

THE INFLUENCE OF CONTENT TYPE AND MODERATION OF EVENT-BASED POSTING ON INSTAGRAM ENGAGEMENT

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ABSTRAK

Perkembangan media sosial telah mengubah strategi komunikasi dan pemasaran lembaga keuangan, termasuk perbankan syariah, dalam membangun interaksi dengan nasabah. Penelitian ini bertujuan menganalisis pengaruh tipe konten, format konten, dan *event-based posting* terhadap *engagement rate* pada akun Instagram @banksyariahindonesia. Penelitian menggunakan pendekatan kuantitatif melalui analisis isi terhadap 200 unggahan yang dipilih menggunakan teknik *purposive sampling*. Variabel penelitian meliputi *engagement rate* sebagai variabel dependen, tipe konten dan format konten sebagai variabel independen, serta *event-based posting* sebagai variabel moderator. Analisis data dilakukan menggunakan regresi linier berganda berbasis variabel dummy dan *moderated regression analysis*. Hasil penelitian menunjukkan bahwa tipe konten promosi berpengaruh signifikan terhadap peningkatan *engagement rate*, sedangkan format konten tidak berpengaruh signifikan apabila tidak mempertimbangkan momentum publikasi. Selain itu, *event-based posting* terbukti meningkatkan *engagement rate* serta memperkuat pengaruh konten promosi dan format video terhadap keterlibatan pengguna. Penelitian ini berkontribusi memperkaya kajian pemasaran digital perbankan syariah dengan menekankan pentingnya integrasi antara strategi konten dan momentum komunikasi. Temuan penelitian menegaskan bahwa efektivitas komunikasi digital pada media sosial bank syariah lebih ditentukan oleh kesesuaian waktu publikasi, relevansi emosional pesan, dan konteks peristiwa dibandingkan hanya bentuk penyajian konten.

Kata Kunci: *Bank Syariah, Engagement Rate, Media Sosial, Pemasaran Berbasis Event, Pemasaran Digital,*

ABSTRACT

The rapid growth of social media has transformed communication and marketing strategies in financial institutions, including Islamic banking, in establishing customer engagement. This study aims to analyze the influence of content type, content format, and *event-based posting* on the *engagement rate* of the Instagram account @banksyariahindonesia. This research employs a quantitative approach using content analysis of 200 posts selected through *purposive sampling*. The research variables consist of *engagement rate* as the dependent variable, content type and content format as independent variables, and *event-based posting* as a moderating variable. Data were analyzed using multiple linear regression based on dummy variables and *moderated regression analysis*. The findings reveal that promotional content significantly

increases engagement rate, while content format does not show a significant effect without considering publication momentum. Furthermore, event-based posting significantly improves engagement rate and strengthens the relationship between promotional content, video format, and user engagement. This study contributes to the development of digital marketing literature in Islamic banking by highlighting the importance of integrating content strategy with communication timing. The results indicate that the effectiveness of social media communication in Islamic banking is largely influenced by publication timing, emotional relevance of messages, and contextual event alignment rather than merely content presentation.

Keywords: Islamic Banking, Engagement Rate, Social Media, Event-Based Marketing, Digital Marketing

A. INTRODUCTION

The development of digital technology and social media has changed communication patterns between organizations and the public, including in the financial services sector. Social media is no longer merely a promotional tool, but has evolved into a strategic platform for building relationships, delivering information, and shaping brand image interactively. Globally, the increasing use of social media has driven organizations to adapt content-based digital marketing strategies that are more participatory and responsive to audience needs. Instagram has become one of the platforms with significant influence due to its visual characteristics and interactive features that enable two-way communication between organizations and users. In the context of digital marketing, the level of user engagement (engagement rate) is a key indicator in evaluating the effectiveness of marketing communication (Hollebeek & Macky, 2019; Tafesse & Wood, 2023). Previous research shows that social media-based marketing contributes to increasing brand awareness, interest in using products, and customer loyalty in the service sector (El Madinta et al., (2022) and Septiariniet et al., (2023). Therefore, analyzing social media content strategies is important in understanding the effectiveness of organizational digital communication, especially in the increasingly competitive financial services sector.

In the context of Islamic banking, social media has a strategic role in increasing literacy and inclusion of Islamic finance in Indonesia, which is still relatively low compared to conventional banking. Bank Syariah Indonesia (BSI), as the largest Islamic bank in Indonesia, utilizes Instagram as a digital communication medium to convey product information, Islamic financial education, religious campaigns, and corporate social responsibility activities. Content type, visual format, and timing of publication are important factors that affect the level of audience engagement. In practice, organizations often face challenges in determining the most effective content strategy to increase user interaction,

especially in the context of marketing Islamic financial institutions, which emphasize not only commercial aspects but also religious and social values.

Various previous studies have examined the influence of social media marketing on consumer behavior and brand performance. Studies conducted Kornelius & Antonio (2024) dan Lapresta-Romero et al. (2024) show that the level of social media engagement is influenced by a combination of content elements, such as informative, emotional, and promotional characteristics. Media Richness Theory explains that media with a higher level of information richness, such as video, have the ability to convey messages in a more expressive and interactive manner, thereby potentially increasing user engagement (Daft & Lengel, 1986). However, recent research indicates that the effectiveness of media richness is highly dependent on message relevance and communication context (Chang et al., 2023; Harst & Angelopoulos, 2024; Shahbaznezhad et al., 2021). In addition, Event Marketing Theory explains that content associated with specific moments, such as religious celebrations or social campaigns, can increase audience engagement because it relates to collective emotions and situational relevance (Lacey & Close, 2013). Research related to event-based posting shows that content published at specific moments is able to significantly increase user interaction (Ikhwan Syarif et al., 2025; Maulida & Nugroho, 2025; Skadinavion & Aliami, 2024). Research that specifically analyzes the performance of Islamic banking Instagram posts using actual content data by integrating content type, visual format, and publication timing as research variables is still relatively limited.

Based on that background, this study aims to analyze the effect of content type and content format on the engagement rate of the Instagram account of Bank Syariah Indonesia, as well as to examine the role of event-based posting as a moderating variable in this relationship. This study proposes several hypotheses: (1) content type affects the engagement rate of Islamic bank Instagram accounts; (2) content format affects the engagement rate; and (3) event-based posting moderates the relationship between content type and content format on engagement rate.

METHOD

This study uses a quantitative approach with an explanatory design to examine the influence of content type, content format, and event-based posting on the engagement rate of the Instagram account of Bank Syariah Indonesia. The unit of analysis in this study is public posts on the official Instagram account @banksyariahindonesia published during the period of September to November 2025. The selection of this account is based on its position

as the official digital communication medium of a national Islamic banking institution that actively utilizes social media in its marketing and public education strategies. The research data are sourced from secondary data in the form of caption text, post visuals, and publicly available numerical data on user interactions, including the number of likes, comments, and followers at the time the post was published. Sampling was carried out using a purposive sampling technique with the criteria that the posts are in feed format, have complete interaction data, and can be classified according to the research variables, resulting in 200 posts as the research sample.

Data collection techniques were carried out through a desk review of all uploads that met the sample criteria, followed by a digital observation process to identify content characteristics through analysis of captions, visuals, and explicit communication cues. The categorization of content types and content formats refers to a categorization model based on message functions commonly used in social media research. The dependent variable in this study is Engagement Rate (ER), while the independent variables consist of content type and content format. The event-based posting variable is used as a moderating variable to examine the influence of specific event momentum on the effectiveness of content in increasing user interaction.

The engagement rate is calculated using the following formula :

$$ER = \frac{Likes + Comments}{Number\ of\ Followers} \times 100\%$$

The operational definition of research variables is presented in Table 1 below.

Table 1. Operational Definition of Variables

Variable	Type	Definition	Scale	Code
Engagement Rate (ER)	Dependent	Engagement ratio (likes + comments) / followers × 100%	Ratio	Numeric
Content Type	Independent	Category of type of information in the post	Nominal (dummy)	1 = Education (ref), 2 = CSR/Religious, 3 = Promotion
Content Format	Independent	Visual content presentation format	Nominal (dummy)	1 = Photo (ref), 2 = Carousel, 3 = Video
Event	Moderator	Status whether the post is related to a special occasion	Dummy	0 = Non-event, 1 = Event

Data analysis was carried out in two stages. The first stage used multiple linear regression based on dummy variables to test the direct effect of content type, content format, and event-based posting on engagement rate. The second stage used Moderated Regression Analysis (MRA). The MRA technique was chosen because it is able to test whether a moderating variable strengthens or weakens the relationship between two main variables, making it suitable for the research objectives. The moderation model was built by including the interaction between content type dummy and event as well as the interaction between content format dummy and event, as formulated below:

$$ER = \beta_0 + \beta_1JK_2 + \beta_2JK_3 + \beta_4FK_3 + \beta_5Event + \beta_6(JK_2 \times Event) + \beta_7(JK_3 \times Event) + \beta_8(FK_2 \times Event) + \beta_9(FK_3 \times Event) + \varepsilon$$

All data processing and testing procedures were carried out using SPSS statistical software with a significance level of 5% to ensure the accuracy of statistical decision-making in testing the research hypotheses. This approach was chosen because it is able to provide an empirical overview of the effectiveness of social media content strategies in increasing audience engagement in a measurable way.

B. RESULTS AND DISCUSSION

Description of Research Data

The research data consists of the number of likes, comments, the number of followers at the time of posting, as well as the categorization of content type, content format, and event-based posting. The engagement rate value is calculated using the formula described in the methods section. The following table presents a summary of the descriptive statistics of the study's numerical variables.

Table 2. Descriptive Statistics of Research Variables

Variable	N	Mean	Std. Dev	Minimum	Maximum
Engagement Rate	200	0.0057	0.0079	0.00011	0.04800

In addition to numerical variables, the distribution of content type categories, content formats, and event status can be seen in Table 3 and Table 4.

Table 3. Distribution of Content Type Categories

Content Type	Frequency	Percentage (%)
Education	74	37.0
CSR/Religious	66	33.0
Promotion	60	30.0
Total	200	100.0

Tabel 4. Distribusi Kategori Format Konten

Content Format	Frequency	Percentage (%)
Photo	81	40.5
Carousel	62	31.0
Video/Reels	57	28.5
Total	200	100.0

Initial data shows that educational content and single-image posts are the most common types of content, while promotional content and video formats are used less frequently, even though they are often considered more visually engaging in the industry. Additionally, 62% of the posts are identified as event-based content, indicating that the Bank Syariah Indonesia account is quite active in leveraging religious moments and promotions.

Main Effects Regression Model Results

The main model examines the effect of content type, content format, and event on ER

Tabel 5. Model Summary – Main Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.376	0.141	0.120	0.00745

Tabel 6. ANOVA – Main Regression

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.000726	5	0.000145	6.864	0.000
Residual	0.004434	194	0.000023		
Total	0.005160	199			

Tabel 7. Coefficients – Main Regression

Variable	Unstandardized B	Std. Error	t	Sig.
(Constant)	0.004010	0.001439	2.786	0.006
(Content Type 2 (CSR vs. Educational)	0.000316	0.000382	0.828	0.409
Content Type 3 (Promotional vs. Educational)	0.000943	0.000265	3.557	0.0005
Content Format 2 (Carousel vs. Photo)	0.000355	0.000333	1.067	0.287
Content Format 3 (Video vs. Photo)	0.000273	0.000286	0.953	0.342
Event	0.000824	0.000192	4.292	0.0001

Regression analysis shows that content type has different contributions to the engagement rate. As shown in Table 7, the dummy variable Content Type 3 (Promotion) has a significant effect on the engagement rate ($p < 0.01$), whereas CSR/Religious content is not significant when compared to educational content. This finding illustrates that promotional content is more capable of attracting audience engagement compared to educational or CSR content. This is in line with the findings (Hollebeek & Macky, 2019; Kornelius & Antonio, 2024; Pathak & Kaushik, 2024) which state that content with transactional value and direct calls-to-action tends to generate greater responses in the context of digital marketing.

The research results indicate that media richness is not a determining factor for engagement on the @banksyariahindonesia account. This finding is consistent with literature stating that richness is only effective when the message has strong situational relevance. In other words, although video is theoretically a richer medium, users do not always respond more positively if the format is not associated with meaningful context. This strengthens the research findings Hasim et al., (2020), Liu et al. (2025), and Shahbaznezhad et al. (2021), which show that media richness does not always determine engagement. This can be influenced by factors such as the Instagram algorithm, message relevance, and users' content consumption habits.

Event-based posting was found to have a significant effect on engagement rate ($p < 0.001$). The finding that event-based posting has a significant effect supports the Event Marketing Theory, which states that social and emotional momentum increases the relevance of messages to audiences. In the context of Islamic banking, religious momentum such as Ramadan and Eid al-Fitr provides an emotional framing that strengthens users' attention and affection, thereby increasing engagement. This shows that temporal context is a key factor influencing the effectiveness of digital content. This supports previous research findings by (M. Ikhwan Syarif et al., 2025; Skadinavion & Aliami, 2024) Certain events or moments can increase audience interest.

Moderation Regression Model Results (Interaction Model)

To test the moderating effect, an interaction regression analysis was conducted as shown in the following table:

Tabel 8. Model Summary – Moderation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.478	0.229	0.197	0.00698

Tabel 9. ANOVA – Moderation

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.001182	9	0.000131	7.012	0.000
Residual	0.003978	190	0.000021		
Total	0.005160	199			

Tabel 10. Coefficients - Moderation

Variable	Unstandardized B	Std. Error	t	Sig.
(Constant)	0.003487	0.001498	2.326	0.021
Content_Type_2	-0.000103	0.000448	-0.230	0.818
Content_Type_3	0.000128	0.000394	0.325	0.745
Content_Format_2	-0.000117	0.000392	-0.298	0.766
Content_Format_3	-0.000082	0.000348	-0.237	0.812
Event	0.000382	0.000331	1.154	0.250

Content_Type_2 × Event	0.000703	0.000437	1.608	0.109
Content_Type_3 × Event	0.002043	0.000489	4.176	<0.001
Content_Format_2 × Event	0.000423	0.000402	1.053	0.294
Content_Format_3 × Event	0.001215	0.000455	2.672	0.022

The moderating effect shows that promotional content becomes much more effective when published in the context of an event. The moderating effect of events, especially on promotional content, reflects the basic principle of event marketing, namely the increase in emotional and temporal relevance that leads to higher engagement. The visualization of this relationship is shown in Figure 1

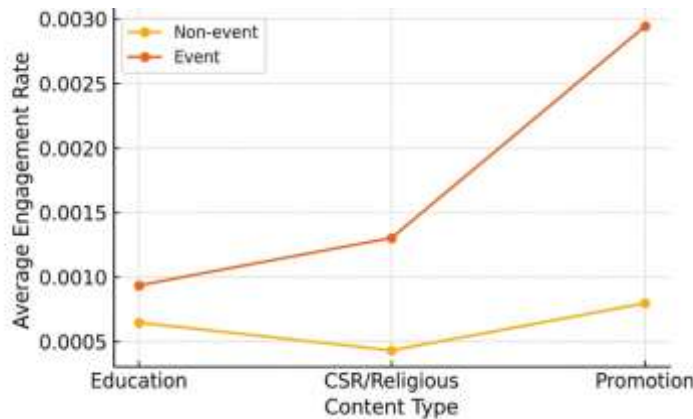
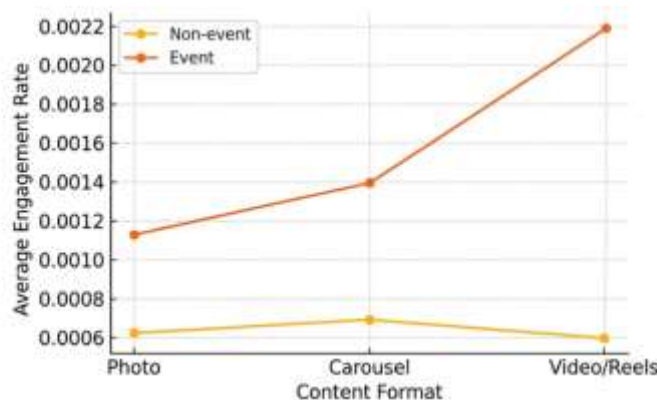


Figure 1. Event Moderation of the Relationship Between Content Type and Engagement Rate

The analysis results show that video format has the greatest increase in engagement when associated with events ($p < 0.05$). In other words, video content has a more significant impact when placed within the right momentum. Figure 2 shows the pattern of engagement increase across content formats in event and non-event posts.



Gambar 2. Event Moderation on the Relationship between Content Format and Engagement Rate

The research findings illustrate that the effectiveness of social media content is not solely determined by the type or format of the content, but rather by the alignment of

context, message value, and public momentum. The moderation effect found in promotional content and video formats confirms that events act as contextual enhancers. When promotions are linked to events, messages become more emotionally and socially relevant, leading to a significant increase in engagement. Similarly, the richness of video formats only functions optimally when placed at the right moment. These findings expand the understanding of Media Richness Theory, showing that richness does not operate independently but is influenced by temporal context as explained by Event Marketing Theory. Therefore, digital marketing strategies implemented by Islamic banks need to be oriented toward a contextual content strategy rather than merely routine content production.

C. CONCLUSIONS AND RECOMMENDATIONS

A study examining 200 Instagram posts from @banksyariahindonesia reveals that not all content strategies drive engagement equally. Promotional posts significantly outperform educational and CSR or religious content in sparking user interaction. Interestingly, the mere format of a post whether image or video does not guarantee higher engagement on its own. The real catalyst is event-based posting, which not only lifts engagement directly but also amplifies the effectiveness of promotional messages and video formats when they align with specific cultural or religious moments.

These insights integrate Media Richness Theory with Event Marketing, demonstrating that visually rich media only triggers meaningful interaction when paired with a relevant temporal context. In practice, Islamic financial institutions can benefit by moving beyond generic posting schedules toward data-driven, event-calibrated strategies. A carefully curated content calendar that aligns promotional and video-heavy posts with occasions such as Ramadan or religious holidays can dramatically enhance audience connection and brand resonance. However, the study is limited to a single bank account and a narrow set of variables content type, format, and event-based posting meaning the findings cannot yet be generalized broadly. Future research should encompass multiple Islamic banks and incorporate additional factors like algorithmic influence, message sentiment, and feature usage intensity. .

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