

# Public Engagement on the Instagram Social Media Account Format of Indonesian Food and Drug Authority Regional Office in Ambon in 2023

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Public awareness regarding the importance of safe drugs and food is crucial. However, products still have the potential to be unsafe, so the community needs to be equipped with knowledge through Information, Education, and Communication (IEC). Due to advances in information technology and the increasing number of internet users, IEC can be conducted through electronic and social media to reach a wider audience. Instagram is one of the platforms used by the Indonesian Food and Drug Authority (Indonesian FDA) Regional Office in Ambon for IEC. It has the potential to serve as a medium for communicating, disseminating information, and educating the public about safe drugs and food. However, an analysis of Instagram user engagement with the content created is needed. This study aims to determine Instagram user engagement with content formats on the Indonesian FDA Regional Office in Ambon. Instagram account using quantitative research methods with a descriptive approach. The research-dependent variable is the content format (video, photo, infographic), and the independent variable is engagement (like, comment, save, share). Engagement analysis was conducted on 509 posts during 2023, consisting of 51 (10.02%) video content, 174 (34.19%) photos, and 284 (55.80%) infographics. The results of the analysis show that photo content formats have higher engagement than videos and infographics, with an average number of likes (25.03), saves (0.29), and shares (0.69). Meanwhile, video content formats have a higher average number of comments (0.14) compared to photos and infographics. This study concludes that photo and video content have higher engagement, so it can be chosen as priority content to increase follower engagement on the Indonesian FDA Regional Office in Ambon Instagram account.

*Kesadaran masyarakat tentang pentingnya obat dan makanan yang aman sangatlah vital. Namun produk yang beredar masih memiliki potensi untuk tidak aman, sehingga masyarakat perlu dibekali pengetahuan tentang produk yang aman melalui Komunikasi, Informasi, dan Edukasi (KIE). Sering kemajuan teknologi informasi dan peningkatan jumlah pengguna internet, KIE dapat dilakukan melalui media elektronik dan media sosial untuk menjangkau audiens yang lebih luas. Salah satu media KIE yang digunakan oleh Balai Pengawas Obat dan Makanan (Balai POM) di Ambon adalah melalui Instagram. Instagram berpotensi menjadi media untuk berkomunikasi, menyebarkan informasi, dan mengedukasi masyarakat tentang obat dan makanan aman. Namun diperlukan analisis terhadap keterlibatan pengguna Instagram (engagement) terhadap format konten yang dibuat. Penelitian ini bertujuan untuk mengetahui engagement pengguna Instagram terhadap format konten di akun Instagram Balai POM di*

*Ambon menggunakan metode penelitian kuantitatif dengan pendekatan deskriptif. Variabel terikat penelitian adalah format konten (video, foto, infografis) dan variabel bebas adalah engagement (like, comment, save, share). Analisis engagement dilakukan terhadap 509 postingan selama tahun 2023, terdiri dari 51 (10,02%) format konten video, 174 (34,19%) foto, dan 284 (55,80%) infografis. Hasil analisis menunjukkan format konten foto memiliki engagement lebih tinggi dibandingkan video dan infografis dengan rata-rata jumlah like (25,03), save (0,29), dan share (0,69). Sedangkan format konten video memiliki rata-rata jumlah comment lebih tinggi dibandingkan foto dan infografis sebanyak 0,14. Kesimpulan penelitian ini bahwa konten foto dan video memiliki engagement lebih tinggi sehingga bisa dipilih sebagai konten prioritas untuk meningkatkan engagement pengikut di akun Instagram Balai POM di Ambon.*

**Keywords:** Engagement, Instagram, Content Format, Indonesian FDA Regional Office in Ambon, IEC

**Kata Kunci:** Keterlibatan, Instagram, format konten, Balai POM di Ambon, KIE

## 1. Introduction

Public awareness of safe drugs and food must be realized because the products in distribution lines are still potentially unsafe, so the public is required to be smart in choosing and using drugs and food that are safe, quality, beneficial. As consumers, the public is expected to select and use drugs and food that meet established standards, necessitating education through Information, Education, and Communication (IEC). (Food and Drug Authority, 2020)

Advances in information technology and the increase in internet users allow IEC can be conducted through electronic and social media, reaching broader audiences In 2024, the number of internet users in Indonesian reached 221,563,479 out of a total population of 278,696,200 Indonesians in 2023, with an internet penetration rate of 79.5% (APPJI, 2024). Although the internet penetration rate in Maluku-Papua of 69.91% (Katadata, 2024), which is below the national average, it is still substantial and is expected to grow.

One of the IEC media used by Indonesian FDA Regional Office in Ambon is Instagram, which expands public exposure to information about safe food and drug information due to the limitations of offline IEC related to resources (budget, time, and human resources). Additionally, Indonesian FDA Regional Office in Ambon used Instagram to promote its profile and to highlight special activities unrelated to drugs and food in collaboration with various sectors. Instagram is the second-largest social media platform used in Indonesia, with the country ranking fourth globally for Instagram users at 89.15 million (Emeilia et al., 2024).

Instagram can potentially be used as a medium for communication, disseminating information, and public education about safe drugs and food to the public. However, it is necessary to analyze user engagement on Instagram in terms of the content formats created. To provide targeted content, it is essential to study which content formats (videos, photos, and infographics) have the highest levels of effectiveness to determine priority formats.

Research by Wijayanti (2022) on user engagement with library Instagram accounts during COVID-19 measured engagement based on likes and comments from each post. This study found that photo content received more likes and comments than video content. In another study by Hellberg (2015) on visual brand communication on Instagram, defining engagement as user interaction through likes, comments, shares and follows. The results

indicated that visual content that personally engages users can evoke emotions, inspire, or have a strong appeal, resulting in more positive response from Instagram users. Another study by Bonilla-Quanja et al. (2023) on consumer engagement on Instagram with popular fashion brands based on likes and comments states that content in which products are displayed (photos) has higher engagement than video content formats.

The Indonesian Food and Drug Authority (Badan POM) promotes its programs through Instagram due to its potential to reach a wider community. However, this potential must be studied in terms of the effectiveness of Instagram in attracting user interest in the posted content by measuring engagement. To date, in Indonesia, there has been no research that specifically examining engagement on the Instagram account of the Badan POM RI or Indonesian FDA Regional Office in Ambon ([id@bpom.ambon](https://www.instagram.com/id@bpom.ambon)) to assess interest in the posted content format. The research aims to determine what content formats—videos, photos, or infographics—are more popular on the Indonesian FDA Regional Office in Ambon Instagram account, based on likes, comments, saves, and shares.

This research is preliminary and seeks to understand Instagram user engagement with the content format of the Indonesian FDA Regional Office in Ambon Instagram account. The results will help identify content formats that can be prioritized to enhance both quantity and quality, ensuring that the objectives of IEC (Educational Information Communication) through Instagram effectively conveyed and easily understood by the public.

## 2. Methodology

This research was conducted on the Instagram social media account of Indonesian FDA Regional Office in Ambon with the identifier [@bpom.ambon](https://www.instagram.com/bpom.ambon) with 4,480 followers (2023). The study employs a quantitative research design with a descriptive approach. The variables in this study are content format (dependent variable) and engagement (independent variable). The posted content is categorized according to the content format: videos, photos, and infographics. The video format includes IEC content, documentation of activities, and other content produced in video form. The photo format consists of content containing documentation of activities. The infographic format presents IEC content by combining image illustrations with descriptive narratives.

Engagement analysis was conducted by calculating the number of likes, comments, shares, and saves on a total of 509 content posts during 2023, comprising 51 videos posts, 174 photos, and 284 infographics. Data collection was performed using Instagram insight, following the monitoring and evaluation procedures established by Badan POM RI. The data were processed using descriptive analysis, and the results were analyzed using SPSS Statistics 29.0.2.0 (IBM) software.

## 3. Results and Discussion

The results of the data collection from the insights of the Indonesian FDA Regional Office in Ambon Instagram account are presented in Table 1.

Engagement analysis was conducted on the Instagram account of Indonesian FDA Regional Office in Ambon, examining 509 posts from January to December 2023. This comprised 51 (10.02%) video posts, 174 (34.19%) photo posts, and 284 (55.80%) infographic posts (see Table 1). The lower number of video posts can be attributed to the significant challenges involved in their production compared to photo and infographic content. Additionally, the primary responsibilities of the Indonesian FDA Regional Office

in Ambon social media manager limited the time available for creating video content. The volume of photo posts reflects the numerous activities related to Indonesian FDA Regional Office in Ambon that require public awareness, while the higher number of infographic posts is due to their flexibility, depending on the information conveyed and the creativity of the Instagram account manager. Each month, the CIE theme established by the central administration facilitates the creation of infographic content for the Indonesian FDA Regional Office in Ambon social media manager. Overall, the 509 posts garnered an average of 16.60 likes, 0.10 comments, 0.24 saves, and 0.99 shares.

**Table 1.** Recapitulation of Indonesian FDA Regional Office in Ambon Instagram content data in 2023

Content Format	Total	Like	Comment	Save	Share
Video	51	1.091	7	6	23
Photo	174	4.356	19	51	120
Infographics	284	3.004	24	65	164
Total	509	8.451	50	122	307

**Table 2.** Average Engagement of Indonesian FDA Regional Office in Ambon Instagram Account Year 2023

Content Format	Nilai	Like	Comment	Save	Share
Video (n=51)	Mean	21,39±28,942	0,14±0,491	0,12±0,325	0,45±1,222
Photo (n=174)	Mean	25,03±19,442	0,11±0,510	0,29±0,559	0,69±2,064
Infographics (n=284)	Mean	10,58±10,363	0,08±0,429	0,23±0,601	0,58±1,489

Table 2 shows that photo content formats have higher average likes (25.03±19.942), saves (0.29±0.559), and shares (0.69±2.064) compared to videos and infographics, although the lower percentage of photo posts (174) relative to infographics (284). Additionally, video content formats have a higher average number of comment (0.14±0.491) compared to both photos and infographics. The elevated levels of likes, saves, and shares for photo content can be attributed to the brevity of time required to view photos, which quickly capture users' attention, thereby enhancing interactions through likes, saves, and shares. Conversely, the longer duration of video content, along with the need for narration and audio elements, may limit the engagement of Instagram users. This observation aligns with previous research by Bonilla-Quanja et al. (2023) on consumer engagement with well-known fashion brands on Instagram, which found that content featuring products (photos) generated higher engagement in terms of likes compared to video formats.

The high standard deviation for video (28.942), photo (19.442), and infographic (10.363) content formats suggests considerable variability in the number of likes, indicating an inconsistency in user engagement. On average, video posts receive 21.9 likes, with a maximum of 165 and a minimum of just 1. In comparison, photo posts average 25.03 likes, peaking at 194 and also dropping to 1. Infographic posts average 10.58 likes, with a highest of 56 and a lowest of 1. The standard deviation for comments and saves is relatively low, reflecting a narrow range between the highest (5) and lowest (0) values. However, the standard deviations for shares are more pronounced, with video content at 1.222, photos at

2.064, and infographics at 1.489. Notably, the highest share count was 16 for photo content, while the lowest was 0, indicating a diverse level of content sharing.

Content such as the Handover of Retirement Charter and Gold Pin post, which received 194 likes, and the Intensification of Takjil Ramadhan 1444 H post, garnering 56 likes, demonstrates that engaging topics resonate with followers and meet their informational needs, often featuring well-recognized figures. Conversely, the Happy Kartini Day post received only 1 like, likely due to its common nature and lack of novelty.

The post with the highest shares was the inauguration of the new Head of the Indonesian FDA Regional Office in Ambon, as followers deemed the information valuable for others. In contrast, the WHO Assessment of the Maturity Level of Balai POM saw low shares because it did not align with follower interests and failed to provide perceived added value.

As illustrated in Figure 1, the diagram shows the average monthly trend of engagement across different content formats on the BPOM in Ambon Instagram account.

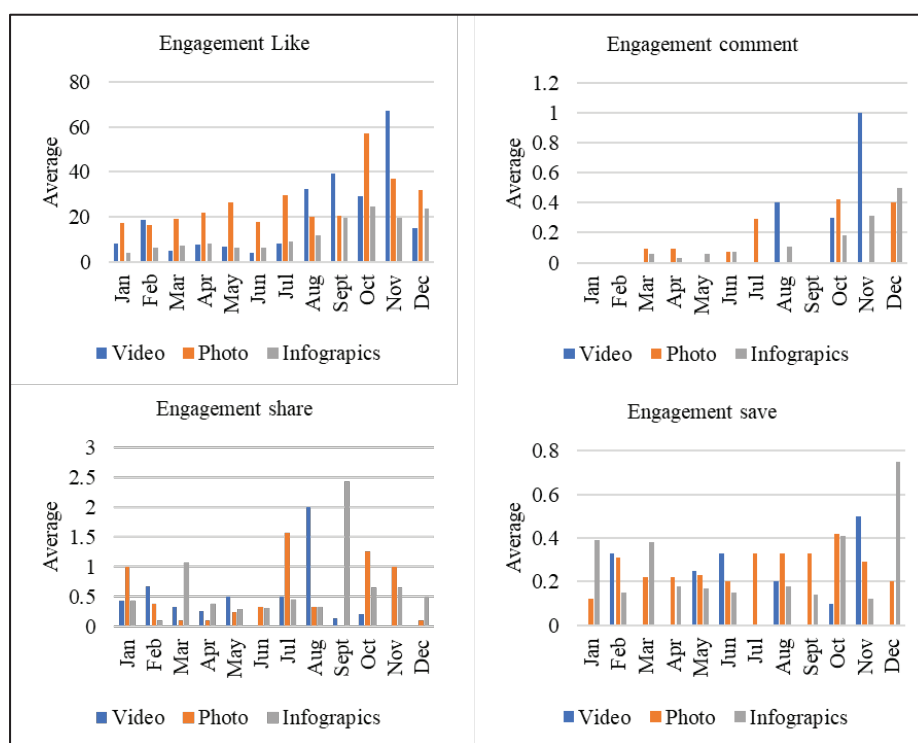


Figure 1. Diagram of average engagement

Figure 1 illustrates an upward trend in engagement for likes, indicating a growing appreciation for the content starting in July and reaching its peak in November 2023. Notably, the video content format recorded its highest average likes in November, averaging 67.50, with a standout post related to BPOM's Net Zero Carbon Program activities garnering 76 likes. This particular initiative involved a collaborative mangrove planting event with the Regional Leadership Communication Forum of Maluku Province, local government organizations, professional groups, universities, schools, community organizations, and all Indonesian FDA Regional Office in Ambon employees. Additionally, another video focused on the internalization of bureaucratic reform activities aimed at achieving a Corruption Free Zone (WBK) for Indonesian FDA Regional Office in Ambon, themed "Reformasi Birokrasi

(RB) On Stage," also engaged all Balai POM employees. The high levels of engagement can be attributed to the personal connection users felt with the content, as their faces were featured prominently, fostering interaction and encouraging likes.

The presence of the Instagram account of the Head of Indonesian FDA Regional Office in Ambon (@pugya.tam) and the Agent of Change (AOC) account (@nyongnona.manise) as collaborators significantly contributed to the increase in engagement likes. Other events that garnered high likes due to collaboration include the release of participants from the Sulawesi-Maluku Regional Pertikawan Contingent of the Scout Movement Provincial Council of Maluku in 2023, which received 59 likes; a Healthy Talkshow in collaboration with Ambon Express Radio, with 58 likes; Guidance on Management of Service Facilitation in West Seram District, achieving 53 likes; Pesta Kenari Pro UMKM which is an innovation of BPOM in Ambon in assisting the acceleration of product certification and registration for micro, small and medium businesses, with 48 likes; and Guidance on Food Poisoning, which received 49 likes. This observation aligns with research conducted by Hellbert (2015), which found that collaboration with well-known figures who have large followings can help reach a broader audience, potentially increasing the number of likes, comments, and shares. Additionally, Aulia et al. (2017) noted that the involvement of public figures as Instagram content collaborators can enhance public engagement in conversations. Santoso (2017) also indicated that content featuring activities or events significantly influences engagement, as followers or non-followers can directly interact with the account owner.

In January, the content exhibited the lowest average likes for photo posts, at 17.25, likely due to less engaging content that did not resonate with audience interests. The trend of increasing comments was observed in July, peaking in November before declining in December 2023. Notably, the video content format recorded the highest average comments in November related to the BPOM Net Zero Carbon Bureaucratic Reform Program (RB) On Stage, averaging 1.00 comments compared to other content formats. The average comment is tiny compared to the average likes of the exact content at 67.50. The overall average for comments across 509 posts was a modest 0.09. Comments represent a deeper form of interaction with followers or potential followers; thus, creating trending content that captivates the community or involves collaborators with substantial followings is crucial to enhancing user engagement.

Figure 1 indicates an increasing trend in the average content save value, peaking in December at 0.75 from eight infographic posts. The most significant contributor to saves was the post titled "List of Traditional Medicines Containing Medicinal Chemicals (BKO)," which was saved three times due to its valuable information deemed essential for future reference. Furthermore, the content was attractively designed, featuring appealing colors, layouts, and product photos. Research by Arifah (2023) also supports the notion that engagement is influenced by visual elements, including color, typography, illustrations, and layout.

Lastly, Figure 1 illustrates that the trend for content shares fluctuated throughout 2023, with the highest average shares occurring in September for infographic content, totaling 35 shares from 14 posts. This content, which focused on motivation and education regarding intelligent product selection through Cek KLIK (Check the Packaging, Label, Distribution Permit and Expiration date), was perceived as both attractive and essential information worthy of sharing.

To optimize the management of the Indonesian FDA Regional Office in Ambon Instagram account, it is essential to provide training for the team to enhance their competencies in conceptualizing material and designing content aligned with the daily posting agenda. Furthermore, additional research is needed to compare engagement data based on content topics and the demographic profiles of followers, including age, gender, and location. This analysis aims to identify specific content that aligns with the preferences and needs of the audience, ultimately fostering increased engagement and loyalty.

#### 4. Conclusion

Photo content formats exhibit higher average engagement, with likes averaging 25.03, saves at 0.29, and shares at 0.69, compared to videos and infographics, despite the lower percentage of photo posts relative to infographics. In contrast, video content formats yield a higher average of comments at 0.14 than both photos and infographics. To enhance engagement on the Indonesian FDA Regional Office in Ambon Instagram account, priority should be given to photo and video content. Involving collaborators in content creation can further boost engagement. Additionally, incorporating users' personal experiences by featuring their faces in the content can encourage greater interaction through likes, saves, comments, and shares. The engagement data obtained in this study demonstrates that content format and various other factors significantly influence user interaction, including likes, comments, saves, and shares. Key elements include the presence of notable figures, events that involve large groups, and collaborations with influential partners.

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