

# IMPLEMENTATION OF SOCIAL MEDIA CONTENT CREATION ON BILAL PRODUCTION'S INSTAGRAM ACCOUNT

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Received : 21 April 2025

Published : 10 June 2025

Revised : 30 April 2025

DOI : <https://doi.org/10.54443/morfai.v5i4.3181>

Accepted : 17 May 2025

Publish Link : <https://radjapublika.com/index.php/MORFAI/article/view/3181>

## Abstract

This research aims to implement marketing content creation on the Instagram social media account @Bilal.Id owned by Bilal Production. The background of this study is based on the low level of digital marketing activities conducted by Bilal Production, as well as the lack of consistency in content creation and posting on their Instagram account. This research employs a descriptive qualitative method with data collection techniques including interviews, observation, and documentation. The strategy applied in this study refers to the POAC principles (Planning, Organizing, Actuating, and Controlling) to design, manage, and evaluate effective content management. The results show that systematic planning, structured content scheduling, and the use of diverse content formats significantly improved the performance of Bilal Production's Instagram account. During the implementation period, there was a notable increase in post views, interactions, profile visits, and follower growth, reflecting the effectiveness of the content strategy applied. Instagram insights recorded 683 post views, 452 interactions, and an increase in followers reaching 517 accounts in less than two months. These findings indicate that consistent and well-directed social media content management can serve as an effective strategy for enhancing audience engagement and expanding market reach for SMEs in the digital era.

**Keywords:** *Content Marketing, Social Media, Instagram, Digital Marketing, Bilal Production*

## Introduction

The development of information and communication technology in the last decade has brought significant changes in various aspects of life, including in the fields of business and marketing. Digitalization has driven the emergence of social media as one of the main channels in modern marketing strategies. Social media allows companies to reach consumers more widely, quickly, and interactively compared to conventional media. Ease of access, relatively low costs, and the ability to build two-way communication make social media an important instrument in building brand awareness, increasing engagement, and driving consumer purchasing decisions.

One of the social media platforms that plays a central role in the world of digital marketing is Instagram. This platform offers advantages in terms of product visualization through features such as feeds, stories, reels, and IGTV. According to the We Are Social report (2024), active Instagram users in Indonesia have reached more than 100.9 million people, showing Instagram's great potential in supporting marketing activities, especially in the context of small and medium enterprises (SMEs). With high user penetration and various interactive features, Instagram allows companies to build a strong brand image and expand market reach in a more creative and personal way.

However, the success of social media marketing does not only depend on the presence on the platform, but also on the ability to manage content effectively. Content marketing strategy is key to utilizing social media as a marketing tool. Content marketing focuses on creating and distributing relevant, consistent, and valuable content for the audience to attract their attention, build deeper relationships, and ultimately drive profitable actions for the company. Weerasinghe (2023) emphasized that educational, informative, entertaining, and trust-building content are important elements in creating a positive experience for consumers on social media. In previous research, Hidayah (2023) found that the use of content marketing strategies on Instagram had a significant effect on increasing brand awareness of Safi Indonesia products. Another study by Juliana (2023) showed that interesting and planned content can influence consumers' decisions to visit tourist destinations. In addition, research by Wijyaningrum (2023) also highlighted the importance of consumer engagement that can be built through consistent and creative Instagram

content management. These findings indicate that good content management can have a real impact on business performance in the digital era. Bilal Production, an MSME engaged in digital printing services in Bandung Regency, is one example of a business that has begun to utilize Instagram as a marketing medium. Bilal Production seeks to expand its market reach and increase sales through social media by displaying digital printing products such as Islamic-themed t-shirts and custom designs. However, in its implementation, Bilal Production faces several problems, including low frequency of content uploads, inconsistent visual quality, lack of variety in content formats, and minimal interaction with the audience. As a result, the Instagram account @Bilal.Id shows stagnant follower growth and low engagement rates.

This condition shows a gap between the potential of Instagram as a marketing medium and the content management practices carried out by Bilal Production. Therefore, efforts are needed to implement a more structured, systematic, and audience-oriented content management strategy. One approach that can be used is the POAC (Planning, Organizing, Actuating, Controlling) management principle. This principle provides a comprehensive framework for designing, implementing, and evaluating marketing content strategies on an ongoing basis.

Planning in this context includes determining content objectives, target audiences, types of content to be created, and upload schedules. Organizing involves dividing tasks between internal teams, managing content resources, and coordinating between related departments. Actuating includes creating and uploading content according to a predetermined plan, as well as managing interactions with the audience. Meanwhile, controlling is done by evaluating content performance based on indicators such as number of views, interactions, follower growth, and audience reach.

Based on this background, this study aims to implement a POAC-based content management strategy on the Instagram account @Bilal.Id and evaluate its impact on account performance in a certain period. This study is important to conduct considering the lack of studies that specifically examine the implementation of POAC-based content management in the context of MSMEs, especially in the digital printing service business. In addition, the results of this study are expected to provide practical contributions in increasing the effectiveness of Bilal Production's digital marketing and become a reference for other MSMEs in optimizing the use of social media to support their business growth. Thus, this research is not only practically relevant, but also has a theoretical contribution in enriching the literature related to digital marketing strategies based on content marketing in the social media era.

### Research methods

This study uses a descriptive qualitative approach that aims to deeply understand the phenomenon of implementing marketing content creation on Bilal Production's Instagram social media account @Bilal.Id. The qualitative approach was chosen because it is appropriate for exploring the meaning, perception, and strategies applied in digital marketing practices, especially in the context of managing social media content in small and medium enterprises. The type of research used is a case study, where the research is focused on one particular object, namely the Instagram account @Bilal.Id. Case studies are chosen to provide a detailed and comprehensive understanding of the phenomenon being studied, as well as to reveal the dynamics that occur during the marketing content implementation process.

The data sources in this study consist of primary data and secondary data. Primary data were obtained through in-depth interview techniques with key informants, namely the owner of Bilal Production (Didin Jaenudin) and the online operator of Bilal Production (Rizki), as well as from one of Bilal Production's loyal consumers. Secondary data were obtained from Instagram content documentation, observation notes, and Instagram account insight data available internally. Data collection techniques used include interviews, participant observation, and documentation studies.

Interviews were conducted in person and online (zoom meeting), using interview guidelines that had been prepared to keep the questions focused on the research objectives. Observations were made by directly observing Bilal Production's operational activities in managing Instagram accounts, including the content creation process, upload scheduling, and interactions with the audience. Documentation studies were conducted by collecting visual evidence such as screenshots of content uploads before and after implementation, Instagram account insights, and internal communication archives related to social media management.

The data analysis process was carried out simultaneously following the Miles and Huberman model, which includes three main stages: data reduction, data presentation, and drawing conclusions. Data reduction was carried out by sorting relevant data based on the focus of the research, namely the implementation of marketing content management. The reduced data was then presented in the form of narratives, tables, and visual illustrations to provide a clear picture of the research findings. Drawing conclusions was carried out in stages by continuously verifying the data until a valid final conclusion was obtained. To maintain the validity of the data, source triangulation and method triangulation techniques were used. Source triangulation was done by comparing information obtained from various

informants, while method triangulation was done by using more than one data collection technique to confirm the research findings. In addition, data validity was also maintained through the process of re-checking the interview results with related informants (member checking). This research was conducted during the period of March to April 2025, with the research location at Bilal Production located at Jl. Saparako No.96, Majalaya, Bandung Regency, West Java. The implementation of content management in this study refers to the POAC principle (Planning, Organizing, Actuating, Controlling), which is used as a framework for designing, implementing, and evaluating marketing strategies through social media.

Through this approach, it is hoped that the research can provide practical contributions for Bilal Production in optimizing the use of Instagram as a marketing medium, as well as providing academic contributions in the development of studies on marketing content management in MSMEs in the digital era.

### Results and Discussion

This study aims to implement marketing content management based on the POAC (Planning, Organizing, Actuating, Controlling) principle on Bilal Production's Instagram account @Bilal.Id, and evaluate the impact of the implementation on account performance. The results of the study indicate that the implementation of this strategy has a positive effect on increasing audience activity and engagement on social media. In the planning stage, a structured content schedule is prepared with a minimum upload frequency of twice a week. The planned content consists of three main types, namely Instagram feeds that display product photos, reels that show the product manufacturing process or activities in the workshop, and stories that contain short promotions and direct interaction with the audience. In addition, each content is designed to have a specific purpose, such as increasing brand awareness, strengthening the Islamic brand image, and encouraging the audience to make purchases through the marketplace.

In the organizing stage, a systematic division of tasks is carried out between researchers and internal Bilal Production parties. Researchers are responsible for creating visual designs, compiling captions, selecting hashtags, and planning upload times, while Bilal Production is responsible for uploading content according to schedule, responding to comments, and managing direct messages from consumers. With a clear division of tasks, the account management process becomes more focused and efficient. The actuating stage shows that most of the content plans have been successfully realized. It was recorded that four reels and two feeds have been published according to the schedule that has been prepared. The reels show moments of the production process in the workshop, making custom t-shirts, and promoting ready stock products, while the feeds focus more on product catalogs and special price promotions. Although there are several obstacles such as limited time and resources for additional content production, in general this stage shows quite significant progress compared to before implementation.

Evaluation (controlling) was carried out by analyzing Instagram insight data during the period March to April 2025. The evaluation results showed an increase in account performance as follows:

- Total post views reached 683 views, of which 75.5% came from followers and 24.5% came from non-followers.
- Profile visits increased by 242 accounts.
- There were 452 interactions, including likes, comments, shares, and saves, with 96.1% coming from followers.
- The growth in the number of account followers increased to 517 followers.

The data shows that a planned and consistent content strategy can increase the engagement rate of the Instagram account @Bilal.Id. In addition, the increase in audience activity such as profile visits and post interactions proves that the audience responds positively to the content presented. In the context of digital marketing, increasing engagement and followers is an important indicator in building brand awareness and expanding market reach. As stated by Weerasinghe (2023), audience engagement is key to building long-term relationships with consumers in the digital era. In addition, the findings of this study are in line with a study conducted by Hidayah (2023), which shows that consistency in creating and uploading content has a positive impact on audience growth and brand loyalty.

However, there are some important notes in this implementation. First, although the content schedule has been well designed, the implementation still depends on the availability of time and internal resources, so there needs to be a strategy adjustment to anticipate operational constraints. Second, although the increase in followers and interactions has been achieved, the future content strategy needs to prioritize storytelling and user-generated content to encourage stronger emotional engagement from the audience.

The results of this study prove that marketing content management based on POAC principles is effective in improving social media performance for MSMEs such as Bilal Production. With careful planning, optimal resource organization, consistent content implementation, and periodic evaluation, MSMEs can increase their competitiveness in the increasingly competitive digital market. This strategy is also a concrete example for other MSMEs who want to make maximum use of social media in their business development efforts.

### Conclusion and Suggestions

This study shows that the implementation of marketing content management based on the POAC (Planning, Organizing, Actuating, Controlling) principle on the Instagram account @Bilal.Id has a positive effect on improving Bilal Production's social media performance. Through systematic content planning, organized task division, consistent implementation of content posting, and periodic evaluation of Instagram insights, the @Bilal.Id account experienced a significant increase in the number of views, interactions, profile visits, and growth in the number of followers.

The implementation of a structured content schedule, variations in content formats (feeds, reels, stories), and the presentation of relevant marketing messages have been proven to increase audience engagement. These results indicate that an effective content management strategy is essential to support the success of digital marketing, especially for small and medium businesses such as Bilal Production. However, there are still some obstacles in implementation, such as limited resources for regular content production. Therefore, future strategies need to include long-term content planning, internal resource optimization, and exploration of storytelling and user-generated content to strengthen emotional connections with the audience.

Based on the findings of this study, several suggestions that can be given are as follows:

1. Bilal Production is advised to maintain consistency in content uploads and increase the variety of content formats to maintain audience engagement.
2. It is necessary to improve the visual quality and narrative of content with a storytelling approach to build emotional closeness with followers.
3. Bilal Production should develop active interaction programs with the audience, such as quizzes, polls, or small competitions, to increase user participation.
4. Social media performance evaluation needs to be done periodically by analyzing Instagram insights, so that marketing strategies can continue to be adjusted to audience needs and preferences.

This research is expected to be a practical reference for other MSMEs in optimizing social media as a marketing tool, as well as providing academic contributions in the development of content management studies in the digital marketing era.

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