# Social Media User's Engagement's Function And Measurements On Marketing Communication 4.0

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**ABSTRACT**

In the era of Industry 4.0, social media user engagement contributed to the effectiveness of marketing communications. Companies that use social media as communication marketing channels are still trying to define the concept of engagement according to the subjective understanding and definition of measurement offered by social media insights. This article provides an update on the concept of social media user engagement in the context of marketing communication in Indonesia. Through a qualitative approach to the study of literature and interviews with some informants who use social media as a marketing communication platform, it was found that the involvement of social media users serves to measure and find patterns of content that are effectively used for marketing communication. In general, social media user engagement can also be grouped into three dimensions: affective, cognitive, and behavioral engagement.

## INTRODUCTION

Technological developments during industry 4.0 have brought changes to many aspects of people's lives. In the field of communication, technology provides a lot of potential for interacting with each other like never before (Miller et al., 2016). Technological developments such as the internet have also changed private and public communication. Correspondence that was originally addressed privately can now be sent to groups via electronic mail (email). Changes not only occur at the communication level, but also in the availability of communication medium choices, for example social media.

Practitioners argue that social media can not only be used for interpersonal communication or mass communication. Social media can also be used for marketing communications for a product to achieve Top-of-Mind Awareness (TOMA) as a marker of consumer loyalty to a particular brand. The TOMA concept refers to two levels of consciousness; stimulated brand awareness and memory-based brand recall (Hakala et al., 2012). To stimulate

TOMA, companies can rely on persuasive marketing communications to consumers/potential consumers on social media.

In the process, measuring the success of marketing communications 4.0 via social media can be done using several measuring tools. Reach number of impressions of content, and engagement are several tools for measuring the effectiveness of online marketing communications In marketing communications, involvement in responding to consumer cognition through attention, intention to purchase, and consequent behavioral activities play a significant role in brand equity Engagement relates to activities such as strengthening brand attitudes, spreading Word of Mouth (WOM), and participation in social media activities (Leventhal et al., 2014). Previous research provides insight into how companies can take an interactive approach through dialogue with social media users (Thackeray et al., 2012). Not only does it increase the dissemination of information, online marketing communication strategies are carried out so that social media users are actively involved in the marketing communication process.

Furthermore, this research also adds indicators of the success of organizational strategies in utilizing social media. Measuring tools that can be used to determine the success of strategies in social media include: reach (number of followers), sentiment analysis (comments, uploads, programs and services), and engagement (number of comments, downloads, re-sharing of content and ratings on uploaded content).

Even though several previous studies have defined the concept of engagement, social media continues to change, and so does the marketing communications industry, especially in Indonesia. Therefore, it is hoped that this article can provide new ideas regarding the concept of engagement as an output of marketing communication activities on social media. In this paper the research context will focus on social media other than short messaging applications. YouTube, Facebook, and Instagram were chosen as the representation of social media most actively used by social media users in Indonesia during 2019 (Kemp, 2020).


## LITERATURE REVIEW

### Engagement in Social Media

The concept of engagement has many definitions by researchers. Involvement has been increasingly implemented in marketing communications concepts since 2005. In marketing activities, involvement can be used to predict the possibility of consumers making purchases in the future (Brodie et al., 2013).

In marketing communications, engagement refers to the manifestation of consumers (in this case social media users) towards a brand or company. Previous research provides a definition of involvement as a manifestation of consumer behavior that goes beyond purchasing transaction activities (van Doorn et al., 2010). Involvement is based on a person's motivational experience and can show positive or negative results. Thus, van Doorn, et al. positions engagement as another form of word-of-mouth (WOM).


### Marketing Communications 4.0

From a consumer perspective, marketing communications can be defined as the process of forming consumer perceptions of a company's products (goods and services). The marketing communications process is contextual and the process can be visible or invisible; processes are shaped within consumer logic (Finne & Strandvik, 2012). The aim of marketing communications is not just product sales, but more than that, marketing communications builds brand equity, thereby giving rise to TOMA through the communication process.

As explained above, to form a TOMA brand, marketing communications is one of the important elements for a company. With the development of the technology industry today, the forms and channels of marketing communications have become diverse, one of which is online

marketing communications. Online marketing communication is closely related to the use of communication channels that involve the internet. The communication process in it can be measured with target audiences that can be managed and tend to be easier to maintain (Mulhern, 2009).

Companies use online marketing communications to strengthen communication relationships with consumers, support sales, and form brand awareness (Karjaluoto et al., 2015). Online marketing communications have several types of channels that can be utilized, such as: email, short message applications, websites and social media. Social media has become an important channel in marketing communication 4.0. As new media, social media allows its users to communicate with each other and produce content (prosumer). For brand-owning companies, social media is the right channel when companies want to communicate the products they sell (Busca & Bertrandias, 2020).

### Social Media In Marketing Communications Industry 4.0

Social media is a site that facilitates communication between groups (peer-to-peer) within a larger group or between individuals. Social media allows users to upload content by applying the User-Generated Contents (UGC) concept and exchange messages or comments in it (Chaffey, 2019). In its development, social media is not only used as an online communication channel between individuals, but also by companies to market their products.

Chaffey defines social media marketing as activities to monitor and facilitate interaction and participation between consumers via the web Through social media marketing communication activities, the company encourages consumers to provide positive involvement with the company and its products. Interactions may occur on company sites, as well as on social networks and other third party sites. Social media plays an important role in marketing communications 4.0.

Another study found that users who follow company social media accounts can increase positive perceptions of the brand (Beukeboom et al., 2015). This positive relationship is shown by the communication involvement of consumers towards the brand on social media accounts. This participatory communication is known as involvement.

In the Indonesian context, currently there are at least 16 social media that are actively used every month. Apart from short messaging applications, the five most frequently used social media in Indonesia as of the third quarter of 2019 include: YouTube, Facebook and Instagram, Twitter and Linkedin.

These five social media have performance measurement tools for uploaded content, one of which is engagement (Kemp, 2020). The definition of engagement on each channel is different. This is because each channel has a different content format. This makes companies have different understandings of the concept of user engagement.

### Research Objectives And Questions

As a conceptual study, this research aims to redefine the concept of involvement in social media within the scope of marketing communications carried out by brand-owning companies. In its application, it is hoped that this study can also provide practical significance to marketing communications industry players, especially those who use social media channels to be able to imply the concept of engagement as a benchmark for marketing communications for their products. Therefore, in this paper several questions to be researched include:

1. Conceptually, how does the involvement function affect the company brand in marketing communications activities?
2. How can engagement be a benchmark in industry 4.0 marketing communications activities in Indonesia?

## METHODS

To find out how the function and measurement of social media user involvement in marketing communication activities requires a qualitative approach using literature reviews (Ingrosso et al., 2015) and structured interviews (Rachmawati, 2007). Interviews were conducted with three informants who work in the online marketing communications industry in Jakarta. Each informant is a worker with a minimum of 4 years of work in the social media sector and has in-depth knowledge related to the research object (especially YouTube, Facebook and Instagram) for marketing communication activities.

For the need for triangulation analysis, interview data will be compared systematically (systematic review) from previous studies related to the definition of the concept of social media user involvement in online marketing communications. The first step in this research was to collect literature related, especially to the basic concepts of social media user involvement. Therefore, previous studies with keywords related to social media user engagement were collected and analyzed. The following is a list of literature along with keywords that will be used in research references.

Table 1 List Of Literature Study Concepts For Measurement And Functions Of Social Media Engagement

| No. | Year of Publication | Writer | Keywords |
|---|---|---|---|
| 1 | 2020 | ● Thomas, V.L., Chavez, M., Browne, E.N., & Minnis, A.M | Measurement |
| 2 | 2019 | ● O'Meara, V. | Measurements & Functions |
| 3 4 | 2018 | ● Dessart, L., Veloutsou, C., Morgan-Thomas, A. <br> ● Barnes, S.S., Kaul, V., & Kudchadkar, S.R | Measurement <br><br> Function |
| 5 | 2016 | ● Hall-Phillips, A., Park, J., Chung, T.-L., Anaza, N.A., & Rathod, S.R. | Function |
| 6 7 | 2015 | ● Carah, N., & Shaul, M. <br> ● Dolan, R., Conduit, J., Fahy, J., & Goodman, S. | Measurement <br> Function |

Source: Secondary Data Processing

The literature that has been collected above will be concluded according to the research context. As a final step, the research questions will be analyzed with findings from interviews with three informants and also a digest of existing literature to understand the concept of social media user involvement in marketing communication activities 4.0.

## RESULTS

The results of literature analysis from previous studies related to the concept of social media engagement provide a more coherent understanding of this paper. The following are the results of a systematic literature analysis.

Table 2 Literature Analysis Results

| No | Author (Year of Publication) | Research Concept |
|---|---|---|
| 1 | Thomas et al. (2020) | This study uses several measurement tools for the concept of engagement, including: the number of content favorited, the number of comments, messages, content re-shared, and the number of times the content is viewed. |
| 2 | O'Meara (2019) | Measurements in social media such as the number of likes and comments on content have positive feedback on content performance, because current social media algorithms mean that content displayed to users sometimes does not appear sequentially with upload time. In short, content that is more likely to be displayed is content with a high amount of engagement. |
| 3 | Dessart, Veloutsou, and Morgan-Thomas (2018) | Measurements in social media are divided into at least three dimensions, namely: affective, cognitive and behavioral. Measuring affective engagement is based on users' enthusiasm and enjoyment of the brand on social media. Cognitive engagement is measured by consumers' attention and absorption regarding content uploaded by brands. Meanwhile, behavior is measured by sharing studying, and endorsing *the* brand on social media by consumers. |
| 4 | Barnes, Kaul, and Kudchadkar (2018) | Engagement in social media can show how much information and knowledge is received by consumers, and can be used for user/consumer advocacy purposes. |
| 5 | Hall-Phillips et al. (2016) | The findings in this study indicate that involvement in social media can contribute to company identification. A form of involvement can be in the form of using hashtags by consumers who participate in discussions on social media with brands. |
| 6 | Carah and Shaul (2016) | Measurement of engagement in social media was carried out in this study. The use of hashtags is the engagement concept used. The use of hashtags is closely related to content produced by social media users which synergizes with the topics raised by the brand (*User-Generated Content*). |
| 7 | Dolan et al. (2015) | This study concludes that the concept of engagement is related to the reception of content by social media users when following a particular brand's social media account. |

Source: Secondary Data Processing Results of Literature Analysis

As previously explained, research data does not stop at secondary data collection, but is also supported by primary data through systematic interviews. Interviews were conducted with three informants who had at least worked in the marketing communications 4.0 industry, specializing in social media management. Before entering into a more detailed discussion, here is a profile description of the three informants:

1. DR informant: a woman who has worked as a social media specialist since 2016. DR has worked both in agencies and in multinational e-commerce companies DR's scope of work includes creating ideas and executing content on social media, as well as making regular achievement reports. Even though it does not have special certification related to social

media, DR actively seeks information about social media marketing communications through social media sites and websites that contain the latest information regarding social media developments. In its activities, DR uses Instagram, Facebook, YouTube and TikTok channels to convey messages.

2. AR informant: a woman who works as a social media specialist with a communications background. AR has worked in the media and communications industry since 2013. Currently AR works for an agency and manages social media for several brands with a background in finance and beauty products. AR does not have certification related to social media, but 1-2 times a year, he participates in international level conferences related to social media. Some of the scope of work carried out by AR, namely: creating content plans to be uploaded for the brands being managed, carrying out daily supervision and control over the performance of social media accounts being managed, and compiling monthly reports regarding achievements made via social media. AR uses Instagram, Facebook, YouTube and Twitter channels to carry out its work.

3. TL informant: a woman who currently works as a digital campaign executive at a digital agency. TL has certification from Digital Guru and Facebook Blueprint. The scope of work he carries out focuses on broadcasting brand marketing campaigns on social media, monitoring and reporting regularly.

## DISCUSSION

### Function Of Social Media User Engagement In Marketing Communications 4.0

Findings from the literature show that the function of social media user involvement in marketing communications is not only limited to increasing brand awareness. Engagement on social media can be used as a benchmark for how well a brand's content is received by its followers. This was also confirmed by the three informants from interviews, as stated by AR.

"Engagement (engagement -ed) on social media can give us an idea of how followers receive the content we upload on social media. Whether the content we create is content that interests followers or is less interesting, it can be seen from the number of engagements. The higher the number of engagements, the more interesting the content we create. From there, we can create more similar content. The goal is that brand content on social media always appears on followers' timelines.

That way, we pursue their top of mind." The same thing was also expressed by informant TL. Measuring engagement is an important part of the communication control function on social media by brand-owning companies. Content on social media shows the relevance of content uploaded by brand owners to consumer information needs. "...engagement is important to measure the relevance of our content to our followers.

If the assumption is that followers are consumers, it means that our content is considered interesting and needed by followers. This could be a lesson for us in the future for producing content about what kind of content will be of interest to followers. So, if we get the pattern, we can be more effective in communicating with our followers." A number of statements from informants are in line with previous research which revealed that involvement in social media functions to measure the effectiveness of messages sent by communicators, in this case brands/companies (Barnes et al., 2019; Dolan et al., 2016).

Marketing communication via social media is different from communication using mass media which assumes that the audience is passive. Communication in social media is semantic (meaningful). Each individual social media user is considered unique and cannot be generalized (Berners-Lee et al., 2001). Therefore, measuring engagement is needed to be a guide for communicators conducting marketing communications by paying attention to patterns that emerge when uploading content on social media.

### Benchmarking Social Media User Engagement In Marketing Communications 4.0

To be able to understand patterns that emerge on social media, knowledge of benchmarks for social media user engagement also needs to be explained. Recently, the concept of involvement is often identified with the concept of liking Engagement is the result of social media consumers' experiences in consuming/not consuming features and content on social media. Involvement appears as an effect when consumers have a motivational experience (Calder, 2008).

The implications of measuring engagement in social media empirically can be seen from the measurement tools (insights) provided by each social media channel. In online marketing communications activities, the concept of engagement currently offered by the marketing communications industry via social media accumulates the number of interactions on social media as a benchmark, including giving symbols like (like/reaction), comments, replies to content, the number of times the upload has been shared and the number of times the upload was saved by other users. Each social media channel has a different definition from one another.

Table 3 Measurement Of Social Media Engagement

| Definition of Measurement by | YouTube | Facebook | Instagram |
|---|---|---|---|
| Measuring tools for each channel | • Average viewing duration<br>• Total viewing time (*YouTube Studio* 2020) | • *Emoticon* reactions (like, love, laugh, surprise, cry, and anger)<br>• Comment<br>• *Share* (share uploaded content with other users)<br>• Number of clicks that occur on content uploads (*Marketing on Facebook* 2020) | • Give a like symbol (likes)<br>• Comment<br>• *Share* (share uploaded content with other users)<br>• *Saved* (the number of times the content was saved by users (*Marketing on Facebook* 2020) |
| Informant DR | Calculate the number of comments and responses to how many users like *the* video content | Calculation of the number of reactions and comments. | Calculation of the number of users who like and comment. |
| AR informant | Calculation of the number of users who like/dislike the content and the number of comments. | Calculation of the number of reactions, clicks on content, comments, reshares of content, and the number of users who save the content. | Calculation of the number of users who like content uploaded by the brand, comments, and the number of users who save the upload |
| TL informant | Calculation of the number of users that can be reached by the content and the number of times the video content has been watched (*views*). | Calculation of the number of views, comments and clicks on content. | Calculation of the number of views, comments and clicks on content. |

Source: Secondary and Primary Data Processing from Interview Results

As the most active platform in Indonesia, YouTube classifies engagement into two metrics, namely average video viewing duration and watch time (Kemp, 2020). Average video viewing duration is an estimate of the average number of videos watched in a certain time period. Meanwhile, viewing time is the accumulation of the audience's time watching videos. Both of these metrics use minutes in their calculations (Youtube Studio, 2020). Facebook provides a different definition of engagement from YouTube. The definition of engagement on Facebook is the accumulation of reactions (giving emoticon symbols as markers of expressions of like, love, laughter, surprise, crying and anger), comments, sharing uploads, and clicking on photos/videos/links (Facebook for Business, 2020). Meanwhile, even though it comes from the same parent company as Facebook, Instagram has a slightly different definition. Engagement on Instagram is measured through the accumulation of the number of uploads liked (likes), the number of comments (comments) received by users, the number of uploads sent to other users' accounts via the short message feature in it (share), and the number of times the upload is saved (saved). by other users (Facebook for Business, 2020).

Referring to previous research, social media user involvement can be grouped into three dimensions, namely: affective, cognitive, and conative (Dessart et al., 2016). At the affective level, feelings influence how consumers like and enjoy content uploaded from brands. Liking in affective involvement can also be interpreted as a reaction given by consumers to content produced and uploaded by corporate brands as communicators. At the cognitive level, engagement can be measured by consumers' attention and absorption of information. In this case, cognitive engagement can be described by how long it takes social media users to consume content contained in company brand accounts, provide comments on the content, and click on shared links to find out more detailed information shared by company accounts. At the final stage of involvement, namely the conative level, involvement is related to the actions carried out by consumers. This action takes the form of re-sharing content uploaded by the company brand, studying in more detail the products owned by the company brand, and providing support for the brand by uploading content with hashtags that become the company's brand campaign.

## CONCLUSION

The results of literature studies and interviews with a number of informants found that involvement is an important concept in carrying out marketing communications 4.0 via social media. The concept of engagement can determine the effectiveness of content used as a communication message. Meanwhile, engagement measurements can be classified into three, namely: affective (liking/giving symbolic reactions such as liking, anger, joy, love, etc.), cognitive (the length of time social media users consume content contained in company brand accounts, providing comments on content and clicking on the shared link to find out more detailed information), and conative (resharing content uploaded by the company brand, learning more details about the products owned by the company brand, and providing support for the brand by uploading content with hashtags that are company branding campaign).

Practically, this study can be a consideration for companies that use social media as a channel in marketing communications. The concept of engagement can be used as a benchmark for the effectiveness of marketing communications in the future. However, this paper requires a more in-depth study of how involvement can influence consumer initiatives to make purchases.

## SUGGESTION

1. The implications of this study extend practically to companies utilizing social media as a channel for marketing communications. The concept of engagement, with its threefold measurement approach, offers a practical and measurable benchmark for evaluating the effectiveness of current and future marketing initiatives. Companies can strategically leverage

this knowledge to optimize their content and engagement strategies, fostering stronger connections with their target audience.

2. However, it is essential to acknowledge the limitations of this paper. While it establishes the importance of involvement and engagement in marketing communications, a more in-depth exploration is warranted to discern how this heightened engagement translates into tangible consumer initiatives, particularly in the context of driving purchase decisions. Future research should delve into the intricate dynamics that govern the relationship between social media involvement and consumer behavior, shedding light on the nuanced factors that influence purchasing choices.

3. In essence, this study lays a solid foundation for companies to reevaluate and refine their social media marketing strategies. By recognizing the multifaceted nature of engagement and its significance in the digital landscape, companies can not only enhance their current practices but also pave the way for more targeted and effective marketing communications in the future.

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