



Evaluating Instagram Communication Strategy of @plastavfallbank in Promoting Waste Sorting Awareness

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Abstract

This study aims to evaluate the social media communication strategy of the Instagram account @plastavfallbank in increasing public awareness of the importance of waste sorting. The approach used was descriptive quantitative, with data collection techniques consisting of observations of Instagram content during Januari – June 2025, pre-research interviews, and documentation. Data were analysed using the Engagement Rate (ER) formula and SOME (Share, Optimize, Manage, Engage) analysis model. The result showed that the average engagement rate for the @plastavfallbank account was only 1.04%, which is relatively low for an account with 5,000 – 20,000 followers. The “Share” element has been consistently implemented, but the “Optimize”, “Manage”, and “Engage” element have not been optimal. This research suggests increasing content variety, utilizing Instagram’s interactive features, and planning a consistent upload schedule to make account communication strategies more effective in building audience engagement.

Keywords: Communication Strategy, Social Media, Instagram, Engagement Rate, SOME Model

1. Introduction

The development of social media has changed the way organizations convey messages and build interactions with audiences. According to Dateportal.com (2025) the number of internet users in Indonesia has reached 212 million internet users, or equivalent to 74.6% of Indonesia’s population of 285 million. “*We can think of social media as digital places where people conduct signifinacant parts of their lives*” (Appel et al., 2020) From that quote, we can assume that social media has a function as a digital place where people carry out important parts of their lives. According to Tuten and Solomon (2017), social media has a participatory and interactive nature that makes it and effective promotional tool, as it allows users to not only receive messages but also actively engage users through comment, likes, and shares. In this context, social media functions not only as a channel that facilitates information distribution but also as a space for building community and trust in brand.

According to Amriel & Ariescy (2021) one method of digital marketing is using Instagram as a marketing medium. According to Anggraini & Gunarto (2024), the very large number of Instagram users can certainly be a major challenge for businesses, namely finding ways to produce effective content to build audience engagement amidst intense digital competition. Especially for non-profit organizations, according to Drucker (2011) non-profit organization exist to bring change to individuals and society, for discussing missions, how to define mission that will be successful or not, because it depends on real action of the implementation in mission. According to (Appel et al., 2020) more non-profit organizations are embracing internet-based technology to address accountability, as we know there’s transition from traditional to modern era had a significant impact on media transformation. In general, digital communication strategies in non-profit organizations have 3 main functions, such as conveying information, building communities, and encouraging action (Lovejoy & Saxton, 2012).

Basically, there is engagement generated as an indicator on social media, engagement or interaction between a brand and followers is one of the most important factors. It’s important to note that social media engagement is an important indicator, reflecting the extent to which audience that interacts with the content presented. This interaction can take from likes, comment, and shares,

which collectively indicate the level of audience engagement and interest in content. Therefore, a high level of engagement means a brand can build a closer relationship with audience and potentially generate customer loyalty (Arianto & Rani, 2024).

Instagram, as a visual social media platform, is widely used by non-profit organizations to convey messages and build public engagement. One example is the Instagram account @plastavfallbank, managed by a community of waste sorting activists in Indonesia. Despite regularly posting educational content, this account faces various challenges, such a low user engagement, inconsistent upload schedules, and a predominance of documentary content that lacks two-way communication. This phenomenon indicates a gap between the communication strategy implemented and the effectiveness of the message received by the audience.

To measure the success of communication strategy on social media, one indicator used is the Engagement Rate (ER), which is the ratio of user engagement, such as likes, comments, and shares, to the number of followers. The ER value can provide insight into the effectiveness of content in building relationships with audiences (Arman & Sidik, 2019).

Furthermore, the SOME (Share, Manage, Optimize, Engage) model was developed by Luttrell (2019) as a framework for analysing social media communications strategies holistically. This model emphasizes the importance of sharing relevant information (Share), optimizing content formats (Optimize), actively managing interactions and platforms (Manage), and building two-way communication (Engage). Previous research such as Alexander et al. (2022) showed that effective digital communication requires not only a social media presence but also structured and interactive content management. A similar study was conducted by (Pane et al., 2025) on the Instagram account @polresmetortangerangkota. The study showed that implementing the SOME model helped the police build strong relationships with the public through consistent visual content and narrative. Furthermore, (Qadri, 2023) also applied SOME theory to analyse information dissemination strategies through the Instagram account of Universitas Teknologi Sumbawa (UTS). In the context of an educational institution, the result showed that the application of the share and manage strategy was effective in increasing the distribution of academic messages to students.

This study aims to evaluate the communication strategy of the Instagram account @plastavfallbank in raising public awareness of waste sorting. The study focused on the period January – June 2025, using a descriptive quantitative approach using ER analysis and the SOME model. A gap in previous research is the limited evaluation of communication strategies for local non-profit account with a socio educational mission. Therefore, this study seeks to provide empirical evidence that can serve as a reference for similar organizations in developing more effective communication strategies on social media.

2. Methods

This study uses a descriptive quantitative approach to evaluate the communication strategy of the @plastavfallbank Instagram account. Data sources were obtained through observation of 42 Instagram posts from January to June 2025, documentation, and pre-research interviews with the managers.

Quantitative data was analysed using the engagement rate (ER) formula, which considers the number of likes, comments, and estimated impressions for each post. The formula used refers to Arman & Sidik (2019), with comment weighted twice as heavily as likes, and an estimate that only 10% of followers view the post (impressions). The formula is:

$$ER = \frac{\sum_{i=1}^n (L_i + 2C_i)}{3nPF} \times 100$$

The interpretation of ER results was adjusted based on account classification based on follower count. At the time of the study, the @plastavfallbank account had approximately 10,200 followers, which placed it within the 5K – 20K classification.

Number of Followers	Average Engagement Rate	Range Engagement Rate	Quality of Engagement Rate
< 5K	7,58%	< 7,58	Low Engagement Rate
		7,58 – 8,58	Good Engagement Rate
		> 8,58	High Engagement Rate
< 5K – 20K	4,98%	< 4,98	Low Engagement Rate
		4,98 – 5,98	Good Engagement Rate

20K – 100K	2,65%	> 5,98	High Engagement Rate
		< 2,65	Low Engagement Rate
100K – 300K	2,37%	2,65 – 3,65	Good Engagement Rate
		> 3,65	High Engagement Rate
		< 2,37	Low Engagement Rate
> 300K	1,72%	2,37 – 3,37	Good Engagement Rate
		> 3,37	High Engagement Rate
		< 1,72	Low Engagement Rate
		1,72 – 2,72	Good Engagement Rate
		> 2,72	High Engagement Rate

Table 1. Engagement Rate Value Range
Source: Arman & Sidik (2019)

Furthermore, the analysis was conducted using SOME (Share, Optimize, Manage, Engage) framework developed by Luttrell (2019). This model was used to evaluate content management in terms of information usefulness, visualization, content planning, and audience engagement.

3. Results and Discussion

3.1 Result

Total post	Total likes	Total comments	Total shares	Total followers
42	1236	52	241	10,200

Table 2. Measurement of Engagement Rate @plastavfallbank Period January - June 2025
Source: Data processed by the author (2025)

If calculated using the formula, the result is:

$$ER = \frac{(1236+2(52))}{3 \times 42 \times 0,1 \times 10200} \times 100 = \mathbf{1,04\%}$$

The ER calculation results from 42 Instagram posts from @plastavfallbank account show an average value of 1.04%, which is categorized as a Low Engagement Rate based on the classification of account with 5K – 20K followers (Arman & Sidik, 2019). This value indicates that the interaction that occurs in each post is relatively low compared to the potential audience engagement.

To find out what factors influence low ER values and to further understand the quality of communication strategies, analysis was carried out based on the four elements of the SOME model as follows:

1. Share: The element that highlights indicator such as content type, upload frequency, and content distribution reach.

Type of content	Total post
Activity	32
Education	7
Promotion	3
Total post	42

Table 3. Type of Content Instagram @plastavfallbank Post Period January - June 2025
Source: Data processed by the author (2025)

Based on Table 3 that shows the content shared is accordance with the organization's communication objectives, to provide education, and promoting waste management activities through social media.

Period post	Total post
January	16
February	10
March	10
April	1
May	1
June	4
Total post	42

Table 4. Count of Monthly Posted Content @plastavfallbank
Source: Data processed by the author (2025)

Based on Table 4 that shows there is no upload calendar or consistency with regularly scheduled uploads. However, content distribution activities through collaboration with other account who care about the same issue tend to be carried out frequently.

2. Optimize: The element that highlight indicator such as upload time, hashtag usage, captions and visual elements.

Day	Total post
Monday	6
Tuesday	8
Wednesday	6
Thursday	9
Friday	6
Saturday	3
Sunday	4
Total post	42

Table 5. Count of Daily Posted Content @plastavfallbank Periode January - June 2025
Source: Data processed by the author (2025)

Based on Table 5 if the periode spans 24 weeks, and consistent uploads occur three days a week, a total of 72 uploads would be required. However, observations show that only 42 uploads were met, with relatively random day to day consistency. For visualization @plastavfallbank shows the identity with template in every post such as information on how many kilograms of waste have been successfully managed, details of the location or name of the collaborator partner, and is equipped with an informative caption with relevant hashtag.

3. Manage: The element that highlights indicator such as consistency of content management, admin or manager identity, and content scheduling. In the six months of observation, based on another element in SOME there were weeks without any uploads at all. No structured scheduling pattern was found, which could influence the reach algorithm.
4. Engage: The element that highlight indicator such as engage with audience based on likes, comment, and shares. Furthermore, the account is actively involved and call to action is applied in every posts. But in the six months of observation, two way interactions is very limited. Comments from followers often go unanswered, and there's no content that explicitly engages the audience in dialogue.

These findings indicate that while accounts have been actively sharing information, aspects of content optimization, schedule management, and audience engagement remain suboptimal. Communication strategies tend to be one way, even though the organization's educational mission demands active community participation.

3.2 Discussion

The low Engagement Rate (1,04%) obtained from the Instagram account @plastavfallbank indicates that audience interaction with uploaded content is still suboptimal. This reinforces the view of Arman & Sidik (2019), who stated that ER is a measure to evaluate the performance of social media accounts in building relationships with audiences. Content that does not contain an invitation to interaction or is one way tends to have a low ER.

Furthermore, low ER also indicates weak emotional engagement and two way communication, which, according to Arianto & Rani (2024) is a key principle of effective communication. Without feedback or responses from account holder, audience participation will be limited, so the communication strategy employed tends to be one sided.

The SOME model used in this study provides a comprehensive overview of account communication strategies. The Share element has been consistently implemented, as evidenced by the relevant and educational content. However, the Optimize, Manage, and Engage element have not been optimally implemented. From the things that are not optimally implemented, they can be improved in the following ways:

1. Optimized: @plastavfallbank can improve the visual appeal of content (design, color, and format), caption need to be more interactive, not just informative.

2. Manage: consistent with content scheduling and short to medium term planning are essential, it is recommended to create a monthly content calendar and determine recurring themes.
3. Engage: account need to be more active in responding to comments from followers, try to include invitations to ask questions, polls, or simple challenges to help followers feel involved.

This align with Luttrell (2019) thinking in the SOME model, which states that communication strategies emphasize not only information dissemination but also the importance of visual optimization, platform management, and two way interactions. In the context of this research, the Optimize aspect remains weak due to a lack of visual format variation and utilization of Instagram features. Manage has also not been consistently implemented, evident in the lack of a scheduled posting pattern. Meanwhile, Engage is a major weakness due to the lack of two way interactions between the account and its followers. According to Luttrell (2019), interactions is key to building an active and loyal digital community.

4. Conclusion

This study evaluated the communication strategy of @plastavfallbank Instagram account using Engagement Rate (ER) analysis and the SOME (Share, Optimize, Manage, Engage) model. The result showed an average ER is only 1,04%, which is considered low for an account with 5,000 – 20,000 followers.

The SOME model revealed that the “Share” elements has been implemented consistently, but “Optimize”, “Manage”, and “Engage” have not been implemented optimally. This finding indicates that the account’s communication strategy remains one way and does not foster audience engagement.

The research implications suggest that social organizations like @plastavfallbank need to consider more interactive and planned communication strategies to strengthen public participation in environmental issues, particularly waste sorting. The SOME model has proven to be a practical and relevant evaluation framework for social media accounts with educational objectives.

For further research, it is recommended to explore the effectiveness of video-based content or interactive campaigns that involve users directly, as well as compare communication performance between various social media platforms to see the most appropriate approach in building engagement.

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