

Optimization of Digital Marketing Strategies to Increase Engagement on Social Media at MNC Sekuritas Cabang Surabaya

Aulia Friya Rahana Dewi **

Rusdi Hidayat Nugroho *  <https://orcid.org/0000-0002-1232-653X>

Administrasi Bisnis Fakultas Ilmu Sosial dan Ilmu Politik Universitas Pembangunan Nasional "Veteran" Jawa Timur

Abstract

Digital marketing has become an important element in the modern business world, including in the financial services sector, such as securities. This research aims to evaluate and optimize digital marketing strategies on the Instagram account of MNC Sekuritas Cabang Surabaya for 2024 in order to increase audience engagement. With a qualitative approach, data were collected through interviews, social media analysis, and direct observation. The research results show that the use of educational, interactive, visually appealing content, as well as the optimal utilization of social media platform algorithms, can increase audience engagement levels. This concludes that the implementation of integrated and data-driven digital marketing strategies is crucial for building strong relationships with the audience.

Keywords: *Digital marketing, engagement, social media, Instagram, MNC Sekuritas.*

Correspondence: * rusdi_hidayat.adbis@upnjatim.ac.id

** 22042010039@student.upnjatim.ac.id

1. Introduction

The increasing penetration of the internet in Indonesia has created significant opportunities for businesses to leverage digital platforms as marketing mediums (Radjamin & Hermawan, 2024). As of 2024, Indonesia boasts one of the fastest-growing internet user bases globally, driven by advancements in technology, widespread smartphone adoption, and improved connectivity. These developments have reshaped the marketing landscape, compelling companies to adapt to digital marketing strategies that align with evolving consumer behavior. For businesses operating in the financial services sector, such as MNC Sekuritas Cabang Surabaya, this transition presents both opportunities and challenges in capturing and maintaining audience engagement.

Digital marketing is more than a trend; it has become a necessity in today's hyperconnected world. Social media platforms, particularly Instagram, are no longer just spaces for social interaction but have evolved into vital tools for brand building, customer engagement, and sales conversion. However, the ability to effectively use these tools hinges on understanding platform-specific algorithms, user behavior, and emerging digital trends (Singh, 2022). For MNC Sekuritas, operating within the competitive securities industry, leveraging Instagram effectively is critical to attracting potential investors and nurturing long-term relationships with existing customers.

Despite consistent content publication, MNC Sekuritas Cabang Surabaya has faced challenges in achieving meaningful engagement on its Instagram account. Engagement, defined as actions such as likes, comments, shares, and saves, serves as a key performance indicator for social media success. Low engagement rates not only undermine the reach and visibility of content but also hinder the company's broader marketing objectives, such as building brand awareness and fostering customer loyalty. This underperformance necessitates a comprehensive evaluation and optimization of existing strategies to better align with audience expectations and digital marketing best practices.

The securities industry operates in a high-stakes environment where trust, credibility, and timely information are paramount. Traditionally reliant on face-to-face interactions and conventional advertising methods, the industry has increasingly embraced digital transformation. Digital marketing offers unparalleled advantages in this context, enabling companies to enhance visibility, provide educational value, and build trust with potential investors (Schleutker & Lehtonen, 2024). By leveraging platforms like Instagram, securities firms can share market insights, explain investment strategies, and interact with tech-savvy audiences seeking financial guidance. These efforts are

particularly crucial for MNC Securities Surabaya, which aims to position itself as a trusted partner in a competitive marketplace.

Yet, engaging audiences in the financial sector is not without its challenges. Social media users expect visually appealing, interactive, and easily digestible content, particularly when navigating complex topics like securities trading. MNC Sekuritas current strategies, though consistent in output, struggle to deliver the level of engagement needed to maximize the platform's potential. This shortfall highlights the importance of adopting data-driven, audience-centric approaches to content creation and platform management.

Instagram's diverse features, including reels, stories, and live videos, present a unique opportunity for businesses to captivate audiences and foster deeper connections. For MNC Sekuritas Cabang Surabaya, tapping into these tools is essential not only for improving engagement metrics but also for building long-term relationships with both novice and experienced investors. The platform's user demographics, comprising younger, tech-savvy individuals, align well with the company's objective of attracting a broader and more dynamic audience. However, success requires a nuanced understanding of audience preferences, platform algorithms, and emerging trends in digital behavior.

This research is both timely and significant in its aim to evaluate and enhance MNC Sekuritas Cabang Surabaya's digital marketing efforts. By focusing on Instagram as a key engagement platform, the study seeks to identify areas for improvement and propose actionable strategies that can drive meaningful results. The findings are anticipated to provide practical insights for the company while also contributing to the broader discourse on digital marketing in Indonesia's financial services sector. Through a combination of qualitative analysis and data-driven recommendations, this research underscores the transformative potential of well-executed digital marketing strategies in a rapidly evolving industry.

2. Empirical Literature Review

Marketing Strategy

According to Purwanto in (Fandy Tjiptono, 2023), marketing strategy is defined as the analysis of strategy development and the implementation of activities in the strategy of determining target markets for products in each business unit, setting marketing objectives, and developing, implementing, and managing marketing program strategies, determining market positions designed to meet consumer marketing desires.

According to Cravent in (Fandy Tjiptono, 2023), marketing strategy is defined as "Marketing strategy is a process of strategically analyzing environmental, competitive, and business factors affecting business units and forecasting future trends in business areas of interest to the enterprise. Participating in setting business objectives and formulating corporate and business unit strategy, selecting target market strategies for the product-markets in each business unit, establishing marketing objectives and developing, implementing, and managing program positioning strategies for target market needs". This means that marketing strategy is a process that involves strategic analysis of environmental, competitive, and business factors affecting business units. This process includes steps to project future trends in relevant business areas, participate in setting corporate objectives, and formulate strategies at the corporate and business unit levels. This strategy also includes the selection of target markets, the establishment of marketing objectives, as well as the development, implementation, and management of programs aimed at effectively meeting the needs of the target market.

Marketing

According to Kotler and Armstrong in the journal "Analysis of Marketing Strategies on Sales Increase" (Sope, 2023), marketing is a process where value is created for customers by the company and strong relationships are built with customers to capture value from them as a reward. Marketing is a human activity aimed at fulfilling and satisfying needs and desires through the process of exchanging goods or services. Another definition states that marketing is a strategic business discipline that directs the process of creating, offering, and changing value from one initiator to its stakeholders.

According to Philip Kotler in (Dr. Meithiana Indrasari, 2019), marketing has two main dimensions, namely the social dimension and the managerial dimension. In the social definition, marketing is viewed as a social and managerial process in which individuals or groups strive to meet their needs and desires. This is done through the creation, offering, and exchange of products or services that

have value with others. The social dimension of marketing emphasizes how relationships between individuals or groups are formed in the exchange process, which not only includes economic aspects but also social interactions that support the creation of shared value. On the other hand, the managerial dimension focuses more on how companies or organizations design effective strategies to meet consumer needs, create competitive advantages, and manage existing resources efficiently. By understanding these two dimensions, marketing not only becomes a means to achieve business goals but also an important tool in creating mutually beneficial relationships between producers and consumers.

Digital Marketing

Digital marketing is a strategic approach that utilizes various technologies and social media platforms to achieve marketing goals. By utilizing digital tools, companies can effectively and efficiently reach a wider audience and tailor marketing messages to be more relevant to consumer needs. The technology used allows companies to monitor and analyze marketing results in real-time, providing flexibility to adjust strategies to achieve more optimal marketing goals. (Karmila, & Ardan, 2022).

Digital marketing according to WSI in (Rauf, 2021) “digital marketing is an innovative way to promote products and services by using data to reach consumers in a timely, relevant, personal, and efficient manner. This approach allows companies to deliver messages tailored to individual needs, enhancing effectiveness and consumer engagement.” This means digital marketing is an innovative way to promote products and services by using data to reach consumers in a timely, relevant, personal, and efficient manner. This allows companies to deliver messages that meet individual needs, increasing effectiveness and consumer engagement.

Engagement

According to Sherman and Smith in (Putra, 2023), social media engagement is a communication process that occurs through online platforms, aimed at building connections with others digitally. Social media engagement creates a space for generating forms of reactions, interactions, or actions from users. In other words, social media engagement serves as a bridge to strengthen the relationship between individuals or companies and their audience. This includes activities such as commenting, liking, sharing content, and building relevant conversations. In the business context, this engagement becomes a strategic element to enhance brand awareness, customer loyalty, and build closer and more meaningful relationships with the target market online.

According to O'brien and Cairn in (Putra, 2023), social media engagement is the quality of user experience in utilizing web-based technology that allows them to interact through content creation and sharing with individuals or organizations on their social networks. This social media engagement creates opportunities for users to be more active and involved in the digital ecosystem. Through these interactions, users can build relationships, expand networks, and share relevant information with their communities. For organizations, this engagement becomes an important tool to enhance communication with the audience, strengthen brand identity, and create more personal and valuable relationships in an increasingly connected digital world.

Social Media

According to Widada in (Yusuf et al., 2023), social media is an online platform that allows its users to interact, share information, and meet their communication needs easily and quickly. Social media not only functions as a means of communication but also as a space for individuals and groups to build networks, engage in discussions, and access information in real-time. With technological advancements, social media has now evolved into a highly effective tool for various purposes, ranging from personal communication to business promotion.

According to Chris Brogan in (Liedfray et al., 2022), the definition of social media is a collection of modern communication and collaboration tools that open up new opportunities for various types of interactions that were previously inaccessible to the general public. Social media not only provides a platform for sharing information but also enables broader and deeper collaboration across various fields. With the presence of social media, individuals and organizations are now connected, communicating, and collaborating efficiently without geographical boundaries. This creates an inclusive digital space where ideas can be conveyed, discussed, and developed in ways that were previously difficult to achieve. Social media has become an important innovation in transforming traditional communication patterns into more interactive and collaborative ones, thus playing a significant role in modern life.

3. Method, Data, and Analysis

Sample Collection

This study uses a qualitative approach to analyze digital marketing strategies that can enhance social media engagement. The research population includes all content published on the official Instagram account of MNC Sekuritas Cabang Surabaya. The research sample was purposively selected by comparing the content created before the internship period and the content produced during the internship period. This approach aims to understand the differences in engagement performance across various types of published content.

Data Collection

Data was collected through direct observation of the Instagram account MNC Securities Cabang Surabaya (@mncsekuritas_surabaya). In addition, this research uses the "Instagram Insights" feature to obtain quantitative data related to engagement, such as the number of likes, comments, shares, and impressions. This method allows researchers to analyze content performance based on the engagement indicators available on the platform.

Measurement

The research instruments used include:

- a. Observation and Interview Guide: Used to collect qualitative information related to marketing strategies and audience responses to the content.
- b. Social Media Analysis: Using engagement indicators such as the number of interactions (likes and comments), increase in followers, and content performance over a period of time.

Research Methodology Elements

1. Brief Methodological Explanation
This research aims to evaluate the effectiveness of digital marketing strategies through a descriptive analysis of the engagement data of published content.
2. Reason for Method Selection
The qualitative approach was chosen to deeply understand engagement patterns and explore marketing strategies that can be more effectively applied on social media.
3. Precision in Research Design and Sample
This research design focuses on the analysis of historical and current data from the Instagram account of MNC Sekuritas Cabang Surabaya, with a purposive sample relevant to the research objectives.
4. Comprehensive Data Collection Procedures
Data is collected systematically through direct observation and the social media analytics feature "Instagram Insights." This data includes various engagement indicators, such as user interactions and content publication times.
5. Relevance of Data Analysis
Data analysis was conducted descriptively by comparing content performance before and during the internship period. Data obtained from "Instagram Insights" was processed to identify patterns that support engagement improvement, such as content type, publication timing, and marketing strategies.

Analysis Technique

Data is analyzed using a descriptive approach, comparing content performance during the period before and during the internship. The analysis results are used to generate recommendations for more optimal digital marketing strategies for MNC Sekuritas Cabang Surabaya.

4. Result and Discussion

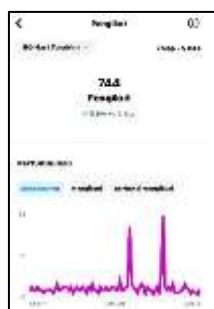
Social media management, especially Instagram at MNC Securities Branch Surabaya, still requires improvement, particularly in terms of the performance of the uploaded content. Account insights show that audience reach and engagement are not yet optimal, so the opportunity to introduce MNC Securities as one of the securities company handling stocks in Surabaya is not yet fully recognized by some members of the public. By improving content management strategies and expanding audience reach, this Instagram account is expected to become an effective medium for building awareness and attracting more potential investors in the Surabaya area and its surroundings.

Based on previous data, the insights from the Instagram account MNC Securities Cabang Surabaya (@mncsekuritas_surabaya) indicate that the reach and audience engagement are still not optimal. Therefore, the researchers designed a digital marketing strategy focused on optimizing the use of Instagram. This strategy aims to significantly increase audience reach and engagement, making the account more effective in attracting the attention of social media users.

The results of this research show a significant increase in the insights of the MNC Sekuritas Cabang Surabaya Instagram account. This increase proves that the strategies implemented are effective in optimizing the use of social media to manage content in a more targeted and engaging manner. In addition, this research also provides a deep understanding to the researcher about the important role of a marketer in managing social media as a promotional tool.

After the completion of the internship, there are several concrete results that can be used as a reference for future evaluation and development:

1. Based on the insight data from the MNC Sekuritas Cabang Surabaya Instagram account, the number of registered followers indicates the potential audience that can be reached.



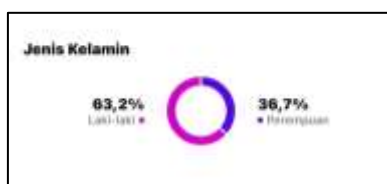
Picture 4. 1 Number of Followers of the MNC Sekuritas Cabang Surabaya Instagram Account

The increase in the number of followers on the MNC Sekuritas Cabang Surabaya Instagram account rose by 10.5% compared to the previous month. (before the researcher's internship period). This increase reflects positive progress in social media management, particularly in attracting new audience attention.



Picture 4. 2 Age Range of Followers on Instagram MNC Sekuritas Cabang Surabaya

The followers of the MNC Sekuritas Cabang Surabaya Instagram account consist of various age ranges, namely 13-17 years at 0.7%, 18-24 years at 25%, 25-34 years at 35.1%, 35-44 years at 23.7%, 45-54 years at 10.8%, 55-64 years at 2.9%, and 65 years and above at 1.5%.



Picture 4. 3 Gender of Instagram Followers of MNC Sekuritas Cabang Surabaya

The followers of the MNC Sekuritas Cabang Surabaya Instagram account are predominantly male, accounting for 63.2% of the total followers, while females contribute 36.7%. This indicates that the majority of the audience for this account comes from the male demographic.

- The increase in engagement rate on the MNC Sekuritas Cabang Surabaya Instagram account is evident from the rising interaction levels (likes, comments, and shares) on every type of content.



Picture 4. 4 Engagement Rate on Posts



Picture 4. 5 Engagement Rate on Reels

Based on total interactions, the post was liked by 246 audience members, saved 8 times, and shared 25 times. For the reels content, it recorded 193 likes, 4 comments, saved 1 time, and shared 33 times. This data shows that reels and posts are the most effective types of content in attracting attention and increasing audience engagement.



Picture 4. 6 Follower Interaction



Picture 4. 7 Interaction, Not Followers



Picture 4. 8 Overall Interaction

Based on the accounts interacting with the MNC Sekuritas Cabang Surabaya Instagram account, for followers, interaction on posts reaches 50.2%, reels 36.1%, stories 13.4%, and live videos 0.2%. Meanwhile, for non-follower audiences, interaction on posts reaches 50%, reels 43.3%, live videos 6%, and stories 0.6%. Overall, interaction on all types of content is recorded at posts 50.2%, reels 37.9%, stories 10.4%, and live videos 1.5%.



Picture 4. 9 Overall Interaction on the Instagram Account of MNC Sekuritas Cabang Surabaya

Based on the image above, the total number of interactions on the MNC Sekuritas Cabang Surabaya Instagram account during the internship period was 546 interactions. From the total interactions, 75.7% came from account followers, while 24.2% came from non-followers. Additionally, the number of accounts that interacted was recorded at 129 accounts. This data shows that the majority of interactions come from followers of the account, but there is a significant contribution from new or non-followers, reflecting the potential to attract a wide audience through the presented content.

- There is a number of data showing the number of views on the Instagram account of MNC Sekuritas Cabang Surabaya, which provides an overview of how far the account's content has managed to reach the audience.



Picture 4. 10 Overall Instagram Content View Data for MNC Sekuritas Cabang Surabaya

Based on the content view data from the Instagram account of MNC Securities Cabang Surabaya, the overall distribution of view types is as follows: 36.4% from posts, 29.5% from reels, 27% from stories, and 7.1% from live broadcasts.



Picture 4. 11 Instagram Content Views Based on Followers



Picture 4. 12 Instagram Content Views Based on Non-Followers

If separated by followers, views from reels contribute 41.5%, followed by stories (31.6%), posts (25.6%), and live broadcasts (1.1%). Meanwhile, for non-followers, the largest views come from posts (47.3%), followed by stories (22.2%), reels (17.2%), and live broadcasts (13.1%).



Picture 4. 13 Total Instagram Content Views MNC Sekuritas Cabang Surabaya

The total views from all content on the MNC Securities Branch Surabaya Instagram account during the internship period amounted to 26,625 views. These views consist of two main sources:

- a. 50.4% comes from account followers.
- b. 49.6% comes from non-account followers.

Additionally, the number of accounts reached was 6,708, which shows a significant increase of +516% compared to the previous period.

This data shows that the presented content is able to reach a new audience with an almost balanced proportion between followers and non-followers, reflecting the effectiveness of the strategy in expanding reach. Then, for the view data on each piece of content published on the MNC Sekuritas Cabang Surabaya Instagram account, reels show appeal to followers, while posts tend to attract more attention from non-followers. This emphasizes the importance of content variety to reach a wider audience.

5. Conclusion and Implications

This research uses a qualitative approach to analyze and optimize digital marketing strategies on the Instagram account of MNC Sekuritas Cabang Surabaya. Based on interviews, direct observations, and data analysis from Instagram Insight, it was found that the implemented strategy successfully increased engagement significantly, as evidenced by the rise in interactions such as likes, comments, and shares on the content. The number of followers also increased by 10.5% compared to the previous period, with significant contributions from new audiences, demonstrating the effectiveness of the content in reaching a wider target market. Content types such as reels have proven to be more appealing to followers, while posts attract new audiences, emphasizing the importance of content variation to maximize reach and engagement. In addition, the total views of the content increased by up to 516% during the internship period, with a nearly balanced distribution between followers and non-followers. These results indicate that optimizing digital marketing strategies, particularly through varied and relevant content on social media, can significantly enhance the performance of social media, including Instagram, for MNC Sekuritas Cabang Surabaya. This provides practical benefits for the company while also enriching the literature in the field of digital marketing, and serves as a strategic recommendation for more effective social media management in the future.

6. References

- Dr. Meithiana Indrasari. (2019). Pemasaran dan Kepuasan Pelanggan: Pemasaran dan Kepuasan Pelanggan.
- Fandy Tjiptono. (2023). Strategi Pemasaran. In Makalah Ilmiah Ekonomika (Vol. 14, Issue 3).
- Karmila, & Ardan, T. S. (2022). Strategi Pemasaran Melalui Digital Marketing Dalam Upaya Promosi Desa Wisata Curugagung. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 449–456.
- Liedfray, T., Waani, F. J., & Lasut, J. J. (2022). Peran Media Sosial Dalam Mempererat Interaksi Antar Keluarga Di Desa Esandom Kecamatan Tombatu Timur Kabupaten Tombatu Timur Kabupaten Minasa Tenggara. *Jurnal Ilmiah Society*, 2(1), 2. <https://ejournal.unsrat.ac.id/v3/index.php/jurnalilmiahsociety/article/download/38118/34843/81259>
- Putra, D. T. (2023). No Titlstartegi Sosial Media Merketing Uss Feed dalam Membangun Social Media Engagement.
- Rauf, A. (2021). *Digital Marketing : Konsep dan Strategi* (E. S. Romindo (ed.); 1st ed.). Penerbit Grup Publikasi Yayasan Insan Shodiqin Gunung Jati Anggota IKAPI.
- Sope, A. S. (2023). Analisis Strategi Pemasaran Terhadap Peningkatan Penjualan. *JIBEMA: Jurnal Ilmu Bisnis, Ekonomi, Manajemen, dan Akuntansi*, 1(2), 87–100. <https://doi.org/10.62421/jibema.v1i2.56>
- Yusuf, F., Rahman, H., Rahmi, S., & Lismayani, A. (2023). Pemanfaatan Media Sosial sebagai Sarana Komunikasi, Informasi, dan Dokumentasi: Pendidikan di Majelis Taklim Annur Sejahtera. *JHP2M: Jurnal Hasil-Hasil Pengabdian Dan Pemberdayaan Masyarakat*, 2, 1–8.
- Schleutker, K., & Lehtonen, L. (2024). Advantages and conditions of digital marketing. In *Digital Marketing* (pp. 3–20). CRC Press. <https://doi.org/10.1201/9781003384960-2>

- Singh, H. (2022). Metaverse: a New Digital Marketing Trend. *International Journal of Multidisciplinary Research and Analysis*, 05(12). <https://doi.org/10.47191/ijmra/v5-i12-43>
- Radjamin, I. P., & Hermawan, J. (2024). Hubungan antara Pengguna Internet, Produk Domestik Bruto Kapita dan Tingkat Ketenagakerjaan dalam Perspektif E-Commerce. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 160. <https://doi.org/10.31955/mea.v8i2.4020>