Social media management strategy of Instagram @Lpomuhammadiyah in boosting engagement

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ABSTRACT

Keywords

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@Lpomuhammadiyah is official Instragram account of Sport Development Institute of Muhammadiyah Central Board. This research concerns social media management strategies for the Instagram account @Lpomuhammadiyah to increase engagement. This research is motivated by the high interest of the wider community who want to know about sports development that aligns with Islamic values and Muhammadiyah teachings. This research aims to determine how the social media management strategy for the @Lpomuhammadiyah Instagram account increases engagement. The theoretical framework researchers use in this research is The Circular Model of Some, divided into four aspects: Share, Optimize, Manage, and Engage. The research method used in this research is qualitative descriptive research with a case study approach. The data sources for this research come from observations, documentation and interviews with several related informants. In conducting data validity tests, this research uses source triangulation techniques, namely data collection techniques by comparing/checking back the validity of the information obtained by comparing the results of interviews with observations made. This research shows that the social media management strategy for the @Lpomuhammadiyah Instagram account is quite effective as LPO PP Muhammadiyah has implemented the theory used. In all social media management processes related to LPO PP Muhammadiyah, it also involves itself with its followers, namely by utilizing the features on Instagram as one of the attractions of LPO PP Muhamamdiyah itself. @Lpomuhammadiyah's Instagram management is constructive in establishing closeness with followers and, of course, can increase @Lpomuhammadiyah's Instagram engagement.

1. Introduction

Muhammadiyah's sports development institution has a good reputation and well-defined standard operating procedures (SOP). Therefore, it is currently building a presence on social media. In today's era, technological and informational advancements have led people to be highly creative in utilizing the rapid progress of technology and information for creating new works and communication (Jandevi & Zareen, 2020). In the digital age, social media has become a significant communication style for marketing, offering various conveniences (Jumbo et al., 2023). Social media is one of the new forms of communication widely discussed and frequently accessed or used by nearly everyone, almost anywhere and at any time. People use social media according to their needs (Khairunnisa Luthan et al., 2021). Therefore, with its high appeal to the general public, there is a need for information and communication to make it easier for the general public to access information related to Muhammadiyah. Information can now be easily and quickly disseminated without anyone stopping it. In the current digital era, data is no longer confined to print but has evolved into electronic forms. This development is marked by the increasing use of technology by various institutions, organizations,

and associations. One of the frequently used social media platforms is Instagram, which ranks third as Indonesia's most widely used social media platform, following YouTube in first place and WhatsApp in second place (Gogali & Tsabit, n.d.).

This popularity is due to social media providing comprehensive information, including photos and videos, which users can access directly (Sahuddin, Cheng Jinkuan, & Verawati, 2023). One of the social media platforms that can be used for digital branding is Instagram. Instagram is considered an attractive social media platform because it focuses on photos and short-duration videos, enhancing image and mutual relationships compared to other social media platforms focusing on text (Fadillah, Farihanto, & Setiawan, 2022). Instagram is a social media platform where each post consists of photos and videos, with each post accompanied by a caption that explains the content. Captions are closely tied to hashtags, as they aim to make the post easily discoverable, whether by family, friends, or even strangers (Kholili & Fajaruddin, 2020).

Instagram is the favourite social media platform for young people to access news. Instagram is used to search for and share information and knowledge (Untari & Fajariana, 2018). Social media is a group of internet-based applications that use the ideology and technology of Web 2.0, allowing users to create or exchange information on these applications. Some popular social media platforms with millions of users in Indonesia include Facebook, Twitter, Instagram, YouTube, Blogs, and more. Social media allows users to communicate with millions of other users (Untari & Fajariana, 2018).

As one of the social media platforms that provides an engaging experience for users, Instagram has seen a steady increase in its user base over time, indicating that research into the use of Instagram in the field of communication is relevant, especially in communication studies. The following data illustrates the growth of Instagram users over time, as shown in Figure 1.
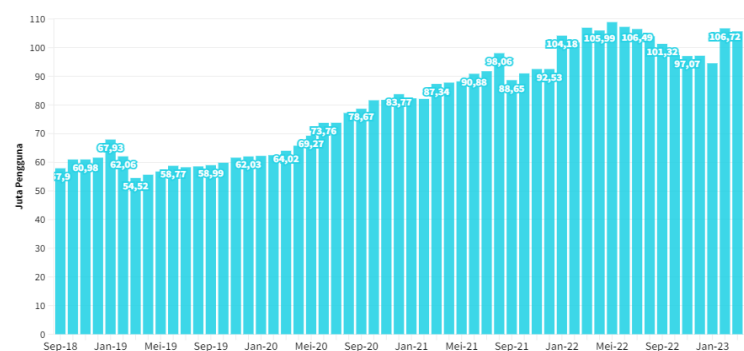

Figure 1. Instagram User Growth

Many Instagram users use the platform to obtain information and provide it thanks to its comprehensive and appealing features (Kholili & Wijiharto Tunggali, 2023). One popular indicator of a post's popularity on Instagram is the number of likes and followers. The more likes a post receives, the greater the chance it has of appearing on the Explore page for all Instagram users, even those who are not followers. However, the number of followers plays the most significant role in making a post popular. With more followers, there is a greater chance that other users will like the post, as more people will see it. This research examines Instagram as a digital information and news media related to sports within the Muhammadiyah organization. Figure 1.2 below shows the main page of the @lpomuhammadiyah Instagram account.
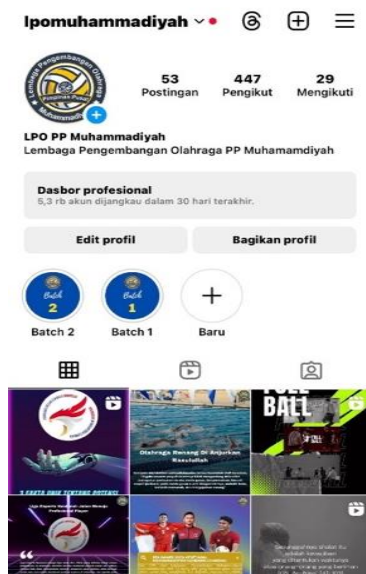
Figure 2. @lpomuhammadiyah Instagram Account

Engagement on Instagram, which includes interactions like likes, comments, and shares, plays a crucial role in the success of an account on this platform. Instagram's dynamically evolving algorithm prioritizes content with high engagement (Fadillah, 2020). Therefore, a deep understanding of how this algorithm works is crucial. Understanding that more interaction from followers can increase content reach, users can plan more effective content strategies. Strong engagement also helps build a loyal community around the account, enhances brand awareness, and creates collaboration opportunities with other brands or individuals. By understanding the central role of engagement in the Instagram ecosystem, users can maximize the platform's potential to achieve their goals more effectively (Agung & Darma, 2019).

Based on the above discussion, this research is interested in examining the management of social media, particularly Instagram, used by the Muhammadiyah Central Board's Sports Development Institute in Yogyakarta. The @lpomuhammadiyah account was chosen as the research subject because it is the official Instagram account of the Muhammadiyah Central Board's Sports Development Institute in Yogyakarta. The @lpomuhammadiyah account has many followers, totalling 447 as of August 12, 2023. Additionally, the account provides valuable and varied sports-related content, making it an interesting research subject (Fadillah et al., 2022).

2. Method

This research employs a postpositivist paradigm. According to Guba (cited in Ievansyah & Sadono, 2018), "Postpositivism is best characterized as a modified version of positivism. Having assessed the damage that positivism has occurred, postpositivists struggle to limit that damage as well as to adjust to it. Prediction and control continue to be the aim." This quote means that post-positivism is best characterized as a modified version of positivism. After evaluating the shortcomings of positivism, postpositivists strive to limit and adapt to them. Prediction and control remain the objectives. The postpositivist paradigm aims to prove that everything is based on reality constructed from experience and observation (Samekto, 2020).

Regarding qualitative research methods, Creswell (cited in Raco, 2018) defines it as an approach or inquiry to explore and understand a central phenomenon. This research utilizes a qualitative descriptive approach to provide an extensive and profound understanding of a problem, phenomenon, facts, events, and reality, which makes qualitative methods more appropriate (Rijal Fadli, 2021). Researchers are expected to focus on facts or events in the context being studied. This research employs a case study method on a single case, namely Sports Development Institute - Central Board

Muhammadiyah in manage @Lpomuhammadiyah instagram account. To obtain data, researchers conducted in-depth interviews with the management of Instagram @Lpomuhammadiyah, observations on the management of Instagram @Lpomuhammadiyah, and a study of document archives. After the data was collected, the researcher conducted data reduction and analysis. To ensure the validity of the data, researchers carried out triangulation.

3. Result and Discussion

3.1 Results

In this research, researchers conducted interviews, observations and document studies. Based on an interview with Fajar Junaedi, secretary general of the Sports Development Institute - Muhammadiyah Central Board, on September 17, 2023 stated the following:

> "Management of social media at the Sports Development Institute - Central Board Muhammadiyah is carried out by an internship team. This internship team comes from the Muhammadiyah campus. Their backgrounds come from various study programs, but most of them are from Communication Sciences. We give a brief to the internship students. This is mainly about vision and the mission of the Sports Development Institute - Central Board Muhammadiyah. This sport refers to the Sports Law, namely achievement sports, community sports and coaching sports"

Staff of the Sports Development Institute - Central Board Muhammadiyah, Kamal Firdaus in an interview on September 15, 2023 added the following:

> "The most important thing is the pillar content and content planning from the Sports Development Institute - Central Board Muhammadiyah's Instagram. The pillar content is related to Muhammadiyah, sports, and progressive ideas for sports. The implementation is content containing the relationship between Muhammadiyah and sports, especially sports news related with Muhammadiyah, and guidance related to sports.

Based on researchers' observations, the social media team of the Sports Development Institute - Central Board of Muhammadiyah regularly holds content planning meetings. They hold meetings offline and online. The meeting agenda is the evaluation of content that has been uploaded, and determining the next content to be uploaded. The focus of the evaluation is the audience's response to the Instagram content of the Sports Development Institute - Central Board of Muhammadiyah.

3.2 Discussion

The data presented in this study have been gathered through interview sessions with various parties from the Central Board of Muhammadiyah Sports Development Institute. Additional supporting data were obtained through direct observations of Central Board of Muhammadiyah Sports Development Institute activities, and documentation sourced from the Instagram account @lpomuhammadiyah. The collected data will be presented and analyzed in alignment with the theoretical framework established in introduction. The stages of data presentation by Sports Development Institute - Central Board of Muhammadiyah are as follows:

The Circular Model of Some

The Some model stands for Share, Optimize, Manage, and Engage. This model is typically circular and interconnected, as social media can create an ongoing conversation. When an organization shares something, they can also manage, engage, and optimize their messages simultaneously. Instagram @lpomuhammadiyah has proven to be an effective platform for reaching its target audience, primarily consisting of young individuals and sports enthusiasts interested in progressive Islamic values. To foster a strong connection with its followers, this account has implemented various strategies involving sharing, optimizing interactions, content management, and follower engagement. In this analysis, we will explore each aspect of Instagram @lpomuhammadiyah's account management strategy to achieve success and build an active online community.

a. Share

> Based on the interviews conducted, the account has wisely identified its target audience. They understand that young individuals and sports enthusiasts with an interest in progressive Islamic

values are their core viewers. The shared content includes sports news, information about sports activities, as well as messages of Islamic preaching and values. In this regard, the account thoroughly understands the characteristics of its target audience, encompassing two essential aspects that are important to them: sports and Islamic values. Instagram was chosen as the primary information medium because the majority of young individuals and sports enthusiasts are active on this platform. This decision proved to be accurate, considering that Instagram is one of the most popular platforms among @lpomuhammadiyah's target audience. Thus, this social media usage strategy aligns with the preferences and interests of its followers. To build trust among followers, Instagram @lpomuhammadiyah has been actively communicating with its target audience. They respond to comments, engage in discussions, and provide polite responses to their followers. Consistency in spreading positive messages, as well as informative and inspirational content, has also helped strengthen their relationship with followers and build a close-knit community (Ivarsson & Selander, 2021).

b.   Optimize

The account has implemented smart strategies to understand what their followers are talking about. By monitoring comments, direct messages, and analyzing trends on the platform, Instagram @lpomuhammadiyah can stay up to date with topics relevant to its audience. They have also successfully engaged in conversations with followers by responding to comments, seeking opinions, and participating in discussions related to sports and Islam. Furthermore, the account leverages various features provided by Instagram, such as Stories, Live, and polling, to increase interactions with followers. Effective content management, including planning posting schedules, ensuring content variety, and keeping information up to date, is a critical part of their optimization strategy. Posting frequencies are adjusted based on times when followers are most active, and the delivery of messages tends to be informative, inspirational, and interactive. In optimizing an organization, the organization must see and hear what the public shares using social mentions, which can measure and assess conversations aimed at the organization (Hajati, Perbawasari, & Hafiar, 2018).

c.   Manage

Instagram @lpomuhammadiyah uses the control tools provided by Instagram to manage their content. They also have measurable indicators, such as the number of likes, comments, and follower growth, to monitor their performance. Responses to followers are conducted efficiently through comment responses, direct messages, and feedback provided in response to suggestions and critiques. Real-time interaction is also a focal point in managing this account, especially through Instagram's Live feature, comments on posts, and direct messages. LPO PP Muhammadiyah also sets specific targets for achieving likes, comments, and follower growth for each content post. If these targets are not met, they are prepared to engage in promotional campaigns or make changes to their content strategy. Feedback and critiques from the community are well-received by this account, and some changes may have already been implemented based on the feedback received. This demonstrates their strong commitment to input and constructive feedback from their followers (Hajati et al., 2018).

d.   Engage

Instagram @lpomuhammadiyah has successfully engaged various stakeholders in managing their content. The social media management team, speakers, and even their followers actively play roles in building an active online community. They have also built interest by conducting giveaways, responding to comments, and posing engaging questions in their posts. Giveaways related to sports products or materials associated with Islamic preaching are particularly favored by followers. The positive responses and enthusiasm toward giveaways have helped them reach their target audience and desired engagement levels (Hajati et al., 2018).

4. Conclusion

In conclusion, Instagram @lpomuhammadiyah employs a well-rounded social media management strategy that adheres to the principles of the Some model—Share, Optimize, Manage, and Engage.

Their strategic use of Instagram as a platform effectively reaches their target audience and fosters an active and engaged online community interested in sports and progressive Islamic values. This approach combines careful content sharing, optimization, management, and engagement strategies that align with their audience's preferences and needs.

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