

Optimizing Social Media Content as a Marketing Strategy to Increase Engagement at Kyou Hobby Shop

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ABSTRACT

Objective: This study aims to examine the effectiveness of short-form video content on Instagram Reels as a digital marketing strategy to increase customer engagement at Kyou Hobby Shop, a business specializing in hobby-related products. **Method:** The research employed a descriptive qualitative approach using a case study design conducted during a campus internship program. Data were obtained through direct involvement in content production, observation of audience interactions, and analysis of engagement metrics. Various types of video content were developed, including product reviews, tutorials, and interactive videos tailored to audience interests and platform characteristics. **Results:** The findings indicate that short-form video content significantly improves engagement indicators, particularly views, comments, and shares, compared to static content. Additionally, the consistent delivery of relevant and engaging information contributed to strengthening customer loyalty and fostering more interactive communication between the business and its audience. **Novelty:** This study offers practical empirical evidence on how internship-based content creation strategies can be systematically utilized to optimize Instagram Reels for small retail businesses, highlighting the integration of experiential learning and digital marketing practices as an effective approach to enhancing social media engagement.

INTRODUCTION

In today's digital era, social media has become a highly effective tool for businesses to reach a wider market. By utilizing these platforms, businesses can not only promote their products but also build closer relationships with consumers. Social media allows for more interactive and personalized communication, making it a crucial strategy in the modern marketing world. Social media content serves as a means of online communication between businesses and consumers. This can help influence or improve consumer behavior and maintain established customer loyalty [1].

Social media marketing strategies are a relevant opportunity. In today's digital era, people are increasingly accustomed to viewing content posted on business Instagram accounts [2]. Instagram is a widely used social media platform for entertainment, information sharing, and even promotional purposes. Instagram continues to develop its features, one of which is Reels. This feature allows users to create short videos that can be combined with selected music and shared with friends and other Instagram users, thereby reaching a wider audience [3].

Kyou Hobby Shop is a company focused on Japanese pop culture. This company provides a variety of services, including a toy store, a library, a comic book store, and a café [4]. The proliferation of similar businesses online and on social media certainly impacts the level of competition between stores and the attractiveness of potential

customers to the company. As part of its strategy, Kyou Hobby Shop prioritizes increasing its appeal while maintaining strong relationships with customers, as this is considered crucial.

Using social media for sales and promotional activities offers various benefits. One of the main benefits is helping to introduce the products and services offered by a business. Furthermore, using social media also allows for conducting surveys to understand customer needs and desires [5].

By utilizing social media as an effective marketing tool, businesses like Kyou Hobby Shop have a significant opportunity to expand their audience reach while strengthening customer relationships. The interactive features available on the Instagram platform, including Reels, can enable more creative promotions in the digital age. In an increasingly competitive environment, effective and innovative marketing is key for companies to increase sales.

Problem Formulation

1. What is the role of Instagram Reels content in increasing customer interaction at Kyou Hobby Shop?
2. How does the type of video content created affect follower engagement, such as the number of views, comments, and shares?
3. What marketing strategies can Kyou Hobby Shop implement to capitalize on opportunities to reach a wider audience?

Questions

1. What are the benefits of Instagram for Kyou in expanding its market and building relationships with consumers?
2. How does Instagram Reels contribute to Kyou Hobby Shop?
3. How does Kyou utilize social media to maintain customer loyalty and maintain competitiveness?

SDGs Category

The SDGs are an agenda designed to address global challenges. They aim to eliminate inequality and poverty, and preserve the environment [6]. The use of social media reflects a commitment to achieving SDG point 9, namely: Industry, Innovation, and Infrastructure, which emphasizes the importance of innovation and the use of technology to support sustainability [7]. By utilizing the Instagram Reels feature, Kyou Hobby Shop not only expands its market reach but also builds stronger connections with customers through interactive content.

RESEARCH METHOD

The method applied in this study is descriptive qualitative, which aims to explore the creation of social media content as a marketing strategy to increase engagement at Kyou Hobby Shop. According to I Made Winartha (2006), the qualitative descriptive method is an approach used to analyze, explain, and summarize various conditions or situations based on data obtained through interviews or observations related to the problem being researched in the field [8]. This article will describe the conditions during

the internship in the field and to determine whether the video content creation strategy that has been created is effective in increasing engagement at Kyou Hobby Shop. Data has been obtained from various sources, such as information, observations, and documents relevant to the research. Furthermore, the data is processed through a filtering and grouping process to produce a more precise explanation and in accordance with the research objectives [9].

RESULT AND DISCUSSION

Social media has become a crucial tool in modern marketing strategies, enabling businesses like Kyou Hobby Shop to reach a wider audience while strengthening relationships with customers. By leveraging interactive features like Instagram Reels, Kyou Hobby Shop can create creative and relevant promotional video content to maintain its competitive edge and increase customer loyalty amidst intense competition. This article will discuss the role of social media in supporting the sustainability and growth of Kyou Hobby Shop's business [10].



Figure 1. Content created during the internship.

The image shows an Instagram Reels content produced by Kyou Hobby Shop, a store specializing in Japanese pop culture merchandise. In this Reels, store employees appear as part of the content, interacting directly with the products for sale, such as anime and game merchandise. The visual elements of the store, filled with products, create an engaging experience for the audience, highlighting the diverse collection available. Coupled with engaging audio and the unique caption "KURU-KURU (Turning Around)," this content utilizes a lighthearted and entertaining style to capture the attention of the Instagram audience, who are largely seeking visual and creative content [11].

This content strategy leverages personalization by showcasing the store staff, creating a more human connection between the brand and the audience. This showcases the faces behind the store, enhancing authenticity and customer trust. Visual promotion is implemented through real-life merchandise displays taken on-site, giving potential buyers a realistic idea of what they can expect when they visit the store.

Furthermore, the use of hashtags such as anime, otaku, and others strengthens the content's reach to relevant communities, namely fans of Japanese pop culture, anime, and games. These hashtags help Reels reach a more specific audience and directly target them. Furthermore, this Instagram Reel also includes an invitation to visit the Kyou store, specifying the location. This aims to entice Kyou's audience to visit the store in person. By combining entertainment and direct promotion, the content is designed to increase engagement, expand market reach, and strengthen the relationship between the store and customers. This strategy is key to successfully attracting an audience in the competitive digital marketing era [12].

During the internship, content creation for Instagram Reels involved several strategic steps aimed at producing engaging and effective content to reach the audience. The first stage was research, which included audience analysis to understand the target market and study current trends on Instagram. Next, brainstorming creative ideas to determine a unique, attention-grabbing content concept that aligned with promotional objectives [13].

The next stage was production planning, where a detailed script, storyboard, and list of technical requirements such as locations, equipment, and props were developed. Afterward, the production process begins, including shooting images or videos according to the pre-designed concept. After recording the content, post-production begins, including video editing, adding visual effects, background music, and text to create a professional and engaging final product. Finally, the content is uploaded with a well-timed strategy, complemented by engaging captions, relevant hashtags, and calls to action, such as likes, comments, or shares, to increase audience reach and engagement. All of these stages are designed to ensure that the resulting content optimally supports the success of the promotional campaign.



Figure 2. Interview content created during the internship.

<https://www.instagram.com/candralucasaja/reel/DBN-FrdShfj/>

This image shows one of the Instagram Reels content created during the one-month internship at Kyou Hobby Shop, featuring an interview with a cosplayer at a Japanese pop culture community event. This content utilizes a light-hearted interview

format with engaging questions like "Who was your first male anime/game character that you liked and why?" to build interaction and connection with a like-minded audience.

In the context of Reels creation, the process behind this content involves several key stages:

1. **Concept Planning:** The interview idea was designed to capture the attention of the cosplay community and anime/game fans, while also providing relatable content for the Kyou Hobby Shop audience.
2. **Location and Interviewee Selection:** The location was chosen at a relevant community event to directly reach the target audience. The interviewees were cosplayers with visual appeal, in keeping with the Japanese pop culture theme.
3. **Content Production:** The content creation process was conducted using an interactive and relaxed approach. Using simple questions to create an interactive experience.
4. **Editing:** Videos are edited by adding subtitles to make it easier for viewers to view Kyou Reels, and adding sound effects to increase engagement.
5. **Use of Captions and Hashtags:** Captions encourage audience interaction. Hashtags are used to expand the content's reach to relevant communities.

Through this approach, Reels serve not only as a simple promotion to introduce a product or service, but also as a strategic tool for building deeper relationships with the target audience. By presenting relevant and engaging content, Kyou Hobby Shop can attract the attention of those with similar interests and encourage more active interaction on social media platforms.

This approach allows the brand to demonstrate its values and identity in a more creative way, ultimately strengthening Kyou Hobby Shop's image as a trusted store in the hobby community. By increasing engagement, Kyou Hobby Shop not only expands its market reach but also builds lasting relationships with customers, creating stronger loyalty amidst increasingly fierce market competition [14].

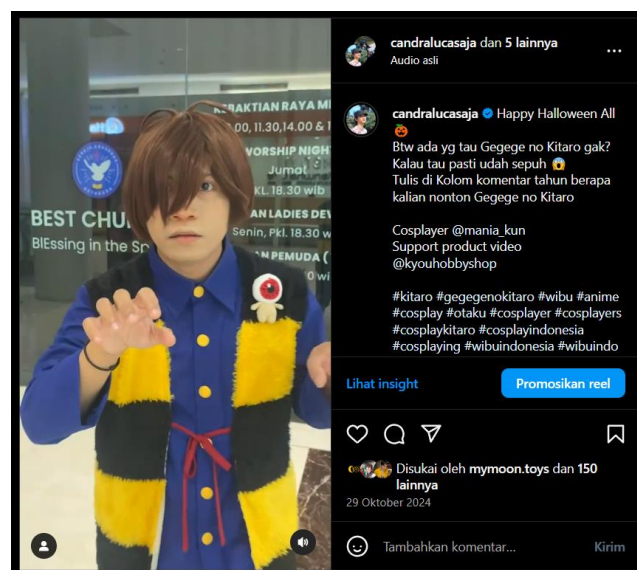


Figure 3. Promotional content featuring cosplayers created during an internship.

The image shows a student promoting a "Gegege no Kitaro"-themed product in a lighthearted promotional style.

In the context of Instagram Reels content creation, videos are recorded in vertical format to fit the platform's frame. The recording process is geared toward providing a brief narrative, such as an invitation for viewers to share their experiences with "Gegege no Kitaro," to increase engagement. The next stage is editing, where the video is shortened to maintain an effective length, typically 15–30 seconds, in line with audience viewing habits on social media. Additional elements, such as overlay text and background music relevant to the Halloween theme, are added to enhance visual and emotional appeal.

Once the content is complete, captions are designed to invite comments, and relevant hashtags such as "GegegeNoKitaro," cosplayindonesia, and wibuindonesia are used to expand the content's reach. This process not only hones students' creativity in designing promotional content but also provides real-world experience implementing digital marketing strategies on social media, from planning to evaluating content performance based on engagement metrics.

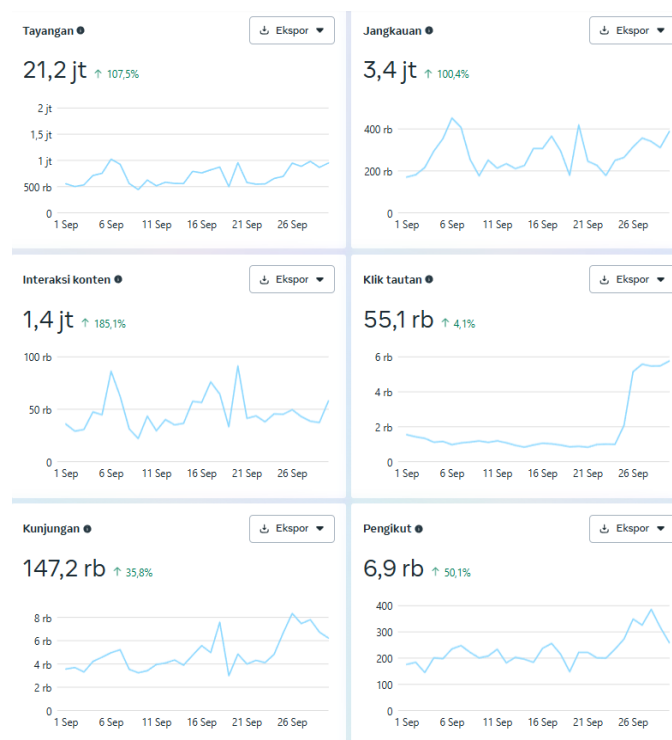


Figure 4. Views statistics for the Kyou Hobby Shop Instagram account during September 2024.

The statistics above display the analytical results of Instagram social media content creation during the month (September 1st - September 30th) prior to the Muhammadiyah University of Sidoarjo student internship.

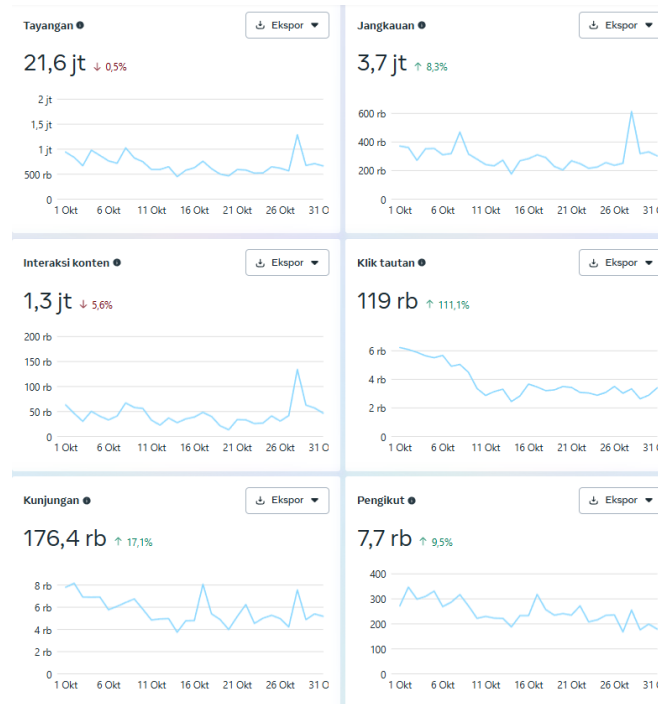


Figure 5. Impression Statistics for the October 2024 internship on the Kyou Hobby Shop Instagram account.

The statistics above display the analytical results of Instagram social media content creation for one month (October 1-31) by students from the University of Muhammadiyah Sidoarjo for Kyou Hobby Shop as part of a marketing strategy aimed at increasing engagement.

Table 1. Comparison of engagement before and after the internship on the Kyou Hobby Shop Instagram account in September and October 2024.

Engagement Indicators September 2024 October 2024		
Number of Views	21.2 million	21.6 million
Reach	3.4 million	3.7 million
Interactions	1.4 million	1.3 million
Link Clicks	55.1 thousand	119 thousand
Profile Visits	147.2 thousand	176.4 thousand
Followers	6.9 thousand	7.7 thousand

The following is a detailed explanation of the data displayed:

1. Number of Impressions:

The content created successfully received a total of 21.6 million impressions. This figure indicates the total number of times the content was viewed by users, both followers and non-followers. This represents an increase from the previous month's 21.2 million.

Audience Composition:

Of the total impressions, 39.1% came from followers of the account, while 60.9% came from non-followers. This indicates that the content was able to reach a significant new audience, which can increase the opportunity to acquire new followers and expand the market.

Type of Content Consumed:

By content type:

- a. Posts (Feed): Contributed to 45.6% of total impressions, indicating that static content or photos remain a crucial element of a social media strategy.
- b. Reels: Contributed 43.7%, demonstrating that short-form video is highly effective in capturing attention and increasing engagement.
- c. Stories: Contributed only 10.8%, but remain relevant as a supporting element to strengthen the brand and direct audiences to key content.

2. Reach:

Over a one-month period, content on the Kyou Hobby Shop Instagram account reached 3.7 million accounts, an increase of +8.3% compared to the previous month's 3.4 million. Reach reflects the number of unique accounts viewing content, which differs from impressions, as a single account can generate multiple impressions.

3. Interactions:

Over a one-month period, content on the Kyou Hobby Shop Instagram account generated 1.3 million interactions, a decrease of -7.14% compared to the previous month's 1.4 million.

This was influenced by several factors, such as interactive content in the form of questions or polls and discussion content.

4. Link Clicks

There was a significant increase in the number of link clicks in October 2024, reaching 119,000, compared to 55,100 the previous month.

This significant increase in clicks was influenced by two factors:

- a. Content with product or store links displayed to Instagram users, both followers and non-followers, via the Instagram algorithm.
- b. Content with product or store links advertised using paid ads in Meta Ads.

5. Visits

There was a significant increase in the number of visits to Kyou Hobby Shop's Instagram profile in October 2024, reaching 176,400, compared to 147,200 the previous month.

This increase in profile visits was influenced by engaging content that attracted Instagram users to the profile. Furthermore, advertising in Meta Ads also influenced profile visits.

6. Followers

There was an increase in the number of followers on Kyou Hobby Shop's Instagram account in October 2024, reaching 7,700, an increase of 6,900 from the previous month.

This increase in followers is influenced by content, collaborations, and advertising on Meta Ads.

The content produced isn't solely for sales purposes, but also includes memes, news about Japanese pop culture, and discussions about it [15].

The popularity of meme content demonstrates its potential to increase social media literacy. The high level of engagement on meme content indicates that users are interested in content that is entertaining and relevant to their experiences, especially memes related to the world of Japanese pop culture [16].

This content, combined with the growing number of Japanese pop culture enthusiasts in Indonesia, has led to a continued increase in followers.

CONCLUSION

Fundamental Findings : This study concludes that the strategic utilization of Instagram Reels featuring Japanese pop culture-themed content effectively enhances audience engagement and expands market reach for Kyou Hobby Shop. The integration of diverse content formats—such as product promotions, comedic videos, light interviews with cosplayers, meme-based content, and collaborations with anime news portals—demonstrably increased interaction metrics and strengthened relationships with both new and existing followers. **Implications :** These findings imply that small and medium-sized retail businesses can optimize social media marketing performance by combining organic content with paid promotions while prioritizing visually engaging short-form video formats to sustain audience interest and brand visibility. **Limitations :** Despite these contributions, the study is limited by its short observation period of one month and its reliance on descriptive qualitative analysis without comparative statistical testing across different platforms or longer timeframes. **Future Research :** Future studies are recommended to employ longitudinal and mixed-method approaches, incorporate quantitative engagement modeling, and compare cross-platform content strategies to provide deeper insights into the long-term effectiveness and scalability of short-form video marketing in niche retail sectors.

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