

EXAMINING CORPORATE ENGAGEMENT IN SOCIAL MEDIA: ADVANCING THE USE OF FACEBOOK FOR CORPORATION PAGE

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ABSTRACT

This article focuses on the engagement conducted through Facebook fan page. Analyzing responses of customer to the postings made by corporate user will give input on what need to be put in attention and revise to meet the need of customers. The need to put more attention on details of social media feature becomes essentials in advancing engagement through –in this case- Facebook. The aim of the study is to identify highest engagement items in Facebook feature by examining Telkomsel Facebook page postings as a case. The data is content in Telkomsel Facebook. Data collection used Facebook-graph data mining technique. Media content analysis method conducted to analyze all the data using engagement concept. The study found 7 items that have the highest engagement rate on Facebook, which are: visual indicator in the form of video (1), 200 characters on Facebook texts (2), information with corporate brand, Telkomsel, on it (3); entertainment content (4), a call to action message to engage fans, such as quiz (5); high engagement happened in weekdays (6), to the multiple postings (7), and posting hours is in peak hours (8.00 – 17.00).

Keyword: Media analysis, facebook graph, strategic communication, Telkomsel

ABSTRAK

Artikel ini berfokus pada keterlibatan yang dilakukan pelanggan melalui halaman penggemar Facebook. Menganalisis respons pelanggan terhadap posting yang dibuat oleh korporat akan memberikan masukan tentang apa yang perlu diperhatikan dan direvisi untuk memenuhi kebutuhan pelanggan. Kebutuhan untuk lebih memerhatikan detail fitur media sosial menjadi penting dalam memajukan keterlibatan melalui –dalam hal ini- Facebook. Tujuan dari penelitian ini adalah untuk mengidentifikasi item keterlibatan tertinggi dalam fitur Facebook dengan memeriksa posting halaman Facebook Telkomsel sebagai kasus. Data tersebut bersumber dari konten di Facebook Telkomsel. Pengumpulan data menggunakan teknik penambangan data Facebook-grafik. Metode analisis konten media dilakukan untuk menganalisis semua data menggunakan konsep keterlibatan. Studi ini menemukan 7 item yang memiliki tingkat keterlibatan tertinggi di Facebook, yaitu: indikator visual dalam bentuk video (1), 200 karakter pada teks Facebook (2), informasi dengan merek perusahaan, Telkomsel, di dalamnya (3); konten hiburan (4), pesan ajakan untuk melibatkan penggemar, seperti kuis (5); keterlibatan tinggi terjadi pada hari kerja (6), pada banyak posting (7), dan jam posting berada pada jam sibuk (8.00 - 17.00).

Kata Kunci: Analisis media, grafik facebook, komunikasi strategis, Telkomsel

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INTRODUCTION

Social media engagement is a new form of social interaction or interactive activities that is carried out through social media networking between parties who have the same interests, non-transactional, but provide interaction experience through social media has on people about it (Cvijikj and Michahelles, 2013). Another understanding of social media engagement is built by Smith and Gallicano (2015), which is a phenomenon that consists of personal components, informational, full attention on one thing, and social components (p. 89). Both of these studies equally recognize that social media engagement is an activity that is now always done by people individually and by others in the social media they accessed.

This activity is done by individuals to meet their needs, so that the existence of information in online media and social media becomes important as a form of interaction with its public. In addition to it social media at present time also play a big role giving in promotion, marketing, managing relations, and engagement by giving more space to customer in enabling interaction. Social media provide rooms to customers to give their responses in many forms, such as the form of statements either positive, negative, or just reactions through emoticons provided by the platform.

Studies conducted by Ashley and Tuten (2015) illustrates that social media content play a significant role in establishing interaction between the owner of the account and their public, and even have a positive impact on the owner of the account in the context of online marketing such as the intensity of the relationship with the public, the establishment of the brand, the brand equity management, to an increase in sales. Vineerean uses social media marketing concept in evaluating marketing strategic opportunities through social media for the organization, with one of his analyses that social media can build engagement between companies and the public through the uploaded content and features of the social media, which the end result is favorable to the company or give benefit to the corporate engagement.

Corporate social media engagement could assist companies in increasing brand awareness, reaching new customers, while also maintaining relation with the existing customers. However, the message within social media need to be formulated in the strategic way so that the effect would be

effective in increasing brand awareness, attracting new customers, and also maintaining the existing customers. Responses from customer become gifts to the corporations who want to enhance their products through engagement. This article focuses on the engagement of companies conducted through social media, with the case of social media content of the Facebook Telkomsel. Telkomsel is ranked number one in the level of engagement on facebook in Asia Pacific. Telkomsel is also the provider of telecommunications services that has the highest number in customers and has the widest access in Indonesia.

According to the report of Socially Devoted, an index measuring of social care carried out by the brand through social media, out of 10 major brands in Asia Pacific, Telkomsel managed to achieve the top position as the company with the most responsive and most engaged Facebook users with the number of followers and fans reaching 530,307. Telkomsel successfully engaged their fans with the average percentage reaching 98.35% with a more specific approach by reducing the number of ignored questions so that they are considered to act more responsive to interact with followers and fans with overall effect having been able to increase the brand position of Telkomsel (Mix marketing: 2015). In this study, the authors want to identify what makes Telkomsel successful being the brand with the highest engagement.

We can see on Facebook that a few companies have Facebook fan page. Generally, the purpose of the company to create and manage the Facebook Page is to reach consumers and communicate with them, or to create or build engagement with consumers. According to Evan and Jake (2010), there are four (4) phases of engagement that can be carried out by consumers through social media, namely:

1. Consumption: In the context of social media, consumption is consumer activities such as download, read, see, or hear the digital content.
2. Curating: Curating is consumer activities such as sorting, filtering, commenting, labeling, and other activities describing the contents.
3. Creation: More than just curating activities. Creation activity is when consumer offers things they make themselves. A simple example in social media is consumers create their own content on social media platforms, such as making a post on a Facebook Page.

4. Collaboration: Not equal to consumption, curating, and creation that are more of individual activities. Collaboration is the activity that is carried out jointly. One of the examples is when a community runs a blog whose content is filled jointly by community members.

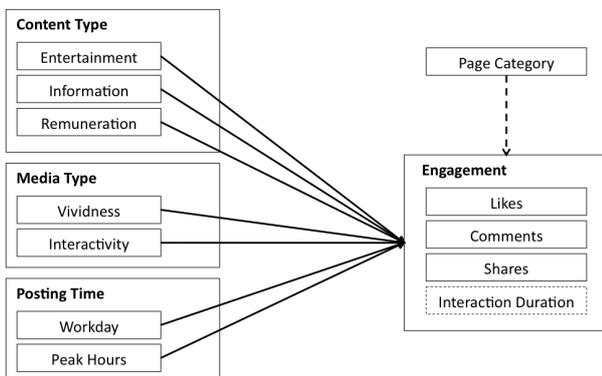
LITERATURE REVIEWS

Facebook Engagement

On facebook social media platforms, engagement can be seen as a form of interaction of the consumer or fan of the content posted by the moderator of the Facebook Page. Irena & Florian (2014) developed a model to describe the relationship between the posting on Facebook with the engagement that has been generated, as shown in Figure 1.

Figure 1.

Relational Model: Facebook Post and Facebook Engagement



Source: Irena and Florian, 2014.

The understanding and definition of each of the variables contained in the model are:

1. Content Type

Content Type is the substance of the content posted on the Facebook Page. This content type is generated through the coding process, which captures the meaning of the message delivered from the content. In this model, three categories of content type are generated, they are:

- a. Entertainment is the type of content that are entertaining, not directly associated with a product, brand or other information about the company. The content of this type is usually in the form of questions and directly asking for a response from the consumer.

- b. Information is the type of content that is informative. The content of this type is created with the aim of giving information about the company's products and services, and other useful information for consumers.

- c. Remuneration is the type of content that is rewarded. The content of this type is usually in the form of quizzes, and is created with the aim of particular reward or benefit to the consumer. Within the context, remuneration limited to the type of message posted in Facebook that we conceptualized it as call for action message. Therefore remuneration is not solely examined it is already put into the script type.

2. Media Type

Media Type is the format of the content posted on the Facebook Page. The media types are divided into four, they are: (1) Text (status), (2) Image, (3) Link and (4) Video. Those four types of media have a different vividness and interactivity levels.

a. Vividness

Vividness is the ability of media type to describe or visualize the message. The vividness level is divided into four (4), they are no vividness (for the type of status), low vividness (for the type of image), medium vividness (for type of url link), and high vividness (for type of video).

b. Interactivity

Interactivity is the level of effort or action that is required by consumers to get the message from a content. The interactivity level is divided into two, namely: no interactivity (for types of statuses and photos, because both of them are static; they can only be seen and read, and do not require any activity), and high interactivity (type of links and videos, since they both are dynamic, and require people to click when going to see them).

3. Posting time

Posting time is the time that indicates when a piece of content is posted to the Facebook Page. In this case, the time is differentiated into what day and during what time.

- a. Work Day is a working day: Monday - Friday.

- b. Peak Hours is the period between 08.00 – 17.00 and off peak 18:00 in the afternoon until 04.00 in the morning.

4. Engagement

Engagement is a reaction or response generated from a content posted on Facebook with 4 (four) engagement variables, namely:

a. Likes

Likes is seen from the number Like from the consumers who like the content posted on the Facebook Page. At the time of this writing, Facebook has developed Like into Reaction consisting of Like, Love, Haha, Wow, Sad, and Angry as shown in Figure 2.

Figure 2.
Facebook Reactions



Source: Data taken from Facebook

b. Comments.

Comments is the number of comments made by consumers against the content posted on the Facebook Page.

c. Shares.

Shares is the number of consumers who post back the content on their own account or on other Facebook Page.

d. Interaction Duration.

Interaction Duration is the period of time from the time the content posted up to when the last comment made by consumers on the content.

Facebook Engagement Rate

Facebook has a formula to calculate the Engagement Rate, which is the total combination of engagements divided by the number of total reach. We used its formula to examine the engagement within two scenarios. First is using the formula for all the data population. Second, using the formula for the first 100 data collected. Two scenarios applied in order to look into the results consistency within the population context and within the sample context. The importance of these two scenarios is the research results would become

input notes in upgrading the content posted in Facebook. The research assumptions posted is ideally all the content embed engagement, either in the first 100 data content or in all the data content posted by corporate in its Facebook page.

The formula to calculate the Engagement Rate can be seen in equation.

$$\text{Engagement Rate} = \frac{\text{Total Engagement}}{\text{Total Reach}} \tag{1}$$

Total Engagement is the number of Reaction added by the number of Comment added by the number of Share divided by number of total reach. The formula in equation (1) can be rewritten into equation (2):

$$\text{Engagement Rate} = \frac{\text{Total (Reaction+Comment+Share)}}{\text{Total Reach}} \tag{2}$$

Total Reach is the number of a posting to appear or be seen by a Facebook user who is currently active. Total Reach of a posting on the Facebook page can only be seen by the admin of the Facebook Page, and cannot be seen by other users. Because the researchers are not the admin of a Facebook Page that becomes the object of the study, the Total Reach in equation (2) can also be modified by Total Fan, i.e. the number of fan or number of like of a Facebook Page. The changing of Total Reach into Total Like was used in Irena and Florian’s research (2014) and also in an article on the website of Simply Measured (SimplyMeasured, 2013).

$$\text{Engagement Rate} = \frac{\text{Total (Reaction+Comment+Share)}}{\text{Total Fan}} \tag{3}$$

In the study of Irene and Florian, there are four (4) engagement variables used, namely Reaction, Comment, Share, and Interaction Duration. The measurement of the four engagement variables uses the following calculation:

$$\text{Reaction Rate} = \frac{\text{Total Reaction}}{\text{Total Fan}} \tag{4}$$

Total Reaction is the number of reactions generated by a posting on a Facebook Page

$$\text{Comment Engagement Rate} = \frac{\text{Total Comment}}{\text{Total Fan}} \quad (5)$$

Total Comment is the number of comments generated by a posting on a Facebook Page.

$$\text{Share Engagement Rate} = \frac{\text{Total Share}}{\text{Total Fan}} \quad (6)$$

Total share is the number of share generated by a posting on a Facebook Page.

Interaction Duration (ID)

Interaction Duration is calculated by calculating the difference in time between the last obtained-comment and the time of the content or posting is made.

$$ID = T_u - T_c \quad (7)$$

Note:

ID = Interaction Duration

TLI = The last interaction time

TC = Time when a posting is made

METHOD

This article uses the content analysis technique to examine the content of Telkomsel Facebook with quantitative approach. Using Facebook graph data mining as a technique in collecting data. Steps of data collections and analysis described as follows:

First, determined Facebook page that will be examined. This article chose Telkomsel Facebook page. Telkomsel has the highest amount of customer in 2018, therefore examining its Facebook page could become a lesson learned for other corporations who have Facebook page as one of their media uses for engagement purposes besides giving input to advance the content of Telkomsel Facebook engagement.

Method of data mining started from identify the URL of the Telkomsel Facebook, then asked for token from Facebook Graph API explorer. Once we had the token, it is the Facebook fan page ID from Graph API in the form of URL address. Then, we put the URL consists of the ID to browser at the format: `https://graph.facebook.com/{fan-page-name}?access_token={access-token}`. After we put it then fan page is opened to retrieve the data. Then we mine the data by putting into keywords under engagement concept that we would like to examine. In this article we put in keywords as described in Table 1 as a results of adaptation from Irena and Florian (2014) Facebook Post and Facebook Engagement relational model (Figure 1) within the context of this research. Then start pulling data from the Facebook page. Data drawn from this stage is all the data, so it is necessary to do the screening process or process of filtering the data to answer the research questions. Data filtered by providing language-programming commands according to the concepts used and objectives of the study. In this article, it is the engagement by examining the traffic that is on the Facebook of Telkomsel with visual category, content, and timing of the upload, according to table 1 below:

Table 1.
Data Collection and Analysis Instrument

| | | |
|---------------------------------|----------------------|------------------------|
| Social Media Engagement Concept | Visual Engagement | Media Type |
| | | Character Length |
| | | Brand Name Existence |
| | Engagement Content | Content Type |
| | | Script Type |
| | Timing of Engagement | Day of Postings |
| | | Time of Uploading |
| | | Frequency of Uploading |

Source: Processed by Researcher

The all data drawn is the study population. Determination of the sample of the population is done by zooming in the results of the 100 highest engagement rate. Thus, the sample is 100 data that has the highest engagement rate on each indicator, a total of 800 data. The content of the total data is then analyzed to see the engagement that makes Telkomsel the best in social media engagement on Facebook.

FINDINGS AND DISCUSSION

Profile of the Research Data

From the data collected through data mining method, the researchers can create a Telkomsel Facebook profile as follows: first made on March 3, 2011 with an upload first at 10.00 am, and the last data when doing data mining on July 6 2018 at 11.00. So it is known that research data range is March 3, 2011 until July 6, 2018 (7years 5 months and 3 days) or 2710 days. The upload conducted by Telkomsel in 2710 today is the 8656 message. So in one day on average upload by Telkomsel is 3-4 in a Facebook message which is accessed by 5.5 millions fans. The reaction given by the fans in the form of an upload comment is 478 thousands comments, 3.5 million give Like, those who gives other reactions is 3.6 million, and those who share the upload of Facebook Telkomsel to other social media is 76 thousands.

Table 2.
Profile of Telkomsel Facebook Interaction

| Parameter | Telkomsel |
|------------------------------------|---------------------|
| Post Terakhir/ <i>Last Post</i> | 06/07/2018 11:00:01 |
| Post Pertama/ <i>First Post</i> | 03/03/2011 10:00:17 |
| Total Post | 8656 |
| Total Fans | 5542540 |
| Total Comment | 478667 |
| Total Like | 3596469 |
| Total Reaction | 3629617 |
| Total Share | 76139 |

Source: Processed by Researcher

The data exceed the interaction data that occur on Facebook MyXL (8 years 5.6 million fans) or IM3Ooredoo (10 years has 2.5 million fans). Telkomsel has more than the two. Likewise, in total share, Telkomsel messages are more shared by fans, 7639 shares, compared to 51796 of IM3Ooredoo and 68649 of MyXL. This shows that public confidence in Telkomsel is higher than the two other providers. This data becomes the context of choosing Telkomsel as a case whose interactions in facebook is evaluated. The data show that Telkomsel has a profile of better interaction and more reliable than the other two. The distribution of Telkomsel’s postings by year can be seen in the figure below:

Figure 3.
Graphic of Telkomsel Total Posts By Year



Source: Processed by Researcher

The Graphic of Telkomsel total uploads by year presented in Figure 3. It shows the highest frequencies of uploads is in the year of 2016. The first 100 data uploads then cross-tabled with the engagement variables to identify the most engaged uploads in Telkomsel Facebook across the years. Then the results shows that even though 2016 is the years of highest frequencies of uploads, but the uploads on the year of 2015 had the highest engagement (Figure 4).

Figure 4 presents the results of cross-tabled of the top 100 uploads data with engagement. The graphic shows that highest engagement postings/uploads revealed in the year of 2015: 55 postings are engaging the Telkomsel Facebook. Then year of 2017 postings followed with 24 postings that are engaging in the fans page. The least engagement of the postings uploaded by Telkomsel in its Facebook page occurred in the year 2012 and 2013.

Figure 4.
Telkomsel Postings Engagement by Years



Source: Processed by Researcher

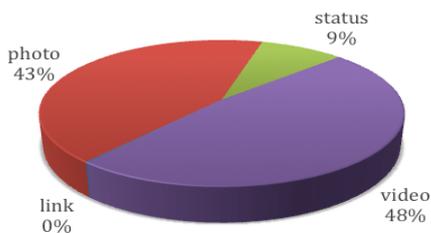
Visual Engagement

1. Media Type

Based on the media type, Telkomsel uploaded data mostly in the form of photos 54%, then status 29%, link 10%, then video 7%, while there is no upload for event and note (0%). All the data then crossed with engagement indicators (like, comment, share, and interaction duration). The results show in Figure 5, the type of video media has a huge engagement (48%), followed by photo (43%), then status (9%).

Figure 5.
Telkomsel Media Type Engagement

Tingkat Engagement @Telkomsel berdasarkan Tipe Media (100)



Source: Processed by Researcher

Figure 5 shows a detail of the level of engagement based on comments, reaction and share. Figure 6 shows the effect of media types on engagement. It is seen that the video also gives a great influence on the level of engagement, then photos and status, while the link provides a small degree of engagement.

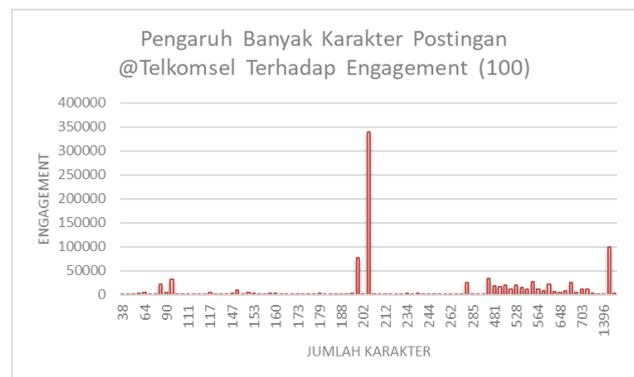
2. Length of Character

Character in social media is important. Facebook as social media is different with twitter that is limited by the character, but limited smartphone package also encourage other social

media to look into character posted to its social media. Therefore this research also aimed to identify character in Facebook that is engaging the public. Based on the length of the posting character in Telkomsel Facebook page, it is shown that 200 characters postings had the highest engagement. All data retrieved then cross-tabled with engagement concept. The highest 100 data results of crossed-tabled are taken as as samples by zooming in related to the number of characters and the influence on the engagement. It is identified that uploads with a length of 200 characters have influence on engagement as shown in figure 6 below.

Figure 6.

The Graph of Effect of the Number of Posting Characters @Telkomsel on Engagement



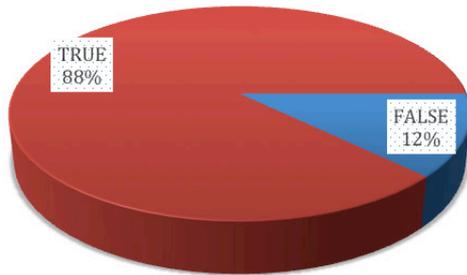
Source: Processed by Researcher

Postings with a length of 200's character give influence to the sizeable engagement levels. With this length, the fans will not be lazy enough to read and they get sufficient information.

3. Brand Names

All the data retrieved from Telkomsel Facebook fan page clustered by years. From all the data retrieved the population showed that there are 47% brand name is found, and 53% brand name is not found. But when we took the sample sized, the top 100 highest postings with engagement cross-tabled data by years result taken as sample, then analyzed further by putting in programming commands on brand names. The data then codified to see whether or not brand name is found on the postings uploads. Results of the coding analysis are 88% postings with brand names and only 12% postings without brand names. The results showed that brand names on posting resulted engagement more than postings without brand names (see in figure 7).

Figure 7.
Engagement with Telkomsel Brand Names (100)
 Tingkat Engagement @Telkomsel berdasarkan Brand Names (100)



Source: Processed by Researcher

According to the authors' analysis, this is because the fans believe that the post is officially uploaded from Telkomsel, thus ensuring the validity of the information provided.

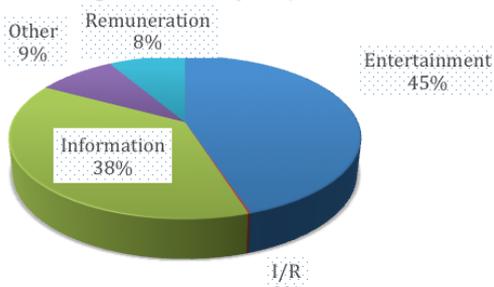
Content Engagement

1. Content Type

Based on the content type posted by Telkomsel, from the data identification shows that most content clustered in other is 48%, then entertainment 12%, remuneration 16%, information 13%. However, the 12% entertainment got the highest percentage of engagement in compare with others that can be seen in Figure 8. So, even though the content of entertainment positioned after others, but the engagement of entertainment content is in the highest percentage as show in Figure 9.

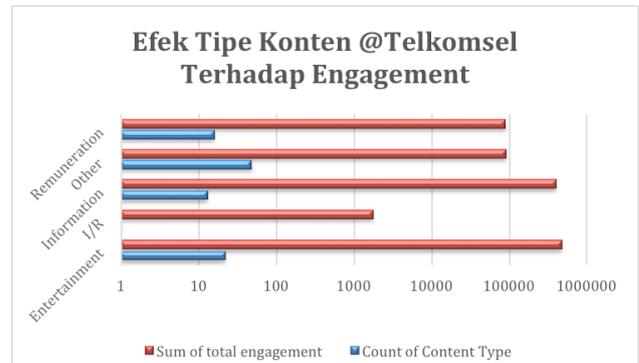
Figure 8.
Level of Engagement Graph @Telkomsel by Content Type (100)

Tingkat Engagement @Telkomsel berdasarkan Tipe Konten (100)



Source: Processed by Researcher

Figure 9.
Graph of Content Type effect @Telkomsel against Engagement Entertainment has the highest

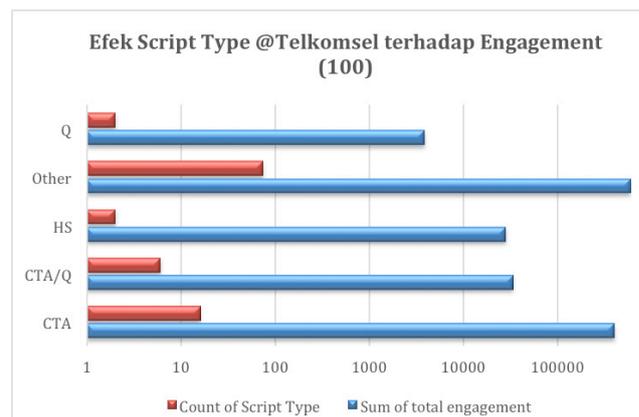


Source: Processed by Researcher

2. Script Type

All data is codified based on the script type. This type of script shows the level of interactivity. This type of script is divided into Call to Action (CTA), which invites fans to take action / specific actions; Question (Q) is a form of questions; Hard Selling (HS) is a form of text that are clearly selling; and Other (O), which does not include the three types described previously. Telkomsel uploads more type of O, but the highest engagement is on the type of script CTA as in figure 10. For the ratio, it is shown in the figure 10 below.

Figure 10.
Graph of Script Type Effect @Telkomsel against Engagement (100)



Source: Processed by Researcher

Based on data retrieved, it is seen that the script type of call to action (CTA) produces a high level of engagement. This is consistent with the hypothesis that content with interactive text types (H5a (+): invites fans to interact or answer questions will generate high engagement.

C. Timing Engagement

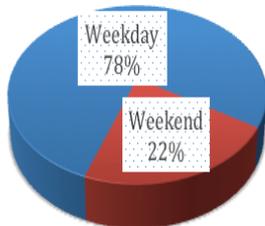
Authors define variable timing engagement as when admin or moderator of a facebook page uploaded the content. The indicators of timing engagement are: posting day, posting time, and posting frequency.

1. Posting Day

Based on the posting day done by Telkomsel in a posting on a Facebook page, it can be seen that the number of posts on a weekday amounted to 76%, while at the weekend only 24%. For this level of engagement resulting in the population, it is indeed that uploaded on weekdays has the highest engagement as found in the picture. When 100 highest engagement data is taken as sample, the result is also consistent with the upload that weekdays postings have high engagement (Figure 11 and 12).

Figure 11.
Graph of Level of Engagement @Telkomsel based on Period of Day

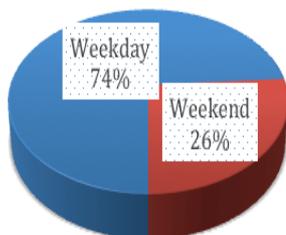
Tingkat Engagement @Telkomsel berdasarkan Periode Hari



Source: Processed by Researcher

Figure 12.
Graph of Total Posts @Telkomsel based on Period of Posting Day

Jumlah Postingan @Telkomsel berdasarkan Periode Hari Posting (100)



Source: Processed by Researcher

To see a more significant relationship, the authors look at the highest 100 data as shown in Figure 12. Figure 12 is consistent that weekday is more than weekend, respectively 74% and 26%.

2. Posting Time

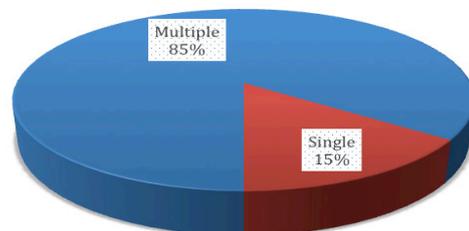
In this study, the posting time period is divided into peak and off peak hours. Peak means the posting at the office hour between 08.00 – 17.00, and offpeak means posting from 18.00 until 08.00. The findings showed that there are peak hour postings done by Telkomsel more than the off peak hours. This is consistent with the results of the calculation of the effect of time and engagement post when tested in the sample of 100 top data postings. These findings show that there are high rate Telkomsel engagement is they posted content more at peak time than in off peak, in addition to the upload made on weekdays. Uploads effect on engagement is in high rate, so that this can be put into serious notice and also become an input for other companies in planning their strategy to communicate with their public through Facebook page.

3. Posting frequency

Posting frequency is a variable that indicates how many times moderator posted the content on the Facebook page in one day. Based on the frequency of posting made by Telkomsel the distribution for the entire captured data can be seen in Figure 13.

Figure 13.
Graph of Total Posting @Telkomsel based on Posting Frequency

Jumlah Postingan @Telkomsel berdasarkan Frekuensi Posting

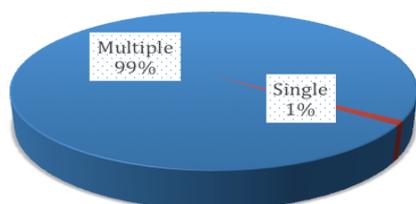


Source: Processed by Researcher

To see more detail, the author analyzes the data for the top 100 data, from which the result shows 94% upload is multiple. The level of engagement frequency of Telkomsel was optimal with 99% engagement (see in figure 14).

Figure 14.
Engagement Level @Telkomsel based
on Posting Frequency (100)

Tingkat Engagement @Telkomsel berdasarkan
Frekuensi Posting (100)



Source: Processed by Researcher

CONCLUSION

Examining the content of Telkomsel Facebook page postings show that there are items need to be put into attention when a corporations use Facebook page for engagement. Firstly the research found visual engagement in the form of video has the highest engagement rate. Second, number of characters also became attention of the fan. The research found that Facebook postings with 200 characters length engaged more than the fewer of more characters. Third, the content that is showing corporate brand, in this case is Telkomsel, has the highest engagement in compare with other postings. Content that have entertainment message is the fourth item need to put into attention, since it has the highest engagement rate. Then the script type should be in the form of Call to Action type, such as quiz or pooling that ignite fan to response. The last items that also need to be put into concern by the corporation who uses Facebook page are timing. The high rate engagement timing for Facebook is if the corporation posted the content in weekdays, at peak hours, which is 16.00 to 04.00, with multiple strategies in posting the content. All of these timings are the highest rate in engaging the Facebook fan.

Specific on the case study, which is Telkomsel Facebook fan page, we found that Telkomsel already have the high rate engagement in several items and also needs to enhance their engagement through its Facebook page for several other items. The high rate already in existence in Telkomsel Facebook ones are Telkomsel already posted the content in the weekdays and in the peak hours, however the multiple postings still in the state of low rate. In addition to it, visual content in the format of video, and entertainment message

still need to be put into attention and elevate to optimize the social media engagement on Facebook. Telkomsel Facebook has more text with the content of product information in compare with video with entertainment content, so the production of content might need more attention.

This study found that details of Facebook feature could give input to Facebook user in how to raise engagement through its fan page. Facebook is one of many social media that is used to do engagement. Therefore studying other social media feature for having high engagement would be in compliment of this study and give guidance to user in how to optimize the engagement by using social media.

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