



**Percentage Analysis of the Influence of Viewers' Engagement Level on Interest in Consuming Instagram Feed and Reels Content on the @kelasbugar account for the Period July-September 2025**

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**ABSTRACT**

Social media, especially Instagram for business, plays an important role in supporting business development, both for MSME players and large-scale companies. Various features available on Instagram, such as Instagram Ads, Insight, Reels, Story, and interaction facilities, are used as strategies to increase brand exposure, expand markets, and build closer relationships with consumers. In addition to impacting the business sector through promotion, branding, and sales growth, Instagram also contributes to social aspects through information dissemination, image building, and digital community development. Optimal utilization makes Instagram not only a communication medium but also an effective tool for driving economic growth and strengthening social relationships in the digital age.

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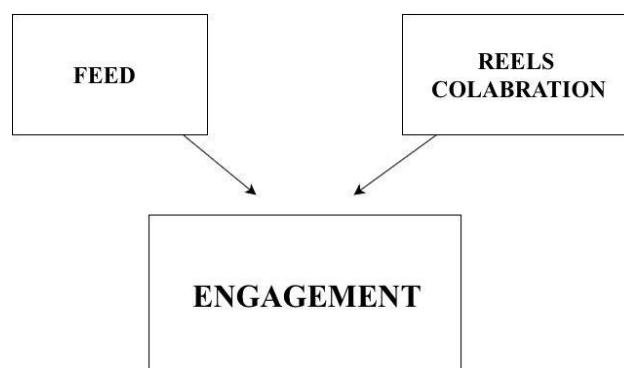
[josmi@unesa.ac.id](mailto:josmi@unesa.ac.id)

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## INTRODUCTION

In today's digital age, almost all activities can be done digitally. Digital population penetration has also increased to over 50%. With a world population of 7.83 billion (Kemp, 2021), social media is one of the Information Technology (IT) trends in the Information Age or Digital Age. The trend of internet usage is dominated by social media and access via mobile phones or smartphones. Among the various social media platforms available, the analysis in this study focuses on the Instagram posting platform. 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. (Di & Samosir, 2024)

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

The analysis was conducted using Instagram Insight with the help of an external application called Virol to facilitate the author in analyzing insight data from Instagram accounts. Output data from the Virol Instagram Insight web feature includes: real-time data on Reach, Impressions, Engagement (including Likes, Comments, Shares, and Saves), Views (specifically for Reels), and audience demographic data. (Sagala et al., 2022)

## 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, n.d.)

Table 1. Insight Feed Results (July – September 2025):

Month	Content Type	Number of Posts	Insight
July	Feed	7	584
August	Feed	8	535
September	Feed	8	436
	Total	21	518

Table 2. Results of Reels Collaborations 9 (July–September):

Month	Content Type	Number of Posts	Insight
Juli	Reels Colaboration	2	2346
Agustus	Reels Colaboration	4	3411
September	Reels Colaboration	-	-
	Total	6	1919

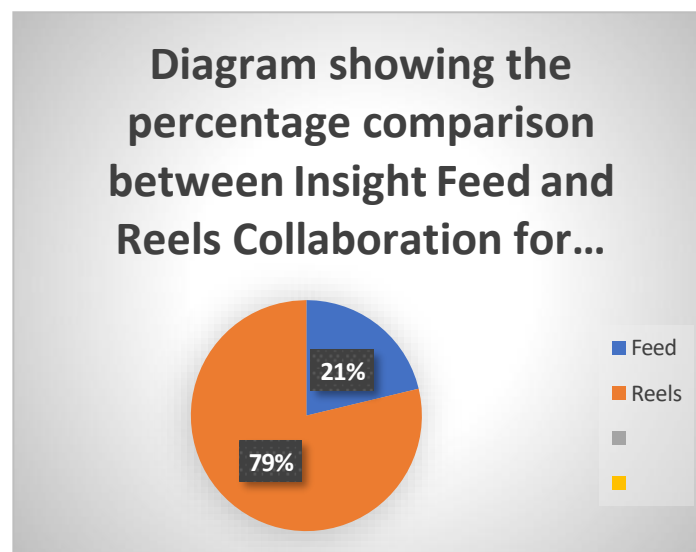
Tabel 3. Perbandingan Kolaborasi Insight Feed vs Reels :

Content Type	Total Insight 3 Month	Average per month	Interpretation
Feed	1555	518	Rendah
Reels Collaborations	5757	1919	Tinggi

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.

## DISCUSSION

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. (Junaidi, n.d.)



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.

## 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.

These results align with references stating that the better business owners understand Instagram Business Insights, the greater the positive impact on business performance and sustainability.

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