

## **Analysis of the Effectiveness of Ridwan Institute's Instagram Content in One Month in Increasing Engagement**

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### **ABSTRACT**

Consider adding a brief mention of the practical implications or suggestions derived from the study. This study aims to analyze the effectiveness of Ridwan Institute's Instagram content in increasing audience engagement over one month using Meta Business Suite. The research method employed was a quantitative descriptive approach, involving the collection of engagement data, including likes, comments, shares, saves, reach, and impressions, from 23 Instagram posts. The results show that educational content is the most effective type of content in increasing engagement rates, with an average engagement of 4.2%. Meanwhile, informational content has an engagement rate of 4%, while entertainment content has a rate of 3.3%. These findings align with previous research, which has shown that educational content tends to have greater appeal in increasing audience engagement. This study offers recommendations for the Ridwan Institute to further enhance educational content by adopting a more interactive format, thereby increasing user engagement. The practical implications extend beyond the Ridwan Institute, offering a framework for other academic institutions to enhance their digital engagement strategies and improve the effectiveness of their educational outreach.

**Keywords:** Engagement Rate, Instagram, Ridwan Institute, Educational Content, Meta Business Suite

### **INTRODUCTION**

The rapid development of the digital era has changed the way educational institutions convey information and interact with their audiences. Social media, especially Instagram, has become the leading platform in the communication and promotion strategies of various institutions (Junawan & Laugu, 2020; Pratiwi et al., 2021; Wulandari & Salma, 2022). For educational institutions, effective Instagram engagement directly correlates with improved knowledge dissemination, increased public awareness of academic programs, enhanced student recruitment, and stronger community connections. The ability to reach and engage audiences through social media platforms has become a critical factor in determining an institution's visibility and impact in the digital landscape. This phenomenon is particularly crucial for research institutions like Ridwan Institute, where the effectiveness of content dissemination can significantly influence the institution's academic reputation and scholarly reach. The Ridwan Institute, as an institution that focuses on scientific publications, utilizes Instagram to reach a wider community and disseminate educational and informative content. However, the challenge

lies in understanding which content strategies most effectively translate to meaningful engagement that supports the institution's educational mission and extends its academic influence beyond traditional academic circles.

The effectiveness of using Instagram as a promotional medium has been the subject of research in several recent studies. For example, research by Susanti and Soebiantoro (2024) demonstrates that optimizing the use of Instagram and Facebook as promotional media has successfully increased audience reach and customer engagement in SegoBowel's culinary business. In addition, a study by Agisny, Yusuf, and Rachmani (2024) examined the effectiveness of Instagram content quality @studio.dapur using the Customer Response Index (CRI) and found that content quality has a significant role in attracting follower interest and engagement. Other research by Prawira dan Indrawati (2023) examines the effectiveness of using advertising through Meta Ads and Google Ads on MSMEs, highlighting the importance of a strategic digital marketing approach in enhancing brand awareness and consumer engagement.

Although various studies have examined the effectiveness of Instagram content in business and commercial contexts, in-depth research on the use of Instagram by educational institutions, particularly over a prolonged period, is limited. Therefore, this study aims to analyze the effectiveness of Ridwan Institute's Instagram content over one month using Meta Business Suite. Meta Business Suite offers a comprehensive range of analytics tools that enable the measurement of content performance, including reach, engagement, and conversions. By analyzing this data, it is hoped that a more profound understanding can be obtained of effective content strategies for educational institutions in utilizing the Instagram platform to achieve their communication goals.

The purpose of this study is to analyze engagement based on three primary content themes — education, information, and entertainment — to identify the most effective content themes in attracting audiences and provide recommendations for data-driven content strategies for the Instagram Ridwan Institute. Beyond its immediate application to Ridwan Institute, this research aims to establish a replicable methodology that other educational institutions can adapt to optimize their social media strategies. The long-term implications include the development of evidence-based best practices for academic institutions seeking to enhance their digital presence, improve student engagement, and increase public awareness of their research and educational offerings. Furthermore, the findings may contribute to a broader understanding of how educational content can be effectively leveraged across different institutional contexts, potentially influencing policy decisions regarding digital marketing investments in the educational sector and informing future research on the effectiveness of social media in academic environments. This research is expected to make a new contribution to the understanding of effective social media content management strategies for educational institutions, while also offering practical recommendations to enhance audience interaction and engagement.

## METHOD

### Types of Research

This study employs a descriptive quantitative approach, aiming to analyze the effectiveness of Ridwan Institute's Instagram content based on engagement data collected from Meta Business Suite. The quantitative approach was chosen because the study focused on collecting and analyzing numerical data. At the same time, the descriptive method was used to describe the engagement patterns of different types of content published during the study period.

### Data Source

The data in this study were obtained from a secondary source, namely Ridwan Institute's Instagram engagement data, which was collected directly through the Meta Business Suite. The data analyzed covers the last one-month period, with the following key metrics:

1. Likes
2. Comments
3. Shares
4. Saves
5. Reach

### Data Collection Techniques

Data is collected through the following stages:

1. Collect engagement data from all Ridwan Institute Instagram posts over the past month using Meta Business Suite.
2. Group each post into three main theme categories:
  - a. Education (content that provides academic or educational information).
  - b. Information (content that discusses information and current issues on social media virality).
  - c. Entertainment (light content that is entertaining or interactive).
3. Calculate average engagements per theme to identify the types of content that are most effective in increasing audience engagement.

### Data Analysis Techniques

Data analysis was conducted using descriptive statistics, specifically by comparing the engagement rates of each content category. The calculation of the engagement rate is performed using a formula based on reach (ER Reach) proposed by Chaffey & Smith (2017).

$$\text{Engagment Rate} = \frac{(\text{Likes} + \text{Comments} + \text{Shares} + \text{Saves})}{\text{Reach}} \times 100$$

The results of this analysis will provide an overview of the effectiveness of each content theme in terms of audience engagement. The findings of this study are expected

to provide recommendations for more optimal content strategies to improve the performance of Ridwan Institute's Instagram accounts.

RESULTS AND DISCUSSION

Ridwan Institute's Instagram Social Media Content Analysis

Ridwan Institute's Instagram serves as a medium to disseminate information and establish communication with the audience through various published content. Various types of content are presented to keep the audience engaged and enjoy a diverse range of themes that reflect the identity and distinctive character of the Ridwan Institute as an academic journal publication institution. Although the content themes vary, they all remain consistent with the image of the Ridwan Institute, which focuses on education and academic development.

In this study, observations were made on content uploaded on the @ridwaninstitute.id Instagram account over a period of one month. During this time span, the Ridwan Institute has shared 23 pieces of content, which are then grouped into three categories based on the concept established. The following are the details of the content that the Ridwan Institute has published:

Table 1. Ridwan Institute One Month Content

Content Type	Number of Content
Educational Content	12 Contents
Content Information	6 Content
Educational Content	5 Content

Source: Processed Researcher

The following are the results of observations made by researchers on Ridwan Institute's Instagram content, which are categorized based on three categories:

Ridwan Institute's Educational Content Analysis

Educational content is the most dominant theme published on Instagram @ridwaninstitute.id, with a total of 12 uploads. The use of Instagram as a platform to deliver educational content has been proven to make it easier to convey messages to audiences (Afifah Subhah Nafsyah, 2022). The educational content presented by @ridwaninstitute.id is in the form of feeds and carousels. One of the educational contents with a high level of interaction is an upload on January 7, 2025, titled "Viral News Study," which recommends research titles from viral news in that period. This content managed to reach 1,662 interactions.

Research by Vidyana et al. (2023) shows that the effectiveness of Instagram social media content in meeting students' academic information needs is very significant. In addition, a study by Lubis and Utami (2022) indicates that the effectiveness of Instagram social media content has a positive and significant influence on the fulfillment of fans' information needs. This finding aligns with the performance of @ridwaninstitute.id's educational content, which can attract high interaction from the audience.

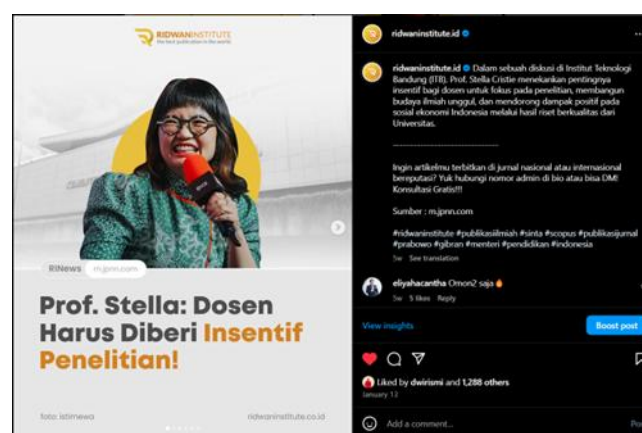


**Figure 1. Viral News Study Educational Content**  
Source: Instagram @ridwaninstitute.id

### Ridwan Institute's Information Content Analysis

Over the course of one month, the Instagram account @ridwaninstitute.id published six pieces of informational content that focused on current and viral news. All of this informational content is presented in a carousel format, which allows multiple images or information to be delivered in a single upload. This format has proven to be effective in increasing user interaction, as evidenced by research showing that the use of carousels can increase audience engagement (Muhammad Nasimul Haq, 2025)

One of the information with high interaction is an upload that discusses Prof. Stella's statement about the importance of research incentives for lecturers. This content garnered 1,289 likes and 103 comments. These findings align with research indicating that relevant and informative content tends to increase user engagement on social media platforms (Diyanto, 2024).



**Figure 2. Prof.Stella's Statement Information Content**  
Source: Instagram @ridwaninstitute.id

Ridwan Institute's Entertainment Content Analysis

Over the course of one month, the Instagram account @ridwaninstitute.id published five pieces of entertainment content in short video formats, including Reels and feed uploads. Despite the limited number, one of the entertainment content managed to achieve 2,029 likes, becoming the upload with the highest number of likes on the platform.

Research indicates that the use of short video features, such as Instagram Reels, is effective in increasing audience engagement and reach. Creative and entertaining video content can grab users' attention significantly more than static content (AL RIZKI GHALISTHAN 2023). In addition, Reels has the potential to reach new audiences and increase brand awareness more broadly (Hamdani, 2025).

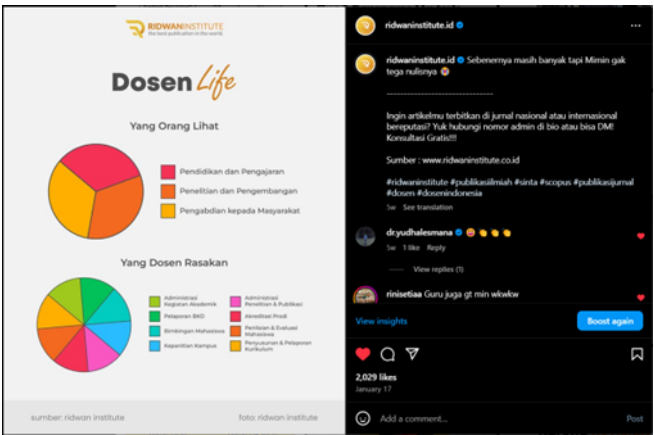


Figure 3. Life Lecturer Entertainment Content  
Source: Instagram @ridwaninstitute.id

Ridwan Institute's Instagram Content Effectiveness Analysis using Meta Business Suite

In the Ridwan Institute's Instagram content effectiveness analysis, researchers utilized Meta Business Suite to measure the engagement rate of each post over one month. The engagement rate is calculated by dividing the total number of interactions (such as likes, comments, and shares) by the total number of followers, and then multiplying by 100%. This approach aligns with the method outlined by Chaffey and Smith (2017), which emphasizes the importance of engagement metrics in evaluating digital marketing performance.

Here is the table of Engagement Rate that has been calculated using the formula:

Table 2. Ridwan Institute's Instagram Content Engagement Rate

No	Date Posting	Content Theme (Education/Information/ Entertainment)	Jenis Post (Carousel/Reels/ Feed)	Likes	Comments	Shares	Saves	Reach	Impressions	Engagement Rate (%)
1	02/01/2025	Education	Carousel	170	0	9	26	4.848	6.889	4

No	Date Posting	Content Theme (Education/Information/ Entertainment)	Jenis Post (Carousel/Reels/ Feed)	Likes	Comments	Shares	Saves	Reach	Impressions	Engagement Rate (%)
2	03/01/2025	Information	Carousel	94	7	1	8	5.882	9.627	2
3	04/01/2025	Entertainment	Reels	243	5	53	29	7.607	12.513	4
4	06/01/2025	Information	Carousel	395	12	10	45	10.467	15.877	4
5	07/01/2025	Education	Carousel	1.106	19	192	345	31.763	51.391	5
6	08/01/2025	Education	Feed	745	7	34	166	27.429	32.853	3
7	09/01/2025	Education	Feed	173	0	92	259	6.315	7.906	8
8	10/01/2025	Education	Feed	288	2	12	52	11.745	14.444	3
9	11/01/2025	Entertainment	Reels	30	0	3	3	1.670	2.232	2
10	13/01/2025	Information	Carousel	1.289	103	105	128	30.802	42.427	5
11	14/01/2025	Education	Feed	270	3	27	92	12.792	16.371	3
12	15/01/2025	Information	Carousel	348	51	46	85	18.697	28.996	3
13	16/01/2025	Education	Feed	245	8	4	22	8.500	10.688	3
14	17/01/2025	Entertainment	Feed	2.029	65	366	485	71.198	96.612	4
15	18/01/2025	Entertainment	Reels	315	10	69	58	11.322	21.268	4
16	20/01/2025	Information	Carousel	1.006	90	290	222	37.693	52.308	4
17	21/01/2025	Education	Feed	105	2	12	21	6.728	8.225	2
18	22/01/2025	Education	Feed	286	0	156	350	11.062	13.508	7
19	23/01/2025	Education	Feed	43	1	5	22	1.923	3.266	4
20	24/01/2025	Education	Feed	123	5	12	44	5.186	6.651	4
21	25/01/2025	Entertainment	Reels	55	0	8	5	3.113	5.848	2
22	28/01/2025	Education	Carousel	400	41	35	79	12.947	17.995	4
23	31/01/2025	Information	Carousel	225	17	6	34	5.155	7.369	5

Source: Processed Researcher

Based on the table above, we can make the average using the following formula:

$$X_{tema} = \frac{\sum X_{postingan}}{N}$$

**Information:** $X_{tema}$  : Average interactions (likes/comments/shares/saves) in a single theme $\sum X_{postingan}$  : Total interactions in a single theme

N : Number of posts in the theme

So, using the formula above, we can see that the average engagement per theme is as follows:

Table 3. Average Engagement Rate of Ridwan Institute's Instagram Content								
No	Content Theme (Education/Information/ Entertainment)	Likes	Comments	Shares	Saves	Reach	Impressions	Engagement Rate (%)
1	Information	559.5	46.6	76.3	87	18116	26100	4
2	Education	329.5	7.3	49	123	11769	15848	4.2
3	Entertainment	534.4	16	99.8	116	18982	27694	3.3

Source: Processed Researcher

From the average table, we can make a graph as follows:

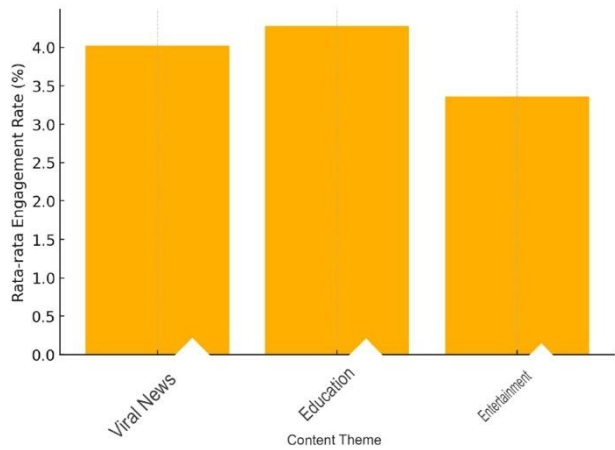


Figure 4. Content Engagement Average Graph

Source: Processed Researcher

Based on the analysis above, it can be concluded that educational content is the most effective type of content in increasing engagement rates on the Instagram account @ridwaninstitute.id. This finding aligns with the research by Sakti dan Deslia (2024), which indicates that educational content strategies significantly increase follower engagement on the Instagram platform. In addition, research by Agisny et al. (2024) also supports the notion that the quality of educational content plays a crucial role in driving audience engagement.

CONCLUSION

Based on the study's results, it can be concluded that educational content is the most effective type of content in increasing engagement rates on Instagram at the Ridwan Institute, with an average of 4.2%. Information content occupies the second position with an engagement rate of 4%, while entertainment content has an engagement rate of 3.3%.



These findings demonstrate that Instagram can be an effective platform for educational institutions to reach and engage with their target audiences, particularly through educational content. The formats used, such as carousels and feeds, have proven more effective than short video content (Reels).

As a practical implication, the Ridwan Institute is advised to further optimize educational content strategies by incorporating more interactive approaches, such as infographics, polls, and Q&A sessions, to increase user engagement even further. Additionally, data analysis through the Meta Business Suite should be conducted periodically to evaluate the effectiveness of the implemented content strategy.

This research also presents opportunities for further studies, such as a long-term analysis of Instagram engagement or a comparison of the effectiveness of content strategies across various other social media platforms.

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