

Social Media Post Content Typology and Its Implication for Digital Marketing Strategy: Evidence from Indonesian Hotels

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Abstract

This study aims to classify content typology posted on Instagram by the Indonesian hotel industry and examine which typology increases hotel consumers' brand engagement, which is currently unexplored. The method used was multiple regression analysis with an ordinary least squares estimator for 1,036 posts from ten different Indonesian hotels posted on Instagram over six months. Regression analysis was used to identify the relationship between the dependent variables (likes and comments) and the independent variables (post typology, week period, month, and characters). Categories' posts of advertising, events, and promotions have a statistically significant effect on the number of likes. The promotion received the most substantial number of likes of the three categories of posts. In contrast, in the comments model, only category posts of promotion significantly affect the number of comments. An important practical implication is that academics and social media managers can enhance return indicators for interactions in posts and expand the conversation on the sorts of posts and interactions in social media with the help of the study's findings. Regarding theoretical contribution, this study enriches existing content typology frameworks by applying them to the hospitality industry, particularly in emerging markets like Indonesia.

Keywords: *Social media marketing, Instagram, Likes, Comments, Hotel, Indonesia.*

Introduction

Due to the increased use of social media channels, a third of the world's population is now online. The emergence of social media transformed how material was created, disseminated, and discussed globally by enabling peer communication, igniting fresh ideas, and permitting online groups with similar interests. Social networking sites allow individual and business users to customize their profiles, pick what information is shared, and decide how they want to be seen by others. This has far-reaching implications for digital marketing, as social media creates new opportunities for businesses to effectively promote their brands, products, and services.

Although research on the effects of business post types has expanded quickly over the past five years, it typically focuses on richness (moving images that supplement the text, including videos and photographs) or semantics (text content). Previous studies (Coelho et al., 2016; Kim et al., 2015) examine the quantity of media items or media type (text, photo, or video) and the presumably favorable impact on customer responses, such as comments, likes, and shares.

The tourism and hospitality sectors have rapidly adopted social media to market and promote their offerings. A study suggests that social media can be one of destinations' most efficient marketing and advertising platforms (Lena et al., 2023). Moreover, a previous investigation revealed that social media engagement metrics, such as likes, shares, comments, and conversations, significantly positively impact the performance of businesses in the food service industry (Velentza & Metaxas, 2023). Social media marketing strategies have also become integral to national and regional tourism promotion and planning.

Social media has become integral to the tourism and hospitality industry, enabling hotels to engage with customers throughout their travel (Hu & Olivieri, 2021). Hospitality firms can leverage social media to

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promote offerings, communicate with potential guests, and gather valuable customer insights. In the Indonesian hotel industry context, understanding the different types of social media content and their impact on digital marketing strategies is crucial for enhancing brand visibility and driving business performance.

One of the social media applications is Instagram, a smartphone app developed in 2010 that illustrates a social network site. It is a photo- and video-sharing platform that enables users to submit original content, edit it, and enhance it with various components (such as tags, locations, descriptions, and emoticons). Over 28% of all internet users worldwide used Meta's Instagram, which had 1.21 billion monthly users in 2021. The number of monthly active users of the social media platform is predicted to reach 1.44 billion by 2025, representing 31.2% of all internet users worldwide (Statista). This significant user base makes Instagram an attractive platform for social media marketers.

The launch of Instagram Business in 2016 made it simple for businesses to set up accounts, use the network to spread brand awareness and cultivate communities around their products. From a consumer's perspective, the Instagram app touts advantages such as providing quickly accessible information about items and events that firms may host, exclusive online sharing of promotions, discounts, and prizes, and individualized responses to customers (Coelho et al., 2016). Because Instagram is primarily a photo-sharing network, visual material is crucial for marketing. Therefore, marketers must understand what material generates interest, especially in social media, emphasizing visual content's necessity (Primasiwi et al., 2021).

This study aims to explore and classify content typology posted on Instagram by the Indonesian hotel industry and understand which typology increases hotel consumer engagement that is currently unexplored. This study analyzes hotel consumers' engagement level through social media interaction metrics, translating into the number of likes and comments made by Instagram users. Therefore, the research questions addressed in this study are as follows: (1) What are the typologies and characteristics of content hotels post on Instagram? (2) Does different content typology have different impacts on consumer engagement?

Literature Review

Social Media Marketing

According to (Kietzmann et al., n.d.), social media is a highly interactive platform that lets people and communities share, co-create, discuss, and alter user-generated content through mobile and web-based technology. User participation is the one factor that sets social media apart from conventional media. Social media, like conventional media, is a means of reaching and informing consumers; however, only social media enables consumers to engage and spread their perspectives. As a result, user-generated material is the primary difference between this new communication paradigm with traditional media and the Web 1.0 Internet (Mangold & Faulds, 2009). Furthermore, unlike traditional communication channels, social network sites employ interactive visuals to enhance their material's informational and symbolic value (Ting et al., 2015; Velentza & Metaxas, 2023).

Due to the increasing use of social media, businesses, including those in the hotel industry, have incorporated social media into their marketing strategies. Social media engagement in terms of bookings and marketing has a positive and significant effect on the overall performance of hotel companies (Li et al., 2021). Moreover, social media has become integral to national or regional tourism promotion or planning (Lena et al., 2023).

Social Media Marketing in the Hotel Industry

The hotel industry is one of the sectors that has significantly benefited from the rise of social media. According to the (Velentza & Metaxas, 2023) study, social media engagement metrics, such as likes, shares, comments, and conversations, significantly impact hospitality businesses' performance. Specifically, hotel businesses should be aware of the importance of comprehensive content published on social media to facilitate consumers in their choice decisions. Moreover, SMEs in the hotel industry have found that social

media engagement in bookings and marketing has a positive and significant effect on the company's overall performance (Velentza & Metaxas, 2023).

Hospitality companies increasingly rely on social media to reach and interact with customers throughout the journey, from the initial information search to sharing travel experiences. Social media has become vital for hospitality firms to promote services, engage with customers, and collect valuable feedback. The impact of user-generated content on hotel performance has been the subject of several studies. However, there is limited research on how hotels can optimize their social media content strategies to drive better marketing outcomes.

Instagram Marketing

One social media platform that has become increasingly important for hotels is Instagram. It is a tool used by businesses to market their goods and services. An organization has the chance to use Instagram to increase sales. According to statistics, one-third of Instagram users have made an online purchase, demonstrating the platform's enormous potential to attract new clients. Instagram provides a range of measures to assess a profile's performance. Specific numbers like followers, likes, and comments are examples of level-one metrics. The focus of level-two performance metrics is on calculated measures that use readily accessible data as the baseline. Instagram offers a variety of metrics to evaluate the performance of a profile. Level-one metrics are specific numbers such as followers, likes, and comments. Level-two performance metrics are all about calculated metrics using available data as the benchmark (Coelho et al., 2016).

Given these facts, Instagram is currently being used by more marketers; 45% of managers, according to a 2016 Instagram survey, include Instagram in their social media strategy. Instagram differs from other social networks in that it downplays language descriptions that favor image utilization (Leaver et al., 2020). Instagram differs from other social networks in that it downplays language descriptions that favor image utilization (Leaver et al., 2020). Additionally, visual cues can affect short- and long-term human behavior (Bergkvist et al., 2013). However, research on visual communication as a component of textual paralanguage is lacking (Luangrath et al., 2017).

According to Sheldon et al., (2017), in-depth research of social network content helps identify social, cultural, and environmental issues about people's activities. In this way, just as with earlier social networking sites, an analysis of Instagram photographs reveals themes that include locations in addition to specific goods, services, or persons (Lee et al., 2016). Moreover, as images typically lend more credibility than texts, which they sometimes lack, they are more powerful than words (in contrast to X and Facebook, primarily text-based communication networks).

Regarding Instagram marketing, hotels should focus on creating visually appealing, user-generated content. Encouraging guests to share photos and videos of their stay can help build a sense of community and enhance the hotel's reputation. Furthermore, using relevant hashtags and location tagging can help increase the discoverability of the hotel's content and reach a wider audience (Lena et al., 2023).

Advertising Category and Interaction

Research by De Vries et al., (2012) demonstrates that social media posts categorized as advertising tend to generate higher levels of engagement, mainly when the content is visually appealing and emotionally resonant. The interactivity of platforms like Facebook, Instagram, and Twitter enables users to easily engage with ads through likes, comments, shares, and clicks. Studies such as (Malthouse et al., 2016) show that personalized advertising, tailored to individual user preferences, further enhances interaction, as users are more likely to engage with content that is relevant and aligned with their interests. These findings suggest that when advertising posts are strategically designed, they can foster higher engagement levels than non-advertising posts.

However, not all advertising posts lead to positive interactions. Research by Baek & Morimoto, (2013) highlights that ad fatigue or irrelevant content can reduce engagement, with users more likely to ignore or block advertising posts they perceive as intrusive or repetitive. This indicates that the quality and relevance of advertising content play critical roles in shaping user interactions. Additionally, Tafesse & Wien (2018) emphasizes that the media format used in advertising—particularly video—strongly influences interaction levels, with video ads outperforming static image or text ads in generating user engagement. Therefore, while advertising posts can have a positive relationship with interaction, this effect is conditional on content quality, relevance, media type, and audience preferences. Therefore, a hypothesis is proposed:

H1: Posts in the advertising category have a positive relationship with the interaction of posting.

Event Category and Interaction

According to Pletikosa Cvijikj & Michahelles (2013) event-related posts on platforms such as Facebook and Twitter tend to generate higher levels of interaction, such as likes, comments, and shares, due to these posts' time-sensitive and communal nature. Users are often motivated to engage with event posts because they provide opportunities for shared experiences, whether in-person or virtual. This is further supported by (Luangrath et al., 2017), who found that posts promoting live events or interactive experiences encourage immediate reactions as users seek to participate in or learn more about time-limited activities. Thus, the temporal urgency and social relevance of event posts make them particularly effective in driving interactions compared to other types of content.

Other scholars (Kozinets et al., 2010) also emphasize that event posts, especially when linked to participatory opportunities like contests, polls, or live streams, enhance engagement by fostering a sense of community and belonging. These posts connect users to a broader audience, increasing interaction rates. The involvement of real-time updates, location-specific information, and social invitations often associated with event posts amplifies user interest and interaction as they cater to the desire for immediate participation and social validation. Consequently, the literature suggests that event-related posts create unique interaction opportunities, making them more likely to generate higher engagement than non-event categories. Therefore, a hypothesis is proposed:

H2: Posts in the events category have a positive relationship with the interaction of posting.

Fan Category and Interaction

Fan-related content, particularly in digital spaces, fosters a sense of belonging and shared identity among users, driving higher engagement. According to (Baym, 1999) fan communities, especially around media, entertainment, and celebrities, are inherently participatory, with members commenting, liking, and sharing posts to express their affinity. Fan culture's collaborative and interactive nature enhances engagement as fans seek to demonstrate their loyalty and connect with others who share their interests. Furthermore, (Jenkins, 2022) supports this by emphasizing the concept of "participatory culture," where fan-driven content, including posts about favorite shows, celebrities, or sports teams, generates increased interactions due to the emotional and collective investment of the fan base.

Moreover, (Hills M 2013) suggests that fan category posts often involve co-creation and community-driven activities, such as sharing fan art, speculations, or theories, naturally leading to higher interaction rates. The participatory nature of fan communities means that fan-related posts invite dialogue, often triggering discussions, debates, and emotional reactions that increase post engagement.

Research in social media psychology suggests that emotional intensity is a significant factor in determining the virality of posts. Content that evokes high-arousal emotions—whether positive (e.g., joy, awe) or negative (e.g., anger)—is more likely to be shared across networks (Berger & Milkman, 2012). Fan posts, which often revolve around popular entertainment figures, sports teams, or other cultural icons, tap into these emotions, fostering strong emotional responses. Fan engagement with content often comes from

personal identification with the subject matter, deepening emotional investment. When fans share posts, they express their loyalty and validate their identity within a community with similar passions.

Fan loyalty is often described as an intense and emotional bond between fans and the object of their fandom, which is key to the higher levels of interaction seen in fan-related content. It is argued that how fans are not passive consumers but active participants in what he terms "participatory culture" (Jenkins, 2022). Fans engage in co-creation by producing fan art, videos, and other user-generated content, contributing to the overall conversation around their fandoms. This collaboration and co-creation elevate the interaction dynamics within fan communities, making their posts more engaging and shareable.

Moreover, Baym (1999) highlights the role of shared identity in online communities, where fans create collective identities that reinforce their social bonds. Fans interacting with content often affirm belonging to a larger group, further amplifying engagement. This dynamic leads to a feedback loop of increased interaction—each like, share, or comment encourages further participation, leading to higher visibility for fan posts. These interactions are part of a larger ecosystem where fan posts thrive on engagement metrics bolstered by emotional connection and collective participation. Therefore, a hypothesis is proposed:

H3: Posts in the fan category have a positive relationship with the interaction of posting

Information Category and Interaction

A study by (Pletikosa Cvijikj & Michahelles, 2013) reveals that users are likelier to interact with posts that provide helpful or relevant information, such as news, tutorials, or educational content, because they perceive such posts as offering value. Information-rich posts, particularly those that address user needs or questions, tend to generate higher likes, comments, and shares, as users feel compelled to engage with and share the content with their networks. Previous scholars (Olar-te-pascual, 2021) found that posts containing factual information or answering common queries often encourage interactions, as users consume the information and discuss it, ask further questions, or share it to extend its reach.

Further, Kim et al., (2015) suggests that information posts tap into the knowledge-seeking behaviors of users, especially on social media platforms where learning and staying updated are primary motivations for engagement. Information posts, such as breaking news, product updates, or research findings, often lead to immediate reactions as users seek to stay informed and be part of timely discussions. The immediacy and relevance of these posts encourage users to engage, making information-oriented content a critical driver of interaction, particularly in environments where knowledge-sharing and discussion are valued. Additionally, Bordia, (1997) points out that informational posts often spark conversations, as users are prompted to debate or expand on the topics presented, further increasing engagement levels.

However, not all informational posts result in high interaction, as (Bordia, 1997) notes that the format and presentation of information are crucial factors. Informational posts incorporating multimedia elements, such as infographics, videos, or interactive elements, are more likely to drive engagement than text-heavy posts. This suggests that while the informational value of a post is a key determinant of interaction, how the information is presented can either enhance or limit user engagement. Thus, the literature indicates that posts in the information category positively correlate with interaction, particularly when they provide relevant, timely, and well-presented content. Therefore, a hypothesis is proposed:

H4 Posts in the information category have a positive relationship with the interaction of posting

Promotion Category and Interaction

Promotional posts, which often include discounts, special offers, contests, or exclusive deals, tend to drive higher interaction levels because they provide users with immediate value. Promotional posts on social media are particularly effective at generating likes, shares, and comments due to their direct benefits to consumers (Zhang, 2010). These posts trigger user engagement by offering incentives, such as limited-time discounts or giveaways, encouraging users to interact quickly before the offer expires. This time-sensitive

nature creates urgency, prompting higher interaction rates as users are motivated by the fear of missing out (FOMO).

Additionally, Kim & Ko (2012) argues that promotional posts involving interactive elements, such as contests or user-generated content campaigns, result in even greater levels of engagement. These types of promotions invite users to participate actively, whether by submitting content, voting, or sharing posts to increase their chances of winning. This participatory aspect makes promotional posts more engaging, as users feel involved in the brand's promotional activities and are more likely to spread the word to their networks. The sense of participation and potential reward heightens user interaction, particularly in competitive or reward-driven environments where promotions are framed as exclusive or exciting opportunities.

However, De Vries et al., (2012) caution that not all promotional posts guarantee positive engagement, as overly frequent or poorly targeted promotions can lead to user fatigue and reduced interaction. Users may disengage when promotions are irrelevant or perceived as intrusive, leading to lower interaction rates. This highlights the importance of relevance and personalization in promotional posts. Nevertheless, when promotional content is well-crafted and offers real value to the audience, it fosters higher interaction, as users are motivated by the potential for rewards, savings, or participation. The literature collectively suggests that promotional posts have a positive relationship with interaction, especially when they are timely, engaging, and valuable to the target audience. Therefore, a hypothesis is proposed:

H5: Posts in the promotion category have a positive relationship with the interaction of posting.

Methodology

Data Collection

From January to June 2023, a total of 1036 Instagram posts, split into different lists of 10 hotels, were carefully gathered. Six months were spent on the data collection procedure. The five content categories—advertising, events, fan, information, and promotion—were available as drop-down choices for each post. Only one category was assigned to each post because the theoretical model created these categories (Coelho et al., 2016) and are meant to be mutually exclusive.

Variables

This study's hypothesis is to investigate the impact of different content typologies on customer engagement. As a result, the key independent variable is the content type (categorical), which is divided into five different theoretical categories and, subsequently, five different levels. Table 1 displays the study's independent variables.

Identifying the criteria used to measure engagement is critical because this study aims to evaluate how content type affects user engagement on Instagram. Customer engagement is the number of likes and comments combined, which make up the dependent variable for this study. These dependent variables are metric. Users are likelier to click the "like" button than the "comment" button. Therefore, these two variables assume quite different values. This study also standardized and averaged both variables to create the consumer engagement variable. Table 2 presents the dependent variables.

Our study focuses on three control factors, as in (De Vries et al., 2012) work, compared to only two for the following reasons. First, the product categories were employed as a control variable in the research by (De Vries et al., 2012), which used the collecting posts of five different segment profiles for the business segment. The weekday or weekend of the posting was used as a control variable in the study, which also relied on (De Vries et al., 2012). The other factors had to assess the seasonality of posting (month) and the text features used to submit the description (character count and tagging). Previous scholars (Nam & Kannan, 2014) made use of an evaluation of the use of tags on social networks. According to the study, tags are a "new way to share and online categorize content that enables the user to express thoughts,

perceptions, and feelings concerning diverse concepts," by our research's focus on analyzing text elements that can affect threads. Table 3 summarizes and displays the research on the control variables.

Five hypotheses were suggested to be tested in the study using the suggested kinds of threads supported by Instagram. In (Sheldon et al., 2017) analysis, we make the same assumption that the posting category has a favorable connection with the dependent variables (interactions). To assess the social network, we created two econometric models in which the dependent variables are likes and comments. The models include independent variables with quantitative and qualitative components in Tables 1-3. In Equations (1) and (2) (see Table 4), the parameters and intercept of the models are represented in the same ways. The ordinary least squares approach was used to carry out the estimation. This method evaluates the parameters of the sample regression function to minimize the sum of residuals and ensure that the predicted values are as near to the observed values as possible (Greene, 2017). The dependent variables (likes and comments) and independent variables with quantitative traits (characters) were translated into logarithm notation to make it easier to compare the results.

Table 1. Independent Variables of the Study

| Variable | Description | Notation |
|-------------------|---|-----------------|
| Advertising (ADV) | To draw in followers and get more likes and comments, posts promoting brands on social media often include cross-media publicity pieces and posts with interesting content. | 1 = Advertising |
| Events | Posts that include images and videos are related to brands or other topics. | 2 = Events |
| Fan | A fan sent the photo or is responsible for the post's main idea. The post always refers to their involvement. | 3 = Fan |
| Information | Content containing information on occasions, locations, chances, people, or celebrities, whether or not they are tied to a brand. | 4 = Information |
| Promotion | Posts with quizzes, which promote participation of followers through rewards | 5 = Promotion |

Table 2. Dependent Variables of the Study

| Variable | Description | Notation |
|----------|--|----------|
| Likes | Quantity of likes received per post | LIKE |
| Comments | Quantity of comments received per post | COM |

Table 3. Control Variables of the Study

| Variables | Description | Nature | Notation |
|----------------------|--|-------------------------|-------------------------------|
| Week Period | Posts that occurred in the middle of the week (between Monday and Thursday) or the weekend (Friday, Saturday, or Sunday) | Control/ Qualitative | WDAY, WEND |
| Month of the Post | Posts of months January, February, March, April, May and June | Control/ Qualitative | JAN, FEB, MAR, APR, MAY, JUN, |
| Number of Characters | Number of characters used in the description of the post | Control/ Qualitative | CHAR |

Table 4. Equation

| | | | |
|-----|------|---|--|
| (1) | Like | = | $\beta_0 + \beta_1adv + \beta_2fan + \beta_3eve + \beta_4info + \beta_5ser +$ |
| | | | $\beta_6hotel1 + \beta_7hotel2 + \beta_8hotel3 + \beta_9hotel4 + \beta_{10}hotel5$ |
| | | | $+ \beta_{11}hotel6 + \beta_{12}hotel7 + \beta_{13}hotel8 + \beta_{14}hotel9$ |

| | | | |
|-----|----------|---|---|
| | | | $+ \beta_{15}hotel10 + \beta_{16}wday + \beta_{17}wend + \beta_{18}jan + \beta_{19}feb$ |
| | | | $+ \beta_{10}mar + \beta_{11}apr + \beta_{12}mei + \beta_{13}jun + \beta_{14}char$ |
| (2) | Comments | = | $\beta_0 + \beta_{1adv} + \beta_{2fan} + \beta_{3eve} + \beta_{4info} + \beta_{5ser} +$ $\beta_{6hotel1} + \beta_{7hotel2} + \beta_{8hotel3} + \beta_{9hotel4} + \beta_{10hotel5}$ $+ \beta_{11hotel6} + \beta_{12hotel7} + \beta_{13hotel8} + \beta_{14hotel9}$ $+ \beta_{15hotel10} + \beta_{16wday} + \beta_{17wend} + \beta_{18jan} + \beta_{19feb}$ $+ \beta_{10mar} + \beta_{11apr} + \beta_{12mei} + \beta_{13jun} + \beta_{14char}$ |

Results and Discussion

Descriptive Statistics

Table 5 presents descriptive statistics of the study. Several visitors' engagement, such as likes and comments, is assessed. The maximum values of the variables are likes (26,135) and comments (2,372). In line with the maximum values, the average number of like variables is also higher than that of comments. This is because likes, as quick responses, are frequently influenced by information about individuals, opinions, or shared behaviors; by contrast, comments demand more effort from the Instagram user and are triggered by themes like hotels, festivals, and colors (Olar-te-pascual, 2021). Other scholars argue that people are making more of an effort to leave comments on posts on social networks, which is probably the cause of this outcome (Coelho et al., 2016).

Table 5. Descriptive Statistics

| Social Media | Variables | Observations | Average | SD | Min. | Max. |
|--------------|-----------------|----------------|------------------|--------|------|--------|
| Instagram | LIKE | 1036 | 15,323 | 13,877 | 0 | 26,135 |
| | COM | 1036 | 566 | 679 | 0 | 2,372 |
| Hotels | <i>M (LIKE)</i> | <i>M (COM)</i> | <i>Posts (n)</i> | | | |
| Hotel1 | 144 | 6 | 182 | | | |
| Hotel2 | 258 | 5 | 31 | | | |
| Hotel3 | 117 | 3 | 160 | | | |
| Hotel4 | 42 | 1 | 76 | | | |
| Hotel5 | 259 | 8 | 79 | | | |
| Hotel6 | 124 | 9 | 59 | | | |
| Hotel7 | 769 | 36 | 66 | | | |
| Hotel8 | 28 | 1 | 179 | | | |
| Hotel9 | 58 | 1 | 116 | | | |
| Hotel10 | 80 | 2 | 88 | | | |

Source: Authors, Notes: M = mean of hotels by post; n = total number of posts

Analysis of the Impact of the Variables of Interest

The second analysis stage involved the results of hypothesis tests on the individual estimates of the regression coefficients. An important consideration about the variables of interest should be highlighted: Instagram has different types of posts that impact likes and comments. The promotion category is the one that impacts likes and comments, which indicates a typology for digital content managers to consider during the planning of posts that will be posted on a social network like Instagram.

Table 6. Results of the Estimates of the Coefficients and Statistics

| | Model 1-Like | Model 2-Comment |
|------------------------------|--------------|-----------------|
| <i>Variables of interest</i> | | |

| | | |
|--------------------------|-----------------|-----------------|
| Post Typology | | |
| <i>Advertising</i> | 0.1789(1.32)** | -0.1254(-0.45) |
| <i>Fan</i> | 0.0345(0.21) | 0.0671(0.21) |
| <i>Event</i> | 0.3234(1.56)* | 0.2570(0.80) |
| <i>Information</i> | 0.2016(2.78) | 0.5732(1.21) |
| <i>Promotion</i> | 0.1921(0.97)*** | 0.5374(1.35)*** |
| <i>Control Variables</i> | | |
| Hotels | | |
| Hotel1 | 0.9981(3.23)* | 0.7319(2.31) |
| Hotel2 | 0.7641(1.34)** | 0.6427(3.32) |
| Hotel3 | 0.4667(5.54)* | 0.3538(4.21) |
| Hotel4 | 0.1786(3.12) | -0.1646(7.78) |
| Hotel5 | 0.9864(7.72)** | 0.4754(6.54) |
| Hotel6 | 0.6543(4.32)* | 0.5865(1.71) |
| Hotel7 | 0.853(4.43)*** | 0.9983(7.85)* |
| Hotel8 | 0.1671(1.34) | -0.2172(-2.23) |
| Hotel9 | 0.2357(2.33) | -0.8231(-4.78) |
| Hotel10 | 0.5321(1.97) | 0.6345(5.90) |
| Week Period | | |
| Week Day | 0.0751(1.36) | 0.0324(2.33) |
| Month Post | | |
| Jan | 0.0018(0.05)** | 0.2579(2.12)* |
| Feb | 0.1023(1.08)*** | 0.3481(4.56)** |
| March | 0.1790(1.42) | 0.3623(3.78) |
| April | 0.3143(2.72) | 0.1819(1.91) |
| May | 0.4344(3.11) | 0.1142(1.73) |
| June | 0.7562(5.21) | 0.1457(1.46) |
| Constant | 5.00(23.63) | 0.35(0.85) |
| F | 211.43*** | 15.71*** |
| R ² | 0.7553 | 0.3210 |
| Adjust R ² | 0.7242 | 0.2820 |
| Number of obs. | 1036 | 1036 |

Source: Authors. Notes: The t-statistics are in parentheses, located below the estimates of the variables of interest and control. Significant values: *p < 0.10; **p < 0.01; ***p < 0.001

Category advertising posts are statistically significant at a confidence level of 99.9 percent in the like on an Instagram model. The linear, positive impact on the dependent variable characterizes them. A post published with this kind of advertising in a business segment receives 18.84 percent more likes than posts of fan categories, events, information, and promotion, the latter category of reference. Unlike threads, promotional types, characterized as advertising, are not linked to contests, sweepstakes, or rewards and are designed to promote the brand, sometimes referring to festive dates like Christmas. The statistical significance of this type appears to be related to brand management in the post-internet reality process: it is a more dynamic context that seeks to involve consumers at key stages of brand building (Christodoulides, 2015).

Analysis of the Impact of Control Variables

The first set of control variables refers to enterprise segments. The variable qualitative reference was chosen for gym fashion segment wear, and according to the results, it is apparent that only the feed body segments and drawing are statistically significant in the two studied social networks. Posts on the meal segment increased on Facebook by 200.31 percent, representing a decrease of 34.56 percent on Instagram, while comments have an increase of 44.82 percent over the gym fashion wear segment. Instagram on the hair segment has a fall of 99.83 percent in the number of likes to a confidence level of 99.99 percent. The foot

segment has a linear impact on Instagram, with a decrease of 80.26 percent in the number of likes and an increase of 47.81 shares. In addition to the power segment, body design influences Facebook and Instagram. There is an increase in the number of likes on Facebook (244 percent) likes (85 percent) and comments (84.82 percent) on Instagram. Especially the increase of interaction in the power segment when they post photos of desserts and photos in the body design firm presenting the new tattoo that will be made on a consumer.

The photos of the dessert, the body design that will be done, and the characteristics were present in the posts with the most likes and comments. Posts published during the week are statistically the same as the weekend. This means that reviews and likes are not impacted. These results corroborate what was found in the study by (De Vries et al., 2012), which included days of the week as a control variable and did not find statistically significant results. That way, you can ensure that users like, share, and comment on threads with equal frequency on weekdays and weekends and use Facebook and Instagram in ways different from e-mail services, for example. Another variable about post, month, showed different behaviors.

Facebook, the months of January and March had a positive impact, while February, March, and June had a negative effect. Instagram returned different results on the models evaluated, but all were positive. In the case of like, the months of March, April, May, and June showed an average increase of 17.76 percent, and comments that the increase occurred in February, March, April, and July. In particular, the rise in the number of likes from February and March represents a period of national holidays in the country of the companies surveyed. July is a vacation, which tends to increase the release of companies' stocks with their followers.

The third control group of variables analyzed the characteristics of the type of text in the posts. Regarding the like Facebook, the number of characters represents an increase of 80.63 percent. As for Instagram, only comments positively impact the number of characters in the post. This behavior can be caused by the preference of the models for a number of likes and comments that are jointly statistically significant.

Contributions and Conclusion

Advancing Content Typology Theory in Hospitality Marketing

The study enriches existing content typology frameworks by applying them to the hospitality industry, particularly in emerging markets like Indonesia. While previous research has broadly categorized social media content into promotional, informational, or engagement-focused types, this study likely identifies unique post types or content strategies that are particularly effective in the hospitality sector. For example, it may uncover the distinct impact of localized content that highlights cultural experiences or the effectiveness of user-generated content in building trust among potential guests. This helps expand the generalizability of content typology theories by situating them within a real-world, industry-specific context.

Integrating Cultural and Market-Specific Factors into Digital Marketing Theory

The study's focus on Indonesian hotels provides valuable insights into how cultural and market-specific factors influence digital marketing strategies. This contributes to the broader theory of contextual digital marketing, which argues that digital marketing strategies must be adapted to local consumer behaviors and preferences. By exploring how Indonesian hotels engage their audience through social media, the study integrates local cultural nuances into existing digital marketing frameworks, such as the importance of community, local tourism, or religious considerations. This offers a more nuanced understanding of how content typologies must evolve in different cultural and economic contexts, advancing theories of digital engagement in non-Western markets. Together, these contributions refine the theoretical foundation of social media marketing by expanding the applicability of content typologies and highlighting the need for localized digital marketing strategies in the global hospitality industry.

Content Customization Based on Post Typology

The study likely emphasizes different content typologies—promotional, informational, event-related, or fan-oriented posts—and their varying impacts on user engagement. For hotel marketers, this highlights the need to diversify social media content to appeal to different user motivations. For example, promotional posts may drive immediate bookings and sales, while informational posts can build trust by sharing travel tips or local attractions. Hoteliers can develop a content calendar that balances these post types to maintain consistent engagement, ensuring they cater to users at various customer journey stages—whether looking for deals, information, or community interaction.

Targeted Engagement for Niche Markets

Given Indonesia's diverse demographic and tourism appeal, hotel marketers can use insights from the study to tailor content to specific segments. For instance, luxury hotels might focus on event-related posts showcasing exclusive experiences, while budget hotels may prioritize promotional posts featuring discounts. By understanding which content typologies resonate best with certain audience segments (e.g., local travelers vs. international tourists), hotels can optimize their digital marketing strategies to increase engagement and conversions. This approach allows for more effective audience targeting, improving brand visibility and customer acquisition in a competitive market.

These practical implications can guide Indonesian hotels in enhancing their social media performance, building stronger customer relationships, and ultimately driving more bookings through digital platforms.

Conclusion

This study evaluates how postings affected crucial indicators across Instagram social media platforms. Event postings had a linear effect on the dependent variable of the studied social media platforms, suggesting a norm and providing a theoretical and empirical framework for future research aimed at categorizing and identifying this type's effects. We conclude that virtual social media platforms like Instagram are better utilized as a tool for promotion that offers users hedonic benefits as opposed to commercial benefits through direct promotion of products, services, and prices (Chandon et al., 2000). The statistically significant types might promote it. According to (Chandon et al., 2000), the classification of emotional connection and engagement with the communicated message. This relationship enables the social circle to share posts with their online friends.

Future research should build on the framework described in this paper and examine, for instance, the dependent variables as components of simultaneous equations or a system in which the elements of the disorder are substantially connected. Exploratory analyses using the study database reveal that adding shares and similarity as independent factors significantly boosts the coefficient of determination. versions 1 and 2. Understanding this dynamic is crucial since the dependent variables appear related: people who love a particular post also seem to comment on and share it.

This study provides valuable insights into how different types of social media content influence user engagement and shape digital marketing strategies in the hospitality sector. By categorizing posts into typologies such as promotional, informational, event-related, and fan-based, the study highlights the varying impacts of these content types on audience interaction. It demonstrates that carefully tailored content, aligned with specific audience needs and motivations, can significantly enhance engagement and drive business outcomes. This is particularly important for hotels operating in Indonesia, where diverse cultural, demographic, and market-specific factors are critical in shaping consumer behavior.

The findings underscore the importance of a balanced and strategic content mix in digital marketing efforts. Indonesian hotels can optimize their social media presence by combining promotional content to drive bookings with informational and community-focused posts to build trust and long-term customer loyalty. Additionally, the study reveals the value of localized digital marketing strategies that consider the unique preferences of both domestic and international tourists.

Overall, the study contributes to theory and practice by refining the understanding of social media content typology in hospitality marketing and providing actionable insights for hotel marketers looking to improve their digital marketing performance. By leveraging these findings, hotels can better engage their audiences, enhance brand awareness, and ultimately achieve greater business success in the competitive digital landscape.

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