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Strategy To Increase Followers and Account Reach Social Media Instagram PT. Bank SUMUT

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Abstract

The rapid advancement of digital technology and Communication has transformed marketing strategies, with social media emerging as a crucial tool for business engagement. Instagram, as one of the most popular platforms, plays a vital role in enhancing brand visibility and customer interaction. This study aims to analyze and develop effective strategies to increase followers and account reach on PT. Bank Sumut's official Instagram account. The research adopts a mixed-method approach, combining quantitative and qualitative analysis. Quantitative data is gathered from Instagram Insights to examine key metrics such as engagement rate, follower growth, and content reach. Additionally, qualitative Insights are obtained through in-depth interviews with the Bank's Marketing Communication team and surveys conducted with 100 active followers. The study employs the SOSTAC framework to systematically evaluate the situation, define objectives, formulate strategies, and implement tactics for improving social media performance. Preliminary findings indicate that follower growth and content reach remain suboptimal compared to competitors, despite increased marketing activities. Content quality, audience engagement, and algorithm optimization emerge as critical factors influencing Instagram performance. Strategies such as interactive campaigns, influencer collaborations, and targeted content distribution are identified as effective approaches to enhance visibility and user engagement. This research contributes to digital marketing literature by offering empirical Insights into social media optimization within the banking industry. It also provides practical recommendations for PT. Bank Sumut to enhance its social media strategy, ensuring greater outreach and engagement with potential customers.

Keywords: Digital Marketing; Social Media Strategy; Instagram Optimization; Audience Engagement; SOSTAC.

1. Introduction

The rapid advancement of digital technologies has transformed the marketing landscape across industries. One of the most significant shifts is the rise of social media as a primary channel for brand communication and customer engagement. In the current digital era, social media platforms such as Instagram have become indispensable for organizations striving to increase their visibility, strengthen relationships with target audiences, and remain competitive in a fast-paced market. Instagram, in particular, offers unique advantages through its highly visual format, interactive features, and wide user base, allowing brands to showcase their identity, communicate directly with customers, and cultivate stronger engagement. For organizations, these platforms are no longer merely optional marketing tools but strategic assets that influence consumer perceptions, drive brand loyalty, and provide valuable data for decision-making. As competition intensifies across industries, effective use of Instagram has emerged as a critical component of digital marketing strategies aimed at sustaining growth and relevance. With over 2 billion active users globally, Instagram provides not only access to vast audiences but also tools for real-time interaction, storytelling, and content virality (Statista, 2023).

In Indonesia, the integration of social media into corporate marketing strategies has become increasingly prevalent, particularly within the banking and financial services sector. PT. Bank Sumut, as a regional development bank headquartered in North Sumatra, recognizes the importance of digital engagement but faces challenges in optimizing its Instagram performance. Compared

to

national and peer regional banks, PT. Bank Sumut's follower growth and content reach remain below expected benchmarks. The bank's existing Instagram strategy, while present, lacks consistency in content planning, interactivity, and data-driven execution.

Based on the background described above, the research problems in this study are formulated as follows:

1. What factors influence the growth of followers and the reach of PT. Bank Sumut's Instagram account?
2. Why have the number of followers and the account reach of PT. Bank Sumut's Instagram not yet achieved optimal results?
3. What strategic steps can be taken to increase the number of followers and the reach of PT. Bank Sumut's Instagram account?

This study adopts a mixed approach by combining quantitative analysis of social media performance metrics with qualitative insights from both users and the internal marketing team. Through this integration, the research aims to uncover the key factors that influence follower engagement and contribute to audience expansion. The quantitative analysis provides objective measures of reach, growth, and interaction levels, while the qualitative findings add depth by capturing perceptions, motivations, and strategic considerations behind user behaviors and organizational practices. Together, these perspectives offer a more comprehensive understanding of how social media engagement is shaped, enabling the study to highlight not only what drives audience growth but also why these dynamics occur within the context of digital marketing.

To guide this investigation, the SOSTAC strategic planning framework is employed, providing a structured model for evaluating current performance and designing effective strategies. The framework supports a full-cycle approach: from assessing the current situation to implementing tactics and controlling outcomes. This study is expected to identify effective strategies for enhancing the number of followers and the overall reach of PT. Bank Sumut's social media account. In doing so, PT. Bank Sumut will be able to maximize the potential of social media as a strategic tool to achieve its business objectives and deliver superior value to its customers.

Research Objectives:

1. To analyze the current performance of PT. Bank Sumut's Instagram account in terms of followers and reach.
2. To identify the internal and external factors influencing Instagram engagement.
3. To develop strategic recommendations using the SOSTAC framework to improve the account's performance.

This study contributes to the growing body of literature on social media optimization for public institutions, particularly within the Indonesian banking sector, by focusing on PT. Bank Sumut, the research also provides a valuable case study for regional financial institutions seeking to modernize their digital communication strategies.

2. Literature Review

2.1 Social Media Marketing and Instagram

Social media platforms have significantly reshaped the way businesses engage with consumers, moving beyond traditional one-way communication to foster interactive, two-way dialogue. These platforms allow organizations to connect with their audiences in real time, respond promptly to feedback, and build stronger, more personalized relationships. At the same time, the vast amount of user data generated enables businesses to adopt data-driven marketing strategies, tailoring content and campaigns to consumer preferences and behaviors. This transformation has elevated social media from a supplementary communication tool to a central component of modern marketing strategies, playing a vital role in enhancing brand visibility, cultivating customer loyalty, and sustaining competitiveness in the digital marketplace. Instagram has rapidly established itself as a dominant social media platform, distinguished by its visually centered design, user-friendly interface, and ability to generate consistently high levels of engagement. Its emphasis on images, videos, and interactive features such as stories, reels, and live sessions enables organizations to communicate their brand identity in creative and authentic ways. What further strengthens Instagram's influence is its broad demographic appeal, with increasing adoption not only among younger generations but also across older age groups, making it a valuable tool for reaching diverse audiences. As highlighted by Alalwan et al. (2017), the platform's unique combination of visual storytelling and interactive communication has positioned Instagram as a strategic space for organizations to enhance brand visibility, cultivate stronger customer relationships, and shape consumer perceptions in the digital marketplace. With features such as Stories, Reels, IGTV, and interactive tools like polls and Q&A, Instagram provides diverse opportunities for content personalization and brand storytelling (Hu et al., 2014).

According to Statista (2023), Instagram ranks among the top five social media platforms globally, with over 2 billion monthly active users. This vast audience base presents both potential and competitive pressure for brands attempting to grow followers and reach.

2.2 Key Metrics: Followers, Reach, and Engagement Rate

Follower count represents a measure of potential audience size, while reach refers to the number of unique users who have seen a brand's content. Engagement Rate (ER) is often calculated using the formula :

$$ER = \frac{(\text{Like} + \text{Comments}) / \text{Total Konten}}{\text{Followers}} \times 100$$

Studies have shown that higher engagement rates correlate with stronger brand affinity and higher conversion potential (*Phua et al., 2020*). Factors affecting engagement include content type (video vs. image), post timing, caption clarity, and the inclusion of calls-to-action (*Putri & Asnusa, 2024*).

2.3 Content Strategy and User Behavior

The effectiveness of Instagram marketing relies heavily on content strategy. According to Ashley and Tuten (2015), brand content that is entertaining, relevant, and visually appealing performs better in gaining attention and shares. Content personalization—tailoring posts to user preferences, local culture, or trending topics—further enhances effectiveness. Video content—particularly short-form formats such as Instagram Reels—has increasingly been recognized as more effective than static images in driving audience engagement. Research by de Vries et al. (2021) indicates that Reels not only achieve greater reach but also hold viewers' attention for longer periods of time, making them a powerful tool for boosting visibility and interaction. The appeal of such content lies in its dynamic, entertaining, and easily consumable nature, which resonates strongly with modern audiences who prefer quick, visually engaging storytelling over traditional static posts. This shift underscores a broader transformation in social media consumption, where short-form video has become a central element of content strategies, enabling organizations to enhance brand recall, stimulate user participation, and strengthen overall digital presence.

User behavior also influences success: brands must consider peak activity times, mobile viewing patterns, and platform fatigue. Younger demographics, particularly Gen Z and millennials, have been found to be exceptionally responsive to interactive social media formats such as quizzes, polls, live sessions, and influencer takeovers. Unlike traditional content, these features encourage active participation, allowing users to co-create experiences rather than passively consume information. This interactivity fosters a greater sense of connection and authenticity, which younger audiences value highly in their engagement with brands. By providing opportunities for real-time feedback, direct communication, and shared experiences, interactive content not only boosts engagement rates but also strengthens brand loyalty and community building. For organizations, incorporating these formats into their digital strategies is essential to capturing the attention of younger consumers, who increasingly expect personalized, participatory, and immersive online interactions.

2.4 Influencer Collaboration and Community Building

Influencer marketing is increasingly recognized as a vital component of digital strategies. Influencers act as social validators, and partnerships with micro-influencers (those with 10k–50k followers) can offer better engagement at lower costs (*Djafarova & Trofimenko, 2019*). Community-building strategies such as user-generated content (UGC), contests, and consistent interaction are powerful tools for fostering long-term loyalty while simultaneously expanding a brand's organic reach. UGC encourages customers to actively contribute to a brand's identity by sharing their own experiences, which not only enhances authenticity but also strengthens emotional connections between the brand and its audience. Similarly, contests and gamified campaigns stimulate participation, create excitement, and generate buzz that extends beyond existing followers. Regular interactions—through comments, direct messages, or personalized acknowledgments—further reinforce a sense of trust and belonging, signaling to users that their voices are valued. Collectively, these practices transform audiences from passive consumers into engaged community members, building a strong foundation for sustained loyalty, positive word-of-mouth, and continuous audience growth in an increasingly competitive digital landscape.

2.5 SOSTAC Framework in Digital Strategy

The SOSTAC model—developed by P.R. Smith—offers a structured approach to digital planning, consisting of: Situation Analysis, Objectives, Strategy, Tactics, Action, and Control (*Smith, 2017*). This model enables marketers to assess their current status, define measurable goals, formulate actionable strategies, and implement performance control mechanisms to drive effective results.

It has been widely applied in social media optimization, particularly in dynamic environments like Instagram, where real-time adjustment is essential.

3. Research Method

This study employs a mixed-method approach, combining both quantitative and qualitative research methods to analyze and enhance the performance of PT. Bank Sumut's Instagram account. The focus is on two primary indicators: follower growth and account reach. Creswell and Plano Clark (2018) highlight that mixed-methods research is particularly valuable when exploring complex social phenomena, as it allows the combination of statistical evidence with contextual insights. Similarly, Johnson and Onwuegbuzie (2004) argue that mixed-methods design provides a more comprehensive understanding of research problems than relying solely on quantitative or qualitative approaches.

3.1. Research Design

A quantitative approach was used to analyze Instagram performance data obtained from Instagram Insights, including metrics such as:

- a. Number of followers
- b. Engagement rate (likes, comments)
- c. Reach per content type (photo, video, Reels)

The qualitative component of this study was designed to capture insights from both the audience and the organization's internal stakeholders. To represent the user perspective, surveys were distributed to 100 active Instagram followers, aimed at gathering data on their experiences, preferences, motivations, and perceptions of the brand's content. This broad dataset provided an understanding of how audiences engage with posts, what type of content resonates most, and which factors influence their continued interaction. To complement these findings, in-depth interviews were carried out with three key members of the Marketing Communication (Marcom) team: the content strategist, the graphic designer, and the social media planner. These participants were purposefully selected because of their direct involvement in shaping social media campaigns, ensuring that the data reflected not only user feedback but also the organizational strategies behind content creation, design, and audience engagement. Together, these two qualitative approaches offered a comprehensive perspective that bridged external audience experiences with internal strategic practices.

This study is structured around the SOSTAC strategic framework—Situation, Objectives, Strategy, Tactics, Action, and Control—which provides a comprehensive and systematic model for planning and evaluating digital marketing activities. The framework begins with a Situation analysis, which examines the current state of the organization's social media performance and market positioning. Based on these insights, clear Objectives are established to define what the organization seeks to achieve in terms of engagement, audience growth, and brand visibility. The Strategy stage outlines the overall direction for achieving these objectives, while Tactics specify the detailed approaches, such as content formats, posting frequency, and engagement techniques. The Action component translates these tactics into practical implementation steps, ensuring responsibilities and timelines are clearly defined. Finally, the Control stage emphasizes monitoring, evaluation, and feedback, allowing for the measurement of progress and continuous improvement. By applying the SOSTAC model, this study ensures a structured approach that not only identifies current performance gaps but also provides actionable strategies for optimizing social media engagement and audience expansion.

3.2 Research Location and Period

The research was conducted at PT. Bank Sumut's Head Office, specifically within the Corporate Secretary Division, between January and December 2024. The data analyzed also corresponds to this period.

3.3 Data Sources

- a. Primary Data: Collected through:
 - Surveys from 100 purposively sampled Instagram followers.
 - In-depth interviews with Marcom personnel responsible for managing the Instagram account.
- b. Secondary Data: Gathered from Instagram Insights and internal social media performance reports.

3.4 Data Collection Techniques

- a. Observation: Conducted through systematic monitoring of content posted on @banksumut's Instagram account during 2024. Key metrics were recorded and analyzed using Excel for content trends, reach, and engagement patterns.
- b. Survey: A structured questionnaire consisting of 63 items across nine dimensions (demographics, content preference, engagement behavior, content timing, perception, etc.) was distributed to followers.
- c. Interviews, Semi-structured interviews were carried out with members of the Marketing Communication (Marcom) team to obtain in-depth insights into the organization's internal social media practices. The flexible format of these interviews allowed participants to elaborate on their experiences while ensuring that core themes were consistently addressed across sessions. Key areas of exploration included the processes involved in content planning, such as idea generation, design considerations, and scheduling strategies. Participants also discussed the main challenges faced in managing digital campaigns, including resource limitations, shifting audience preferences, and the rapid pace of platform algorithm changes. In addition, the interviews provided an opportunity to identify areas for innovation, where staff shared perspectives on emerging trends, creative approaches, and potential improvements to strengthen engagement and brand visibility. This qualitative data enriched the study by complementing user feedback with insider knowledge of strategic decision-making and operational execution.

3.5 Sampling Method

- a. Content Sampling, a total of 50 Instagram posts were selected for analysis based on their high levels of audience engagement. To ensure relevance and consistency, specific inclusion criteria were applied: posts had to generate more than 100 likes and achieve a reach of over 2,000 users. These thresholds were established to filter out low-performing content and to focus on posts that demonstrated significant interaction and visibility. By concentrating on top-performing posts, the study aimed to identify patterns in content effectiveness, such as the role of format, messaging, and visual style in attracting audience attention and encouraging participation. This sampling strategy provided a representative set of data that could highlight the key characteristics of engaging content, thereby offering insights into best practices for optimizing social media performance.
- b. Follower Sampling, 100 Instagram followers were selected using Slovin's formula with a 10% margin of error from a population of 34,688 followers.
- c. Staff Sampling: Three Marcom team members were purposively selected based on their roles in content development and account management.

3.6 Data Analysis Method

- a. Descriptive Analysis: Used to summarize content performance and follower demographics.
- b. Engagement Rate Calculation:
- c. SWOT Analysis: To identify internal strengths and weaknesses as well as external opportunities and threats.
- d. SOSTAC Application: To structure findings into a strategic plan covering Situation, Objectives, Strategy, Tactics, Action, and Control. (1)

4. Result and Discussion

This section presents the findings of both the quantitative and qualitative analyses conducted on PT. Bank Sumut's Instagram account (@banksumut). The discussion is structured around user behavior, internal marketing efforts, and strategic insights gained through the SOSTAC framework.

4.1 Instagram Performance Analysis (2024)

According to Instagram Insights, follower growth remained stagnant in the first eight months of 2024, with an average of only 280 new followers per month. A significant improvement occurred between September and December 2024, with growth

increasing by 286% to an average of 1,081 new followers per month. A similar pattern was observed in reach, which increased by 120%, from an average of 76,313 accounts/month to 167,944 accounts/month in the same period. Engagement Rate only 0,62%.

This spike correlates with two key campaigns:

1. The PON 2024 interactive quiz series, leveraging a major national event co-hosted by North Sumatra.
2. Strategic collaboration with the PSMS Medan Instagram account, which attracted attention from regional football fans.

4.2 Survey Insights From Followers

Preferred content types: 68% of respondents favored video content, especially Reels and Story polls, over static images.

- a. Content expectations: Findings from the user feedback revealed clear expectations regarding the type of content they prefer to engage with on Instagram. Users emphasized that content should be both informative and entertaining, while also maintaining a strong sense of visual consistency. Informative posts were valued for providing practical knowledge, updates, or useful tips that add real value to their daily lives. At the same time, entertainment was seen as an essential element to capture attention, sustain interest, and encourage users to return regularly for new content. Equally important was the demand for visual consistency—achieved through cohesive color schemes, design styles, and branding elements—which helps create a recognizable and professional identity in a highly competitive social media environment. Taken together, these insights highlight the need for organizations to strike a balance between delivering valuable information, ensuring engaging presentation, and reinforcing a unified visual brand identity in order to meet audience expectations and strengthen long-term engagement.
- b. Engagement motivation: In terms of engagement motivation, users identified interactive features such as Q&A sessions, giveaways, and behind-the-scenes content as particularly effective in encouraging active participation. These elements were perceived as not only entertaining but also as opportunities for users to feel more directly connected to the brand. Q&A sessions foster transparency and allow audiences to voice their questions and concerns, creating a sense of dialogue rather than one-way communication. Giveaways, on the other hand, serve as strong incentives that stimulate likes, shares, and comments by rewarding participation and increasing excitement around the brand. Behind-the-scenes content was especially valued for offering authenticity and exclusivity, giving followers a glimpse into the human side of the organization. Collectively, these interactive features strengthen user involvement, enhance emotional connection, and significantly boost engagement levels across social media platforms.
- c. Active time slots: Analysis of user activity patterns revealed that followers were most active during two specific time windows: late morning between 11:00 and 13:00, and evening between 19:00 and 21:00. These periods showed the highest levels of interaction in terms of likes, comments, and shares, indicating that they represent the most effective posting times for maximizing engagement. The findings suggest that scheduling content during these peak activity slots can significantly enhance visibility, increase the likelihood of audience interaction, and improve overall campaign performance. Aligning posting strategies with user behavior not only ensures that content reaches a larger portion of the audience but also reflects a data-driven approach to optimizing social media presence.

4.3 Internal Interview with Marketing Communication Team

In-depth interviews with PT. Bank Sumut's Marketing Communication team revealed several organizational insights :

- a. Challenges: Limited personnel, inconsistent content planning, and a lack of internal coordination hindered content frequency and quality.
- b. Opportunities: The Marcom team identified influencer partnerships and better scheduling tools as potential areas of growth.
- c. Tools used: In terms of content creation and management, the Marketing Communication (Marcom) team primarily relied on basic tools such as Canva for graphic design and Instagram's built-in editing features for final adjustments and post customization. These tools were effective for producing visually appealing content and maintaining a consistent aesthetic across posts. However, more advanced social media management and planning tools—such as Buffer or Hootsuite—had not yet been adopted. The absence of these advanced scheduling and analytics platforms limited the team's ability to automate posting, streamline workflow, and conduct more comprehensive performance tracking. As a result, while the existing tools supported day-to-day content production, the lack of integration with advanced management systems highlighted an area for potential improvement in efficiency and long-term strategic planning.

4.4 SWOT Analysis Summary

Strengths	Weaknesses
Strong regional brand trust	Low content variation and lack of real-time interaction
Institutional credibility	Underutilized Instagram features (Reels, Live)
	Irregular posting schedule
Opportunities	Threats
Youth-oriented content and social campaigns	Algorithm shifts that reduce organic reach
Collaboration with local influencers	Competition from larger national banks
Expanding digital banking	Declining attention spans on static content

Figure 1. SWOT Diagramme

4.5 Strategic Interpretation via SOSTAC Framework

- a. Situation Analysis: PT. Bank Sumut has a relatively low Instagram following (34,688) compared to regional peers, but strong brand positioning in North Sumatra.
- b. Objectives: Increase followers to 43,088 and to achieve a 25% growth in content reach within a 12-month period.
- c. Strategy: Focus on video format for content (reels) and community-driven Instagram presence.
- d. Tactics: Implement a structured content calendar, boost Reels production, initiate monthly contests, and use localized hashtags.
- e. Action: Assign dedicated social media staff, increase post frequency to 7 times/week, and invest in collaboration with influencers.
- f. Control: Control mechanisms are established to ensure continuous monitoring and evaluation of social media performance. Weekly reviews of Instagram Insights are conducted to track immediate trends in engagement and audience behavior, enabling timely adjustments to content and posting strategies. In addition, monthly KPI tracking is implemented, focusing on key performance indicators such as engagement rate (ER), reach, and follower growth. This dual-layered monitoring approach not only provides both short-term and long-term performance visibility but also ensures that progress toward objectives can be measured consistently. Regular evaluation through these control measures supports data-driven decision-making and allows for iterative improvements in social media strategy.

5. Conclusion

5.1 Conclusion

This study aims to identify the key factors influencing the growth of followers and account reach on PT. Bank Sumut’s Instagram account, while also formulating strategies to address the challenges encountered. A mixed-methods approach was

employed, combining quantitative data from Instagram Insights with qualitative data obtained from interviews with the Marketing Communication (MarCom) team and a survey of 100 active followers. The main findings are summarized as follows:

a. Overall Performance

The analysis of PT. Bank Sumut's Instagram performance indicates that the platform holds significant potential in shaping corporate image, strengthening customer interaction, and expanding digital brand reach. However, in terms of key performance metrics—particularly follower growth and account reach—the @banksumut account remains suboptimal. As of the end of 2024, the account had reached 34,688 followers, which is substantially lower compared to national banks such as BNI and BRI, as well as other regional development banks such as Bank BJB and Bank Jateng.

b. Temporal Growth Patterns

Data from Instagram Insights reveal that notable increases in both followers and reach occurred primarily during the final quarter of 2024 (September–December). This period coincided with the implementation of interactive quizzes and strategic collaborations related to the 2024 National Sports Week (PON) and the PSMS Medan football club. These seasonal and event-driven campaigns demonstrated the potential of collaborative strategies in generating significant short-term growth. However, such increases were temporary and did not reflect sustainable, organic growth.

c. Content Limitations

One major weakness identified is the lack of content diversity and alignment with audience needs and interests. Content published on the account tends to be homogenous and underutilizes Instagram's available content formats such as Reels, Stories, Carousels, and IG Live. The absence of a systematic audience-segmentation-based content plan has resulted in relatively low engagement levels, ultimately constraining the account's organic reach.

d. Organizational Constraints

Interviews with the MarCom team indicate that while the importance of personalization and storytelling is acknowledged, the team faces several challenges. These include limited human resources, additional workload beyond digital marketing, and the absence of a structured editorial calendar. Furthermore, the minimal use of paid advertising and lack of influencer collaborations have restricted content penetration to new audiences, thereby contributing to stagnant follower growth.

e. Audience Preferences

Survey findings from active followers suggest that audiences desire more relevant and engaging content, particularly related to financial education, promotional offers, and aesthetically appealing visuals. The majority of respondents expressed a preference for short-form video content (<1 minute). Additionally, respondents indicated stronger interest in collaborative and community-based content compared to one-way informational content.

f. Strategic Framework (SOSTAC)

Using the SOSTAC framework (Situation, Objectives, Strategy, Tactics, Action, Control), the study developed a strategy to enhance follower growth and reach. This includes:

- Situation Analysis: Identifying current performance gaps.
- Objectives: Setting realistic targets, such as achieving a 25% increase in followers within 12 months.
- Strategy: Applying STP (segmentation–targeting–positioning) principles.
- Tactics: Leveraging content marketing and influencer engagement.
- Action: Implementing structured campaigns supported by editorial planning.
- Control: Establishing regular performance monitoring based on Instagram metrics.

g. Strategic Implications

Overall, the findings suggest that to improve its Instagram performance, PT. Bank Sumut must reposition its social media presence beyond mere promotional activities and treat it as a strategic platform for long-term relationship building with customers. The use of data-driven content design, strengthened collaborations with local communities, and the adoption of best practices in algorithm-based content optimization are identified as key drivers of sustainable success.

h. Factors Influencing Follower and Reach Growth

The study identifies the following factors as critical to Instagram account growth:

- Posting frequency and consistency
- Content quality
- Copywriting and call-to-action (CTA) effectiveness
- Content type and format
- Hashtags and tagging practices
- Interaction and engagement (likes, comments, shares)

- Utilization of Instagram features (Reels, Live, Polls, etc.)
- Collaborations and influencer partnerships
- Posting time optimization
- Paid advertising

5.2 Recommendations

Based on the findings, the following recommendations are proposed for PT. Bank Sumut:

- Develop a Structured Content Calendar**
Plan posts on a weekly/monthly basis using editorial guidelines that align with audience behavior, campaign schedules, and peak engagement times (11:00–13:00 and 19:00–21:00).
- Diversify Content Formats**
Increase the use of high-performing formats such as Reels, Carousel posts, and interactive Stories. Use local events, financial tips, and behind-the-scenes content to humanize the brand.
- Collaborate with Regional Influencers**
Engage micro-influencers from North Sumatra to boost credibility and expand reach. These partnerships can enhance trust and relevance among local audiences.
- Leverage Instagram's Algorithm**
Focus on maximizing engagement per post (likes, comments, shares) through compelling captions, strong visual design, and clear calls-to-action. Use relevant hashtags and geotags to increase discoverability.
- Invest in Analytics and Training**
Use tools such as Meta Business Suite or third-party analytics platforms to track performance KPIs. Train the Marcom team on content optimization, performance review, and social media trends.
- Apply the SOSTAC Framework Routinely**
Implement SOSTAC as a dynamic tool for ongoing strategy development and control. Conduct monthly reviews using this model to adjust tactics based on current performance and audience feedback.

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