



## Understanding the Role of Engagement in Driving Content Consumption: A Study of Instagram Feed vs. Reels Collaboration at Instagram Account @kelasbugar Periode Juli-September 2025

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### ABSTRACT

This study examines the influence of audience engagement on content consumption interest by comparing Instagram Feed and Reels Collaboration content on the @kelasbugar account during July–September 2025. With the rise of short-form video and algorithm-driven content distribution, understanding how engagement affects audience behavior has become increasingly important. This research adopts a quantitative descriptive approach with a comparative and correlational design, using secondary data from Instagram Insights. Engagement (likes, comments, shares, and saves) is treated as the independent variable, while content consumption interest is measured through reach, impressions, and mhs.unesa.ac.id views. Data were analyzed using descriptive statistics, percentage contribution, and correlation analysis. The findings show that Reels Collaboration content significantly outperforms Feed content, contributing 79% of total engagement with an average of 1,919 insights per month, compared to 21% and 518 insights for Feed. This indicates that Reels, supported by algorithmic amplification and collaboration features, are more effective in increasing audience engagement and consumption interest. The study concludes that integrating short-form video and collaboration strategies is essential for optimizing Instagram content performance.

## INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the landscape of marketing communication, shifting from traditional one-way communication toward interactive, user-driven engagement ecosystems. Social media platforms have become central to this transformation, enabling businesses and organizations to establish direct, continuous, and dynamic relationships with their audiences. Among these platforms, Instagram has emerged as one of the most influential visual-based social media channels, widely utilized for branding, promotion, and consumer engagement across various industries, including micro, small, and medium enterprises (MSMEs) (Statista, 2024).

Instagram's strength lies in its diverse content formats, such as Feed posts, Stories, Reels, and Collaboration features, which allow content creators and businesses to deliver messages in different forms of visual storytelling. These features are not only tools for content dissemination but also strategic instruments that influence audience behavior, particularly in terms of engagement and content consumption interest. Engagement, commonly measured through metrics such as likes, comments, shares, and saves, is widely recognized as a key indicator of the effectiveness of social media marketing strategies, reflecting the level of interaction and emotional connection between users and content (Bertaglia et al., 2024).

In recent years, the emergence of short-form video content has significantly reshaped user consumption patterns on social media. Instagram Reels, introduced as a response to the growing popularity of platforms such as TikTok, has become a dominant feature in driving user attention and platform activity. Empirical studies indicate that video-based content, particularly short-form videos, tends to generate higher levels of engagement and reach compared to static image-based content due to its dynamic, immersive, and easily consumable nature (Journal of Student Research, 2022). Furthermore, Instagram's algorithm is designed to prioritize Reels content by distributing it not only to followers but also to broader audiences through the Explore page and recommendation systems, thereby increasing visibility and engagement potential (Sprout Social, 2026).

In addition to content format, collaboration strategies have also gained increasing importance in social media marketing. The Instagram Collaboration feature allows content to be co-published across multiple accounts, enabling the integration of audiences from different networks. This strategy amplifies content reach and engagement by leveraging the combined follower bases of collaborating accounts. Previous research suggests that collaborative content can enhance credibility, trust, and audience interaction, as it introduces social proof and expands network exposure (Noor & Zafar, 2024).

Despite the growing body of literature on Instagram marketing, several research gaps remain. First, many existing studies focus on general comparisons between content formats (e.g., video vs. image) without examining the combined effect of content format and collaboration strategies. Second, most studies are conducted in global or large-scale business contexts, with limited attention to specific account-based analyses that reflect real-world implementation at the micro level. Third, there is still a lack of empirical research that explicitly links engagement metrics with audience consumption interest, particularly within the context of Instagram Insights data.

Moreover, while some studies suggest that Feed content—especially carousel posts—can generate deeper engagement in the form of meaningful interactions (e.g., comments and saves), others emphasize the superior reach and visibility of Reels content. This indicates that different content formats may serve different strategic purposes, and their effectiveness may vary depending on context, audience characteristics, and content strategy (Metricool, 2024). Therefore, a more contextualized and data-driven analysis is needed to understand how these

content types perform in practice.

Based on these considerations, this study aims to analyze the percentage influence of audience engagement on content consumption interest by comparing Feed and Reels Collaboration content on the Instagram account @kelasbugar during the period of July–September 2025. Specifically, this study seeks to: (1) examine the level of engagement generated by Feed content and its relationship with audience consumption interest, (2) analyze the engagement performance of Reels Collaboration content, and (3) identify the key factors contributing to the differences in effectiveness between these content formats. Research in the field of Instagram content marketing shows that content format strategies, such as the use of Feed Content, Reels, and Collaborations, have a significant impact on the engagement generated and the conversion rate into consumer interest. Based on this, this study formulates the following research questions: (1) How does the level of engagement of the Instagram audience of the @KelasBugar account affect their interest in consuming feed content in the months of July-September 2025? (2) What is the percentage of Instagram audience engagement with the @KelasBugar account in relation to their consumption interest in Reels Collaboration content? and (3) What are the main factors that cause the Instagram audience of the @KelasBugar account to show higher consumption interest in Reels content and collaboration content compared to Carousell feed content?

## METHOD

This study employed a quantitative descriptive approach with a comparative and correlational design to analyze the relationship between audience engagement and content consumption interest on Instagram. The quantitative approach was selected to objectively measure engagement metrics and evaluate differences between content formats, while the correlational component was used to examine the extent to which engagement influences consumption interest. The object of this study is the Instagram account @kelasbugar, which actively publishes fitness-related content. The analysis focuses on content posted during the period of July to September 2025. Two types of content were examined: (a) Feed content (carousel/static posts) and (b) Reels Collaboration content (short-form videos with collaboration feature). The unit of analysis is each individual post published within the specified period.

This study utilized secondary data obtained directly from Instagram's native analytics tool, Instagram Insights, which provides performance metrics for each post. To enhance data extraction and organization, a third-party analytics tool (Virol) was used to compile and structure the data. The dataset includes: (a) Number of posts per content type; (b) Reach (number of unique accounts reached); (c) Impressions (total number of views); (d) Engagement metrics (likes, comments, shares, saves); and (e) Views (specifically for Reels content). Data collection was conducted retrospectively by accessing historical Insights data for all posts published within the observation period.

### Data Analysis Techniques

Data analysis was conducted in several stages. Descriptive Statistical Analysis. Descriptive statistics were used to summarize the data, including: (a) Total engagement per content type; (b) Average engagement per post; and (c) Total and average reach/impressions. This step provides an overview of content performance.

To Comparative Analysis, A comparative analysis was performed to evaluate differences between Feed and Reels Collaboration content in terms of: (a) Total engagement; (b) Average engagement per post; and (c) Content consumption indicators. The comparison aims to identify which content format is more effective in generating audience interaction and

interest.

**RESULT**

In today's era, attracting viewers' attention on social media platforms has become a major focus in marketing strategies for businesses, enterprises, and other promotional media. One effective way to attract viewers' interest is to convey messages visually that are in line with the values, needs, and expectations of the audience. (Engagement, 2023). (1) How does the level of engagement of the Instagram audience of the @KelasBugar account affect their interest in consuming Carousell feed content in the months of July-September 2025? (2) What is the percentage of Instagram audience engagement on the @KelasBugar account in relation to their consumption interest in Reels & Collaboration content? And (3) What are the main factors that cause the Instagram audience of the @KelasBugar account to show higher consumption interest in Reels content and collaboration content compared to Carousell feed content? (Abdillah, 2022).

With an average of 1,919 insights per month on Reels Collaboration and 518 on Feed, it can be concluded that Reels Collaboration content is significantly more effective in attracting content consumption interest than Feed posts.

Table 1. Hasil Insight Feed ( Juli – September 2025 ) :

Bulan	Jenis Konten	Jumlah Post	Insight
Juli	Feed	7	584
Agustus	Feed	8	535
September	Feed	8	436
Total		21	518

Table 2. Hasil Reels Colaborations 9 ( Juli – September ) :

Bulan	Jenis Konten	Jumlah Post	Insight
Juli	Reels Colaboration	2	2346
Agustus	Reels Colaboration	4	3411
September	Reels Colaboration	-	-
Total		6	1919

Table 3. Perbandingan Insight Feed vs Reels Collaborations :

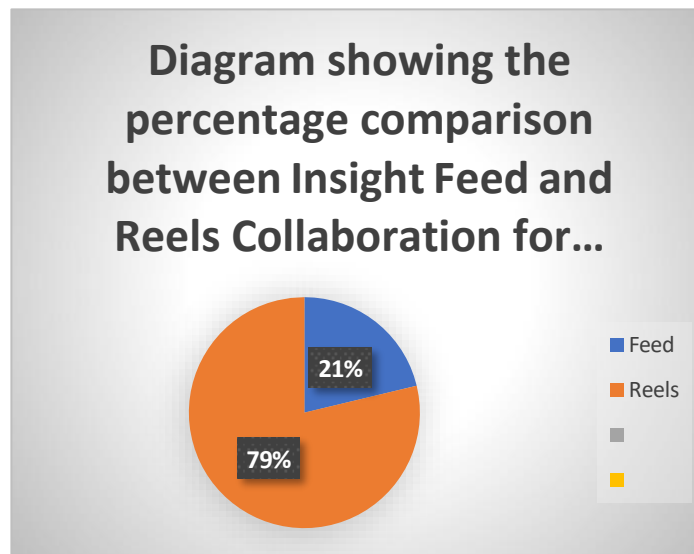
Jenis Konten	Total Insight 3 Bulan	Rata rata per Bulan	Interpretasi
Feed	1555	518	Rendah
Reels Collaborations	5757	1919	Tinggi

**DISCUSSION**

The findings of this study demonstrate a substantial difference in performance between Feed content and Reels Collaboration content on the Instagram account @kelasbugar, with Reels Collaboration contributing 79% of total engagement compared to 21% from Feed content. This indicates that short-form video content combined with collaborative strategies plays a significantly more effective role in attracting audience attention and increasing content consumption interest.

Another advantage of Instagram as a medium of information for companies lies in its ease of integration with other social media platforms. Through a single post on Instagram,

content can be directly shared to other social media accounts such as Twitter and Facebook. In addition, the use of hashtags in each post is also an important supporting factor. Hashtags act as keywords, similar to those used in search engines, making it easier for users to find topics they want to search for or view. The function of hashtags on Instagram is not much different from that on Twitter. By utilizing hashtags, the dissemination of information through Instagram content becomes more widespread and effective. Including popular hashtags in captions or using unique hashtags specific to certain content can speed up the process of information distribution. (Ricko & Junaidi, 2019)



Based on Instagram Insight data for the @KelasBugar account for the period July–September 2025, there were 21 Feed posts with an average of 518 insights per month and 6 Reels Collaboration posts with an average of 1,919 per month. The visualization results show that Reels Collaboration contributed the most to engagement with a percentage of 79%, while Feed content only contributed 21%. These findings show that the collaboration-based Reels format is far superior in reaching and engaging audiences compared to static Feed posts. Overall, the total Feed insights were recorded at 1,555, which is considered low, while Reels Collaboration reached 5,757, which is considered high. This shows that short video content packaged through collaboration is more effective in increasing user attention and interaction. The results of the analysis show a tendency for the Instagram algorithm to prioritize the distribution of short video-based content. The factor that caused the high number of viewers on Reels posts was that Kelas Bugar utilized a feature available on Instagram, namely the Collaboration feature. The use of this feature had an impact on increasing engagement because the number of viewers recorded in the insights came from a combination of Kelas Bugar account followers and followers of accounts that received collaboration invitations on the post.

From a theoretical perspective, these results can be explained through the lens of engagement theory, which posits that interactive, dynamic, and visually stimulating content tends to generate higher levels of user involvement (Bertaglia et al., 2024). Reels, as a short-form video format, inherently possesses these characteristics by integrating motion, audio, and storytelling elements, making it more appealing and cognitively engaging compared to static Feed posts. This aligns with previous research indicating that video-based content is more effective in capturing attention and sustaining user interaction in digital environments (Journal of Student Research, 2022).

Furthermore, the dominance of Reels content can also be attributed to the role of

platform algorithms. Instagram's recommendation system actively prioritizes Reels by distributing them beyond followers to broader audiences through the Explore feature and algorithmic feeds. This expanded distribution mechanism significantly increases content visibility, which in turn enhances the likelihood of engagement. As highlighted by recent industry reports (Sprout Social, 2026), Reels consistently achieve higher reach and engagement rates compared to other content formats due to algorithmic amplification.

Another critical factor contributing to the high performance of Reels in this study is the use of the Collaboration feature. Collaborative posts allow content to be shared across multiple accounts simultaneously, effectively merging audiences and increasing exposure. This finding is consistent with prior studies suggesting that collaboration strategies enhance engagement by leveraging social networks and increasing perceived credibility through association with other accounts (Noor & Zafar, 2024). In the context of @kelasugar, the integration of collaboration likely expanded audience reach beyond its primary follower base, thereby amplifying engagement metrics.

From a behavioral perspective, the results can also be interpreted using the Uses and Gratifications Theory, which suggests that users actively select media that satisfy their needs for entertainment, information, and social interaction (Phua et al., 2020). Reels content, characterized by short duration, entertaining format, and high visual appeal, is more aligned with users' preference for quick and engaging content consumption. This explains why audiences demonstrate higher consumption interest in Reels compared to Feed posts, which typically require more cognitive effort to process.

However, while Reels Collaboration outperforms Feed content in terms of reach and engagement quantity, this finding should be interpreted with caution. Previous studies indicate that different content formats may generate different types of engagement. Feed content, particularly carousel posts, is often associated with deeper engagement, such as meaningful comments, saves, and prolonged interaction time (Metricool, 2024). In contrast, Reels tend to generate surface-level engagement driven by rapid consumption and algorithmic exposure. Therefore, although Reels are effective in maximizing visibility and interaction volume, Feed content may still play an important role in fostering stronger audience relationships and delivering more detailed information.

In addition, the effectiveness of Reels Collaboration observed in this study may also be influenced by contextual factors such as content quality, posting frequency, timing, and audience characteristics. The absence of control over these variables represents a limitation that may affect the generalizability of the findings. For instance, highly engaging content may not solely depend on format but also on creativity, relevance, and alignment with audience preferences.

These findings have important practical implications for digital marketing strategies, particularly for MSMEs and content creators. First, the results suggest that prioritizing short-form video content, especially Reels, can significantly enhance engagement and audience reach. Second, incorporating collaboration strategies can further amplify content performance by leveraging network effects. However, marketers should avoid over-reliance on a single content format and instead adopt a balanced content strategy that integrates both Reels and Feed content to achieve both reach and depth of engagement.

In conclusion, this study confirms that the effectiveness of Instagram content is not solely determined by the platform itself but is strongly influenced by the interplay between content format, algorithmic distribution, and strategic features such as collaboration. Future research is recommended to incorporate more advanced analytical approaches, such as regression analysis or experimental design, and to explore additional variables including audience demographics, content quality, and posting strategies to provide a more comprehensive understanding of social media engagement dynamics.

## CONCLUSION

Based on the results of research and analysis of Instagram Insight on the @KelasBugar account for the period July–September 2025, it can be concluded that the level of understanding of the Instagram Business Insight feature plays a major role in increasing the effectiveness of content strategies and account performance. This is reflected in the contribution of Reels Collaboration, which dominates audience engagement by 79%, while Feed content only contributes 21%. This finding indicates that optimal utilization of insight data helps account managers determine content formats that are more relevant and aligned with audience interests.

Reels Collaboration content demonstrated substantially higher performance, contributing 79% of total engagement compared to only 21% from Feed content. This indicates that short-form video content, particularly when combined with collaborative strategies, is more effective in capturing audience attention and increasing content consumption interest. The results suggest that the effectiveness of Instagram content is strongly influenced by three key factors: content format, algorithmic distribution, and network amplification through collaboration.

These findings reinforce the notion that engagement is not merely a passive metric but a critical indicator of how well content aligns with audience preferences. Reels, with their dynamic and immersive characteristics, are better suited to contemporary user behavior, which favors fast, visually engaging, and easily consumable content. However, while Reels excel in generating high levels of exposure and interaction, Feed content still holds value in delivering more detailed information and fostering deeper engagement.

Overall, this study confirms that optimizing content strategy on Instagram requires a nuanced understanding of how different content formats contribute to different dimensions of engagement and audience behavior.

The findings of this study offer several practical implications for digital marketers, content creators, and MSMEs seeking to optimize their Instagram strategies. First, businesses should prioritize the use of Reels as a primary content format to maximize reach and engagement. Given the algorithmic preference for short-form video content, investing in the production of engaging and high-quality Reels can significantly improve content visibility.

Second, the use of the Collaboration feature should be strategically implemented. Collaborating with other accounts—such as influencers, partners, or communities—can effectively expand audience reach by leveraging multiple follower bases. This strategy is particularly beneficial for small and medium enterprises that aim to grow their audience organically. Third, marketers should adopt a balanced content strategy. While Reels are effective for attracting attention and increasing reach, Feed content remains important for delivering structured information, educational content, and brand storytelling. Therefore, combining both formats can help achieve both breadth (reach) and depth (engagement quality).

Finally, continuous monitoring and analysis of Instagram Insights data are essential. Data-driven decision-making allows content creators to adapt their strategies based on audience behavior and platform trends, ensuring sustained performance in a highly dynamic digital environment.

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