

The Effect of Instagram Social Media Marketing Content towards the Public Attitude through Online Engagement (Study on the National Narcotics Agency Central Kalimantan Province)

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ABSTRACT

This research seeks to see how the public's attitude towards the infobnn_prov_kalteng social media Instagram account currently has a total of 11,500 followers, with responses in the form of comments and likes on average still below 100 for each post uploaded. The purpose of this study was to examine how much influence content marketing carried out by Central Kalimantan BNNP Public Relations on Instagram and other social media has had on public attitudes. In this study, the samples taken were followers of Instagram account infobnn_prov_kalteng, which has 266 followers. The research methodology used is quantitative and analyzed with Data Analysis Techniques: Descriptive analysis and PLS SEM analysis with Smart Pls 3.0 tools. The results of the study show that the role of online engagement is very important (76%). An important research implication is that content marketing has a positive and significant effect on public attitudes through online engagement. This has the implication that if the Central Kalimantan BNNP admin maintains the quality of the content and regularly posts by creating interesting content, the public will receive a positive response.

INTRODUCTION

The prevalence rate of drug abuse in Indonesia has now reached 1.95% or 3.6 million people who have abused drugs, while in Central Kalimantan province it has reached 0.70% or 10,108 people who have used drugs and 0.40% or 6,317 people who use it for a year (BNN, 2021) so there is a need to reduce the prevalence rate of drug abuse among adolescents/youth. In response to this, the organization, in this case the National Narcotics Agency for Central Kalimantan Province, is tasked with conveying information about the dangers of drugs deemed necessary to obtain and increase a positive response from the public.

Public Relations of the National Narcotics Agency of Central Kalimantan Province is making creative and persuasive efforts by utilizing social media, especially Instagram as an alternative way to optimize the function in conveying information about the dangers of drug abuse through Instagram infobnn_prov_kalteng which is the main social media which is used as the main information medium after the official website to the public especially in Palangka Raya City.

This research seeks to see how the public's attitude towards this account. Social media is seen in the context of compiling interesting content to create a memorable experience for the public who sees it, communication, namely conveying messages so that they are easy to understand, collaboration, namely cooperation between the giver and recipient of the message, connection, namely the recipient of the message so that the message conveyed is more effective and efficient.

Online Engagementsis defined as the psychological state of the user which is categorized by the interactive, co-creative experience of the user with an agent and an object. E. Bonson and M. Ratkai (2013). In operating online engagement on the Instagram platform, the like, tag and comment features can be used to represent online engagement. A post with many likes can indicate that the content is interesting, increases the likelihood that someone will also like it, and leads to the spread of information. Online engagement is important because the more online engagement is achieved, it can show a good relationship between account followers and account managers through media exposure which is the amount of time used in using media through three underlying dimensions, namely frequency, duration and intensity/attention. Through online engagement with lots of likes and comments on a post, it is hoped that it can represent the level of success or impact because comments that make users take the time to express their opinions can be used as a measurement of the impact of a publication.

According to (Sangadji, 2013) consumer attitudes are feelings that a person has in reacting to a certain object, these feelings are responses in the form of feelings of like or feelings of dislike. Three components that influence consumer attitudes (Sangadji, 2013) include cognitive, affective and conative (psychomotor) components.

LITERATURE REVIEW

Social Media Marketing

Social media marketing is any form of direct or indirect marketing used to build awareness, recognition, recall, and taking action on a brand, business, product, person, or other thing that is packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing (Gunelius, 2011). By using social media, business people can easily get to know their customers more closely, hear customer wishes, respond quickly to questions from potential customers, see market competition, and increase website visitors. Especially if the intended target market is millennials, then social media can no longer be doubted to be used as a marketing tool with notes,

Social media opens up two-way communication, enabling organizations to better understand the needs and wants of their customers and how to respond effectively to those wants. Through feedback from users or by observing conversations on social media, a company can learn about customer needs, and this will potentially lead to community involvement in co-creation (Palmer & Koenig-Lewis, 2009).

Chris Huer, who initiated the Social Media Club, expressed his opinion that in operating social media, there are 4C's (Solis, 2010, p. 263), including:

1. Context: "How we frame our stories".

How to form a message or information. Like creating content for Instagram. Context is interpreted as a strategy for compiling content to create and present a memorable experience for the viewing public. The content in question is content that is interesting, unique, and appropriate. Content on Instagram can be in the form of photos or videos on feeds, stories and reels.

2. Communication: "The practice of sharing our stories as well as listening, responding, and growing."

How to deliver or share (sharing), listen, respond, and develop messages to audiences or packaging messages that make users feel comfortable and messages are conveyed properly. Company practices in interacting with the public are interpreted in the communication dimension. The communication in question is like conveying messages so that they are easy to understand, complete, up-to-date, and suitability of messages in public conversations.

3. Collaboration : "Working together to make things better and more efficient and effective."

Collaboration between the giver and recipient of the message so that the message conveyed is more effective and efficient. Mishra (Solis, 2010) explains that collaboration is obtained through conversation, co-creation, and collective action. Actions that can be taken by the public for collaboration are by using the likes, comments and shares features.

4. Connection : "The relationship we forge and maintain".

Relationships are established and maintained continuously between message senders and recipients so that users feel closer to an account or institution that uses social media. In fulfilling the connection dimension, it can be seen from the level of engagement, listening, relevance, timeliness and value.

Content Marketing

Content marketing is a process directly or indirectly in promoting a product or service through the context of text, video, audio, which has added value both online and offline (Gunelius in Meilyana, 2018). Content marketing is a marketing technique for creating and distributing good content to attract the target audience with the aim of making a profit ((Pulizzi, 2009).

According to Kotler et al (2017: 124) content marketing is a marketing strategy in managing strategy, production, and distributing content in order to attract the attention of targeted consumers to encourage them to become customers. (Karr, 2016) identifies five dimensions that must be evaluated for each part of the content produced. In the statement submitted by Karr quoted in (Bening and Kurniawati, 2019) states that when implementing content marketing a company must be able to be fair between the time of creating content, promotion of that content, as well as the costs spent on that content. Because there are still many companies that spend a lot of time promoting their content on a large scale, so they ignore the cost of the content, so there is no continuity and burden the company. Therefore Karr identified 5 dimensions of content marketing that companies need to pay attention to, namely:

1. Reader Cognition

Reader Cognition is where content creators can make the readers of the content they create understand and be able to digest a content created with various ways that can reach all readers / target audience. Such as by means of visual, sound, and kinesthetic interactions (using limbs and brain simultaneously). According to (Bening & Kurniawati, 2019) there are 2 indicators in Reader Cognition related to Content Marketing, namely:

a. Easy to understand:

The content created by the company must be understandable to its target audience and the target who sees/reads/watches the content can understand what is in the content.

b. Easy to remember: Content can be remembered by its readers, has its own uniqueness so it's easy to remember.

2. Sharing Motivation

Sharing Motivation is where content creators will share information that is very important in the social world. With sharing motivation, a company can expand their market reach to even more target audiences. There are specific reasons why content creators share their content. Content creators hope that anyone who reads/views it can increase and educate the reader's self-worth to others, create and describe self-identities online/online, make readers willing and able to actively involve themselves in a community, expand their networks and friendships, making the reader aware of events in the surrounding environment. There are 4 indicators in Sharing Motivation according to (Bening & Kurniawati, 2019) that must be considered, namely:

a. Able to explain brands/products: The created content is able to explain the brands/products offered by the company.

b. Valuable and educational: The content created has valuable and educational content.

- c. Meet needs: Content is able to meet the expectations of the needs of the target audience.
 - d. Informative: Content is able to provide informative content
3. Persuasion
- Persuasion is where content creators can persuade and encourage their target audience to become customers of a company through the content they create. So it can be interpreted that the target audience wants to move from a competitor's brand to our company's brand through the content that the company creates, and that can produce a mutual influence that benefits both the audience and the company. According to (Bening & Kurniawati, 2019) there are 3 indicators of persuasion, namely:
- a. Liked: Content can be liked by its target audience.
 - b. Trustworthy: Content can be trusted.
 - c. Has a reciprocal influence: Content can provide a beneficial reciprocal influence between the company and the target audience/readers/potential consumers.
4. Decision Making
- Decision Making is a situation where everyone has various ways and factors in making a decision which according to them is in accordance with their "supporting criteria". Playing content is important in this case, where content that has "supporting criteria" can be a solution for everyone who reads and sees that content. According to (Bening & Kurniawati, 2019) there are 2 indicators in Decision Making, namely:
- a. Relevant: Content has relevant values.
 - b. Helping decision making: Content can help the content readers in their decision making.
5. Factors
- Factors are important where when a company creates content, they sometimes do not consider other factors that affect third parties outside of the content discussed by the target audience. There are 3 indicators from Factors according to (Bening & Kurniawati, 2019), namely:
- a. Beneficial for life and the environment: Content can provide a benefit to the lives of the readers and also the environment around them
 - b. Meet public needs: Content is able to meet the expectations of public needs
 - c. In accordance with the code of ethics and not manipulated: Content is made with an applicable code of ethics and is not manipulated

Social Media

There are several definitions of social media derived from various research literature (Nasrullah, 2017), namely:

1. According to Mandibergh (2012), social media is media that facilitates cooperation between users who produce content (user generated content).
2. According to Shirky (2008), social media and social software are tools to increase the ability of users to share, cooperate (to co-operate) among users, and take collective action, all of which are outside the institutional or organizational framework.

3. Meike and Young (2012) define the word social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity.

Instagram

Instagram is a social media application that relies on picture publishing. Instagram is able to take, edit, and publish a moment by its users. Social media has a very good influence on the development of campaigns in carrying out their activities and activities. Social media makes campaign messaging easier and saves time, effort and money. Activities such as communication campaigns that can be carried out directly or indirectly can take advantage of social media, one of which is Instagram.

Instagram can be interpreted as a medium for taking photos and sending them quickly (Sari 2017:6). Instagram has 5 main menus (Atmoko, 2012:28), namely;

1. Homepage

Home page is the main page that contains photos or videos from other users who have been followed. How to see it by sliding the screen towards and down.

2. Comments

Photos or videos that have been uploaded on Instagram can be commented on by other users in the comments column provided.

3. Explore

Explore is a collection of popular photos or videos that get a lot likes.

4. Profile

User information can be found through the profile.

5. News Feeds

The News Feed is a feature that contains notifications for various activities done by Instagram users.

According to Atmoko, there are sections on Instagram that should be filled in so that uploaded photos are more meaningful, namely;

1. Title

The title or commonly called the caption is reinforcing the message you want conveyed through photos.

2. Hashtags

Hashtags are the hash symbol (#), these hashtags can be makes it easier for users to find photos or videos on Instagram with certain categories.

3. Location

This feature is a feature that displays the location where the user is taking a photo. Although Instagram is called a photo sharing service,

Instagram is also a social network because through Instagram the user can interact with other users. Activities carried out on Instagram, namely:

1. Follow
2. Follow, Instagram users can follow or be friends with other users by following each other's Instagram accounts.
3. Likes
Like is an icon where users can like videos or photos that have been uploaded, by pressing the like button at the bottom of the photo description next to the comment column or by double-tapping on the photo.
4. Comment
Comments are activities of giving thoughts or opinions through sentences.
5. Mentions
The mention feature is used to mark other users by adding the arroba sign (@) in front of the Instagram account name of that user. Instagram made a feature inspired by Snapchat Stories and named Instagram Stories. This feature allows users to upload photos and videos which will then disappear after 24 hours.

Online Engagements

Online Engagement can be defined as a psychological state of the user that is categorized by the interactive, co-creative experience of the user with an agent and an object. E. Bonson and M. Ratkai (2013). Engagement itself by McGurk (Santoso, 2017) is explained as an interaction between two or more people about a product on social media. In operating online engagement on the Instagram platform, the like, tag and comment features can be used to represent online engagement. RLF Coelho, DS d. Oliveira and MIS d. Almeida (2016). A post with many likes can indicate that a content is interesting, increases the possibility of being liked by someone, and leads to the dissemination of information from a brand to potential customers. DS Moore and JC McElroy (2012). On the other hand, the large number of comments on a post represents the level of success or impact because comments make users take the time to express their opinions. Likes and comments have been widely used as a measure of the impact of a publication. F. Sabate, J. Berbegal-Mirabent, A. Cañabate and PR Lebherz (2014). Online engagement is important because the more online engagement you achieve, the more likely a brand will be known. In addition, online engagement is also important because it can show good relations with consumers and have an impact on consumer loyalty. B. Carter (2015). Likes and comments have been widely used as a measure of the impact of a publication. F. Sabate, J. Berbegal-Mirabent, A. Cañabate and PR Lebherz (2014). Online engagement is important because the more online engagement you achieve, the more likely a brand will be known. In addition, online engagement is also important because it can show good relations with consumers and have an impact on consumer loyalty. B. Carter (2015). Likes and comments have been widely used as a measure of the impact of a publication. F. Sabate, J. Berbegal-Mirabent, A. Cañabate and PR Lebherz (2014). Online engagement is important because the more online engagement you achieve, the more likely a brand will be known. In addition,

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Rosengren in (Rahmat, 2012) explains media exposure is the amount of time used in using media in various media. In addition to the time of use of media exposure, examine the types of media content that are accepted or with the media in general. Rosengren also explained that media exposure has three underlying dimensions, including: frequency, duration and intensity/attention.

Attitude

According to (Sunyoto, 2018) consumer attitudes are habits that are more inclined to a reaction from offering a product, the reaction given can be a positive attitude (good) or a negative attitude (not good) consequently. Meanwhile, according to (Sangadji, 2013) consumer attitudes are feelings that a person has in reacting to a certain object, these feelings are responses in the form of feelings of like or feelings of dislike. Examples of this consumer attitude are reactions or attitudes towards a brand, the price of a product, and advertisements for products or services that are shown on television and other consumer attitudes. According to Sangadji, there are three components that influence consumer attitudes (Sangadji, 2013), including:

1. Cognitive Component

This component represents consumer knowledge and perceptions, and has rational and reasonable properties. This knowledge and perception will lead to a form of consumer belief that the attitude object has a variety of behaviors that will cause a certain response.

2. Affective Component

This component relates to feelings or emotions, which are in the form of feeling happy, sad, cheerful and so on that lead to a person's emotional side towards a particular product or brand. In these circumstances, it can enhance positive or negative experiences, because memories of emotional experiences can influence the emergence of individual thoughts and actions.

3. Conative (Psychomotor)

This component relates to an action or actions. This action or action is related to the individual's habit of taking action or behaving in a certain way towards an object.

METHODOLOGY

The type of research used in this study is a quantitative analysis method. Quantitative analysis method is a research method based on the philosophy of positivism which is used to examine certain populations or samples with research data in the form of numbers and analysis using statistics with the aim of testing predetermined hypotheses in order to obtain significance. differences between the variables studied (Kristinae et al., 2020). Descriptive analysis techniques are statistics that are used to analyze data by describing or describing

the data that has been collected as it is without intending to make general conclusions or generalizations from the questionnaire to 266 followers of the Instagram account for the Central Kalimantan Province National Narcotics Agency, namely infobnn_prov_kalteng. The data used will come from the answers given by the respondents to the items contained in the questionnaire. In this research descriptive analysis uses the average value test (IBM, 2021). The mean is the most popular way to measure the average to find out the characteristics of a group of data by dividing the total amount of data content by the amount of data. (Okagbue et al., 2021).

RESULTS

The results of hypothesis testing are presented as follows:

Table 1. Construct Reliability Test

| Reliability Test | | | |
|------------------------------|------------------|-----------------------|-------------|
| | Cronbach's Alpha | Composite Reliability | Information |
| Marketing Content (X) | 0.905 | 0.923 | reliable |
| Online Engagement (M) | 0.899 | 0.923 | reliable |
| Public Attitude (Y) | 0.930 | 0.941 | reliable |

Source: Smart PLS Test Results, 2023

Based on the table above, it can be seen that all constructs have Cronbach's alpha values and composite reliability above 0.7. Thus it can be concluded that all constructs meet the reliability requirements so that further testing can be carried out.

R-Square Value

The R-Square value is used to assess how much the independent (exogenous) variable affects the dependent (endogenous) variable.

Table 2. R-Square Test Results

| R-Square value | | |
|------------------------------|------------------------------|--------------|
| Exogenous Variables | Variable endogenous | R-Square |
| Marketing Content (X) | Online Engagement (M) | 0.556 |
| Online Engagement (M) | Public Attitude (Y) | 0.769 |

Source: Smart PLS Test Results, 2023

Based on the table above, it is known that the R-Square value is 0.556 for the online engagement variable, which means that the model's ability to explain the online engagement variable is 55.6% and the remaining 45.4% is explained by other variables.

While the R-Square value of 0.769 on the public attitude variable shows that the model's ability on the online engagement variable in explaining the public attitude variable is 76.9% and the remaining 23.1% is explained by other variables.

Testing the Direct Effect between Constructs

Testing the direct influence between constructs is done by examining the relationship between each variable of content marketing, online engagement and public attitudes.

Table 3. Results of Direct Effect Hypothesis Testing

| Hypothesis | | Original Sample (O)(Path Coefficient) | Sample Means (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Information |
|------------|--|---------------------------------------|------------------|----------------------------|--------------------------|----------|----------------|
| H1 | Content Marketing (X) -> Public Attitude (Y) | 0.325 | 0.326 | 0.060 | 5,425 | 0.000 | H1 is accepted |
| H2 | Content Marketing (X) -> Online Engagement (M) | 0.747 | 0.750 | 0.032 | 23,174 | 0.000 | H2 is accepted |
| H3 | Online Engagement (M) -> Public Attitude (Y) | 0.608 | 0.609 | 0.061 | 9,949 | 0.000 | H3 is accepted |

*) significant at $\alpha = 0.05$, Source: Smart PLS test results, 2023

Table 3 shows that there are three accepted hypotheses. The test results can be explained as follows:

a. H1. Content marketing has a positive and significant effect on public attitudes

Based on the test results it is known that the path coefficient is equal to 0.325. t statistic is greater than t table ($5.425 > 1.96$) and the p value is smaller than α ($0.000 < 0.05$). Thus it can be concluded that H1 is accepted, which means that content marketing has a positive and significant effect on public attitudes.

b. H2. Marketing content has a positive and significant effect on online engagement

Based on the test results it is known that the path coefficient is 0.747. t statistic is greater than t table ($23.174 > 1.96$) and the p value is smaller than α ($0.000 < 0.05$). Thus it can be concluded that H2 is accepted, which means that content marketing has a positive and significant effect on public attitudes.

c. H3. Online Engagement has a positive and significant effect on public attitudes

Based on the test results it is known that the path coefficient is 0.608. t statistic is greater than t table ($9.9497 > 1.96$) and the p value is greater than α ($0.000 < 0.05$). Thus it can be concluded that H3 is accepted, which means that online engagement has a positive and significant effect on public attitudes.

Testing the Indirect Effect between Constructs

Testing the indirect effect (mediation) aims to see the position or position of the mediating variable in the model. The mediating effect is the relationship between exogenous and endogenous constructs through connecting variables.

Table 4. Indirect Influence Hypothesis Testing Results

| Hypothesis | | Original Sample (O)(Path Coefficient) | Sample Means (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Information |
|------------|---|---------------------------------------|------------------|----------------------------|--------------------------|----------|-------------|
| H4 | Content Marketing (X) -> Online Engagement (M) -> Public Attitude (Y) | 0.454 | 0.457 | 0.054 | 8,464 | 0.000 | H4 diterima |

*) significant at $\alpha = 0.05$, Source: Smart PLS test results, 2023

Table 4 shows that there is one hypothesis that is rejected and one hypothesis is accepted. The test results can be explained as follows

H4. Content marketing has a positive and significant effect on public attitudes through online engagement

Based on the test results it is known that the path coefficient is equal to 0.454. t statistic is greater than t table ($8,464 > 1.96$) and the p value is smaller than α ($0.000 < 0.05$). Thus it can be concluded that H4 is accepted, which means that marketing content has a positive and significant effect on employee attitudes through online engagement.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been done, the research conclusions can be explained as follows:

1. Content marketing has a positive and significant effect on public attitudes. This shows that the better, creative and innovative marketing content has an effect on increasing public attitudes.
2. Marketing content has a positive and significant effect on online engagement. This shows that the better and more interesting marketing content has an effect on increasing interaction engagement between admins and followers (online engagement).
3. *Online Engagements* positive and significant effect on public attitudes. This shows that the higher the interaction engagement between the admin and the followers, the effect on the increase public attitude towards uploaded content.
4. Content marketing has a positive and significant effect on public attitudes through online engagement. This shows that the admin is getting better at posting content in a way maintain content quality and posting routines will encourage an increase in online engagement which will further affect the increase in public attitudes.

Based on the results of this study, it can then be suggested that it will be useful for the National Narcotics Agency of Central Kalimantan Province and for further research:

1. For BNN Central Kalimantan Province
 - a. To increase public attention to content posts uploaded by the Central Kalimantan BNNP Instagram admin, it is necessary to pay more attention to broadcast/post hours in uploading them.
 - b. The Central Kalimantan BNNP Instagram account admin must quickly respond to any questions raised by the public by not taking too long in responding to provide answers.
 - c. The Central Kalimantan BNNP Instagram account admin must respond appropriately to every question asked in accordance with the response expected by the public.
 - d. The Central Kalimantan BNNP Instagram account admin must maintain the quality of the content/show in a more creative and innovative way by paying attention to suggestions and input comments from followers.
 - e. The Central Kalimantan BNNP Instagram account admin must maintain quality by being more creative and innovative in creating content by participating in skills training on how to create good content.
 - f. The Central Kalimantan BNNP Instagram account admin includes a link so that the public is encouraged to open other Central Kalimantan BNNP accounts such as Facebook, websites after viewing Instagram and inviting others to follow the Central Kalimantan BNNP Instagram account.

ADVANCED RESEARCH

Future research can improve the limitations of this study, including by increasing the number of respondents, re-examining research results that are not

significant and including other variables that are public attitudes, such as emotional variables and content characteristics.

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