score of 3.16 was the dimension of decision making with the least preferable indicator of emotion, which mean that follower felt content in @museum_tekstiljkt had less sentiment that can encourage followers to plan.

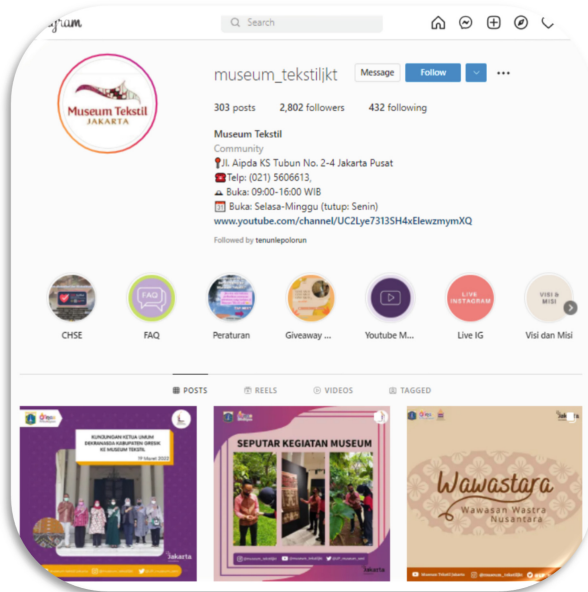


Fig. 4. Contents @museum_tekstiljkt Source: https://www.instagram.com/museum_tekstiljkt/ captured on 20 March 2022 at 09.34

Table 4. Rank of Response on Content Marketing @museum_tekstiljkt

Rank	Dimension	Indicator	Score	Interpretation
1	Sharing motivation	Educational content	4.11	Interesting
2	Sharing motivation	Valuable content	4.00	Interesting
3	Reader recognition	Content is easy to understand	4.00	Interesting
4	Reader recognition	Content is easy to absorb	3.98	Interesting
5	Sharing motivation	Content meets customer needs	3.84	Interesting
6	Persuasion	Content encourages customers to become customers	3.78	Interesting
7	Factors	Content is beneficial to life	3.71	Interesting
8	Persuasion	Potential content attracts customers to come	3.69	Interesting
9	Decision making	Content causes customers to make decisions.	3.61	Interesting
10	Factors	Content contains other factors.	3.25	Quite interesting
11	Decision making	Content contains emotions	3.16	Quite interesting
		Average	3.74	Interesting

Table 5. Rank of Response on Customer Engagement

Rank	Dimension	Indicator	Score	Interpretation
1	Emotional engagement	Customer is captivated	3.81	High
2	Emotional engagement	Customer is inspired	3.77	High
3	Behavioral engagement	Customer is interacted with the admin account.	3.67	High
4	Cognitive engagement	Customer is willing to spend time browsing the post.	3.65	High
5	Cognitive engagement	Customer makes contribution after seeing the account.	3.56	High
6	Behavioral engagement	Customers communicate to organization.	3.56	High
		Average	3.67	High

To sum up, the content marketing of @museum_tekstiljkt had an average total score of 3.74 which mean that it pulled the interest of followers or customer during the pandemic.

4.3 Customer Engagement

To identify the customer engagement, there was three-dimension which were cognitive engagement, affective engagement, and behavioral engagement. Table 4 showed that the highest rank with a score of 3.81 was emotional engagement with the indicator of customer captivation on the @museum_tekstikjkt account, which means that customer was fascinated with posts in form of either narration, photos, or videos on the Instagram account.

On the other hand, the lowest rank with a score of 3.56 was behavioral engagement with an indicator of communication, which signified that there is a lack of communication from the admin of @museum_tekstikjkt with customers or followers as previously mentioned a lot of direct messages were not replied to by the admin. Frequently questions asked were about operational hours as, during the pandemic, a policy of lockdown was applied particularly for museums and any other indoor tourist activities. Most of the questions were asked through a direct message which was rarely replied to.

To sum up, there was a high customer engagement toward Instagram account @museum_tekstikjkt. This can be seen from the average total score of 3.67 which means that customer engagement on the @museum_tekstikjkt account is high even though the museum was closed during the pandemic.

4.4 The Influence of Instagram @museum_tekstiljkt Content on Customer Engagement

To examine whether the hypothesis was accepted or not, a T-test was taken. T-count indicated 14.647 higher than the T-table of 1.660 and a significant $0.00 < 0.05$, thus, H_0 rejected and H_1 accepted mean that content marketing on Textile Museum's Instagram significantly affects customer engagement during the pandemic.

Solidifying the hypothesis, simple linear regression generated equation:

$$Y = 3.083 + 0.462X$$

It can be explained that if $X = 0$ or there is no content marketing on the Instagram account of Textile Museum, then $Y = 3.083$, or customer engagement was considered moderate. When content marketing increased, it will be followed by the growing customer engagement during the pandemic.

Furthermore, the impact of content marketing on customer engagement was found from contribution R^2 of 0.68 as coefficient determination, which indicated that content marketing contributed 68% of customer engagement, and 32% was influenced by other unobserved factors such as environmental and economic.

5 Conclusion

To conclude, the study makes a contribution to the literature on social media content marketing dan customer engagement. Firstly, content marketing using social media Instagram with accounts @museum_tekstiljkt was still fascinating particularly when the content relates to educational materials as people change their behavior to be more

digitalized and more time to connect through social media. Social media, nowadays, becomes an instrument for learning. Secondly, great customer engagement on social media has occurred during the pandemic. This finding was confirming the production dimension in content marketing mentioned in past research [15] and sharing motivation on valuable content that educates customers become the main elements that should be considered in the future.

The study also finds that emotional engagement plays a significant role to captivate followers or customer attention. Captivation feeling of the customer is the main thing in social media, such as Instagram and the depth of engagement can be measured from like, shares and comments. This complement the past research from [9, 18, 19].

Last, social media content marketing brought the foremost role in customer engagement which implied for Museum. The novelty of this research is shown in the emotionality of social media posts that may be created through unique features, audio-visual such as using bright colors, and tempting narration mentioning promotional items.

5.1 Managerial Implication

Implications of this study can be delved into more operative levels (e.g., choice of textual features) which is needed to increase engagement and adapt promotional strategies (e.g., providing gimmicks and quizzes). By guiding the attraction marketer in the textual design of online content, the managerial implication can go beyond the current pandemic. Specifically, tourism practitioner learns how to attract follower by creating content that is easily recognized, motivate sharing, is persuasive, encourage decision making, and beneficial factors to maintain the relationship with follower through cognitive, emotional, and behavioral engagement.

5.2 Limitations and Future Research

Pandemic has created many new study topics. With the research of its impact on social media content and engagement rates, this study focuses on the attraction, especially museums or other indoor attractions, communication and identifies the engagement of content and customer responses. However, the study has a limitation on a social media platform which was Instagram, and time boundary, thus, to elaborate further regarding content marketing on social media, other platforms such as YouTube, Twitter, etc. can be investigated. The present study captures crises-driven attraction marketing content and customer online engagement. By comparing COVID-19 and post-pandemic, a broader understanding of behavior changes toward social media content marketing dan online customer engagement may be obtained in the next research.

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