

Proposed Social Media Marketing Strategy To Increase Social Media Engagement For Teknisigo

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KEYWORDS	ABSTRACT
Social media; Marketing Strategy; Audience Engagement; Social Media Content; Repair Service	This study addresses the gap between current content delivery and audience expectations on Teknisigo's Instagram, a challenge often overlooked in service-based SMEs. Despite the widespread use of social media marketing, limited research explores how different content types influence user engagement in niche service industries. This research aims to develop an improved content strategy by identifying which content types drive the highest engagement. The study applies an internal STP (Segmentation, Targeting, Positioning) analysis to understand the audience profile, followed by external benchmarking with similar businesses. A mixed-methods approach was used, combining thematic interviews with internal stakeholders and an online survey of followers to assess preferences, motivations, and content satisfaction. Quantitative data were analyzed using Spearman's rank correlation to identify relationships between content types and engagement. The findings reveal a significant mismatch between audience expectations and Teknisigo's current content. Educational and relational content—such as tutorials, customer stories, and behind-the-scenes features—proved more engaging than promotional or entertainment-based posts. As a result, a revised content strategy is proposed to focus on high-performing content categories. This research offers practical recommendations for Teknisigo and provides a replicable content planning framework for service-based SMEs seeking to improve social media engagement.



INTRODUCTION

Indonesia's rapid urbanization and robust economic development have significantly accelerated the growth of digital connectivity. Urban migration, driven by the pursuit of better employment, education, and lifestyle opportunities, has contributed to the expansion of internet usage across the country (Barrett, 2023; Folke et al., 2010; Ma et al., 2020; Shah et al., 2016; Wang et al., 2022). As noted by Indrawati (2017), the development of information and communication technology (ICT) in Indonesia is closely linked to urbanization and plays a growing role in both social and economic activities. These interventions have helped bridge the technological gap and made internet access a vital component of daily life for many Indonesians. A key driver behind this digital transformation is the widespread adoption of smartphones (Metz, 2017; Ortega-Villaseñor, 2022; Walsh, 2019). This shift toward mobile-first behavior reflects the broader digital lifestyle in Indonesia, where smartphones are not only tools for communication but also essential gateways to commerce, education, and social interaction (Aleksić, 2021; De Saxe, 2015; Hill & Bradshaw, 2018; Lawa, 2020; Ngoc, 2022; Westlund, 2013). Data from the We Are Social report in 2025 highlights this growth, showing

that Indonesia's internet users reached 212 million by January 2025, marking an 8.7% year-on-year increase compared to 2024.

Parallel to the increase in internet users, social media continues to exhibit steady growth. By February 2025, Indonesia recorded 143 million social media user identities, reflecting a 2.9% year-on-year increase, with users spending an average of 3 hours and 8 minutes daily on social platforms. The average Indonesian actively uses approximately 7.9 social media platforms each month. These insights underscore the significant opportunity for businesses to deepen engagement and interaction through social media. The demographic profile of social media users further highlights the potential for targeted marketing strategies. Notably, 62.7% of the adult population aged 18 years and above actively engage in social media, representing a significant portion of the market. Additionally, social media penetration among internet users stands at 67.3%, emphasizing how closely intertwined social media and internet usage are becoming in everyday life. The data also reveals a gender distribution among users, with males making up 54% and females 46% of social media users. This subtle shift indicates evolving user behaviors and preferences, suggesting that audiences may be seeking more relevant, engaging, or quality-driven content. Businesses that can effectively analyze and adapt to these changing preferences could gain a significant competitive advantage in digital marketing.

The rise in smartphone ownership in Indonesia provides additional context to these trends. According to Statista, the percentage of Indonesia's population that owns a smartphone has increased steadily, reaching 88.39% in 2025, a significant rise from 81.46% in 2024. This rapid growth in smartphone adoption further reinforces the increasing dependence on digital platforms for communication, commerce, and entertainment, reshaping consumer behavior and business strategies across various industries. As digital devices become more integrated into daily life, the demand for repair services for electronic gadgets, including smartphones and laptops, has also increased. Consumers are increasingly looking for cost-effective solutions to extend the lifespan of their devices rather than immediately replacing them. A recent study by YouGov revealed that 63% of Indonesian consumers prefer repairing broken technology rather than replacing it. This trend signifies an opportunity for businesses in the repair industry to capitalize on consumer behavior by offering accessible and reliable repair services that cater to the growing need for sustainability and cost-efficiency.

The rapid growth of internet and social media users in Indonesia presents a significant opportunity for businesses, including service-based SMEs like Teknisigo, to strengthen digital engagement through effective content strategies. However, this digital expansion also brings challenges, particularly the mismatch between delivered content and audience expectations—an issue especially prevalent in niche service sectors such as electronic repair. Previous studies (Dolan et al., 2016; Rachan et al., 2020) have emphasized the importance of content typology in driving engagement, yet most of the research has focused on consumer product sectors, leaving service-based industries underexplored. This gap indicates a lack of data-driven approaches tailored for small businesses in technical service contexts. The novelty of this study lies in its integration of internal analysis (STP and SWOT), external benchmarking, and a mixed-methods approach to develop a more relevant content strategy based on audience preferences. The main objective is to design a content-based social media marketing strategy

that enhances audience engagement on Teknisigo's Instagram account. Practically, this research offers a replicable framework for similar businesses, while academically, it contributes to the growing body of knowledge on digital marketing strategies in service-oriented SMEs.

RESEARCH METHOD

The external analysis focuses on benchmarking competitors to understand prevailing content strategies and engagement patterns in the industry, while the internal analysis applies the STP (Segmentation, Targeting, and Positioning) framework to evaluate Teknisigo's digital audience characteristics and brand positioning. After the environmental assessment, a SWOT analysis is conducted to map out Teknisigo's strengths, weaknesses, opportunities, and threats in the context of digital engagement. The final stage of the design involves formulating a proposed social media marketing strategy, developed based on user content preferences, engagement behavior, and strategic positioning.

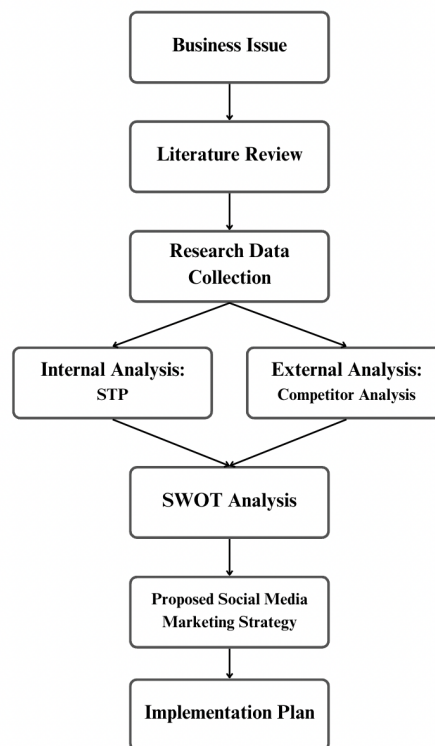


Figure 1. Research Design
(Source: Researcher)

To answer the research questions and shape the proposed social media marketing strategies for Teknisigo, this study uses a combination of primary and secondary data. The use of both sources helps build a clearer picture of how users actually perceive Teknisigo's content. Survey responses provide insight into audience preferences and behavior, while data from social media platforms offer real engagement figures that can help confirm or challenge those perceptions. Primary data in this study is collected using two methods: interviews and questionnaires. These approaches are intended to capture both the internal strategic perspective

from Teknisigo's team and the audience's point of view regarding social media content preferences and engagement behavior.

Semi-structured interviews are conducted with two key internal stakeholders at Teknisigo: the Marketing Manager and the Social Media Officer. These individuals are selected based on their direct involvement in the planning, execution, and evaluation of Teknisigo's social media marketing activities. The purpose of these interviews is to explore the company's strategic approach to digital engagement, challenges encountered in content planning and execution, as well as internal considerations in managing online audience interactions. This method enables greater flexibility and depth in capturing qualitative insights (Alsaawi, 2020), particularly concerning operational strategies and decision-making processes related to Teknisigo's current social media practices. The interviews are conducted in Bahasa Indonesia to ensure clarity, comfort, and authenticity in the participants' responses.. The study distributes an online questionnaire exclusively to followers of Teknisigo's Instagram account. The objective is to understand their preferences regarding content types, their interaction behavior with Teknisigo's posts, and their general perception of the brand's social media approach. The statements in the questionnaire are structured based on the four content categories proposed by Dolan et al. (2016): informational, entertaining, remuneration, and relational. The questionnaire targets individuals aged 18 to 40 who are active social media users and follow Teknisigo's Instagram account. Multiple choice and Likert scale formats are used for the distributed questionnaires.

This study uses a non-probability purposive sampling approach. As explained by Etikan et al. (2016), this method involves selecting participants based on certain traits that are directly relevant to the research. In this case, the sample is drawn specifically from Teknisigo's Instagram followers aged 18 to 40 who actively use social media. The idea is to focus on individuals who are already familiar with Teknisigo's content and are more likely to offer meaningful input about their engagement habits and how they perceive the brand's online presence. In determining the number of respondents required for this study, the Slovin formula is utilized. Slovin's formula offers a practical method to calculate the appropriate sample size when the population size is known but variability within the population is not precisely determined. The total population for this research is based on the current number of Teknisigo's Instagram followers.

Qualitative research is a method used to explore complex phenomena through the collection of non-numerical data such as opinions, experiences, and attitudes. It aims to understand the depth and richness of human behavior in its natural context, allowing researchers to interpret meaning rather than measure variables (Creswell, 2018). In this study, qualitative data is obtained through semi-structured interviews with Teknisigo's CEO and Marketing Manager. The purpose is to gather insights related to the company's internal strategies, challenges in content planning, and their evaluation of social media engagement. The interviews provide context that cannot be captured through numerical data, especially regarding decision-making processes and organizational reasoning. The data from the interviews will be analyzed using thematic analysis, which is a systematic technique for identifying, organizing, and interpreting patterns or themes within qualitative data (Braun & Clarke, 2006). This method enables the researcher to explore key narratives around Teknisigo's

marketing strategies and to identify recurring ideas that reflect their current practices and challenges in managing social media engagement.

The quantitative data collected through the questionnaire will be analyzed using Spearman's rank-order correlation with SPSS software. This non-parametric method is employed to examine the strength and direction of the monotonic relationships between four independent variables Informational, Entertainment, Relational, and Remunerative Content and the dependent variable, Social Media Engagement. Composite scores for each content type and engagement construct will be calculated by averaging their corresponding item scores. Prior to analysis, the reliability of each construct will be tested using Cronbach's Alpha, where only constructs with a minimum reliability threshold ($\alpha \geq 0.70$) will be included. Spearman's rho (ρ) values, along with corresponding p-values, will be reported to determine whether significant correlations exist between content types and engagement.

This method is particularly suitable for ordinal data derived from Likert-scale responses and is robust against violations of normality assumptions. The results of the correlation analysis will provide insights into which types of content are most strongly associated with increased engagement, offering empirical support for the development of more effective content strategies on Teknisigo's social media platforms

RESULTS AND DISCUSSION

SWOT

To comprehensively evaluate Teknisigo's current positioning in the digital marketing landscape, a SWOT analysis was conducted based on both internal factors (segmentation, targeting, positioning, and current marketing strategies) and external factors (competitive benchmarking and empirical findings from Spearman correlation tests). This analysis highlights the company's strengths, weaknesses, opportunities, and threats related to its social media engagement efforts.

Strengths

Teknisigo's strength begins with the scope of services it offers. While many repair businesses focus only on smartphones often just Apple devices, Teknisigo handles laptops, PCs, and smartphones, making it a more versatile option for customers. This kind of service variety also opens up more content opportunities that speak to different user concerns. Its choice to focus on Instagram and TikTok is another smart move, given that these platforms are where most of its target audience, especially younger users, spend their time. The presence isn't just symbolic Teknisigo regularly shares content across different themes, including educational posts, lighthearted entertainment, promotional updates, and content that feels more personal or relational. This variety helps them stay connected with different audience motivations. Even during a period of internal transition, with a smaller content team, the brand's Instagram engagement has held steady around 0.11%. That number might seem small, but it outperforms some direct competitors and nearly matches iColor, one of the more established players in this space. It shows that people are paying attention, and that Teknisigo already has a digital foothold that could grow stronger with a bit more structure and consistency.

Weakness

Even with a solid digital presence, Teknisigo still struggles with a few internal issues that hold it back. The marketing team runs lean, which makes it tough to keep up with the pace of content creation. When something starts trending, the response isn't always fast enough, and some good opportunities slip by. On top of that, the absence of a structured content calendar means the team often works reactively. There are times when posts come out consistently, but other times when the feed goes quiet. It all depends on what's happening in the moment, rather than a clear strategy. Another problem is how content performance is evaluated. There's no regular use of data or insight to measure which posts are actually working. That leaves the team guessing, instead of improving based on evidence.

Opportunities

Looking at how people interact with Teknisigo's posts, there's clear potential in certain types of content. Data from the recent analysis shows that relational and entertainment content perform the best in terms of engagement. That's a sign that the audience responds more when content feels personal or fun, not just informative. It opens up a chance to lean more into stories maybe quick behind-the-scenes clips, moments with customers, or day-in-the-life content that makes the brand feel closer to real people. Educational content still matters, but instead of plain tutorials, it could be told through a more narrative, storytelling approach. Beyond that, Teknisigo hasn't really tapped into user-generated content yet. Testimonials, reposts from customers, or short clips showing real repair results could help build trust without needing extra production. Collaborating with small influencers might also help reach new circles without a huge budget. These kinds of ideas don't require massive changes, just a bit more intention and consistency.

Threats

Of course, the digital space Teknisigo operates in isn't without its risks. One of the biggest challenges is the platform itself. Instagram and TikTok can change their algorithms at any time, and when that happens, reach can drop overnight, even if the content quality stays the same. It's something that's hard to control, but it has real consequences. Then there's the competition. Some players in the same space are backed by larger teams and better budgets, which means they can post more frequently, follow trends faster, and keep their feeds polished. In a space where attention is limited, that kind of consistency makes a difference. There's also a lot of noise in the gadget repair niche. Every day, new content shows up—tips, tutorials, tech hacks—all fighting for the same scroll. Without a strong identity, it's easy to get lost in the feed. Internally, the team's limited capacity also means that even when something promising comes up, whether it's a trend or a seasonal moment, the execution isn't always fast enough. Timing matters online, and delays, even small ones, can cost a lot in visibility.

The summary of the SWOT analysis is presented in the following table:

Table 1. SWOT Analysis

Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
- Broad range of repair services - Active on Instagram and TikTok, aligned with Gen Z & millennials. - Varied content types: informational, entertainment, promotional, relational. - Higher IG engagement rate ($\pm 0.11\%$) than some competitors.	- Small marketing team limits content creation and trend response. - No structured content calendar, strategy is reactive. - Heavy reliance on trend-based content. - Lacks data-driven performance tracking.	- High correlation between relational/entertainment content and engagement. - Opportunity to use storytelling in educational content. - Can build digital community through UGC/testimonials. - Potential for micro-influencer partnerships.	- Unpredictable social media algorithms. - Stronger competitors with bigger teams and budgets. - Highly saturated gadget content niche. - Limited team bandwidth may cause delays in trend execution.

(Source: Researcher)

Business Solution**Proposed Social Media Marketing Strategy****Proposed STP****Segmentation**

Teknisigo's current market segmentation is structurally appropriate and does not require major changes. The segmentation framework divides the market based on geographic, and demographic, which are all supported by findings from the consumer analysis. Geographically, the focus on urban and suburban areas particularly Jabodetabek is accurate, as the majority of respondents reside in that region. Demographically, the segmentation includes age, gender, and occupation, with clearly defined age brackets and relevant occupational categories such as students and professionals.

Targeting

Based on the segmentation results and consumer analysis, Teknisigo's targeting strategy can be refined for greater precision. While the current targeting includes a broad age range and both genders, survey data suggests that the majority of respondents are male and fall within the 18–30 age group. So it is proposed that Teknisigo focus its targeting on young adult males living in urban areas, particularly Jabodetabek, who are either students or early-career professionals. This group represents the most relevant audience segment in terms of demographic fit and social media activity.

Positioning

Looking at where Teknisigo stands today its strengths, its gaps, and how people are actually engaging with the brand there's a clear opportunity to reposition it in a way that feels more real and relevant. People already trust Teknisigo for fast and transparent repairs, and that should stay. But in a space that's getting more crowded and shaped by fast-changing algorithms, just being functional isn't enough. Teknisigo has the chance to be more than a repair service. It can become a brand that feels approachable, familiar, and present in the everyday lives of its audience. The technical credibility is there, but what's missing is the kind of tone and presence that makes people feel like they're following someone they know, not just a business. With a more casual way of speaking, more personal content, and space for user participation, Teknisigo can shift from being just a solution provider to something people actually enjoy engaging with.

Figure 2 illustrates the perceptual map that compares Teknisigo with competitors based on two dimensions: brand tone (from formal to casual) and audience connection (from utility-based to relational). Teknisigo appears in the upper-right quadrant, indicating a casual communication style and a growing focus on relational engagement. It reflects how the brand has evolved from being purely functional to more audience-oriented, with content that feels lighter, more personal, and easier to connect with.

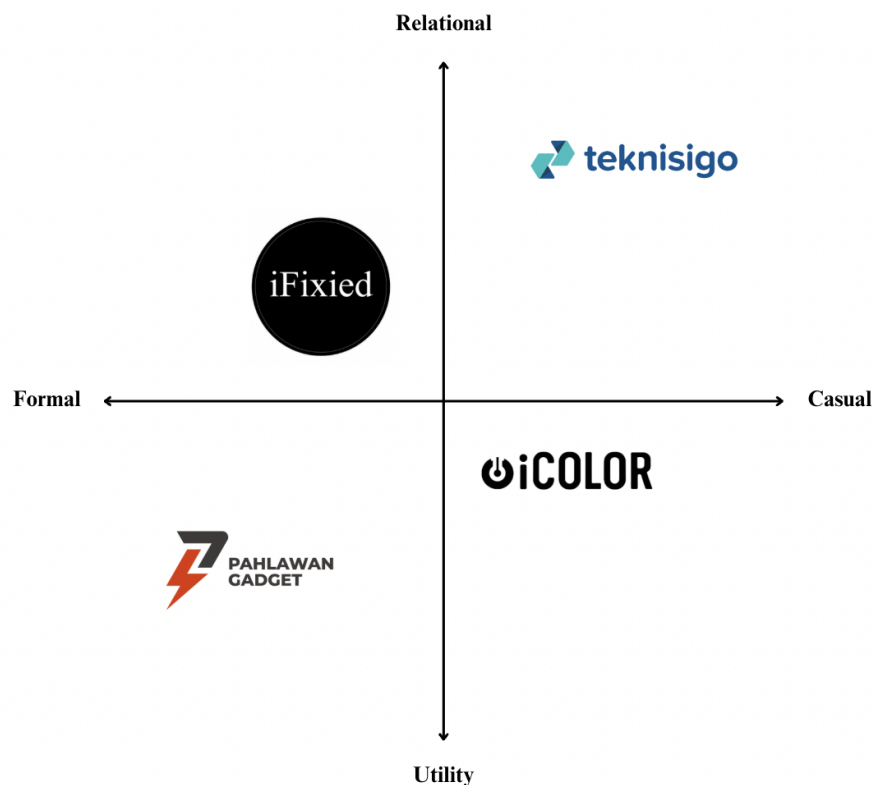


Figure 2. Perceptual Map
(Source: Reasearcher)

Proposed Content Pillar

Teknisigo's current content strategy consists of various post types such as promotional content, educational tips, memes, and trend-based videos. However, based on the audience analysis and correlation results, a more structured and data-driven content pillar framework is required to optimize engagement. The content pillars serve as the foundation for consistent and purposeful communication on social media. Rather than relying on spontaneous content creation, the use of well-defined pillars ensures that each post has a strategic role in building interaction, conveying brand identity, and responding to audience expectations. The proposed pillars are formulated based on the types of content that showed the highest correlation with engagement, while still retaining other formats that contribute to audience retention and content diversity.

Relational Content

Relational content is proposed as the primary content pillar because it demonstrated the highest correlation with engagement based on the Spearman correlation analysis. This type of content focuses on fostering emotional connection between the brand and its audience by emphasizing community, authenticity, and shared experiences. Unlike promotional or technical content, relational content aims to present the brand in a more human and approachable light, making it easier for followers to interact not only with the information, but also with the personality behind the brand.

In the context of Teknisigo, relational content can take the form of light, relatable posts that reflect the everyday digital struggles of its followers. One example is the post titled "Service Laptop 14 Juta!". While the image shows a detailed internal shot of a laptop, the caption uses casual language and shock value to evoke empathy and spark discussion. It invites the audience to engage with questions like "Is it really that expensive?" or "Why is it so expensive?", creating a space for curiosity and shared experiences.

Another example is "HP Goes Into The Toilet", which presents a humorous scenario where a phone falls into a toilet, accompanied by the caption "how could...". This post draws immediate attention through a mix of comedy and relatability. Many users have faced similar accidents or know someone who has, making the content highly relevant and engagement-prone. It encourages followers to comment, tag friends, and recall their own gadget mishaps. The goal of this pillar is not to push services directly, but to keep Teknisigo present in the audience's mind through consistent emotional relevance. By reinforcing the idea that Teknisigo understands its customers not just technically, but personally. Relational content builds long-term trust and improves engagement in a way that feels natural and non-intrusive. It is recommended that relational content be posted 2–3 times per week to maintain continuity and emotional resonance without oversaturating the feed.

Entertainment Content

Entertainment content is proposed as the second most important content pillar, following relational content, based on the results of Spearman correlation analysis. This type of content has demonstrated a strong relationship with engagement, indicating that humorous and relatable posts resonate well with Teknisigo's audience. Entertainment content is designed to amuse, surprise, or provoke light-hearted reactions, making it ideal for maintaining visibility in a saturated digital environment.

An example of this pillar can be seen in the meme-format post that compares “Bro Device / Bro Skill” with “My Device / My Skill.” The post humorously contrasts high-end gadgets with exaggerated user behavior, using familiar online meme structures. The exaggerated visuals and sarcastic comparison create a shared joke with the audience, particularly with younger users who enjoy self-deprecating humor about outdated or underpowered tech. This encourages users to tag friends, laugh, and reflect on their own situations.

Another post illustrates a mock “POV” scenario with the caption “Your friend bought a 2 million laptop for 3D rendering”, paired with a viral explosion clip. The exaggerated cause-and-effect setup plays into a common frustration with budget tech use for heavy tasks like rendering. It draws humor from absurdity while remaining relatable to the target audience, who are mostly students and entry-level professionals familiar with such constraints. This type of content not only entertains, but subtly reinforces Teknisigo’s role as a service provider that understands and can solve these problems without needing to state it explicitly.

By integrating entertainment content, Teknisigo is able to build consistent audience interaction, tap into internet culture, and stay top-of-mind through laughter and virality, even when followers are not actively seeking repair services. It is recommended that entertainment content be posted 2–3 times per week, allowing the brand to maintain engagement while balancing other content types.

Remunerative Content

Remunerative content refers to posts that offer tangible benefits or incentives to the audience, such as discounts, giveaways, special pricing, or bonus services. The primary objective of this content pillar is to drive action and conversion, encouraging followers to make a purchase, book a service, or engage in a promotional activity. While this type of content may not generate the highest levels of interaction compared to more emotional or entertaining formats, it plays a strategic role in moving audiences from awareness to decision. This content type is recommended to be posted 1–2 times per week, particularly during time-sensitive promotional periods or key calendar moments like holidays or store campaigns. Maintaining a regular but not excessive frequency ensures that followers are aware of offers without being overwhelmed by constant sales messaging.

One example of remunerative content is the Promo Ramadhan 50.000-an post. It blends seasonal relevance with affordability, using the context of Ramadan to position Teknisigo as a caring and timely service provider. The clear and direct language highlighting a price point makes it easy for viewers to quickly grasp the benefit and consider taking immediate action. Its visual backdrop of the storefront reinforces brand presence while making the post feel grounded in the real-world service environment.

Another example is the Service Laptop Bayar Seikhlasnya post, which takes a more emotional approach to remuneration. Instead of a fixed price, the offer allows users to pay as they wish, evoking values of honesty, trust, and accessibility. This content not only encourages traffic but also strengthens brand identity as empathetic and community-driven. It also performs well in terms of organic reach due to its novelty and shareability, particularly during periods of economic sensitivity or religious significance. Remunerative content is essential for balancing engagement-driven posts with content that leads to measurable business results. It

ensures that Teknisigo's social media presence contributes not only to brand awareness but also to transaction opportunities and customer acquisition.

Informational Content

Informational content is proposed to be posted 1–2 times per week to maintain brand credibility and provide long-term value to the audience. This type of content aims to educate followers by delivering practical knowledge, useful tips, and preventive insights related to gadget usage and maintenance. While its correlation with engagement is lower compared to relational or entertainment content, it plays an important role in building authority and trust especially for a service brand like Teknisigo.

Informational content generally takes the format of short-form videos or carousels with bold text overlays, attention-grabbing phrases, and clear visual demonstrations. This format is optimized for Instagram Reels, Stories, or TikTok, where users quickly scroll and require fast context. By presenting problems and solutions in under 30 seconds, the content becomes both informative and digestible for younger, mobile-first audiences.

For instance, the post titled “Stop! This will leak the battery!!” presents a warning message in large red font, immediately grabbing attention. The accompanying video shows a real device being handled, reinforcing urgency and authenticity. This kind of content warns users about bad charging habits or poor maintenance behaviors, with the goal of preventing device damage.

Another example is “15,000 Charger Effect”, which uses shocking visuals smoke coming out of a phone to emphasize the dangers of using cheap, low-quality chargers. By combining strong imagery with a specific price reference, the content directly addresses audience behavior in a way that is educational but also emotionally impactful. The primary objective of informational content is not to entertain, but to establish Teknisigo as a knowledgeable and responsible brand. It supports long-term customer trust, encourages better gadget care, and subtly reinforces the importance of choosing a reliable repair partner when problems arise.

Table 2. Data Researcher

Content Type	Objective	Format	Post Frequency
Relational	Build emotional connection, brand relatability, long-term trust	Behind-the-scenes, customer stories, repair scenarios with personal tone	2–3 times a week
Entertainment	Increase visibility, trigger spontaneous engagement, stay culturally relevant	Meme-style Reels, humorous POVs, exaggerated tech reactions	2–3 times a week
Remunerative	Stimulate conversions, encourage action during promos	Promo banners, limited offers, “pay as you wish” service posts	1–2 times a week

Informational	Educate audience, build authority and credibility	Quick tips, myth-busting videos, how-to tutorials with bold text overlays	1–2 times a week

Source: Researcher

Implementation Plan

To ensure the proposed content strategy delivers consistent and measurable impact, this implementation plan will guide Teknisigo's execution process over a 12-month period from July 2025 to June 2026. The plan provides a structured roadmap for operationalizing the four main content pillars Relational, Entertainment, Remunerative, and Informational on Teknisigo's primary platforms, namely Instagram. The implementation focuses on balancing strategic direction with tactical flexibility. It covers key aspects such as monthly content scheduling and periodic evaluation.

Given Teknisigo's lean social media team, the plan emphasizes a manageable workload with realistic post frequencies, integration of trend-based content when relevant, and the use of low-cost production tools such as mobile editing apps and design templates. Through consistent and adaptive implementation from July 2025 to June 2026, Teknisigo is expected to enhance its brand presence, grow its digital engagement, and deepen relationships with its core audience.

CONCLUSION

This study aimed to address two primary research questions: the current social media marketing strategies employed by Teknisigo, and the specific strategies that could be proposed to enhance social media engagement. Teknisigo currently utilizes a trend-based and adaptive social media approach, primarily focusing on Instagram. The brand leverages viral content formats such as memes, humorous reels, and trend-based challenges to capture attention, alongside promotional materials and simple educational tips. However, there is no fixed content calendar, and posting frequency is inconsistent, driven more by internal workload and viral trends than by strategic planning. The company's engagement efforts are reactive rather than proactive, with content decisions often made spontaneously, lacking data-driven insights. Although the content pillars revolve around entertainment, promotion, and technical education, they lack consistency and fail to build long-term relationships with the audience. To improve social media engagement, the study proposes a revamped content strategy emphasizing relational content, such as customer testimonials, behind-the-scenes moments, and service journey stories. This should be supplemented with consistent entertainment and occasional promotional campaigns. Additionally, the strategy suggests refining the target audience to digitally literate individuals aged 18–30 in the Jabodetabek area and positioning Teknisigo as a fast, transparent, and community-oriented gadget service. A structured content implementation plan, incorporating realistic posting schedules based on operational feasibility and audience behavior, is also recommended to enhance engagement, emotional connection, platform consistency, and long-term loyalty.

Based on the findings of this research, it is recommended that Teknisigo implement a structured weekly content calendar that integrates the four key content pillars—relational, entertainment, remunerative, and informational—to ensure consistency and reduce reactive

posting. Emphasis should be placed on relational and entertainment content, as these categories demonstrated the strongest correlation with user engagement. This includes developing more personalized, storytelling-driven posts that resonate emotionally with the audience. Additionally, Teknisigo should regularly utilize analytics tools to monitor content performance and make data-driven decisions to refine its content strategy. Collaborating with relevant micro-influencers and leveraging user-generated content (UGC), such as customer testimonials and repair story videos, can enhance brand trust and organically expand reach. Finally, the digital marketing team should be strengthened either by expanding human resources or through targeted training to improve responsiveness to trends, enhance creativity in content development, and ensure the long-term execution of a data-informed and audience-centric social media marketing strategy.

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