

## Social media content management on Instagram in the fashion industry

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### Abstract

*The management of Instagram social media content for Palugada Streetwear as a retail fashion streetwear brand has resulted in rapid growth, reaching two million accounts, a surge of up to 524%, and a significant increase in engagement by 21.7 thousand accounts. This research aims to comprehend how Instagram content management in the fashion industry enhances customer engagement. Researchers employ the POST social media management theory (KOMINFO, 2018) and the social action theory for amplifying customer engagement (Evans & McKee, 2010). Using a qualitative approach, data is gathered through interviews with Palugada's CEO and Head of Marketing, academicians who are social media experts, and Palugada Instagram account followers. In addition to interviews, observation and document analysis are also conducted. Research findings reveal that Palugada implements six content management stages, including determining target audience characteristics, establishing objectives through 4 content pillars, setting an editorial plan, formulating KPIs, executing content management strategies, and distributing content. The fifth phase involves specific strategies, including research, curation, content production, collaboration, and media monitoring.*

## Introduction

Instagram is one of the most popular social media platforms in Indonesia. This is evidenced by the data (NapoleonCat, 2023), which shows that there are 106.72 million Instagram users in Indonesia as of February 2023 (Rizaty, 2023). This number has increased by 12.9% compared to the previous month, when there were 94.54 million users. Compared to the previous year, the number of Instagram users in Indonesia has increased by 4.9%. As of February 2022, 101.76 million Instagram users were in the country. Instagram users are predominantly women, accounting for 53% of the user base. On the other hand, the percentage of male Instagram users in Indonesia is 47%. Regarding age, 37.8% of Instagram users in the country are between 18-24 years old, while 29.7% of social media users are between 25-34 years old.

Instagram provides opportunities for people to start businesses. The shift from offline to online buying and selling culture has changed the shopping behaviour of society.

Besides being user-friendly and having increasing features to boost sales, Instagram has also fostered creativity through features like reels, IG TV, Instagram stories, Instagram Live, swipe-ups, and Highlights. Businesses employ various methods for promotion on Instagram, not limited to just posting product photos with descriptions. Instagram is often an advertising tool due to its comprehensive features supporting product marketing. Online shops frequently seize this significant opportunity to promote their various products. An online shop is a virtual store where buyers and sellers cannot meet in person, so efforts are needed to convince potential customers, one of which is by engaging with customers.

The fashion world is rapidly evolving, and Indonesia is a country that is taken into account in determining the latest fashion trends. This is evidenced by the frequent use of various local clothing styles from different regions in Indonesia as innovations in the existing fashion trends (Akil, 2021). The fashion industry specifically studied in this research is Palugada Streetwear. This research focuses on examining the management of content on Instagram social media within the fashion industry to enhance customer engagement. Customer engagement is an effort to create, build, and improve relationships with customers, which is a crucial strategy for sustaining business performance in the future (Brodie et al., 2013).

The fashion industry under consideration is Palugada Streetwear. Palugada is a fashion brand based in Bandung that has been in operation since 2020. In less than 3 years, @palugada.streetwear has managed to reach 113 thousand Instagram followers. This achievement, though not easy, has been successfully accomplished.

The effort undertaken by these three young individuals has made Palugada one of the well-known fashion brands in the Bandung community. The utilization of the Instagram social media platform is one of Palugada's strategies for promotion, providing the latest information on streetwear fashion, education, implementing a sense of community, collaborating with various concepts, organizing various events to increase awareness and customer engagement, and presenting entertaining content as one of the core values of @palugada.streetwear.

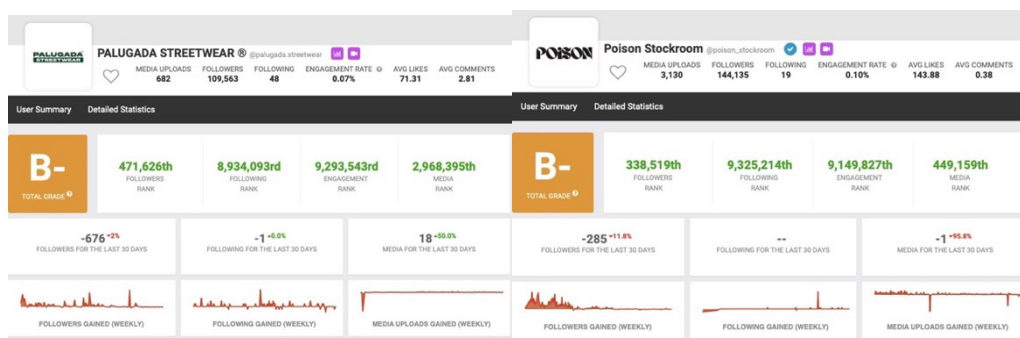


Figure 1. Grade Comparison Data between Palugada and Poison

Source: SocialBlade

Another interesting aspect that led the researcher to choose Palugada as the research subject is that this retail store is based on an entertainment concept. As a provider of streetwear shoes and clothing, Palugada actively builds and mobilizes communities, including F&B and music communities. This approach is adopted to bring Palugada Streetwear closer to its audience. Based on the gathered data, it can be seen in Figure 1 that both @palugada.streetwear and @poison\_stockroom, as its competitors, have a total grade of B-. However, the average comments show that @palugada.streetwear outperforms @poison\_stockroom

by 2.82 points. This indicates that @palugada.streetwear is more actively engaging with the audience through the comment section. Regarding engagement ranking, figure 1 also shows that @palugada.streetwear excels at 9,293,543 points, while @poison\_stockroom obtained 9,149,827 points.

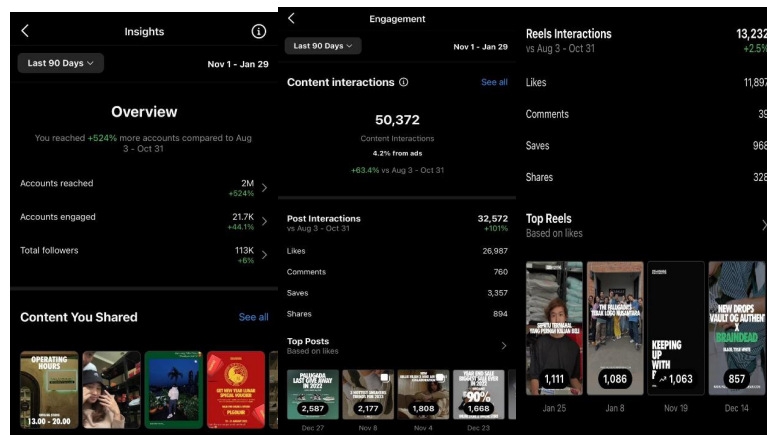


Figure 2. Instagram Insight @palugada.streetwear

Source: Instagram @palugada.streetwear

Figure 2 indicates a significant increase in insights for @palugada.streetwear over the past three months. The content concept of @palugada.streetwear has generated rapid growth, reaching two million accounts, which is a 524% increase. There has been a significant increase in engagement, with 21.7 thousand accounts and an addition of 2,000 followers in three consecutive months. End-of-year content such as discounts and giveaways proved to be the most successful, with 2,587 likes. The standout feature that has boosted customer engagement the most is reel content involving the owner or Palugada team, such as reel question & answer and "keeping up with Palugada's," which increased interaction with followers by 2.5% in the last three months, while post content increased by 101%.

The research by Souza (2016) shows that Instagram is the most widely used platform in the fashion industry. The frequency of posts varied widely among these brands. Some brands didn't post at all, while others posted over 30 times a week. Additionally, no correlation existed between a brand's country of origin and how often they posted. In social media,

Audience engagement on social media is a crucial element because brands can observe a range of ongoing interactions that have the potential to make products or brands widely known and stay in the memory of consumers. In fact, these interactions have the potential to contribute to increased sales. A high level of interaction in an online store can also reflect the quality of positive interactions between the online store and its customers or followers. This is why online stores will find it easier to gather insights into customer preferences and needs through the interactions that take place on social media platforms. Online stores that successfully establish effective interactions with their followers on Instagram can also build trust among potential customers.

In a report published by Social Media Examiner, it was found that 96 percent of marketers use social media to market their fashion businesses. Furthermore, they found that 92 percent of marketers say that social media is an integral part of their communication, with 58 percent of them strongly agreeing with this sentiment. (Stelzner, 2015).

Palugada targets young people using digital platforms, especially Instagram, as

its communication medium through content. The proliferation of content production in Indonesia has led business operators to adopt new strategies to ensure that their produced content does not lag behind other brands. Effective content management becomes one way to generate high-quality and valuable content, thereby leaving a stronger impression and attracting public attention.

Herrity (2022) states that social media management is the process of analyzing social media audiences and formulating strategies based on audience attitudes, commonly used to achieve business goals. Agnes (2018) asserts that social media content management, or social media management, is currently a rising trend in the business world, serving as both a Public Relations and marketing tool. Social media management aids in planning various aspects of social media, such as content, customer interactions, posting schedules, and responses to customer interactions, all of which contribute to business growth. Effective implementation of social media management with high-quality and consistent content can enhance brand awareness on social media, thus facilitating business growth and development.

In the context of social media, innovative and interactive actions can be measured using metrics associated with the social media platform itself (V. A. Barger & Labrecque, 2013), such as responses to content, comments on content, content sharing, and content uploads (V. Barger et al., 2016). These four forms of interaction can be considered as forms of customer participation on social media. The number of likes and comments also serves as important indicators for understanding the level of customer engagement with well-established brands that have official Instagram accounts (Hoffman & Fodor, 2010).

The ability for social media management is also a must-have skill for public relations practitioners to shape a positive image of a brand through digital campaigns. Interacting with consumers can help PR practitioners gain important insights into consumers, how they perceive the products, services, and the business brand. Moreover, Public Relations can also build a stronger value proposition for both current and potential customers through social media management. McCoy (2017) states that the use of quality content provides three times greater benefits and requires 62% less cost. From this, it can be seen that content management plays a crucial role.

Content is information that can be accessed through electronic media (Indonesian Dictionary). Simarmata (2010) defines content as the core part of digital information. Social media platforms like Instagram, YouTube, and Facebook contain various information and entertainment created by individuals, companies, or groups. Placement on social media allows for direct interaction, so the content on social media must carefully consider the target audience (Huang, 2019). Content is a crucial strategy in long-term communication to maintain a business. Messages are also important in marketing communication (Cangara, 2017). Pulizzi & Barrett (2009) refer to content marketing as a marketing method that creates and disseminates engaging content to engage the audience with the goal of influencing consumer behavior. Content management is essential to ensure that the message achieves the desired results, whether they are soft or aggressive.

Similar research topics have also been explored by Mahmudah & Rahayu (2020), who discussed the use of Instagram social media experiencing an increase, even at the corporate level, such as shopping malls that have visitors characterized by seeking all mall information through Instagram. In managing corporate content on Instagram social media, the aspect of sharing or posting is the first topic that begins with understanding the purpose of using social media platforms for corporations. Furthermore, in the optimization aspect, content management is done by creating posting schedules and utilizing features available on the Instagram social media platform. The process of control or management (the manage



aspect) in managing Instagram social media content is also carried out by creating media monitoring reports. From this report, it then becomes key performance indicators that can be evaluated and used for analysis to take strategic steps in the future. In the engagement aspect, management not only creates content internally but also builds good relationships with online communities to gain Instagram exposure for the generated content. Luttrell (2018) states that there are four aspects that can strengthen a solid content management strategy, namely share, manage, engage, and optimize. These aspects are crucial because when a company or institution shares something, they can also manage or engage and even optimize their message concurrently.

Previous studies have extensively examined the importance of content's influence on online engagement. Online engagement encompasses various interactions carried out by audiences with a brand through online media consistently. Online engagement serves as evidence of content success because with a higher level of engagement achieved, there is a greater likelihood that a brand will become more widely known to the general public. Additionally, online engagement is important because it can demonstrate positive interactions with consumers and eventually influence consumer loyalty. One study showed that Instagram engagement is 17.8 times higher than that of Facebook, making various brands more interested in connecting with their customers through Instagram (Jackson, 2019). Anindyaputri et al., (2020) stated that customer engagement in the context of online interactions through social media can impact customer satisfaction and brand trust, although it may not yet affect brand loyalty.

In the current digital era, content plays a significant role in business by serving as a tool for conveying messages. Strong content has a positive impact on a brand or company because it provides value to the public. Effective content management supports closer interactions with customers. Content also aids in controlling a brand's image through social media and media monitoring. This research applies the POST theory and fundamental "social action" steps by Evans et al., (2010) to achieve consumer interaction. The research method used is qualitative, collecting data through interviews, observations, literature, and documentation. This study is expected to provide information and recommendations for @palugada.streetwear.

## Method

This research employs a qualitative approach to observe the management of content on Instagram social media within the fashion industry with the aim of enhancing customer engagement. Additionally, it utilizes descriptive research to depict and explain the research subject in the field. The qualitative approach and descriptive research type were chosen to gain an in-depth understanding of content management and its influence on customer engagement. This study combines the social media management theory POST (People, Objectives, Strategy, Technology) from Kominfo (2018) and the social action theory for enhancing customer engagement, which includes Consumption, Curation, Create, and Collaboration as proposed by Evans et al., (2010).

Data was collected through interviews with four informants: Raditya Almu (CEO of Palugada), Intan Dhenisya (Head of Digital Marketing at Palugada) as the key informant, Almira Shabrina (an expert in social media) as the expert informant, and Andika Rizal (a follower of the Instagram account @palugada.streetwear) as the supporting informant. Non-participant observation was also employed to obtain data without direct involvement in content design. Document analysis was conducted by analyzing data such as event notes, ongoing programs, documentation of activities, and information disseminated by

the organizers.

After the data was collected, analysis was conducted by filtering important data from observations, interviews, and document studies to be presented in narrative form. Conclusions were drawn based on data analysis to address the research problem concerning the management of Instagram social media content in the fashion industry and its impact on customer engagement. To ensure data validity, a source triangulation technique was used by cross-referencing data from various sources. Data was also classified based on similarities and differences in perspectives and the specificity of the sources in shaping their views.

## **Results and Discussion**

Social media content management is the process of planning, creating, managing, and publishing content in line with objectives such as increasing brand awareness, customer engagement, interactions, and conversions. Palugada Streetwear has successfully managed its content well through its creative marketing team. They conduct research on their audience and their content. In their content management strategy, they investigate their target audience through demographic, geographic, and psychographic research. The desired audience for Palugada Streetwear consists of Generation Z and early Millennials, aged between 15 and 35, who are relevant to the products and information they provide. Palugada Streetwear disseminates its content in the Jabodetabek region and several other cities in Java, Sumatra, Kalimantan, and some international regions based on demographic research results. The age group and demographics that Palugada Streetwear targets are active users of social media on a daily basis, which is why they chose Instagram as the primary platform for content distribution. Instagram, as a global social media platform with various tools available, helps Palugada reach its audience more easily.

Elena (2020) stated in her research findings that social media, especially Instagram, is a potent tool for the fashion industry, rapidly sharing fashion trends, especially among younger audiences. This study focuses on Instagram's role in spreading fashion trends among Generation Z. A survey was conducted with 120 participants aged 16 to 23, and cluster analysis helped identify fashion influencers and how Instagram serves as a fashion information source. The study explored how Instagram influences fashion information and trend acceptance among Generation Z. Fashion information on Instagram comes in various forms, and while it reaches a broad audience, fashion enthusiasts form a distinct subgroup. They readily identify and follow influencers sharing relevant fashion content, although these influencers have limited popularity in the overall Instagram community. Notably, local citizen influencers, influenced by their community's real-life context and culture, strongly shape local fashion trends.

Palugada Streetwear has several objectives in managing social media content, with the primary one being to fulfill marketing needs for increased sales, as every piece of content is created with the aim of supporting sales. On the other hand, Palugada Streetwear also utilizes social media to engage more closely with customers and maintain their loyalty. Diniati et al., (2022) in their research state that social media enables users to create and share content (information, opinions, and interests) in various contexts (informative, educational, satirical, critical, etc.) with the audience. In pursuing these objectives and strategies, Palugada Streetwear needs to understand how social media works in order to achieve the desired level of engagement. Taking these factors into consideration, the following is an explanation of the analysis of Instagram social media content management in the fashion industry.

## **Pengelolaan Konten Media Sosial Instagram pada Industri Fashion**

### **1. People**

In managing social media content, the first consideration should be the audience. The audience plays a crucial role in the success of a brand in conducting its business. Each audience has different characteristics, and therefore, every brand must conduct research and employ the right strategies to reach the audience with effective content. Determining the characteristics of the audience significantly influences the type of content to be presented, depending on the research findings. Because Instagram is a platform with broad reach, if the target audience is not specifically defined, this can have a negative impact on sales and customer engagement. Palugada Streetwear, as a retail brand using digital platforms to disseminate its content, pays close attention to the audience they want to reach. Therefore, Palugada conducts thorough research and consideration in defining its target audience, as follows:

- a. **Demographics.** Understanding demographics is the first step in defining the audience. By grasping the audience's background, we can tailor content to align with trends and timing, thus achieving the desired objectives. In this regard, Palugada Streetwear is targeting Gen-Z and millennials, aged 15-35 years. Based on monthly data, Palugada Streetwear's account is visited more by females (80.7%) than males (19.2%). This data confirms that Palugada Streetwear has successfully chosen its target audience well to achieve their Instagram goals, which are to market products and provide content variety. By understanding its audience's characteristics, Palugada Streetwear has achieved the desired engagement through Instagram social media.
- b. **Geographical.** The second step in managing social media is to determine the audience based on location. Given the broad reach of social media, Palugada Streetwear needs to narrow down the scope of the content it manages. By selecting a specific target audience, Palugada Streetwear can more easily determine the products to be sold and how to disseminate its content. In this case, Palugada Streetwear is focusing on audiences in Jabodetabek, Bandung, Bali, and several other islands. Although Palugada Streetwear is based in Bandung, they want to reach a wider audience in line with their desired characteristics. This is because Palugada Streetwear not only sells products but also promotes their brand as entertainment and embraces a larger community. Thus, they will increase brand awareness and engagement indirectly. Palugada Streetwear is also aware that in Indonesia, Instagram is an easily accessible tool for social media users, which supports their distribution efforts.
- c. **Psychographics.** The next step is to understand the psychographics of our target audience. Unlike demographics and geography, psychographics are more challenging to discern externally because they relate to the audience's personality traits, such as interests, activities, attitudes, and opinions. Palugada Streetwear conducts research by observing the daily activities of their audience. Since the majority of Palugada Streetwear's audience consists of students and young adults, they often observe them during times when the audience gathers, such as in coffee shops. By observing these specific places, Palugada Streetwear gains insight into the product preferences and content that their audience finds appealing. This is why they frequently present a variety of content and attractive promotions to boost sales and customer engagement.

### **2. Objectives**

The second step in managing social media content is setting objectives. Objectives are a crucial factor in building a brand as they involve the brand's vision and mission. With clear objectives, it becomes easier to determine the direction the brand wants to achieve. In this phase, Palugada Streetwear has various goals they aim to accomplish. Based on the research mentioned above, it can be seen that as a brand selling products, Palugada Streetwear's primary goal in content management is to achieve the set sales targets. However, on the other hand, they also use content management to maintain customer loyalty and enhance interactions with them. With these objectives in mind, Palugada Streetwear not only showcases photos of their products for sale but also strives to disseminate information and education to their audience. Palugada Streetwear divides its content into four pillars: informative, entertaining, interactive, and educational. These pillars are created to maintain engagement on their Instagram account, with the hope that the audience is satisfied with the various information and entertainment provided. In deploying these pillars, Palugada Streetwear uses an editorial plan to present content according to a schedule. They aim to update content every day, keeping the audience interested in their Instagram feed and stories. Palugada Streetwear also regularly creates an editorial plan for the next 31 days at the beginning of each month. According to Rania & Diniati (2023) in their research, creating a content timetable through brainstorming with the social media management team is quite essential in finding the foundational data that is then packaged in a way that can ultimately be distributed to their audience.

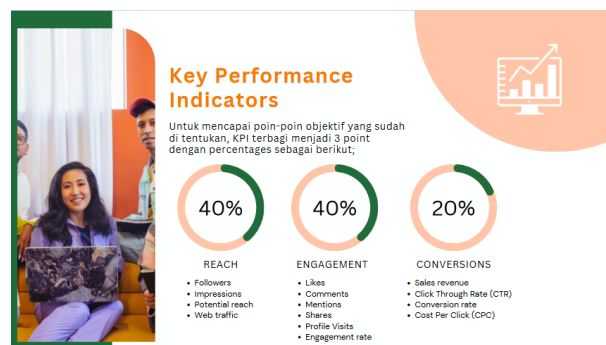


Figure 3. Social Media KPIs for Instagram Palugada

Source: Palugada's document

In addition to using an editorial plan, Palugada Streetwear also employs Key Performance Indicators or KPIs in managing content on its Instagram social media platform. KPIs serve the purpose of allowing a brand to consider several indicators to determine the success of their activities on social media. In this regard, Palugada Streetwear has three key performance assessment indicators, namely reach, engagement, and conversion. Each of these indicators encompasses various other points. The reach indicator includes followers, impressions, potential reach, and web traffic. The engagement indicator encompasses likes, comments, mentions, shares, profile visits, and engagement rate. Meanwhile, the conversion indicator covers sales revenue, click-through rate, conversion rate, and cost per click.

Based on the provided engagement increase data, Palugada Streetwear doesn't always experience growth in every segment, but it still manages to meet the KPI standards set. The "entertain" segment in Palugada Streetwear appears to have the highest level of engagement compared to its other segments. However, in terms of specific KPI figures, Palugada Streetwear doesn't have specific numbers; instead, they only look at a broad overview of which segments are most favored by their audience.



### 3. *Strategy*

The third step in social media content management involves defining specific strategies to meet the brand's needs. These strategies serve as guidelines for managing social media accounts. Kominfo recommends the first step is to establish the main message. In this case, Palugada Streetwear has a primary message to provide information and education about streetwear fashion.

In Palugada Streetwear's Instagram account management strategy, the creative marketing team plays a crucial role. They determine how much content from each segment should be posted in a month, such as 70% entertainment, 20% informative, and 10% educational. Afterward, the creative team generates ideas and conducts brainstorming sessions, keeping an eye on streetwear fashion trends both domestically and internationally. Due to the rapid evolution of information and the spread of fake news, Palugada Streetwear must ensure the accuracy of information before sharing it with the audience. In addition to research for ideas and content, Palugada Streetwear conducts AB Testing to identify which content is more popular. AB Testing helps assess the most effective types of content for sales and branding. Sales-focused content revolves around pricing, promotions, and products, while branding content encompasses brand identity and communities such as Palugada Streetwear Clubs and Palugada Teams.

Once the research and AB Testing are completed, the brainstorming results are incorporated into the editorial plan with the assistance of the creative team, social media handling, and other teams. The editorial plan is created for a full month, covering content for feeds, reels, and Instagram stories. After the editorial plan is finalized, the creative team produces graphic content or content that directly engages with the audience, such as interviews. The content produced is then handed over to the social media team to add appropriate copywriting and uploaded according to the monthly editorial plan.

In this content management process, media monitoring is conducted daily on Palugada Streetwear's Instagram and TikTok accounts by the general manager and the head of marketing. Palugada Streetwear's specific strategy involves giving their audience a special nickname, "Clubs," and using a casual language that resonates with Gen-Z and millennial audiences to create a close and contemporary connection. All these stages conclude with monthly evaluations and reports, conducted during monthly meetings to maintain progress from the previous month. In these meetings, the marketing team presents the evaluation results to understand what has been in line with the plan and what hasn't. Rahman & Diniati (2022) in their research reveal that evaluations are conducted to explore various aspects, both internal and external. This stage is crucial because there are always program iterations and improvements in the social media features used.

### 4. *Technology*

The final stage in the POST method is the technology related to the tools used to create social media content. Palugada Streetwear uses hardware such as computers, laptops, and smartphones, as well as software like Instagram, TikTok, and their website to create and distribute content. Palugada Streetwear prioritizes Instagram for disseminating information and education. On their Instagram account, there are key components like the username, profile picture, and profile bio. The username is recognized by the brand name for easy recall and audience discovery. The profile picture is simple, featuring the name and the dark green Palugada color palette. The profile bio contains a tagline, location information, booking details, and a website link.

There are also highlights that gather Instagram stories with specific themes to provide information and entertainment to new followers. In the Instagram feed of Palugada Streetwear's account, a variety of content from different segments is presented with a modern design in accordance with the editorial plan.

#### **4.3.2. Customer Engagement Palugada Streetwear**

In the ever-evolving modern age, the concept of the Social Feedback Cycle becomes increasingly relevant in the context of marketing and social technology in business. The Social Feedback Cycle connects social media users with businesses, both in the Business to Consumer (B2C) and Business to Business (B2B) models. With the assistance of the Social Feedback Cycle, access to information becomes more straightforward, and the success of products is determined by how appealing they are to consumers, who then provide positive feedback through purchases (Evans & McKee, 2010).

Just like in a feedback loop, consumer engagement indicates a personal interest in the products available in the market. The consumer engagement process is a key factor in building a good reputation, enabling businesses to operate successfully. Businesses not only sell products but also focus on customer satisfaction, which, in turn, can trigger positive recommendations to other consumers (Evans & McKee, 2010). Evans & McKee identify four fundamental stages or "social actions" to facilitate consumer engagement, which involves collaboration rather than mere content consumption.

##### **1. Consumption**

Consumption in the context of social media refers to the process of taking, reading, viewing, or listening to the content or information. In this stage, Palugada Streetwear strives to always provide the latest information by continually consuming information and content that is trending among young people, both domestically and internationally. The creative marketing team at Palugada Streetwear typically searches for information on websites or social media platforms like Hypebeast and Sneaker News. In addition to looking at other brand's social media accounts, Palugada Streetwear also observes ongoing phenomena in the world of streetwear fashion. Both of these media sources have become references and trend centers for the world of streetwear fashion, ensuring that the information conveyed is valid and up-to-date.

##### **2. Curation**

The second stage is to perform curation or what we commonly refer to as filtering. In this stage, a brand is obligated to sort, determine, or describe the contents of the information acquired because by filtering, it becomes beneficial for other audiences who read it. This stage can generate interest, such as when an audience wants to purchase a product after reading a review from someone else who is considered more knowledgeable in the field. Therefore, Palugada Streetwear always filters information before it is reproduced because it aligns with Palugada Streetwear's goals, which are to enhance target marketing and customer engagement.

Palugada Streetwear conducts information filtering using the AB Testing method, where two pieces of content or information acquired are compared to select the content that is most recognized and sought after by its audience. Since Palugada Streetwear's target audience falls under market segments B and C, the chosen content must align with the needs typically sought after by these market segments. Therefore, Palugada Streetwear consistently provides light and well-known informational and

educational content that resonates with its target audience. In contrast, if Palugada Streetwear's market is segment A, the content presented would be non-mainstream and tend to focus on higher-end collections.

### 3. *Creation*

Content creation focuses on the end result. The more inspiration and ideas obtained with the assistance of suitable tools and platforms, the easier it is for a brand to create the desired content. This stage is what determines the extent of the response to the final content created from the information and filtering that has already been done. In this regard, Palugada Streetwear always strives to provide a different approach to achieve its initial goals. The acquired information is transformed and focused on relevant streetwear fashion so that the audience can see both the information and the products for sale. The content recreation stage is also carried out with a structured workflow and rechecking to ensure that the content created aligns with what is desired. Palugada Streetwear also often doesn't immediately provide product content or information; instead, they conduct briefings on Instagram Stories, such as asking questions to the audience before eventually uploading the content to feeds or Instagram Stories.

### 4. *Collaboration*

Collaboration is the final step in enhancing customer engagement, and this element is the most crucial as it serves as a gateway or bridge to build relationships with other brands or communities to reach a broader audience. While it can be an additional element, if a brand only focuses on consumption, curation, and creation, the intensity may not be as significant as when collaboration is involved. In this phase, Palugada has already collaborated with various brands, communities, and influencers as part of their brand development strategy. According to Palugada Streetwear's CEO, Raditya Almu, in today's era, it's no longer about competing with other brands; instead, it's about collaborating as extensively as possible. Palugada Streetwear itself has collaborated with approximately 300 influencers, whether for projects or campaigns, and with about 50 other brands, including projects, events, and campaigns.

In their research findings, Saputro & Diniati (2017) reveal the significant role of influencers in an issue. Influencers can influence many people because, in fulfilling their roles, they carefully select which photos to upload, use specific artifacts to enhance the image they want to project, such as clothing, makeup, and the background for their photoshoots. Influencers also manage photo-taking techniques, lenses, lighting, lens usage, and photo editing. The choice of captions in a particular language is also a primary consideration to avoid disrupting the image-building process. Everything is planned out like creating a movie scenario or story. This is further supported by the research findings of (Pratiwi et al., 2018), which state that the industry leverages social media influencers as a means to build trust and get closer to the audience.

In addition to collaborating with brands and influencers, Palugada Streetwear has a unique way of introducing their products to a new audience by engaging 18 high school students in Bandung as a platform to promote their products and attract new customer engagement. According to Raditya Almu himself, creating this community makes it easier to disseminate information to a new audience. By forming a community with high school students called Palugada Clubs, Raditya employs techniques such as making them affiliates and teaching these students how

to become content creators effectively to attract new audiences. They will be given vouchers that can be shared with other interested students, which can be exchanged for discounts on their e-commerce platform. In return for this, these students will also receive appropriate incentives.

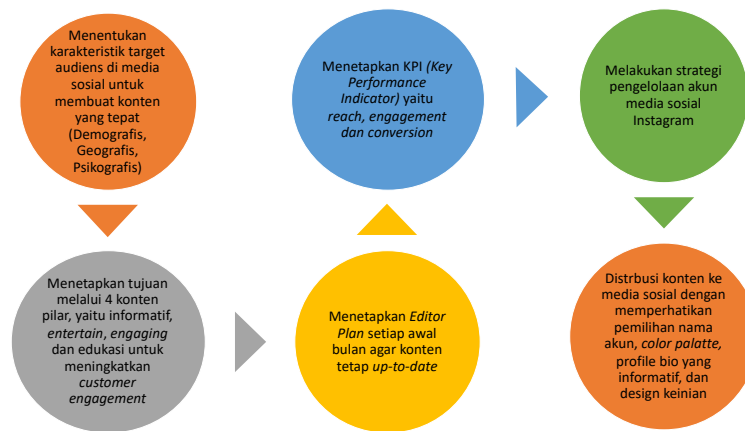


Figure 4. Stage on Social Media Content Management on Instagram in the Fashion Industry

Source: Researcher's Data Processing (2023)

Based on the research findings and discussions previously presented regarding the stages of managing content on the Instagram social media account @Palugada.Streetwear to enhance customer engagement, the analysis results can be simplified by Figure 8. This figure represents a form or model illustrating the steps undertaken by Palugada in managing Instagram as an effort to boost its customer engagement.

The first step in managing social media content is to identify the characteristics of the target audience based on demographics, geography, and psychographics to ensure that the content is on target. The second step is to set goals through four content pillars: informative, entertaining, interactive, and educational, in order to enhance customer engagement. The third stage involves creating an editorial plan at the beginning of each month to keep the content up to date. The fourth step is to measure success with key performance indicators (KPIs) such as reach, engagement, and conversion. The fifth step is to plan social media account management strategies, which are divided into five stages. The final step is to share content on social media, selecting the appropriate account name, color palette, informative bio profile, and trendy design.

In the fifth stage, Palugada's social media specialists have their own strategy in managing their Instagram social media account. This strategy is divided into five stages, which consist of research (consumption), brainstorming (curation), production (content production), collaboration, and media monitoring. The analysis results related to Palugada's strategy in managing their Instagram social media content have been simplified by the researcher into Figure 10.



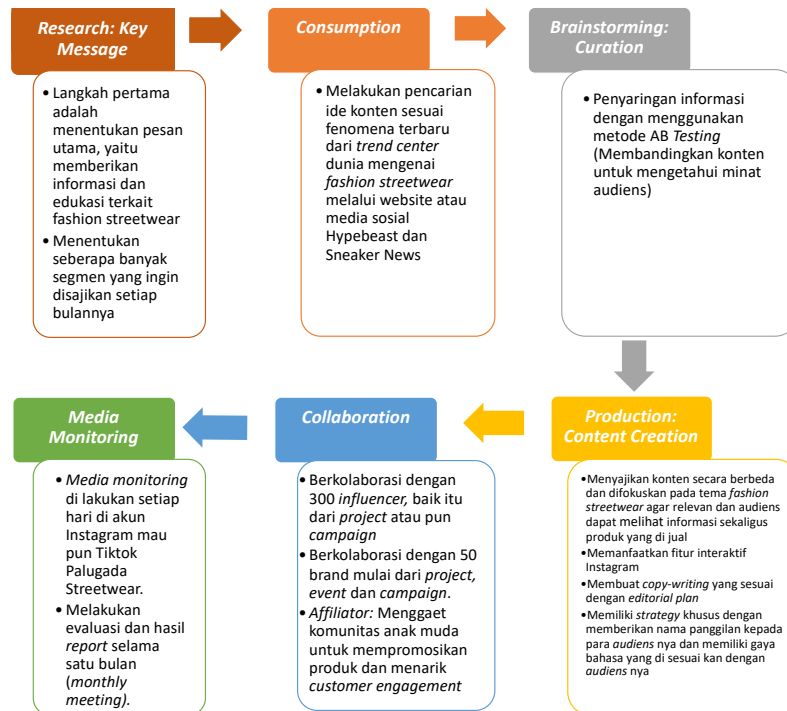


Figure 5. Social Media Content Management Strategy on Instagram @Palugada. Streetwear to Enhance Customer Engagement

Source: Researcher's Data Processing (2023)

Palugada's first-stage strategy in managing its social media content begins with research, where they define the main message, which is to provide information and education related to streetwear fashion and determine how many segments they want to present each month. The second-stage strategy is consumption, involving the search for content ideas based on the latest phenomena from global trend centers in streetwear fashion through websites or social media platforms like Hypebeast and Sneaker News. The third-stage strategy is brainstorming, achieved through curation, which is the filtering of information using the AB Testing method (comparing content to understand audience interests). The fourth-stage strategy involves content production, presenting content differently and focusing on streetwear fashion themes to make it relevant, allowing the audience to see both information and the products for sale, utilizing Instagram's interactive features, creating copywriting that aligns with the editorial plan, and having a specific strategy by giving nicknames to their audience and using language tailored to them. The fifth-stage strategy involves collaboration with 300 influencers, 50 brands, and engaging young communities as affiliates to promote products and attract customer engagement. The final-stage strategy includes daily media monitoring of Palugada Streetwear's Instagram and TikTok accounts. In this final stage, the social media team conducts evaluations and creates reports on a monthly basis during monthly meetings.

## Conclusion

From the analysis of the management of content on the Instagram social media account @palugada.streetwear, it can be concluded that Palugada employs a six-stage content management approach to enhance customer engagement. These six stages are closely

related to the social action theory in enhancing customer engagement proposed by Evans & McKee (2010), although in its implementation, the fashion industry Palugada Streetwear has expanded it into six stages. The first to fifth stages involve identifying target audience characteristics, setting goals through four content pillars, creating a monthly Editorial Plan, setting KPIs, and content management and distribution strategies. In the fifth stage, specialized strategies are implemented by social media specialists, divided into five stages: research, brainstorming, content production, collaboration, and media monitoring.

In addition to these stages, Palugada Streetwear makes various additional efforts to maintain and enhance customer engagement, such as: (1) Consistency in content posting schedules to build expectations and a strong identity; (2) Presenting visually appealing and diverse content; (3) Providing content related to lifestyle, fashion, and product reviews; (4) Actively engaging with the audience through quick and polite responses; (5) Utilizing Instagram features such as stories, reels, and live content for dynamic engagement; and (6) Collaborating with influencers to increase visibility and credibility. All of these efforts aim to consistently deliver added value to the audience and enhance their engagement with Palugada Streetwear.

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