

## OPTIMIZATION OF CONTENT STRATEGY AND SOCIAL MEDIA ENGAGEMENT: A CASE STUDY OF KOPI JAGO ON INSTAGRAM

Sagala Pebri Antoni<sup>1</sup>, Sumarwan Ujang<sup>2</sup>, Yuliati Lilik Noor<sup>3</sup>

Sekolah Bisnis IPB Bogor, Indonesia<sup>1,2,3</sup>

E-mail: [pebrisagala@apps.ipb.ac.id](mailto:pebrisagala@apps.ipb.ac.id)<sup>1</sup>, [sumarwan@apps.ipb.ac.id](mailto:sumarwan@apps.ipb.ac.id)<sup>2</sup>, [lilikny@apps.ipb.ac.id](mailto:lilikny@apps.ipb.ac.id)<sup>3</sup>

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### Abstract

This study aims to analyze the content strategy and user engagement with the Instagram account of Kopi Jago, a mobile-based local coffee brand. Using content analysis, A/B testing, and sentiment analysis methods, this study evaluates 889 posts from 2019 to 2024. The results indicate that video content generates higher comments (69%) compared to photos, while shorter captions drive more likes. Neutral sentiment dominates (40%), with frequent complaints about stock availability and customer service. This research implies that a content strategy focused on video storytelling and improved customer service responses are key to building brand loyalty and a positive brand image.

**Keywords:** *content strategy, user engagement, Instagram, video storytelling, customer service*

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### INTRODUCTION

Coffee has now transformed into an essential part of the urban youth lifestyle in Indonesia. This phenomenon not only reflects a shift in consumption patterns but also indicates a significant social change. According to a report by Radio Republik Indonesia (2024), the coffee-drinking trend is gaining popularity as it provides a unique experience through taste, café ambiance, and the "Instagrammable" visual aspects. This is further supported by data from Trademap and Pusdatin (2023), which show that Indonesia is the fourth-largest coffee exporter globally, contributing 4.74% of the total global coffee exports. Domestic coffee consumption has also grown rapidly. A report from the ICO (2023) noted that Indonesia's coffee production reached 12 million bags in 2022, an increase of 2.4% from the previous year. Meanwhile, data from APKCI estimates that the number of coffee shops in Indonesia has reached 10,000 outlets, with a business value of up to IDR 80 trillion. This serves as a strong indicator for business players to continue innovating, including through business models like "café on wheels," such as the one implemented by Kopi Jago.

Kopi Jago carries the concept of "modern Starling," which offers quality coffee at affordable prices through mobile bicycles. This concept addresses the market's increasing mobility while reducing operational costs, especially amid fierce competition and reliance on delivery apps. One of the main promotional strategies used by Kopi Jago is through social media, particularly Instagram. This platform allows for a strong visual message delivery and direct interaction with consumers. However, the effectiveness of the content strategy implemented by Kopi Jago on Instagram has not been widely discussed in the literature. Several studies indicate that visually appealing elements (Linder et al., 2021), storytelling (Ashley & Tuten, 2015), and direct interaction (Smith, 2020) have a significant impact on engagement. Additionally, sentiment in reviews plays a crucial role in shaping consumer perceptions and purchase intentions (Chen et al., 2019; Kim & Ko, 2020). The gap that emerges is the lack of a comprehensive study specifically examining the effectiveness of Instagram content messages and engagement in the context of the "café on wheels" business model, such as Kopi Jago. While previous studies have emphasized the importance of digital interaction and visual content strategies in coffee marketing in general, there is a need for a more detailed examination. Therefore, this study aims to fill this gap by analyzing the form of content, message effectiveness, and the relationship between both factors and audience engagement on Instagram. This research introduces a novel approach to content engagement analysis within the context of a mobile-based coffee business in Indonesia, a subject that has not been widely studied before.

The main objectives of this study are:

- To analyze the form and characteristics of Instagram content created by Kopi Jago.
- To analyze the effectiveness of the messages in Kopi Jago's Instagram content.
- To assess how the effectiveness of these messages affects audience engagement with the content.

With this approach, the research is expected to contribute to the development of digital marketing communication strategies, especially in the mobile-based coffee business sector. On the other hand, the findings of this study may also offer practical implications for business practitioners in creating more relevant and impactful content. This study focuses on consumer reviews and interactions with Kopi Jago's Instagram content from September 2019 to November 2024. The selected period reflects the phase of significant business growth and online promotional activities by Kopi Jago. Additionally, Instagram is chosen as the object of study because it is the second most popular social media platform in Indonesia after WhatsApp (Hootsuite & We Are Social, 2022), making it a strategic platform for visual and narrative-based marketing campaigns.

## METHOD

This research uses a quantitative descriptive approach supported by mixed methods. This method was chosen to ensure the research results capture the dynamics of the content comprehensively, both in terms of the visual message and audience response through engagement. This method was chosen because it can empirically and comprehensively answer the research questions regarding the effectiveness of Kopi Jago's Instagram content strategy. The study was conducted over five months, from December 2024 to April 2025. During this period, researchers analyzed Kopi Jago's Instagram content data from August 2019 to November 2024 to observe consistent content dynamics and the evolution of communication styles. The study population included all posts on Kopi Jago's official Instagram account. The sample was determined purposively by selecting content with significant engagement, encompassing various media types (photos, videos, carousels) and caption styles (promotional, storytelling, educational). The target of this analysis was content that represented Kopi Jago's visual and verbal communication strategies during the observation period.

Data is collected through:

Content analysis: Focus on the media type, visual design, and communication style used in the caption.

Engagement metrics: Likes, comments, shares, saves, and link clicks, obtained through Instagram Insights and Hootsuite.

Non-participatory observation: Researchers are not directly involved in posting or promotional activities, but instead observe public interaction with content that has already been broadcast.

A/B Testing Experiment: Used to compare the effectiveness of two different types of messages (storytelling vs. direct promotion) on engagement metrics.

The main instrument in this research is a content classification form containing categories of media type, content theme, communication style, and software:

- Microsoft Excel: for tabulation and descriptive analysis
- NVivo 12: for sentiment analysis and theme visualization
- JSAP: for statistical analysis of difference tests (t-tests) on A/B Testing results

All instruments have been functionally tested with pilot testing on initial content to ensure categorization reliability and technical validity.

Descriptive analysis was conducted to describe content characteristics and engagement patterns.

Content Analysis classifies content based on media elements, visuals, and communication style.

A/B Testing examines the differences in effectiveness of two types of messages on engagement, using statistical analysis.

Sentiment Analysis was performed with NVivo to examine the audience's emotional reactions based on comments: positive, negative, or neutral.



FIGURE 1. Research Stage Design

This methodology is expected to yield a sharp and applicable understanding of the most effective communication strategies to increase Kopi Jago's engagement on Instagram. The focus of this research is on actual

data, organic responses, and the relationship between content and real audience behavior, rather than theoretical assumptions.

**RESULTS AND DISCUSSION**

This study reveals how Kopi Jago's Instagram content strategy contributes to audience engagement by analyzing the type, format, and effectiveness of messages in their posts. Findings are presented through tables and graphs, with interpretations based on theory and previous studies. Kopi Jago is a local coffee brand that promotes the "café on wheels" concept through electric vehicles. This strategy is reinforced by utilizing social media, particularly Instagram, as a primary communication and promotional channel. Based on observations, the content produced includes promotions, new product introductions, and event documentation. The communication model used combines promotion, storytelling, and interaction.

<b>Types and Forms of Uploads</b>	<b>Number (n)</b>	<b>Percentage (%)</b>
<b>Promotion</b>	<b>598</b>	<b>67%</b>
photo	348	39%
Video	250	28%
<b>New Product Introduction</b>	<b>196</b>	<b>22%</b>
photo	116	13%
video	80	9%
<b>Activities/Events</b>	<b>95</b>	<b>11%</b>
photo	38	4%
video	57	6%
<b>Total</b>	<b>889</b>	<b>100%</b>

TABLE 1. Distribution of Kopi Jago Uploads Based on Type and Form

The majority of posts are promotional (67%), while the remainder introduce new products and showcase events. This demonstrates the extensive use of visual content to maintain a digital presence and build brand image. Video is more frequently used in event content, as it is considered more powerful in conveying emotional content.

<b>Upload Year</b>	<b>Number (n)</b>	<b>Percentage (%)</b>
2019	30	3%
2020	117	13%
2021	172	19%
2022	195	22%
2023	165	19%
2024	210	24%
<b>Total</b>	<b>889</b>	<b>100%</b>

TABLE 2. Number of Kopi Jago Uploads by Year

Post consistency has increased sharply since the COVID-19 pandemic in 2020 and remains high through 2024. This shows that digitalization has become an integral part of Kopi Jago's communication strategy.

Year	Number (n)			Percentage (%)		
	Promotion	New Product Introduction	Activities/Events	Promotion	New Product Introduction	Activities/Events
<b>2019</b>						
Number of Comments	12	4	0	1%	1%	0%
Number of Likes	17	12	1	3%	6%	1%
<b>2020</b>						
Number of Comments	261	28	6	12%	5%	1%
Number of Likes	98	18	1	17%	10%	1%
<b>2021</b>						
Number of Comments	131	45	11	6%	8%	2%
Number of Likes	117	51	4	20%	27%	5%
<b>2022</b>						
Number of Comments	133	51	11	6%	9%	2%
Number of Likes	141	47	7	24%	25%	8%
<b>2023</b>						
Number of Comments	793	151	161	35%	26%	27%
Number of Likes	119	28	17	20%	15%	20%
<b>2024</b>						
Number of Comments	925	294	406	41%	51%	68%
Number of Likes	92	33	53	16%	17%	64%
<b>Total Number of Comments</b>	<b>2255</b>	<b>573</b>	<b>595</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total Number of Likes</b>	<b>584</b>	<b>189</b>	<b>83</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

TABLE 3. Number of Comments and Likes Based on Content Type

Comments dominate as a form of active engagement compared to likes. This indicates that Kopi Jago's audience is more motivated to interact verbally, especially with event content or storytelling.

Year	Number (n)			Percentage (%)		
	Promotion	New Product Introduction	Activities/Events	Promotion	New Product Introduction	Activities/Events
<b>photo</b>						
Number of Comments	of 688	178	173	31%	31%	29%
Number of Likes	342	113	36	59%	60%	43%
<b>video</b>						
Number of Comments	of 1567	395	422	69%	69%	71%
Number of Likes	242	76	47	41%	40%	57%
<b>Total Number of Comments</b>	<b>2255</b>	<b>573</b>	<b>595</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total Number of Likes</b>	<b>584</b>	<b>189</b>	<b>83</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

TABLE 4. Number of Comments and Likes Based on Content Type

Videos contribute to higher engagement, especially in terms of comments, demonstrating stronger visual appeal and narrative. Photos remain effective in creating a visual impression and garnering likes.

This study shows that Kopi Jago's Instagram content strategy is dominated by a strong visual promotional approach, with promotional content accounting for 67% of total posts. This reinforces the findings of Lim et al. (2020), who stated that visual content is a key tool in shaping brand image on social media. However, unlike previous studies that only highlighted frequency and aesthetics, this study found that content diversity (photos and videos) also influences engagement, with videos driving more comments, while photos generate more likes. This is an important update because it shows that content format preferences are not only aesthetic but also influence user interaction patterns emotionally and functionally. The increase in upload activity from 2020 to 2024 marks the transformation of Kopi Jago's post-pandemic digital strategy. While Severo et al.'s (2021) study demonstrated the role of social media as an adaptive solution during the crisis, this research confirms that content digitization has become a long-term strategy. The shift in social media's function from an emergency tool to a primary platform for brand marketing demonstrates a structural shift in the marketing behavior of local startups, a trend rarely explored in previous research. In terms of engagement, the findings that show more comments appear on video content, while more likes are received on photos, further strengthen the theories of Alalwan (2018) and Tafesse & Wien (2018). Their studies state that videos create emotional engagement, while photos emphasize visual branding. However, in the context of Kopi Jago, it was found that event or activity content visualized in video format generated the most comments, surpassing promotional content. This suggests that documentary and humanistic storytelling has a higher emotional appeal. This finding revises the findings of De Vries et al. (2012), which stated that promotion is the primary driver of interaction, because in this context, interaction is driven by authenticity and social interaction in the video.

**ANOVA**

ANOVA - Column 2

Homogeneity Correction	Cases	Sum of Squares	df	Mean Square	F	p
None	Column 1	2896.737	2.000	1448.369	63.411	< .001
	Residuals	21264.887	931.000	22.841		
Welch	Column 1	2896.737	2.000	1448.369	64.336	< .001
	Residuals	21264.887	576.336	36.897		

Note. Type III Sum of Squares

**Descriptives**

Descriptives - Column 2

Column 1	N	Mean	SD	SE	Coefficient of variation
panjang	308	2.026	3.495	0.199	1.725
pendek	277	6.480	5.900	0.355	0.911
sedang	349	4.011	4.768	0.255	1.188

**Assumption Checks**

Test for Equality of Variances (Levene's)

F	df1	df2	p
96.823	2.000	931.000	< .001

TABLE 5. Effectiveness of Caption Length (A/B Testing)

Short captions are preferred by audiences and generate more likes. Long captions are suitable for in-depth storytelling, but are less effective in quickly capturing attention. A/B testing results based on caption length also showed a significant contribution to the number of likes. Short captions statistically generated the highest number of likes, supporting the study by Djafarova and Rushworth (2017), but with the addition of a local perspective that coffee startup audiences in Indonesia are more responsive to quick and light messages, in line with the content consumption patterns of the young urban generation. This study also strengthens the results of Shu et al. (2019), but expands its application to the community-based small business sector. Thus, these results propose a

modification to engagement theory: not only caption length, but also local context, business type, and audience characteristics also determine the effectiveness of caption length.

Say	Long	Amount	Weighted(%)
empty	6	13	9.92
sad	5	8	6.11
ignored	9	5	3.82
tasteless	6	5	3.82
different	7	4	3.05
finished	5	4	3.05
difficult	5	4	3.05
sour	4	3	2.29
seldom	6	3	2.29
missed	8	3	2.29
closed	5	3	2.29
stale	4	2	1.53
smelly	6	2	1.53
excessive	10	2	1.53
fail	5	2	1.53
champion	4	2	1.53
out of stock	9	2	1.53
complaint	7	2	1.53
long	4	2	1.53
slow	6	2	1.53
Total		131	100

TABLE 6. Word Frequency of Negative Sentiment

Words like "empty," "sad," "neglected," and "bland" reflect dissatisfaction with taste quality, delayed service, or lack of responsiveness. This suggests that while visual content is appealing, customer expectations for service and products remain high.

Say	Long	Amount	Weighted(%)
Cool	12	94	22.12
nice	4	51	12.00
Excellent	6	36	8.47
Like	4	21	4.94
fresh	5	16	3.76
Spirit	8	16	3.76
best	7	14	3.29
hero	6	12	2.82
favorite	7	10	2.35
Beautiful	6	8	1.88
success	6	8	1.88
absorbed	4	6	1.41
Good	5	6	1.41
his hero	9	6	1.41

funny	4	5	1.18
Handsome	7	4	0.94
interesting	7	4	0.94
crowded	5	4	0.94
like	6	4	0.94
handsome	5	3	0.71
<b>Total</b>		<b>425</b>	<b>100</b>

TABLE 7. Word Frequency of Positive Sentiment

The words "cool," "delicious," "great," and "like" convey a positive brand image in the eyes of customers. This sentiment also demonstrates that Kopi Jago's storytelling and communication style successfully create a strong emotional connection with its audience.

<b>Say</b>	<b>Long</b>	<b>Amount</b>	<b>Weighted(%)</b>
coffee	4	135	28.42
champion	4	127	26.74
bro	4	31	6.53
brother	5	19	4.00
menu	4	17	3.58
compote	5	15	3.16
outside	11	15	3.16
bicycle	6	15	3.16
variants	6	15	3.16
the coffee	7	10	2.11
his brother	8	8	1.68
cart	7	8	1.68
How	6	7	1.47
many			
the cart	10	5	1.05
my	7	3	0.63
brother			
the	7	3	0.63
champion			
around	8	3	0.63
his bike	9	3	0.63
clear	5	2	0.42
buy	7	2	0.42
<b>Total</b>		<b>475</b>	<b>100</b>

TABLE 8. Word Frequency Neutral Sentiment

Regarding sentiment, qualitative analysis using a word frequency approach shows that neutral (40%) and positive (39%) comments dominate, with a primary focus on brand elements and product experience. This aligns with studies by Purba et al. (2021) and Gunawan & Nuraeni (2020) regarding the dominance of neutral comments as the initial stage of consumer consideration. However, this study adds a new dimension: the presence of local greetings such as "abang" and affective terms such as "jagoan" demonstrates that a local and personalized communication approach can build a closeness that is not only rational but also emotional, an aspect that has not been widely explored in previous research. Meanwhile, negative sentiment shows that customer complaints predominantly relate to three aspects: product stock and availability, taste and quality consistency, and service response. This finding underscores the importance of integrating operational systems and public communication in coffee startup

management. While Mulyani and Indrawati's (2021) study only addressed taste perception, this study links it to digital responsiveness as a form of two-way communication expectations. This means that social media management must not only focus on engaging content but also be responsive and communicative in addressing complaints. Compared to previous research, the main novelty of this study lies in the integration of quantitative and qualitative approaches, which not only assess content effectiveness based on quantity but also explore consumer perceptions through sentiment analysis and A/B caption experiments. This study also adds the dimension of locality as an important variable in the digital communication of F&B startups, particularly in Indonesia. Thus, these results not only confirm several findings from previous digital marketing theories but also expand upon them through a contextual and field-based approach.

### CONCLUSION

This study reveals the real contribution of Instagram content strategies in building engagement for local mobile coffee cart-based brands, such as Kopi Jago. The findings show that the format and duration of messages play a crucial role in driving user interaction. Videos proved more effective in creating conversation-based engagement, while photos excelled in building visual perception. Meanwhile, short captions consistently generated a higher number of likes, indicating that social media audiences are more responsive to concise, visual, and cognitively less demanding messages. This expands the understanding of content effectiveness on social media as proposed by Alalwan (2018) and Tafesse & Wien (2018), while also providing an update that engagement is not always linear with the number of posts, but is highly dependent on the format and context of the interaction. From the results of A/B testing on caption length, it was found that short captions were most effective in generating high likes. This finding supports Zarrella's (2013) theory and is reinforced by the study by Shu et al. (2019), but this study adds new context that the effectiveness of short captions is also related to the culture of fast and instant communication among young urban Indonesian consumers. This novelty lies in the integration of quantitative approaches (ANOVA and follow-up tests) and platform analysis integrated with the local context, which has not been widely discussed in previous studies on the effectiveness of digital content in the F&B sector. This provides a new evaluation basis for startups in developing caption strategies based on local consumer characteristics.

Sentiment analysis provides a qualitative dimension that strengthens understanding of consumer perceptions. Although neutral comments dominate, positive expressions toward the product and brand demonstrate the brand's success in creating emotional connections. The key finding that words such as "abang," "jagoan," and "kopi" consistently appear across various sentiments demonstrates the strength of local identity and personalized communication. This extends the engagement theory proposed by Gunawan and Nuraeni (2020) that local brands can build strong connections through cultural and everyday language approaches. This research contributes by presenting a model of emotional engagement based on organic expressions recorded on social media. On the other hand, positive sentiment reflects emotional acceptance of products and content, while negative sentiment reveals critical points in aspects of service and taste consistency. Therefore, the novelty of this research lies in mapping the relationship between visual content elements (media, captions, and communication style) with customer perceptions and emotional engagement empirically in the context of social media-based microbusinesses.

The negative aspects of consumer perceptions also provide room for future development. Findings regarding complaints about taste, product availability, and slow digital services reflect the importance of integrating operational systems and online communications. These criticisms, if addressed strategically, can actually create opportunities for brand management improvements. In this context, this study not only presents a passive evaluation but also makes an applicable contribution to strengthening digital business operations. Therefore, the results of this study can serve as a practical and academic reference for similar businesses seeking to adopt a comprehensive content-based and customer experience-based approach. This research contributes to the development of digital marketing communication theory, particularly in the realm of visual-based social media. The results can be used as a reference in developing content strategies for lifestyle-based MSMEs in Indonesia. Going forward, these results can be used as a basis for evaluating the effectiveness of message formats and strengthening local identity in building digital consumer loyalty. Furthermore, these findings affirm the importance of a narrative approach and digital responsiveness as key pillars in building a relevant and sustainable brand. Overall, the novelty of this research lies in its integrative approach between content analysis, caption experiments, and customer sentiment within a single strategic evaluation framework. This approach allows for a richer exploration of the relationships between content types, customer emotions, and digital engagement. Thus, this research contributes to the development of digital marketing communications literature in the local MSME and F&B startup sectors. Going forward, these findings can serve as a foundation for developing contextual engagement models and evaluating digital communication theories that are more inclusive of local culture and urban lifestyles. Based on the findings above, management is advised to adopt a short-form video-based content

approach with emotional narratives to strengthen engagement with audiences. Digital service systems and product distribution also need to be strengthened to strategically address customer expectations captured in negative comments. Finally, amplifying positive sentiment through user-generated content can serve as social proof, boosting trust in the Kopi Jago brand among new consumers.

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