

Study of Parent Behavior Factor in Engaging to Content on Social Media Instagram: Study Case of Fulola

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Abstract

The quality of education in Indonesia is classified as low based and it is important to instill education from an early age. Parents are one of the main educators of children in providing basic values of life. Unfortunately, in Indonesia, parents' awareness of children's education is lacking. Based on these problems, Fulola exists as a business engaged in early childhood education to support parents in terms of knowledge and experience in guiding and educating their children in the right and fun way. Currently, Fulola is focused on spreading these values online through Instagram but there are difficulties in increasing engagement on Fulola's Instagram which results in a less optimal spread of Fulola values to parents. Aim of this study is discussing the behavior of parents as Fulola customers in engaging with content on Instagram. This study was conducted qualitatively with semi-structured interviews to parents who have children aged 4-6 years, are active on Instagram, and follow at least one account on the topic of parenting and children's education. Data analysis carried out by coding from the results of the interview. The expected results from this study are expected to be able to explore parent behavior in engaging with content on Instagram based on customer behavior factors such as personal, psychological, social, and cultural. Because understanding the behavior of the parents can be used to generate Fulola's social media Instagram strategy.

Keywords: customer behavior, customer engagement, social media, Instagram.

1. Introduction

Education aids in the ongoing development of a person's mental and emotional abilities, which can have an effect on their behavior and morals (Dewey in Sagala, 2013). Humans need education while they are still young in order to give young children real-world experiences that make basic concepts meaningful and foster activity and curiosity. According to a study from the Program for International Student Assessment (PISA 2018), published in dw.com (2019), Indonesia ranks 74th out of 79 countries in the PISA survey, indicating that the quality of education there is still subpar. The low ranking of Indonesia is a result of a number of PISA-valued factors, including the degree of student literacy, students' math and science abilities, the caliber of teaching, the country's educational system, and the caliber of educational institutions.

Character education to develop good morals and mentality will, of course, be closely related to the issue of the quality of education in Indonesia. The family environment is one of the most effective places to develop and implement character education (Suyanto, 2015). In addition to educating and instructing their children, parents also have a responsibility to watch over them (Marzuki, 2022), serve as positive role models for them (Erzad, 2018), and teach them moral and character values. According to a 2022 article by a psychologist at the University of Medan Area, parents' awareness of their children's education is low because they are too busy with work, family problems, and the economy.

Fulola is a company that was created in response to these issues with the goal of assisting parents and educators, particularly in the area of early childhood education, to raise the standard of education by providing interactive learning systems and media for kids. Additionally, Fulola is there to offer parenting advice that is in line with values which are, education and the natural world, so that parents can gain knowledge and perspective in accompanying and guiding their kids. Fulola employs a variety of online and offline strategies to promote these values in order for its target market to accept and uphold them. The internet is one tactic that is currently in the focus of development from the Fulola process.

The presentation of the internet penetration rate in 2019–2020 increased by about 8.9% and again in 2021–2022 by 3.23% of the total 272 million people in Indonesia, according to the findings of a survey conducted by the Association of Indonesian Internet Service Providers (APJII) (2022). It is predicted that this increase will occur in 2023. Businesses use this internet to implement a digital ecosystem for social media marketing or e-commerce sales activities (Avriyanti, 2021). After WhatsApp and before Facebook, Instagram is the social media platform that Indonesians access the most frequently (We Are Social, 2022). This information serves as the foundation for Fulola's current development of Instagram as a social media platform for its marketing initiatives. Our decision to use Instagram as a social media channel was influenced by our target market.

Fulola is currently having trouble getting engagement on Instagram, which is a problem with the implementation of Instagram's social media development. One important goal is increasing engagement on Fulola's social media (reach, likes, followers, and comments) has made little progress. Fulola has successfully implemented all of the Instagram social media's terms, conditions, and goals in the development of its business, but it is still having trouble increasing customer engagement (reach, likes, followers, and comments). According to CreatorIQ's (2016) analysis of account types, Fulola's Instagram account falls under the nano category because it has more than 500 followers as of right now. Based on CreatorIQ the good engagement rate is 4.4%, but currently Fulola only can reach 3.6% engagement rate on Instagram (Eleanor, 2019).

In researching possible solutions for the issue of low social media engagement on Instagram The author, Fulola, tries to identify the elements that may influence engagement on Instagram. According to Ridho et al. (2022) there was a positive and significant correlation between customer engagement and content marketing. A company's content strategy, in particular, affects the types of customers it will draw in (Amanda Santoso et al., 2017).

Because each Instagram account has a unique target audience with unique behaviors, it is essential to have a thorough understanding of this audience before developing a content strategy (Shwartz-Asher, 2017). Engagement will naturally rise as a result of the need to deliver information and package the content on Instagram with proper strategy in accordance with the actions of the target audience. Based on the mentioned information, the author wishes to concentrate on this study's examination of parent engagement with Instagram content, particularly with regard to factors like internal and external factors that play significant roles in consumer behavior (Wardhana, 2022).

This project, which takes the form of standard research, examines how parents behave in

engaging on social media Instagram accounts and content posts. The study used qualitative methods to gain a thorough understanding of how parents interact with Instagram content and to investigate whether there are any factors to take into account when developing a content strategy that takes into account the actions of the parents who make up Fulola's target market on the platform. Because it is closely related to social media, content, and parental behavior, all of which will change and advance with time, this research also has a set time limit, namely from April 2023 to June 2023.

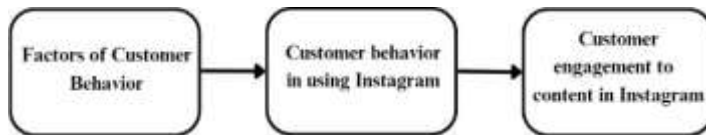
2. Literature Review

Customer Behavior. Consumer behavior is the study of how individuals, groups, or organizations select, acquire, use, and discard products, experiences, ideas, or other needs-satisfying items, as well as how these actions affect the consumer and society as a whole (Hawkins, 2010). Customers engage in a complex process of analysis and decision-making that is influenced by both internal and external factors for each individual customer (Wardhana et al., 2022). Typically, these decisions are related to how the customer purchases a good or service, how they feel about a brand, and other aspects of their interactions with a business or organization. Businesses can make effective marketing decisions by gaining an understanding of customer behavior, which helps them determine what customers need and want (Hawkins, 2010).

Factors of Customer Behavior. The theory of customer behavior based on Wardhana (2022), which explains that customer behavior has factors that have an important role, namely internal factors and external factors, is used by the author to understand the behavior of Fulola's target audience. Internal factors are related to personal and psychological factors of a person, such as life cycle, work, economy, lifestyle, personality, self-concept, motivation, perceptions, beliefs, attitudes, and expectation. However, external factors also influence social and cultural aspects of life, including family, friends, role models, culture, and actual events. This serves as the author's foundation for understanding parental behavior, particularly with regard to engaging with content on Instagram. Personal factors include work, economic situation, lifestyle, personality, and self-concept, lifecycle. Psychological factors from customer behavior explain aspects such as motivation, perception, learning, beliefs, and attitudes. Social factors include family, reference groups, social status, and social roles in social life. Cultural factors include aspects such as culture, subculture, social class, and significant events

Customer Engagement. The social media channels, which created spaces for online sharing and participation, altered how consumers and companies interact with one another. By allowing users to comment, like, review, create, and share content across online networks, social media provide direct access to brands and facilitate co-creation processes (Trunfio and Rossi, 2021). It assesses a person's or a company's capacity to engage with their audience on social media platforms. Engagement management tools have been developed to boost social media marketing companies' productivity. These tools span the spectrum from analytical to visual to technical to advertising to reputational. Utilizing social media metrics, which can be qualitative or quantitative, is another way to evaluate engagement across various social media platforms (Pogorevich, 2020). Because customer engagement promotes long-lasting relationships with customers (F. Ahmadi, 2022), increases brand awareness (Sumardi and Ganawati 2021), and boosts sales, social media engagement is crucial for businesses. When businesses engage with

their social media followers, they can respond in real time to customer complaints and feedback. In order to improve customer satisfaction and loyalty, businesses can use social media to learn more about their target market (Bitner and Albinsson, 2016). Users may share interesting content, extending the company's reach and potentially attracting new customers (Trunfio and Rossi, 2021). This research use customer engagement metrics for Instagram which are like, share, and comment.



Proposition 1: A number of factors influence how customers behave on Instagram and other social media. Proposition 2: Customers who use social media platforms like Instagram have behavior patterns based on customer behavior factors that influence parents to interact with content on those platforms.

3. Research Method

This study uses a cross-sectional temporal horizon case study methodology as part of its qualitative approach. As was already mentioned, this study will examine how parents interact with content on Instagram. In order to fully understand things, a qualitative approach was chosen, using semi-structured interviews. The author wants to understand parent behavior in engaging to content on Instagram in depth by understanding the behavioral internal and external factors of parents engaging in content on Instagram (Wardhana et al., 2022). For this reason, the qualitative approach was chosen. Although qualitative methods are more frequently used in the development and improvement of theories, some claim that they can also be used to test theories (Sofaer, 1999). In order to gather data and comprehend the experiences, perspectives, and behaviors of individuals or groups, a variety of techniques are used in qualitative research (Merriam, 1998). Qualitative research is useful for examining new and emerging trends because it provides researchers with information about people's experiences and behaviors in real-world settings. The study is a case study of the Fulola business, and its course will be modified to reflect the target audience behavior, particularly those related to parenting and early childhood education.

Data Collection. Interviewing individuals or groups to learn more about their experiences, opinions, and behaviors is a method for qualitative research that is frequently used (Nurlan, 2019). Interviews can be conducted in a variety of settings, such as in-person, over the phone, or online. This makes it possible for researchers to gather more accurate and detailed data and to explore complex issues in greater depth. Additionally, during interviews, participants have the chance to go into greater detail about their experiences and offer more background information, which can aid researchers in understanding the issues they are studying. The author will focus on the target respondents who make up Instagram Fulola's target audience, specifically parents between the ages of 25 and 35 who have children between the ages of 4-6, are knowledgeable about children's education and parenting, and are active on Instagram. The respondents the author chose were also adjusted to the target audience of Fulola's Instagram in this case because it also focuses on the Fulola company case study. This allowed the results to be more relevant to Fulola's situation later on and to add insight, understanding, and new insights that could help

increase Fulola Instagram engagement. When the minimum number of respondents has been reached and the data collected is saturated, the author will stop conducting the study (Baker and Edward, 2012). Because qualitative research frequently focuses on understanding an issue in detail rather than generalizability, non-probability sampling techniques will be used in this study. The author will use judgmental sampling and snowball sampling to select participants.

Data Analysis. Coding is a crucial step in qualitative data analysis because it helps to organize and make sense of textual data (Basit, 2003). Before reassembling the data in a meaningful way, qualitative text data must first be coded to see what it can reveal (Creswell in Elliott, 2018). Given that the majority of qualitative researchers learn to code through a process of trial and error with guidance, conceptualizing coding as a decision-making process has the potential to create problems. Researchers make decisions about coding aspects like density, frequency, and size of data pieces to be coded in accordance with their methodological background, research design, research questions, and the practicalities of their study (Elliott, 2018).

Validity and Reliability. Triangulation is the use of three or more data collection or analysis methods to cross-check and validate the results (Leech and Onluwegbuzie, 2007). The authors will triangulate data from various sources, interviewing professionals in the parenting and education fields who have high Instagram engagement rates, and reading up on existing theory in order to validate data and findings from prior studies. By using a variety of data sources rather than just one, authors can ensure the consistency of the results and avoid incorrect interpretations.

4. Findings and Discussions

4.1 Personal Factor of Parent Behavior on Instagram

Table 1. Personal Factor

Open Coding	Axial Coding	Selective Coding
Housewives and Working (Private Employees, Civil Servants, Entrepreneurs, and others)	Parents Job	Personal Factor
Personal Interest (more general topic), Parent Interest and Activity (Children education, parenting, children's health, Children's fashion, Family Education, Self Development as parent)	Parents Lifestyle	
Authoritative Parenting (flexible) and Attachment Parenting (emotional and communication)	Parents Personality	
Open minded, curious, self-development that drive parent to learn and search information from Instagram	Parents Self-Concept	
Different behavior from before marriage and having children to after marriage and having children in using Instagram	Parents Lifecycle	

In using Instagram, parents personally have a different pattern from other groups of Instagram users. Based on the data that the author has obtained in the research, there are

differences in the behavior of parents when they are not married and have children and when they are married and have children in using Instagram social media. The most striking thing about parents' behavior in using Instagram personally is the information and content sought and the intensity of using Instagram in a day (3-5 times a day, one use duration is about 5-30 minutes). Almost all respondents answered that after having children, the most important thing in social media is useful information, no longer about fame, popularity, or social affairs.

The information that parents want to get themselves is information related to their role as parents and their Job. For example, parents are more interested in content that presents parenting, education, child health, products for children, and even knowledge related to marriage and self-development as a wife or husband and a parent. On the other hand, they are also looking for things they like (interest) as entertainment needs which generally can vary based on the personality of their parents, such as beauty, fashion, culinary, and religion. The majority of parents who use Instagram are aware of parenting, they apply authoritative parenting and attachment parenting patterns. Parenting styles with more flexibility include authoritative parenting styles. In this scenario, though still able to negotiate, people in the middle still have certain rules that must be followed by si Kecil. Parental attachment theory, on the other hand, emphasizes the importance of physical and emotional closeness with Little One. As well as thoughtfulness, gratitude, and persistent communication since the first day of the bayi's recruitment, this kedekatan was built. Apart from that, they also have a personality that wants to develop as parents, open minded, curious, and have a desire to learn and know new things, this is what underlies them to want to find information about parenting and education on Instagram.

4.2 Psychological Factor of Parent Behavior on Instagram

Table 2. Psychological Factor

Open Coding	Axial Coding	Selective Coding
Good Content for parent, provide benefits (new insights and knowledge), delivered in an interesting way, practical content, high quality, actual and factual, relevant to parent needs and problems, based on real phenomena (experimental), detailed information	Parents Perception	Psychological Factor
Find Information, Insight, Knowledge, and Entertainment	Parents Motivation	
Get Information, Insight, Knowledge, and Entertainment	Parents Expectation	

There are several psychological factors that play an important role in the development of parental behavior in using Instagram and engaging content. Because this psychological factor is an internal factor, the same as a social factor, there are several things that are related. Such as the motivation and expectations of parents in using Instagram to focus on finding and obtaining information, insight, knowledge, and entertainment. This is in accordance with the personality of parents that want to develop and get new insights as parents so that they can educate, guide, and care for their children in the best way, so their children can grow positively.

To fulfill these motivations and expectations, parents try to use Instagram social media as a means of obtaining information through content that is delivered on the Instagram application. According to parents' perceptions, good content criteria is content that has many benefits, what is meant by benefits here is content that contains insight and knowledge, besides that it is delivered in an interesting way, practical content, high quality content in terms of design and footage, contain information that is actual and factual, relevant to parent needs and problems, based on real phenomena (experimental), and the information conveyed in the content is brief, concise and clear. These things can psychologically stimulate parents to engage (like, comment, or share) on content on Instagram.

4.3 Social Factor of Parent Behavior on Instagram

Table 3. Social Factor

Open Coding	Axial Coding	Selective Coding
Parent as user (social connection, content, information) and customer/buyer (some of business owner) in Instagram	Parents Social Status	Social Factor
Following some account such parenting media, education media, business, family, artist, influencer, and friends	Parents Reference Group	

Social factors are included in the external factors that influence parent behavior in engaging content on Instagram (Wardhana et al., 2022). Based on research data, it is known that apart from parenting media and educational institutions, parents also usually look for additional references in obtaining the information they want to obtain, namely through reference groups. Parents tend to choose reference groups for people who have influences and conditions similar (relevant) to what is being passed by parent, in this case the majority of parents follow several celebrities or influencers who are related to life as parents, this is because apart from wanting to get material and theoretical information, parents also want to see parenting or child education references from people who are equally experienced in this matter. Based on research, this helps parents understand the concepts, content, meaning, and values conveyed, and provides references on how a theory is directly practiced in real parenting activities.

Besides that, the social status of parents also has an important role in how parents engage with content on Instagram. Because with this social status, parents have a clear role in interacting with an account. Based on research, the author can define 2 parental roles on Instagram, namely as a user who likes to find information, view content, and socialize a little and as a customer of a business on Instagram, these businesses are specific to businesses that are targeting parents who have children for example like Fulola's business.

4.4 Cultural Factor of Parent Behavior on Instagram

Table 4. Cultural Factor

Open Coding	Axial Coding	Selective Coding
Open Instagram Application Go to History Feature Go to Timeline Feature then scrolling See Instagram Story Feature For some condition, click search feature to find some account or content needed	Parents Habit	Cultural Factor
Trend about phenomena that occur in the surrounding environment, parenting trends, and celebrity trends (gossip)	Parents Significant Event	

There are many features in Instagram, in this research the author focuses on knowing parental behavior in using Instagram including Instagram features such as the timeline, history, and search section. Based on research, there is a pattern similar to the flow of how parents use Instagram, from opening the application to closing the application. As previously explained, the average time for using Instagram for parents is 3-5 times a day, one use duration is about 5-30 minutes. In those minutes, after opening the Instagram application, the majority of parents will scroll through the history feature, the reason being that in Instagram history there is a lot of information and various types and types of content available, so they can choose the most interesting content to consume/view. After viewing Instagram history, usually parents will switch to scrolling in the Timeline feature, where information and posts from accounts that have been followed are available, after that if there is still time and intention, parents will view Instagram stories to see the latest updates from relations on Instagram. , and after that close the Instagram application. Based on research results, in certain cases parents will search for an account or content with the search feature on Instagram, this aims to find content that is really needed at that time. So, culturally, the parent's behavior on Instagram depends on the content they see when they are using Instagram in their free time and the content they are looking for when they need information quickly.

4.5 Parent Behavior in Engaging with Content on Instagram

Table 5. Parent Engagement Behavior

Open Coding	Axial Coding	Selective Coding
Most often done, like content that is entertaining, interesting, relevant to current or past conditions and events, easy to find, passing on the timeline/history, easy to understand, clear and useful information.	Like	Customer Engagement Process and Behavior
Moderate in terms of doing it, only share content that is useful, can add insight, and is relevant to the condition or event the problem is going through, usually share it with friends.	Share	

Very rarely done, tend to just listen and see, only commenting on certain content : call to action, emotional, need detail information	Comment
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Parent Behavior in engaging with content on Instagram social media in this research focuses on three engagement metrics on Instagram, namely likes, shares and comments. Based on the research conducted, it turns out that parents interact more often with likes in content on Instagram, this is because the interaction with likes is easier and simpler to do, that is, just by 'double tapping' on the cellphone screen. In addition, content that parents like also has broader criteria related to personal, psychological, social, and cultural factors in a parent. Specifically, content that parents like is usually content that is entertaining, interesting, relevant to current or past conditions and events, easy to find, passing on the timeline/history, easy to understand, clear and useful information. The second interaction that is moderate like to do is Share, parents do this share because they want to share information that they think is relevant to share with their friends or relatives, usually parents share content that is useful, can add insight, and is relevant to the condition or event problem is going through. And based on research too, the interaction that is rarely done is commenting, this is related to personal and psychological factors which are less interested in making comments in a post or content. Even so, there are selected content that stimulate parents to want to comment on their posts, namely content that contains calls to action, content that can evoke the emotional side of parents (such as sad, happy, excited, angry, etc.), and content that has not provided clear and detailed information so that parents need to ask in comments about the detailed information.

5. Conclusion

To increase engagement on Fulola's Instagram social media, an understanding is needed regarding the behavior of the target audience that will be targeted. Because this understanding of behavior can then be realized into strategy content that is in accordance with the target audience's behavior, this can increase engagement because in terms of interest, relevance, and the information delivered is more appropriate so that it can attract target audience users to engage with the content. In using social media Instagram, parents, as the target audience of Instagram Fulola, have a specific pattern of behavior so that they are later willing to engage with content on Instagram, even to the point where they want to follow the account. Behavioral factors on customers such as personal, psychological, social, and cultural are very influential on parents' behavior patterns in engaging with content on Instagram, and these factors are interrelated between one factor and another. Personal and psychological factors are related to the internal behavior of parents who tend to want to seek information related to matters relating to education, parenting, self-development, children's products, and family. Meanwhile, social and cultural factors place more emphasis on how parents obtain and validate the information they really need through real experiences that are shared by people who have parenting experience from the reference group chosen by the parents. The pattern of interaction between likes, shares, comments from parents turned out to be different, parents liked more often, then in second place shared and commented the least. Through these factors, parents form a pattern of engaging with content that is seen and searched for on Instagram with several stimuli such as good content criteria, calls to action, sharable content for engagement such as likes, shares and comments.

In the future, it will be better if the results of this research are used to create strategy content for Instagram Fulola. Because the content to be created should be in accordance with the behavior of the target audience. Because previously Instagram Fulola only provided content related to education in terms of material and theory, in the future more practical content can be created that is presented and explained directly by experts in their fields. The concept of parenting education that is delivered can also be enlarged on topics such as discussing the environment related to health, discussing the environment related to parenting, and so on. The form of the content and the quality of the content also need to be improved so that the uploaded content is more interesting and can increase the content's engagement. Not forgetting the content distribution process because parents prefer to find content in the timeline and history, it would be better if the content was paired with advertisements included by Instagram, this could increase the accessibility of the content so that it could increase the engagement of that content as well. And there are many important details that the author may not have suggested at this time, but from this customer behavior research it can be developed on broader matters and have even more impact on Instagram Fulola, don't miss the important details.

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