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Digital Campaign Performance Analysis: A Case Study of TikTok Channel Addition and Influencer Utilization for Cafes in Malang City

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Abstract: The digital revolution has transformed how brands connect with their audiences, making social media platforms essential tools for building strong relationships. Instagram and TikTok play crucial roles in boosting user engagement, particularly among active users who have integrated these platforms into their daily lives for both information seeking and entertainment purposes. Our study examines how digital strategies can drive engagement rate improvements across social media channels, focusing on creative content usage and channel selection that matches target audience characteristics. We employed quantitative methodology through direct observation of interaction indicators including views, likes, comments, shares, and saves. Performance analysis compared social media metrics before and after digital strategy implementation. As a case study, we analyzed Kogu Cafe, a culinary business that began implementing visual content strategies, expanding distribution channels through TikTok, and establishing collaborations with local influencers. Results demonstrate substantial engagement rate increases. On Instagram, user involvement grew from approximately 1.5% to over 5% within three months. Meanwhile, TikTok achieved peak performance in April with an engagement rate of 5.42%. Influencer collaborations with Khuril and Bibilcu also generated positive impacts, producing engagement levels of 7.20% and 5.79% respectively. These findings indicate that well-structured digital strategies adapted to audience behavior patterns can deliver measurable impacts on social media performance.

Keywords: Social Media; Engagement Rate; TikTok; Instagram; Influencer Collaboration.

1. Introduction

Every company seeks growth, profit maximization, and market expansion. These objectives become achievable through well-developed strategic implementation that maintains competitive positioning [1]. Social media functions as a platform for building audience engagement, yet inconsistent management practices result in minimal involvement levels. While platforms such as Instagram have been adopted, systematic evaluation of audience responses remains absent [2]. The digital landscape extends beyond traditional marketing channels, offering novel approaches for consumers to experience content and enabling marketers to establish meaningful connections. Through targeted methodologies, businesses can better recognize their audiences and communicate relevant, measurable, and precisely directed messages [3]. Marketing evolution has accelerated significantly with internet technology serving as the primary catalyst [4]. Business recognition becomes substantially more effective when supported by high-quality content [5]. Each shared piece of content possesses the potential to reach new individuals and convert them into prospective customers. Greater content visibility directly correlates with increased potential for positive outcomes [6].

Social media platforms including Instagram and TikTok operate as online environments that facilitate user interaction regardless of time and location. These platforms enable rapid and extensive communication while providing spaces for users to participate in virtual activities and collaborative efforts [7]. Interactivity levels within communication processes significantly influence relationship quality between individuals [8]. When communication involves multiple participants and occurs through interactive means, users demonstrate enhanced communication effectiveness, accuracy, and process satisfaction [9]. Social media has evolved into an integral aspect of product promotion and brand image development. Its rapid advancement generates widespread influence across diverse societal segments. Concurrent with technological progress, regulatory modifications, and shifting user behavior patterns, social media will continue undergoing transformation [10]. Within Indonesia, social media adoption has become pervasive and integrated into daily routines for numerous individuals [6]. The following table presents average social media user statistics for Indonesia in 2025, demonstrating substantial potential for social media as a strategic digital marketing instrument.

Table 1. Average Social Media Usage in Indonesia 2025

Platform	User Count	Population Percentage
YouTube	143 million	50.20%
Facebook	122 million	42.80%
TikTok	108 million	37.90%
Instagram	103 million	36.10%
X (Twitter)	25.2 million	8.80%

Source: DataReportal 2024-2025.

Within business operations, digital data analysis serves a fundamental role. Through monitoring online audience behavior, marketers gain understanding of preferences, habits, and emerging trends. Consequently, developed strategies achieve greater accuracy and effectiveness [11]. Digital marketing relies heavily on visual aspects for brand image construction [12], while multichannel marketing concepts enable companies to reach audiences through diverse channels [13]. A primary advantage involves the capacity to access broader audiences, particularly given the continuously expanding internet user base [14]. Digital activity data becomes essential for campaign refinement, strategy adjustment, and marketing success measurement [15]. Digital marketing represents not merely a trend but a fundamental requirement for continuously developing businesses. Successful marketers combine creativity with data analysis, maintain sensitivity to consumer changes, and demonstrate readiness to adapt to technological advances. Through digital platforms, businesses can access markets more rapidly, cost-effectively, and with superior targeting capabilities amid intense competition. Engagement involves building authentic interaction and proximity with audiences, thereby strengthening relationships and mutual understanding [16]. Understanding Engagement Rate (ER) within marketing activities significantly assists business practitioners in assessing potential extractable from social media platforms. Through knowledge of audience involvement levels, businesses can formulate more precise and effective strategies for reaching and establishing relationships with prospective customers [17].

TikTok has emerged as a primary platform for influencers seeking to enhance interaction levels. Elevated engagement rates indicate genuine audience interest and involvement, which proves vital for strengthening customer relationships. TikTok, functioning as an extremely popular social media platform, facilitates promotion through attractive visual effects and enables influencer relationship development that positively impacts online sales [18]. With interactive features and personalized algorithms, TikTok functions as an effective promotional instrument [19]. Although social media platforms such as Instagram and TikTok experience widespread promotional usage, few businesses conduct thorough evaluations of audience engagement with their shared content. Engagement rate frequently receives treatment as mere numerical

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data rather than instruments for understanding customer relationships. Yet behind every interaction—likes, comments, or shares—opportunities exist for building stronger connections. However, research examining how content strategies and influencer collaborations create measurable impact on audience engagement remains limited.

We examine and probe multiple areas of concern from one cafe in Malang City. Social media management by cafes in Malang City lacks consistent implementation across both content and interaction dimensions, resulting in diminished audience engagement levels. Moreover, content evaluation, especially Instagram content shared in the past, has not been conducted on the effectiveness of capturing audience attention. Moreover, the potential of TikTok as another digital channel and potential influences for content interaction and reach enhancement remains untapped. The outlined issues highlight the basis for developing research questions. First, what barriers exist that hinder social media approach from attaining better engagement rate results? Second, what is the level of audience engagement with social media content from a cafe in Malang City, specifically in the use of Instagram and TikTok? Third, how much engagement can realistically be gained from adding a TikTok channel and collaborating with influencers? Identifying and analyzing several primary characteristics, we formulate our objectives. The project focuses specifically on developing explanations for the unfulfilled potential of user interaction and the factors that will need optimization. The purpose of the research is also to analyze and measure the level of audience engagement toward social medial content from a cafe in Malang City, focusing on Instagram and TikTok. Finally, the aim of the study is to assess the level of engagement gained from the use of TikTok channel addition strategies and collaborations with influencers.

2. Related Work

Digital marketing strategies have become fundamental for modern business operations, particularly in the hospitality and food service sectors. Ningsih *et al.* (2024) examined business development strategies for cafes using SWOT and QSPM methodologies, revealing that strategic planning requires systematic approaches to identify market opportunities and competitive advantages. Their findings demonstrate how cafes can leverage analytical frameworks to optimize business positioning and growth potential [1]. The evolution of digital marketing has transformed how businesses engage with their target audiences. Wardhana (2022) discusses digital marketing strategies specifically designed for millennial consumers, noting that traditional marketing approaches require adaptation to meet changing consumer behaviors and preferences. The research indicates that successful digital campaigns must align with generational characteristics and communication patterns to achieve meaningful audience connection [3].

Social media analytics play a crucial role in measuring marketing effectiveness. Drivas *et al.* (2022) investigated social media analytics and metrics for improving user engagement, finding that data-driven approaches enable marketers to understand audience behavior patterns and optimize content strategies accordingly. Their work establishes the foundation for using quantitative measures to evaluate social media performance and guide strategic decisions [4]. Platform-specific marketing approaches have gained attention among researchers studying digital engagement. Lemel (2021) focused on determining which metrics matter most in social media marketing, identifying key performance indicators that accurately reflect campaign success. The study reveals that engagement rates, reach, and conversion metrics provide different insights into audience behavior, requiring marketers to select appropriate measurement tools based on campaign objectives [5].

Instagram marketing effectiveness has been extensively studied in various business contexts. Rambitan (2024) analyzed the effectiveness of Instagram as a social media marketing platform for international market penetration, demonstrating how visual content strategies can expand business reach beyond local markets. The research shows that consistent visual branding and strategic hashtag usage significantly influence international audience acquisition [6]. Similarly, Siregar (2022) examined social media utilization patterns, finding that businesses must adapt their content strategies to match platform-specific audience expectations and engagement patterns [7]. TikTok has emerged as a powerful platform for influencer marketing and brand promotion. Azhari and Ardiansah (2022) evaluated TikTok's effectiveness as a digital marketing platform for processed fruit products, finding that short-form video content generates higher engagement rates compared to static posts. Their research indicates that TikTok's algorithm favors authentic, entertaining content that resonates with younger demographics [9]. Influencer marketing strategies vary significantly based on influencer categories and audience size. Mega *et al.* (2025) analyzed the roles of mega, macro, and micro influencers in beauty product promotion on TikTok, discovering that micro influencers often achieve higher engagement rates despite smaller follower counts. The study reveals that audience trust and authenticity play more significant roles than follower numbers in driving purchase decisions [8].

Multi-channel digital marketing approaches have proven effective for reaching diverse audience segments. Massoudi *et al.* (2023) examined personal digital marketing influence on successful marketing

campaigns, showing how personalized approaches across digital platforms increase campaign effectiveness and audience response rates [10]. Additionally, Setiawan *et al.* (2023) investigated digital marketing effectiveness through multiple social media platforms including Facebook, TikTok, and Instagram, demonstrating that integrated campaigns achieve better results than single-platform strategies [11]. Engagement rate analysis has become a standard practice for evaluating social media performance. Irwanda *et al.* (2024) conducted engagement rate analysis on university Instagram accounts, establishing benchmarks for educational institution social media performance. Their methodology provides a framework for measuring audience interaction quality rather than focusing solely on follower quantity [16]. Furthermore, Angelista Jeheskiel *et al.* (2024) analyzed Instagram social media analytics related to customer engagement, revealing specific content types and posting strategies that maximize audience interaction [14].

Celebrity versus non-celebrity influencer effectiveness presents interesting dynamics in consumer behavior. Wondal and Widodo (2023) studied the influence of celebrity and non-celebrity influencers on skincare product purchasing decisions, finding that audience perception of authenticity significantly affects purchase intentions. The research indicates that relatability often outweighs celebrity status in influencing consumer choices [15]. Coffee shop digital marketing strategies have received specific attention due to the industry's visual nature and social media compatibility. Amellia *et al.* (2024) examined traffic increase strategies through digital marketing on social media platforms for coffee shops, identifying content types and posting schedules that maximize customer engagement. Their work demonstrates how food and beverage businesses can leverage social media aesthetics to drive sales [17]. Additionally, Haris *et al.* (2022) explored digital marketing technology literacy among coffee farmers, showing how digital skills development can improve marketing outcomes for agricultural businesses [2].

TikTok influencer marketing impact on brand image has been studied across various industries. Agustina and Sari (2021) investigated TikTok influencer marketing effects on brand image, revealing that consistent influencer messaging and brand alignment significantly influence consumer perceptions. The study shows that successful influencer partnerships require careful selection based on audience demographics and brand values [18]. Food influencer marketing on TikTok presents unique opportunities for engagement and purchase intention. Haoe *et al.* (2023) examined the role of TikTok food influencers in follower engagement and purchase intention, finding that authentic product demonstrations and personal recommendations generate higher conversion rates than traditional advertising approaches. Their research indicates that food-related content benefits from visual appeal and personal storytelling [19].

Tourism and hospitality social media strategies often focus on visual content and engagement metrics. Rahman *et al.* (2022) analyzed content and engagement rates for tourism destination Instagram accounts, establishing connections between content quality and tourist interest levels. Their methodology provides insights into how destination marketing can leverage social media analytics to attract visitors and measure campaign effectiveness [20]. The ethical dimensions of digital marketing have also been examined by Hasan (2021), who studied the relevance of Islamic marketing ethics in the digital marketing era, providing frameworks for ethical digital marketing practices [12]. Moreover, Pandora and Djajalaksana (2022) examined multichannel digital marketing implementation for academic program promotion, showing how integrated campaigns across multiple platforms increase overall reach and engagement [13]. The literature reveals several gaps in current research. While individual platform studies exist, limited research examines cross-platform engagement strategies for small businesses, particularly cafes. Additionally, most studies focus on large-scale campaigns rather than local business applications. Furthermore, few studies combine Instagram and TikTok analytics to understand audience behavior patterns across multiple platforms simultaneously.

3. Research Method

The study aims to identify and measure audience engagement rates for Kogu Cafe's social media content, serving as a foundation for understanding communication effectiveness with followers. Using a quantitative approach, data was collected through direct observation and documentation of content posted on Instagram and TikTok from December 2023 to May 2024. Analyzed content was selected based on representation of main promotional formats, influencer collaborations, and media variations including images and videos. To maintain validity, data was extracted directly from official platform insights, while reliability was strengthened through cross-verification between datasets. Engagement rate calculations were based on interactions such as likes, comments, shares, and saves using different formulas according to each platform's characteristics. Instagram uses Formula 1 and TikTok uses Formula 2. Analysis results are displayed in tables and diagrams, linked with sales data to examine how audience engagement impacts business performance.

$$\frac{Total\ likes + comments + shares}{Views} x100 = \text{Average result} \qquad (1)$$

$$\frac{Total\ likes + comments + save + shares}{Views} x100 = \text{Average result} \qquad (2)$$

Measurement results are then categorized as shown in Table 2.

Table 2. Standard Engagement Rate Measurement [20]

Engagement Rate Range (%)	Category
> 6%	Very High
3.5% − 6%	High
1% − 3.5%	Moderate
< 1%	Low

To provide clearer understanding of research stages, a flowchart was developed showing the systematic process. The research methodology flow can be seen in Figure 1.
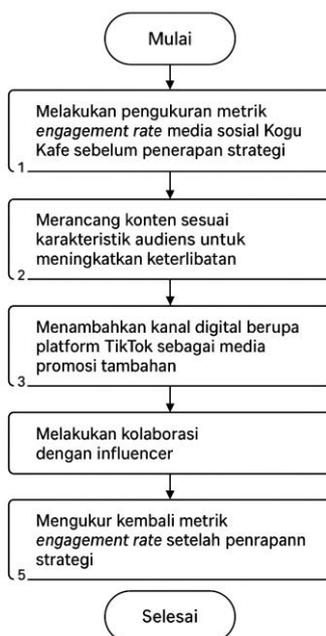

Figure 1. Research Methodology Flow

3.1 Measuring Kogu Cafe social media engagement rate metrics before strategy implementation

Observations were conducted to evaluate Kogu Cafe Instagram utilization as promotional media before implementing engagement rate improvement strategies. Focus areas included follower count, content upload consistency, visual quality and messaging, plus user interactions like likes, comments, shares, and views. Observation results formed the basis for developing targeted engagement rate improvement strategies through social media.

3.2 Designing content according to audience characteristics to increase engagement

The creative team developed attractive visual content, including short videos and product photos, with communication styles matching social media characteristics, particularly TikTok and Instagram Reels. Content followed trending topics to maximize reach potential. Content design shown in Figure 2 was structured for repeated use to maintain consistency and continuously improve engagement rates.

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Figure 2. Kogu Cafe Content Design

Instagram content calendar arranged creatively, playfully, and colorfully to facilitate posting plans for one month. Each box represents specific dates with different content types like videos, live sessions, reels, or stories making marketing strategies appear more structured and engaging.

3.3 Adding TikTok digital channel as additional promotional media

The research uses Kogu Cafe as a case study to analyze adding TikTok as a new promotional digital channel. Data was obtained through analysis of implemented strategies and relevant information sorting. The main goal was providing recommendations to optimize TikTok usage for engagement rate improvement. Additionally, TikTok account performance evaluation was conducted to see how much the channel impacts audience engagement with Kogu Cafe's shared content.

3.4 Collaborating with influencers

To boost social media engagement rates, Kogu Cafe partnered with influencers known for natural communication styles, consistent audience interaction building, and active content sharing. Influencer selection was based on relationship quality with followers, including high trust levels, positive audience responses, and ability to deliver information casually without appearing pushy. Collaborations focused on creating authentic and relevant content capable of attracting attention and encouraging genuine engagement.

3.5 Re-measuring engagement rate metrics after strategy implementation

After content broadcasting, analysis was conducted to observe digital performance impact, especially regarding engagement rates. Examined data included audience interactions, follower growth, and content responses. Evaluation used three main approaches: media analysis to assess reach and engagement, conversation analysis to understand topics attracting most attention, and network analysis to see influencer and network influence extent. Metrics like engagement rate, view counts, and interactions were used to evaluate influencer collaboration effectiveness in driving audience engagement.

4. Result and Discussion

4.1 Results

4.1.1 Social Media Engagement Rate Metrics Measurement Before Strategy Implementation

Initial observations revealed that Kogu Cafe's Instagram usage was not optimized for promotional purposes. Posted content lacked consistency in both scheduling and visual quality. Data showed each post generated low view counts (P) with limited likes (L). Interactions through comments (C) and shares (S) were minimal. The situation reflected suboptimal audience engagement. Engagement rate (ER) metrics served as evaluation baseline before digital strategy implementation. Table 3 presents monthly audience engagement and engagement rate recap for Kogu Cafe's Instagram content from December 2023 to February 2024. Figure 3 displays audience interaction graphs before strategy execution, while Figure 4 shows Instagram engagement rate measurements for the same period.

Table 3. Audience Interaction and Engagement Rate for Instagram Social Media Before Strategy Implementation

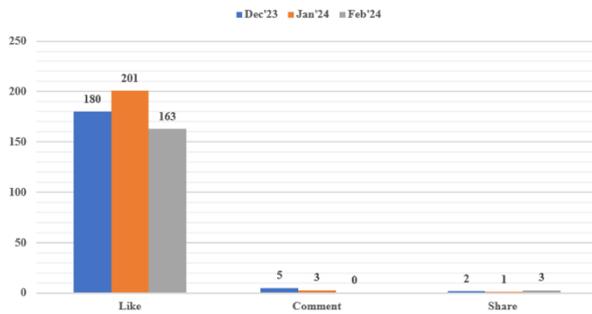| Period	P	L	C	S	ER
Dec '23	12,143	180	5	2	1.54%
Jan '24	9,074	201	3	1	2.26%
Feb '24	11,428	163	0	3	1.45%

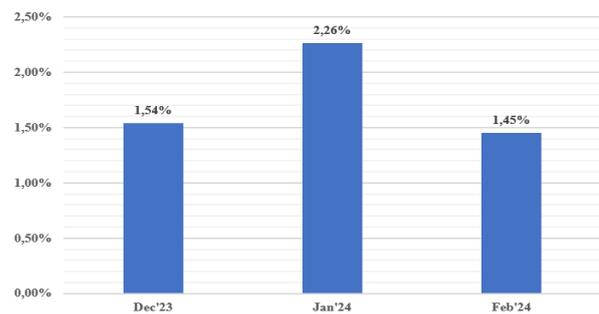Figure 3. Instagram Audience Interaction Graph Before Strategy Implementation December 2023 to February 2024

Figure 4. Instagram Engagement Rate Graph Before Strategy Implementation December 2023 to February 2024

4.1.2 Content Design According to Audience Characteristics to Increase Engagement

Creative and relevant content shared by Kogu Cafe successfully drove engagement improvements. From product highlights and team moments to local influencer collaborations, everything was designed to build audience connection. Consistent posting at optimal times strengthened results, boosting interactions and making Kogu Cafe stand out in digital competition. Table 4 shows how content strategy changes positively impacted audience engagement. Figure 5 displays before-and-after comparisons following strategic content design implementation. Content was structured for repeated use, maintaining visual consistency while continuously driving engagement rate improvements.

Table 4. Audience Interaction and Engagement Rate for Instagram Social Media After Strategy Implementation

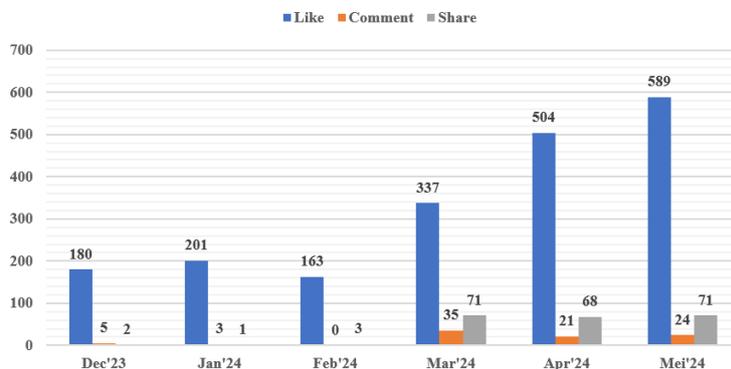| Period	P	L	C	S	ER
Mar '24	12,137	337	35	71	3.65%
Apr '24	11,805	504	21	68	5.02%
May '24	12,821	589	24	71	5.33%

Figure 5. Before and After Content Design Implementation Comparison Graph

Data shows Instagram audience interactions developed after new strategy implementation. March 2024 generated 3.65% Engagement Rate (ER). April saw ER rise to 5.02%. Positive trends continued in May with the highest ER at 5.33%. Results demonstrate successful strategy implementation in driving more active and consistent audience engagement.

4.1.3 Digital Channel Addition

Since becoming active on TikTok, Kogu Cafe successfully reached wider audiences and increased interactions. They consistently shared content about products, behind-the-scenes activities, and local influencer collaborations. Audience responses appeared positive through high views, likes, comments, and

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shares. Some content immediately triggered customer interactions on the same day. TikTok presence proved effective in strengthening engagement and building connections, particularly with younger generations. Table 5 displays engagement rate measurements from TikTok content as an additional channel to assess content effectiveness in building audience engagement from March to May 2024. Graph 6 shows audience interaction patterns through likes, comments, and shares.

Table 5. TikTok Measurement as Additional Channel Metrics

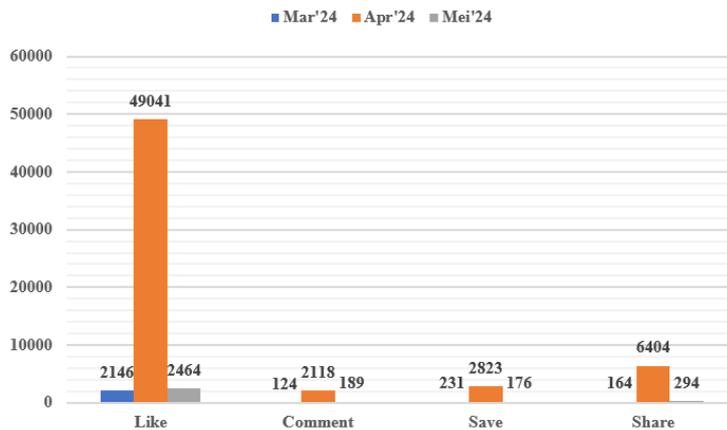| Period	P	L	C	S	S	ER
Mar '24	97,713	2,146	124	231	164	2.73%
Apr '24	1,113,761	49,041	2,118	2,823	6,404	5.42%
May '24	74,677	2,464	189	176	294	4.18%

Figure 6. TikTok Audience Interaction Graph

TikTok performance varied monthly. March 2024 recorded 2.73% engagement rate in moderate category. April 2024 showed significant improvement to 5.42% in high category. May 2024 slightly decreased to 4.18% but remained in high category. Data reveals user interaction changes across viewers (P), likes (L), comments (C), shares and saves (S), generally indicating TikTok channel maintained good engagement levels.

4.1.4 Influencer Collaboration

Influencer partnerships proved effective in boosting Kogu Cafe engagement. Collaborative content attracted more interactions including likes, comments, saves, and shares while driving follower growth on Instagram and TikTok. Influencer presence helped reach broader audiences and encouraged more active engagement. Table 6 measures audience engagement and calculates averages to assess collaboration effectiveness with influencers, visualized in Figure 7 showing audience engagement results.

Table 6. Audience Engagement Measurement and Engagement Rate Calculation

Influencer	P	L	C	S	S	ER
Dian	183,500	3,078	46	832	2,343	3.43%
Khuril	50,300	2,524	28	523	547	7.20%
Bibilcu	189,800	7,775	118	1,521	1,566	5.79%
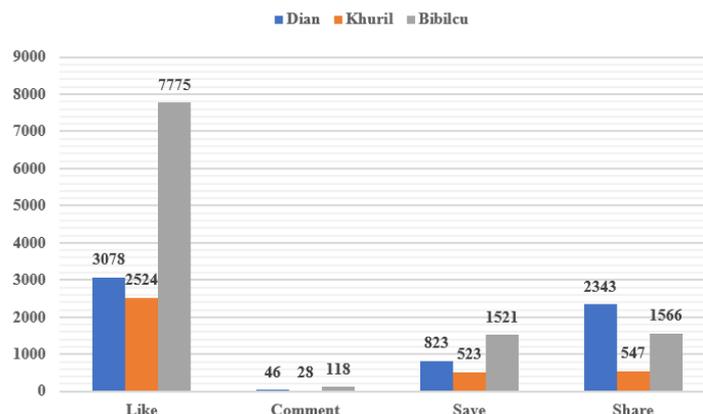
Figure 7. Audience Engagement Graph for Influencer Collaboration

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4.1.5 Re-measuring Engagement Rate Metrics After Strategy Implementation

Several viral TikTok content pieces from Kogu Cafe immediately triggered customer responses on the same day. TikTok presence proved effective in boosting engagement and introducing the brand to more young people. Influencer collaborations brought positive impacts, driving follower growth and engagement on both TikTok and Instagram. Cross-platform approaches opened opportunities to reach wider audiences and build closer relationships. Table 7 summarizes strategy influence while Figure 8 displays engagement rate comparisons.

Table 7. Engagement Rate Measurement Recap for Instagram After Strategy Implementation, TikTok Channel Addition, and Influencer Collaboration

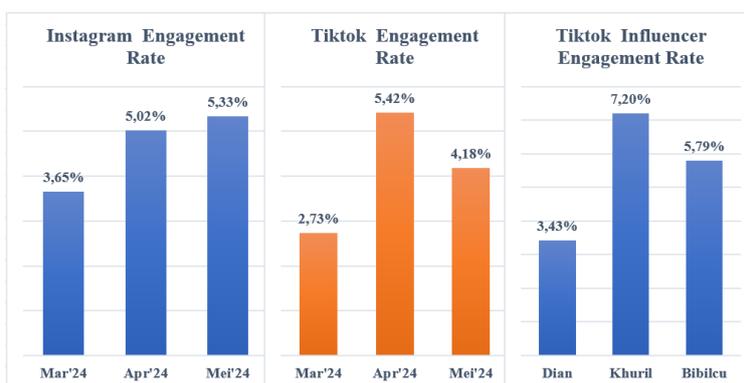| Description	Engagement Rate (ER)
Instagram March 2024	3.65%
Instagram April 2024	5.02%
Instagram May 2024	5.33%
TikTok March 2024	4.18%
TikTok April 2024	5.42%
TikTok May 2024	2.73%
Influencer Dian	3.43%
Influencer Khuril	7.20%
Influencer Bibilcu	5.79%

Figure 8. Engagement Rate Recap Graph for Instagram After Strategy Implementation, TikTok Channel Addition, and Influencer Collaboration.

4.2 Discussion

The research findings reveal substantial improvements in Kogu Cafe's social media performance following strategic interventions. Before implementation, engagement rates remained in moderate ranges from 1.54% to 2.26%, with interactions primarily limited to likes while comments and shares stayed minimal. The situation indicated passive audience behavior with limited active participation. Strategy implementation brought dramatic changes. Instagram engagement rates jumped to 5.02%-5.33% range, representing a shift from moderate to high category performance. TikTok addition as a new channel proved particularly effective, achieving peak engagement of 5.42% in April 2024. The platform's algorithm and content format appeared well-suited for Kogu Cafe's target demographic, especially younger audiences. Content redesign played a crucial role in performance improvements. Moving from inconsistent posting patterns to strategic content calendars with varied formats including product highlights, behind-the-scenes content, and trending topics created stronger audience connections. Visual consistency combined with platform-specific adaptations maximized reach potential across different user preferences.

Influencer partnerships demonstrated varying effectiveness levels. Khuril achieved the highest engagement rate at 7.20%, reaching "Very High" category, while Bibilcu and Dian maintained "High" category performance at 5.79% and 3.43% respectively. These variations suggest that influencer selection criteria including audience alignment, content authenticity, and communication style significantly impact collaboration outcomes. Cross-platform strategy implementation revealed interesting patterns. While TikTok showed higher volatility in engagement rates, it consistently delivered broader reach potential. Instagram maintained steadier growth trajectories, suggesting different platforms serve distinct purposes in the overall digital marketing ecosystem. TikTok excelled at viral content distribution and new audience acquisition, while Instagram proved better for sustained community building and brand loyalty development. The temporal analysis indicates that engagement improvements were not merely temporary spikes but represented sustainable growth patterns.

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Month-over-month consistency in high engagement categories suggests that implemented strategies created lasting changes in audience behavior rather than short-term novelty effects.

However, performance variations across different months and platforms highlight the dynamic nature of social media algorithms and audience preferences. The slight decline in TikTok engagement from April to May 2024 demonstrates the need for continuous content optimization and strategy refinement to maintain peak performance levels. These findings support the effectiveness of multi-channel digital marketing approaches combined with influencer partnerships for small-to-medium enterprises like Kogu Cafe. The results provide actionable insights for similar businesses seeking to optimize their social media presence and build stronger customer relationships through digital platforms.

5. Conclusion

Research on Kogu Cafe's social media engagement improvement strategies demonstrates that planned, data-driven approaches genuinely create positive impacts. Before implementing new strategies, Kogu Cafe's content lacked consistency, featured unappealing visuals, and generated minimal audience interactions, resulting in moderate-level engagement rates. After applying audience-tailored content, adding TikTok as a promotional channel, and collaborating with influencers, Instagram engagement rates increased from approximately 1.5% to over 5% within three months. TikTok also received positive responses, achieving engagement rates above 5% in April. Influencers helped reach new audiences with exceptionally high engagement rates.

The findings reveal that Kogu Cafe's efforts to boost engagement rates not only successfully increased participation metrics but also built stronger emotional connections with audiences through relevant and appealing content. Results indicate that social media success involves more than posting frequency—it depends on how meaningful content becomes for viewers. Strategic implementation across multiple platforms proved effective for small-to-medium enterprises seeking digital growth. Content redesign focusing on audience preferences, combined with platform-specific optimization, created sustainable engagement improvements rather than temporary spikes. Cross-platform approaches enabled broader reach while maintaining consistent brand messaging across different user demographics.

Influencer partnerships demonstrated varying effectiveness levels, suggesting that careful selection based on audience alignment and authenticity significantly impacts collaboration outcomes. The research validates multi-channel digital marketing strategies as viable approaches for businesses aiming to strengthen customer relationships and expand market presence through social media platforms. Future research could explore long-term sustainability of these engagement improvements and investigate how seasonal trends or market changes might affect strategy effectiveness. Additionally, examining cost-benefit analyses of different promotional approaches would provide valuable insights for resource allocation in digital marketing campaigns.

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