

IMPLEMENTATION OF META ADS STRATEGY IN ENHANCING CUSTOMER ENGAGEMENT ON THE INSTAGRAM ACCOUNT OF PT TOUREZIA CAKRA INSPIRA



Najwa Nurfadilah
Universitas Islam Indonesia, Yogyakarta, Indonesia
najwa.nurfadilah83@gmail.com

Erlita Ridanasti
Universitas Islam Indonesia, Yogyakarta, Indonesia
erlita.ridanasti@uii.ac.id

Abstract

This study analyzes the implementation of Meta Ads strategies in enhancing customer engagement. The research was conducted due to the gap between the high reach achieved by the company and the low level of audience interaction or engagement. This study employs a qualitative approach using a narrative analysis method. Data were collected through participant observation during the internship, in-depth interviews, and analysis of campaign performance documents. The results indicate that the implementation of Meta Ads is still highly oriented toward conversion and lead generation, resulting in engagement not being a primary focus. Furthermore, the study reveals a mismatch between audience segmentation (B2B) and the content approach (B2C), which contributes to the low level of audience engagement.

Keywords: Meta Ads, Customer Engagement, Digital Marketing, Content Strategy

INTRODUCTION

The rapid advancement of digital technology has driven significant transformation in global communication and marketing strategies. According to Simon Kemp (2025), the number of global social media users has surpassed 5 billion, with Instagram emerging as one of the platforms experiencing substantial growth in advertising reach. Globally, Instagram's advertising reach increased by 21 percent over the past year, adding more than 250 million new users within the last 12 months. This growth indicates that Instagram has evolved into a strategic channel for digital advertising activities and brand communication across various industry sectors.

In the Indonesian context, digital development also demonstrates a strong upward trend. DataReportal (2025) reports that Indonesia has 212 million internet users, with a penetration rate of 74.6 percent of the total population. Furthermore, the number of social media user identities has reached 143 million, equivalent to 50.2 percent of the national population. This high penetration rate indicates that social media has become a primary medium for information dissemination and digital promotion.

Instagram is among the platforms with a large user base in Indonesia. Data from Musyaffa Kamal (2025) shows that the number of Instagram users in Indonesia exceeded 100 million accounts in 2025. This growth trend is illustrated in Figure 1.

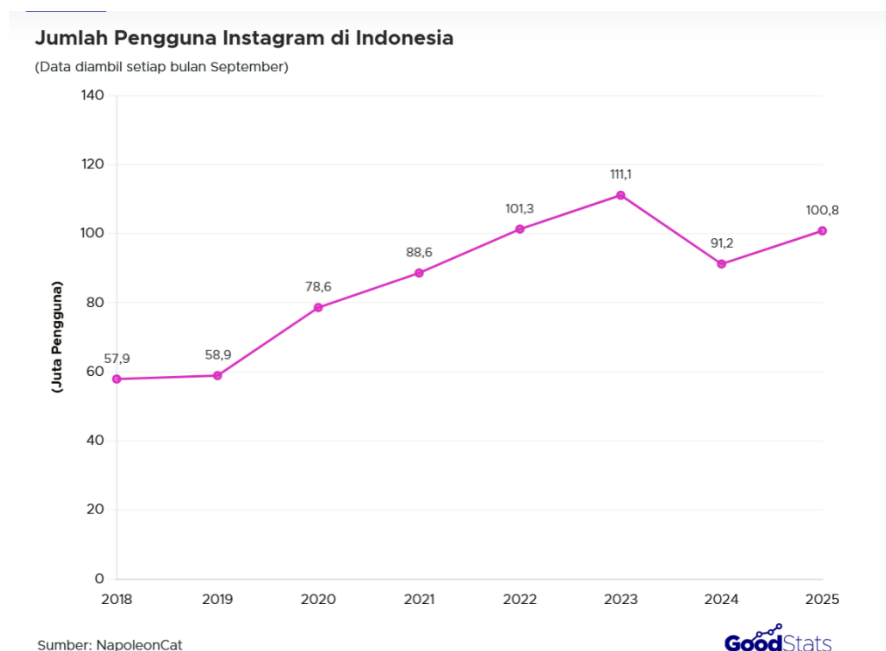


Figure 1.
Number of Instagram Users in Indonesia (2018–2025)
Source: NapoleonChat (2025)

Figure 1 illustrates the increase in the number of Instagram users in Indonesia from 2018 to 2025, with a significant surge occurring after 2020. This condition indicates that Instagram possesses substantial audience potential as a digital promotional medium for

companies. The large number of users positions Instagram as a highly promising space for businesses to reach a broad audience through digital advertising strategies.

Promotional activities on social media can generally be categorized into organic and inorganic (paid) approaches. On the inorganic side, companies utilize digital advertising such as Meta Ads to expand content reach to a broader and more targeted audience. Meta Ads enables advertisers to define specific audience segments based on characteristics such as demographics, location, interests, and user behavior, allowing marketing messages to be delivered more effectively and precisely (Chaffey & Chadwick Fiona Ellis, 2022, p. 6).

With the availability of digital advertising services, companies increasingly allocate their marketing strategies to digital channels through paid advertising. Meta Ads offers precise targeting capabilities as well as real-time campaign performance measurement. However, a high level of ad reach does not automatically guarantee high audience engagement. In digital marketing, customer engagement is a critical indicator as it reflects active audience responses to delivered messages, including likes, comments, saves, shares, and further interactions such as direct messages (Eslami et al., 2022; Trunfio & Rossi, 2021).

In practice, PT Tourezia Cakra Inspira, a company operating in event organizing and tourism services, utilizes Instagram as one of its digital communication channels. The company began using Meta Ads in 2021; however, the active and structured implementation of campaigns was resumed during the February–July 2025 period, coinciding with the researcher’s internship. During this period, the company conducted Meta Ads campaigns at a frequency of one campaign per week, with each campaign lasting seven days and an average budget ranging from IDR 20,000 to IDR 60,000 per day.

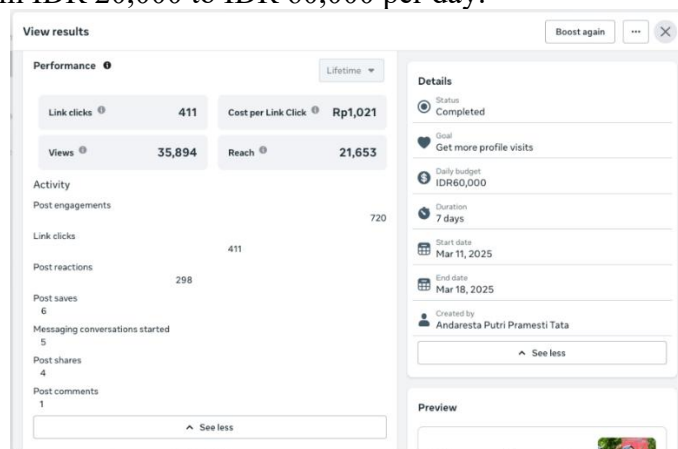


Figure 2.

Meta Ads Campaign Performance (February–July 2025)

Source: Meta Ads Dashboard of PT Tourezia Cakra Inspira (2025)

Based on the campaign performance data shown in Figure 2, one of the highest-performing campaigns reached more than 21,653 accounts and generated 720 interactions. However, the number of message conversations generated was only five. Figure 2 indicates that although the campaign successfully reached a large audience, subsequent engagement in the form of message conversations remained relatively limited. This suggests a gap between exposure and engagement.

On the organic side, the company relies on its Instagram account to publish content directly without paid advertising support, meaning that reach and interaction depend on platform algorithms and natural audience responses. The Instagram account @tourezia.event, with 6,315 followers, also demonstrates a relatively limited level of interaction compared to the number of content impressions obtained. Content insights are presented in Figure 3.

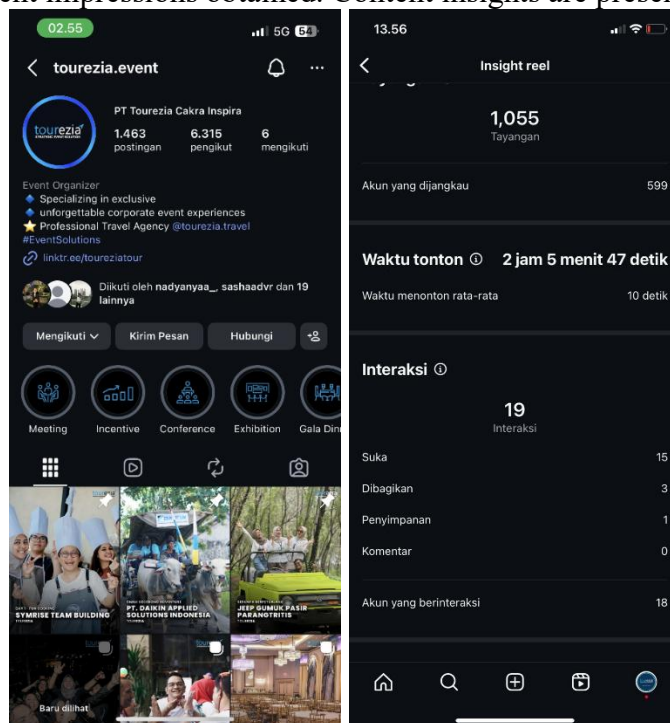


Figure 3.
Instagram Account @tourezia.event and Content Insights
Source: Researcher Documentation (2025)

Figure 3 shows the number of followers along with examples of reel content insights, including views and interactions. The data indicates that although the content achieves relatively high impressions, the resulting interaction level remains low. These findings highlight a gap between exposure and customer engagement, where audiences are widely exposed to content, yet active engagement remains suboptimal. This gap is important to investigate, as engagement not only represents audience response but also plays a crucial role in building brand affinity and creating opportunities for business conversion.

Based on this phenomenon, this study aims to provide a more comprehensive understanding of the implementation of Meta Ads strategies in increasing customer engagement on the Instagram account of PT Tourezia Cakra Inspira. The findings are expected to offer practical contributions as an evaluation tool for the company's digital marketing strategy, as well as to enrich academic discourse on the relationship between digital advertising and audience engagement in the context of service-based companies.

REVIEW OF LITERATURE

Digital Advertising

According to Pahari et al. (2024a), digital advertising refers to the activity of creating and disseminating promotional information through digital platforms aimed at encouraging audiences to perform specific actions or behaviors in line with marketing objectives. Thus, digital advertising does not merely function as a medium for delivering information, but is also strategically designed to generate measurable responses in digital form, such as clicks, interactions, and other subsequent actions.

Digital Platform

A digital platform is a technological infrastructure that enables interaction, information exchange, and value creation among various parties through digital networks. In the context of the digital economy, digital platforms function not only as communication media but also as systems that connect users, organizations, and various digital resources within an integrated ecosystem. Xing et al. (2024) explain that digital platforms play a crucial role in supporting collaboration and knowledge exchange among organizations within digital innovation environments. Through digital platforms, companies can facilitate knowledge transfer, technological development, and strategic collaboration among entities involved in the digital ecosystem.

Digital Media

Digital media refers to technology-based communication channels used to deliver information, content, and marketing messages through internet networks. The advancement of digital technology has transformed the way organizations communicate with audiences, as digital media enables faster, more flexible, and more interactive communication compared to traditional media. In the context of digital marketing, digital media includes various channels such as websites, social media, email marketing, search engines, and various forms of digital content accessible through electronic devices (Varadarajan et al., 2022).

Customer Engagement

Customer engagement is an essential concept in digital marketing that refers to the level of involvement, interaction, and active participation of consumers with a brand across various communication platforms, particularly social media. In the context of digital advertising, engagement is not only measured by the number of audiences reached (reach), but also by the extent to which audiences respond to the content presented, such as liking (likes), commenting (comments), sharing (shares), saving (saves), or initiating conversations (messages). The development of social media has strengthened the role of engagement as a key indicator of digital marketing strategy success. Pahari et al. (2024b) emphasize that research on digital advertising in social media demonstrates a strong relationship between social media advertising, consumer behavior, and brand engagement.

RESEARCH METHOD

This study employs a qualitative approach to gain an in-depth understanding of the implementation of Meta Ads strategies through the exploration of informants' experiences and perspectives, with the Digital Marketing Executive (DME) and Chief Business Officer (CBO) of PT Tourezia Cakra Inspira serving as the primary units of analysis representing both operational and strategic aspects. Data were collected through participatory observation during the internship period from February to July 2025, semi-structured in-depth interviews,

and analysis of internal documents as part of a triangulation method. The findings indicate that although Meta Ads have been implemented systematically from trend research, content planning, production, to performance monitoring there remains a gap between high reach and low engagement. This condition is influenced by several factors, including the mismatch between content and audience behavior, suboptimal audience segmentation, the lack of storytelling elements, and a content approach that tends to be overly informative and less interactive. Therefore, this study highlights the importance of integrating technical strategies, audience understanding, and content quality to enhance the effectiveness of customer engagement in digital campaigns.

RESULTS AND DISCUSSION

Data Analysis

Data Coding

Data coding in this study was conducted on the results of in-depth interviews with the Chief Business Officer (CBO) and Digital Marketing Executive (DME) of PT Tourezia Cakra Inspira. Each interview was conducted once, with a duration of approximately 25 minutes, recorded with the consent of the informants, and fully transcribed into approximately five pages for each informant.

The coding process was carried out manually through several stages. The first stage involved re-reading the entire transcript to understand the context and emerging narrative patterns. The second stage was open coding, which involved identifying keywords, significant statements, and ideas related to the implementation of Meta Ads strategies and customer engagement. Each relevant statement was marked and grouped based on similarity of meaning.

The next stage was categorization, in which initial codes were grouped into broader categories. This process aimed to identify dominant patterns that explain the relationship between Meta Ads strategies and the level of audience engagement. In addition to interview data, the analysis also considered observations conducted during the internship period from February to July 2025, as well as Meta Ads performance documents as part of data triangulation.

The following table summarizes the results of the data coding process:

Table 1.

Interview Data Coding Results

Informant Statement	Initial Code	Category
“It is more about how we direct it toward conversion.” (CBO)	Conversion focus	Company Objectives
“The most effective strategy is the one that generates leads that convert to WhatsApp.” (DME)	Leads as key indicator	Company Objectives
“Engagement is not our main target.” (DME)	Engagement not prioritized	Company Objectives
“The account is not for engagement, but for building trust.” (CBO)	B2B trust building	Account Characteristics
“As a B2B player, we focus on problem-solving and educational content.” (DME)	Educational content	Account Characteristics

“Content that shows experience is more engaging.” (DME)	Experience-based content	Content Strategy
“The digital marketing team still lacks market research.” (CBO)	Limited research	Strategy Fundamentals
“Audience segmentation is very decisive.” (DME)	Segmentation accuracy	Technical Strategy

From the coding results, three main themes were identified that explain the implementation of Meta Ads strategies and their relationship with customer engagement on the Instagram account of PT Tourezia Cakra Inspira.

Theme Identification

Based on the categorization of codes, this study identifies three major themes as follows:

1. Conversion-Oriented Meta Ads Implementation and Its Implications for Engagement

The first theme indicates that Meta Ads are implemented with a primary focus on sales conversion and lead generation. Campaign success is measured more by the number of clicks leading to WhatsApp and the potential for closing, rather than by audience interaction levels such as likes, comments, or shares.

This orientation aligns with the company’s B2B nature, where the main performance indicator is sales outcomes. However, this approach indirectly results in engagement not being prioritized in campaign performance evaluation. Consequently, a conversion-oriented Meta Ads strategy has implications for the limited focus on building sustained audience interaction.

2. Misalignment Between B2B Strategy and Instagram Engagement Characteristics

The second theme reveals a misalignment between the company’s B2B positioning and Instagram’s visual-interactive platform characteristics. The Instagram account of PT Tourezia Cakra Inspira currently functions more as a medium for professional validation and trust building rather than as a space for two-way interaction.

Content that is primarily informative and problem-solving is indeed relevant for establishing credibility, but it does not strongly encourage active audience participation. This condition explains why, despite achieving relatively high campaign reach, engagement levels remain low. Communication strategies that are not fully designed to foster dialogue become one of the factors influencing audience engagement.

3. Content Quality and Market Research as Determinants of Engagement Effectiveness

The third theme relates to both technical and fundamental aspects of Meta Ads strategy. Both informants emphasized the importance of experience-based and storytelling content as key drivers in the tourism industry. Content that presents real experiences is considered more capable of generating audience interest and imagination.

However, it was also found that market research has not been conducted comprehensively. Limitations in understanding audience behavior and preferences result in content strategies and segmentation not being fully supported by strong data. This indicates that improving engagement depends not only on technical Meta Ads settings but also on research-driven strategies and a deeper understanding of the audience.

Thematic Analysis

The thematic analysis shows that the implementation of Meta Ads strategies at PT Tourezia Cakra Inspira is still predominantly conversion-oriented, resulting in engagement not being the primary focus in campaign management. From a business perspective, this approach is understandable; however, within the context of social media platforms such as Instagram, the lack of emphasis on two-way interaction contributes to lower audience engagement.

In addition, there is a transitional dynamic between the company's B2B strategy and its exploration of the retail market. While the company has begun utilizing Meta Ads for retail products such as Jeep Tour, the main account still maintains a B2B character. This misalignment creates ambiguity in digital positioning, which ultimately affects engagement consistency.

From a technical perspective, audience segmentation and A/B testing have been implemented but are not yet fully supported by in-depth market research. This suggests that optimizing engagement requires alignment between business strategy orientation, platform characteristics, content quality, and segmentation accuracy.

Critically, it can be concluded that the low level of customer engagement on the Instagram account of PT Tourezia Cakra Inspira is not solely due to technical limitations of Meta Ads, but rather the result of a combination of conversion-oriented strategy, B2B account characteristics, and limited market research. These findings form the basis for further discussion regarding the implementation of Meta Ads strategies and recommendations for improving customer engagement.

Implementation of Meta Ads Strategy in Reaching Audiences on the Instagram Account of PT Tourezia Cakra Inspira

The implementation of the Meta Ads strategy at PT Tourezia Cakra Inspira is carried out through a series of structured stages, starting from audience research to campaign performance evaluation. Based on observations during the internship period and interviews with company informants, the implementation of Meta Ads campaigns does not solely focus on ad publication, but also includes content planning, target audience analysis, and periodic performance monitoring.

In practice, the Meta Ads campaign strategy implemented by PT Tourezia Cakra Inspira consists of several interconnected stages, namely audience research and competitor analysis, campaign planning, content calendar development, content production, ad publication and audience targeting, as well as campaign performance analysis. The workflow of this strategy implementation is illustrated in Figure 4.

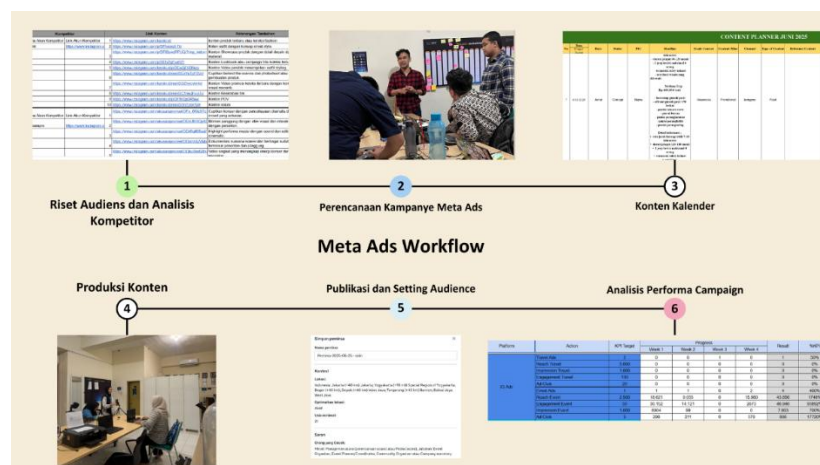


Figure 4.

Workflow of Meta Ads Strategy Implementation at PT Tourezia Cakra Inspira Source: Researcher Documentation (2025)

The first stage in implementing Meta Ads campaigns is conducting audience research and competitor analysis. At this stage, the digital marketing team identifies potential target market characteristics and analyzes content strategies used by competitor accounts on Instagram. Based on interview results, the Digital Marketing Executive explained that audience research is conducted to ensure that advertising campaigns reach users who are relevant to the company's services. HA stated: *"Before running Meta Ads, we usually conduct audience research first, including identifying target age, location, and audience interests relevant to Tourezia's services such as travel, event organizer, or corporate events."*

This statement indicates that determining the target audience is a crucial step in digital advertising strategy. Research by Jamil et al. (2022a) explains that the success of social media marketing is highly influenced by a company's ability to define appropriate audience segmentation, as relevant segmentation enables marketing messages to reach users who have an interest in the offered products or services.

After conducting audience research, the next stage is campaign planning. At this stage, the digital marketing team determines campaign objectives, content concepts, and communication strategies to be used in advertisements. Based on interview findings, the primary objective of Meta Ads campaigns is to increase audience reach and create opportunities for interaction between audiences and the company through social media platforms. HA stated: *"The main objective of Meta Ads is usually to reach new audiences and encourage them to interact with Tourezia's account, for example by visiting the profile or sending messages to inquire about the services offered."*

These findings indicate that Meta Ads are utilized as a tool to enhance Instagram account visibility while also creating opportunities for communication between the company and potential customers. This aligns with Dwivedi et al. (2021), who state that digital marketing through social media enables companies to reach wider audiences and foster direct interaction between brands and consumers.

Following campaign planning, the digital marketing team develops a content calendar, which serves as a guideline for publishing social media content. The content calendar includes posting schedules, content concepts, and content formats to be published on the company's Instagram account. The use of a content calendar helps maintain consistency in content publication and ensures alignment with the company's marketing communication strategy. Consistency in content publication is essential for maintaining brand visibility and increasing opportunities for audience interaction.

The next stage is content production for Meta Ads campaigns. At this stage, the digital marketing team creates visual materials such as photos and videos showcasing tourism activities, company events, and travel services offered by PT Tourezia Cakra Inspira. Based on interview results, HA explained that visual content displaying real experiences tends to attract more audience attention compared to purely informational content. *"Content that shows real experiences is usually more engaging than content that only provides information."*

This finding highlights the importance of visual content in capturing social media users' attention. Research by de Vries et al. (2012) explains that visually appealing content characteristics significantly influence user interaction levels on social media, as visual elements can enhance attention and encourage audience engagement with brand content.

After content production, the next stage is ad publication through Meta Ads Manager. At this stage, the digital marketing team determines the target audience based on factors such as age, geographic location, and user interests. Based on observations during the internship, Meta Ads campaigns at PT Tourezia Cakra Inspira target audiences aged 21 to 45 years located in Jabodetabek and Yogyakarta, with interests in travel, event organizing, and corporate events. The use of audience targeting features in Meta Ads allows the company to reach users who are more relevant to its services, thereby improving the effectiveness of digital marketing campaigns.

The final stage in implementing the Meta Ads strategy is campaign performance analysis. At this stage, the digital marketing team monitors various performance metrics such as reach, impressions, clicks, and audience interactions with the advertisement content. IH explained that campaign evaluation is conducted to assess audience responses to the campaign: *"We usually evaluate Meta Ads performance based on several indicators such as reach, clicks, and audience responses, including whether people contact the company after seeing the ad."*

Campaign performance evaluation is a crucial component of digital advertising strategy, as it helps companies understand the effectiveness of their campaigns. Li et al. (2021) explain that analyzing performance metrics such as reach, impressions, and engagement enables companies to measure digital campaign success and make strategic adjustments for future campaigns.

Based on these stages, it can be concluded that the implementation of the Meta Ads strategy at PT Tourezia Cakra Inspira is conducted systematically, from audience research to campaign performance evaluation. This strategy demonstrates that Meta Ads are not only used as a digital promotional tool but also as a marketing communication instrument that enables companies to reach potential audiences and create opportunities for interaction with prospective customers. Therefore, the implementation of Meta Ads at PT Tourezia Cakra

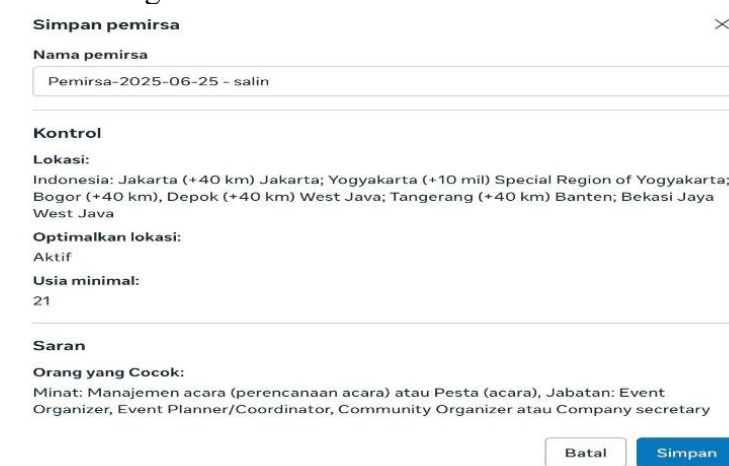
Inspira can be understood as part of a digital marketing strategy aimed at increasing company visibility and expanding audience reach through social media platforms.

Factors Influencing Customer Engagement in Meta Ads Campaigns

One of the main factors influencing customer engagement is the accuracy of audience segmentation used in Meta Ads campaigns. Audience segmentation refers to the process of grouping users based on specific characteristics such as age, geographic location, interests, and digital behavior to ensure that marketing messages are delivered to the most relevant user groups. In digital advertising strategies, audience segmentation plays a crucial role as it determines who will be exposed to the company's advertisements. If the segmentation does not align with the intended target market, the marketing message may become irrelevant to the audience, resulting in low interaction levels.

This finding is consistent with Jamil et al. (2022b), who explain that the success of social media marketing is highly dependent on a company's ability to define appropriate audience segmentation. Relevant segmentation allows companies to deliver marketing content to users who have an interest in the offered products or services, thereby increasing the likelihood of interaction between audiences and digital content. Based on interview results, the Digital Marketing Executive (HA) emphasized that determining the target audience is a crucial step prior to launching Meta Ads campaigns: *"In running Meta Ads, we first define the target audience, such as age, location, and interests that align with Tourezia's services, for example audiences interested in travel, event organizers, or corporate events."*

Observations from the company's Meta Ads dashboard indicate that campaigns conducted by PT Tourezia Cakra Inspira target audiences aged 21 and above in regions such as Jakarta, Bogor, Depok, Tangerang, Bekasi, and Yogyakarta. In addition, the campaigns target users with interests related to event planning and event organizer activities, including professions such as event planners and event coordinators. The audience segmentation settings are illustrated in Figure 5 below.



Simpan pemirsa

Nama pemirsa

Pemirsa-2025-06-25 - salin

Kontrol

Lokasi:

Indonesia: Jakarta (+40 km) Jakarta; Yogyakarta (+10 mil) Special Region of Yogyakarta; Bogor (+40 km), Depok (+40 km) West Java; Tangerang (+40 km) Banten; Bekasi Jaya West Java

Optimalkan lokasi:

Aktif

Usia minimal:

21

Saran

Orang yang Cocok:

Minat: Manajemen acara (perencanaan acara) atau Pesta (acara), Jabatan: Event Organizer, Event Planner/Coordinator, Community Organizer atau Company secretary

Batal Simpan

Figure 5.
Audience Segmentation Settings in Meta Ads Campaigns
Source: Meta Ads Dashboard of PT Tourezia Cakra Inspira (2025)

The figure illustrates how the company configures audience segmentation based on criteria such as location, age range, and user interests related to event organizing and event

planning activities. The use of this segmentation approach demonstrates that the company is utilizing Meta Ads targeting features to reach user groups that are relevant to its services. With more specific targeting, advertising campaigns are expected to reach the appropriate audience, thereby increasing the potential for user engagement with the displayed content.

In addition to audience segmentation, observations of Meta Ads campaign performance reveal variations in engagement levels across campaigns. These variations can be seen from the comparison of performance data from several campaigns conducted during the research period.

Table 2.
Comparison of Meta Ads Campaign Performance at PT Tourezia Cakra Inspira

Campaign	Reach	Views	Engagement
Campaign 1 (Highest)	21,653	35,894	720
Campaign 2 (Moderate)	9,098	18,989	73
Campaign 3 (Lowest)	1,926	3,469	19

Source: Meta Ads Dashboard of PT Tourezia Cakra Inspira

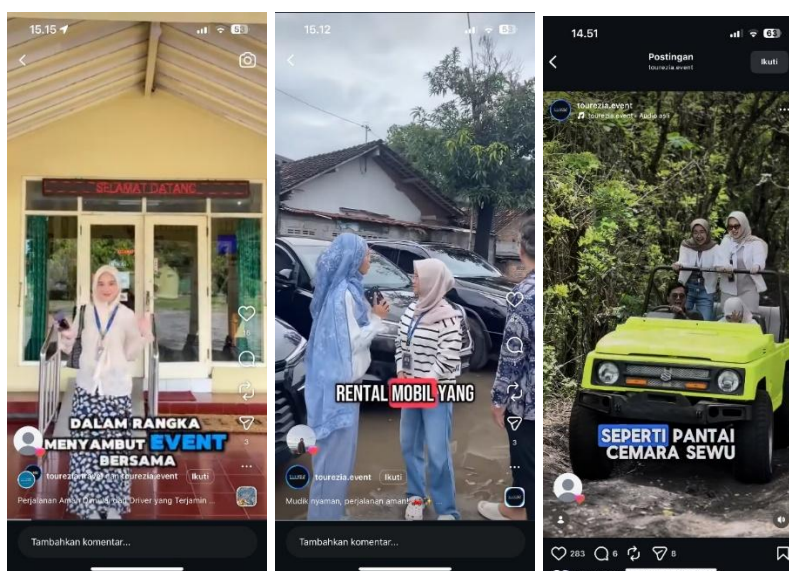


Figure 6.
Highest, Moderate, and Lowest Performing Campaign Content
Source: Instagram of PT Tourezia Event

Based on the data presented in Table 2 and the content visualization in Figure 6, there are significant differences in performance among the three Meta Ads campaigns conducted by PT Tourezia Cakra Inspira during the research period. The first campaign demonstrates the highest performance, achieving a reach of 21,653 accounts and 35,894 views, along with 720 engagements. The content in this campaign showcases direct travel experiences through Jeep Tour services, providing a more tangible representation of the activities offered by the company. Meanwhile, the second campaign shows moderate performance, with a reach of 9,098 accounts and 73 interactions. The third campaign records the lowest performance, reaching 1,926 accounts and generating only 19 interactions.

These differences indicate that not all Meta Ads campaigns yield the same level of engagement, even when executed on the same platform. This suggests that the characteristics of the content used in each campaign significantly influence audience interest and interaction. This finding is supported by interview results, where the Digital Marketing Executive stated that content presenting real experiences tends to attract more attention compared to purely informational content.

This aligns with Savitri et al. (2021), who explain that social media marketing activities, particularly those involving visually appealing content, can enhance consumer engagement with digital content published by companies. Content that captures user attention has a greater potential to generate interaction and stimulate consumer interest in promoted products or services.

The variation in engagement levels across campaigns can be attributed to several factors, including content quality, message relevance, and the accuracy of audience targeting strategies. In digital marketing, a high level of reach does not necessarily correspond to high interaction levels. Ahmed et al. (2023) emphasize that content quality and message relevance are key determinants of audience engagement, indicating that even widely viewed campaigns may fail to generate interaction if the content does not resonate with the audience.

Furthermore, the variation in campaign performance highlights that the effectiveness of digital advertising depends not only on the number of impressions but also on the ability of the content to capture user attention. Dwivedi et al. (2021) state that visually appealing and relevant content tends to produce higher engagement compared to purely informational content. Thus, the performance differences observed in PT Tourezia Cakra Inspira's campaigns suggest that certain content types possess stronger audience appeal than others.

These findings also indicate that the relationship between ad reach and engagement is not always linear. Although the first campaign achieved significantly higher reach than the others, its engagement level was influenced not only by the number of viewers but also by the audience's interest in the content. In this context, engagement reflects the extent to which audiences not only view advertisements but are also motivated to respond to them.

In addition to audience segmentation, content quality plays a crucial role in influencing customer engagement. In social media contexts such as Instagram, visual content is particularly important, as users tend to be more attracted to visually engaging images and videos. Interview findings further confirm that experience-based visual content is more effective in capturing audience attention compared to purely informational content. This is consistent with Zheng et al. (2024), who highlight that visual content on social media can quickly capture user attention and encourage interaction with marketing content.

Moreover, the study reveals differing perspectives regarding the role of customer engagement in the company's digital marketing strategy. The Chief Business Officer emphasized that engagement is not the primary indicator of campaign success. Instead, the company prioritizes whether advertisements generate customer leads. This perspective aligns with Hollebeek & Macky (2019), who argue that companies often evaluate digital marketing success not only based on user interaction but also on the business value generated, such as lead generation and conversion outcomes.

Recommended Strategies to Enhance Customer Engagement in Meta Ads Campaigns

Based on the analysis of the Meta Ads strategy implementation at PT Tourezia Cakra Inspira, it is evident that customer engagement levels in advertising campaigns are influenced

not only by technical factors such as ad reach, but also by content quality, message relevance, and the appropriateness of audience segmentation. Findings from previous sections indicate that the highest-performing campaign was the Jeep Tour promotional content, which utilized video reels format and showcased direct travel experiences. This campaign not only generated higher interaction rates compared to others but also led to further communication with potential customers, resulting in service transactions. This demonstrates that an effective Meta Ads strategy should not only focus on expanding audience reach but also on the ability of content to attract and engage audiences.

These findings are consistent with Appel et al. (2020), who emphasize that the success of digital marketing through social media is highly dependent on a company's ability to deliver relevant content that resonates with audience needs and fosters interaction between users and brands. In this context, engagement functions not only as an indicator of interaction but also as an initial stage in building relationships between companies and customers.

The first recommended strategy to improve customer engagement is optimizing audience segmentation in Meta Ads campaigns. Audience segmentation plays a critical role in ensuring that advertising content is delivered to users with characteristics and interests aligned with the company's services. Accurate segmentation increases the likelihood of audience response and interaction with the content. Interview results indicate that PT Tourezia Cakra Inspira has implemented segmentation based on geographic location, age range, and interests related to travel and event organizing. However, further optimization is needed by incorporating more specific digital behavioral characteristics of the target audience. This aligns with Shang et al. (2022), who highlight that relevant and engaging content tailored to audience needs significantly enhances user interaction on social media platforms.

The second recommended strategy is strengthening the use of experience-based content in Meta Ads campaigns. Observations reveal that content showcasing real travel experiences, such as Jeep Tour services, generates higher engagement compared to purely informational content. Such content provides a vivid representation of the service, allowing audiences to visualize the experience. This finding is supported by de Vries et al. (2012), who argue that visually appealing and experience-driven content has a greater potential to stimulate user interaction. Therefore, companies should increase the production of content that highlights customer experiences, travel documentation, and event activities.

The third strategy is maximizing the use of video reels format in Meta Ads campaigns. Research findings show that campaigns utilizing reels outperform other content formats. This is largely due to Instagram's algorithm, which prioritizes short-form video content. Video reels are more effective in capturing attention quickly and delivering messages in a dynamic and engaging manner. Dessart et al. (2016) support this by stating that content capable of attracting immediate attention has a higher likelihood of generating interaction in social media environments. Thus, utilizing reels can significantly enhance content visibility and audience engagement.

The final recommended strategy is integrating customer engagement with conversion strategies. Findings indicate that engagement can serve as an entry point for customer communication, eventually leading to service transactions. One Jeep Tour campaign not only achieved high engagement but also resulted in direct communication and bookings. This suggests that engagement is a crucial step in the customer journey. Supporting this, Savitri et

al. (2021) explain that social media marketing activities can enhance consumer engagement, which in turn influences purchase intentions. Therefore, companies should leverage engagement by facilitating follow-up communication through direct messaging features, clickable links, and responsive customer service.

In conclusion, improving customer engagement in Meta Ads campaigns at PT Tourezia Cakra Inspira can be achieved through four main strategies: optimizing audience segmentation, strengthening experience-based content, maximizing the use of video reels, and integrating engagement with conversion strategies. These strategies highlight that the success of Meta Ads campaigns depends not only on reach but also on the company's ability to deliver relevant, engaging content and foster sustained interaction with audiences. Ultimately, customer engagement should be viewed not only as a performance indicator but also as a critical stage in building communication with potential customers that can lead to service conversion.

CONCLUSION

Based on the findings of the study on the implementation of Meta Ads strategies in enhancing customer engagement on the Instagram account of PT Tourezia Cakra Inspira, it can be concluded that the utilization of Meta Ads has become an integral part of the company's digital marketing strategy in reaching audiences through social media. The implementation of Meta Ads campaigns is carried out through several stages, including audience and competitor research, campaign planning, content calendar development, content production, ad publication, and campaign performance analysis. This process indicates that the company has systematically leveraged digital advertising features on the Meta Ads platform to target audiences with characteristics and interests aligned with the services offered.

The results of the study reveal that the level of customer engagement in Meta Ads campaigns is influenced by several key factors, namely the accuracy of audience segmentation, the quality of the content presented, and the selection of content formats that align with the characteristics of the Instagram platform. Precise audience segmentation enables the company to deliver advertisements to users who are more likely to be interested in its services, thereby increasing the likelihood of interaction. In addition, content that showcases direct experiences, such as Jeep Tour promotions, demonstrates higher engagement levels compared to purely informational content. The use of video reels format has also proven to be more effective in capturing audience attention, as it aligns with the content distribution characteristics of Instagram.

This study also finds that customer engagement not only serves as an indicator of user interaction with digital content but also represents an initial stage in the communication process between the company and potential customers. One of the Meta Ads campaigns promoting Jeep Tour services not only generated high levels of interaction but also successfully encouraged further communication with potential customers, ultimately leading to service transactions. This finding suggests that audience engagement through digital campaigns can contribute to customer conversion opportunities for the company.

Overall, this study demonstrates that the success of Meta Ads strategy implementation is not solely determined by the extent of advertising reach, but also by the company's ability to design content strategies that are relevant to audience needs and to utilize content formats

that align with the characteristics of social media platforms. Therefore, optimizing Meta Ads strategies requires an integration of technical ad settings, audience segmentation, and content development that is capable of fostering audience interest and engagement with the company's services.

REFERENCES

- Ahmed, R. R., Zaidi, E. Z., Alam, S. H., Streimikiene, D., & Parmar, V. (2023). Effect Of Social Media Marketing Of Luxury Brands On Brand Equity, Customer Equity And Customer Purchase Intention. *Amfiteatru Economic*, 25(62), 265–282. <https://doi.org/10.24818/EA/2023/62/265>
- Chaffey, D., & Chadwick Fiona Ellis. (2022). *Digital Marketing, Strategy, Implementation, and Practice* (Eight Edition).
- Creswell. (2017). *Creswell*.
- Creswell & Creswell. (2023). *Sixth Edition*.
- de Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83–91. <https://doi.org/10.1016/j.intmar.2012.01.003>
- Ding, X., Feng, P., Wang, J., & Lin, M. (2022). Metaphorical or Straightforward? Comparing the Effectiveness of Different Types of Social Media Advertising. *Frontiers in Neuroscience*, 16. <https://doi.org/10.3389/fnins.2022.851729>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Eslami, S. P., Ghasemaghaei, M., & Hassanein, K. (2022). Understanding consumer engagement in social media: The role of product lifecycle. *Decision Support Systems*, 162. <https://doi.org/10.1016/j.dss.2021.113707>
- H.B. Sutopo. (2006). *Metodologi Penelitian Kualitatif: Dasar Teori dan Terapannya dalam Penelitian* (Second edition).
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45(1), 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022a). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022b). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jia, Y., Yu, J., Liu, T., Huang, J., Mu, W., & Deng, F. (2024). Research on the Matching Effect of Social Media Advertising Appeal and Narrative Person: Evidence from

- China. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(4), 2980–2996. <https://doi.org/10.3390/jtaer19040143>
- Jung, S. U., & Shegai, V. (2023). The Impact of Digital Marketing Innovation on Firm Performance: Mediation by Marketing Capability and Moderation by Firm Size. *Sustainability (Switzerland)*, 15(7). <https://doi.org/10.3390/su15075711>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Limont, W. A., Łukasiewicz-Wieleba, J. T., Demianowska, A., & Jabłonowska, M. (2022). Overexcitability in children aged 8 and 9 in parents' perception. Does sex matter? *Przegląd Badań Edukacyjnych*, 36(1), 5–20. <https://doi.org/10.12775/pbe.2022.001>
- Musyaffa Kamal. (2025). *Simak Tren Pengguna Instagram di Indonesia 2018-2025*. <https://data.goodstats.id/statistic/simak-tren-pengguna-instagram-di-indonesia-2018-2025-DfCfH>
- Pahari, S., Bandyopadhyay, A., Kumar, V. V. M., & Pingle, S. (2024a). A bibliometric analysis of digital advertising in social media: the state of the art and future research agenda. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2383794>
- Pahari, S., Bandyopadhyay, A., Kumar, V. V. M., & Pingle, S. (2024b). A bibliometric analysis of digital advertising in social media: the state of the art and future research agenda. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2383794>
- Roitman, J., Moon, A., & Lin, L. (2025). Digital platform economies: Value from data? *Platforms & Society*, 2. <https://doi.org/10.1177/29768624251358643>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185–192. <https://doi.org/10.5267/J.IJDNS.2021.9.009>
- Shang, Y., Rehman, H., Mehmood, K., Xu, A., Iftikhar, Y., Wang, Y., & Sharma, R. (2022). The Nexuses Between Social Media Marketing Activities and Consumers' Engagement Behaviour: A Two-Wave Time-Lagged Study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.811282>
- Simon Kemp. (2025). *Digital 2025 Global Overview Report*. https://datareportal.com/reports/digital-2025-global-overview-report?utm_source=chatgpt.com
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17–21. <https://doi.org/10.1016/j.copsyc.2015.10.016>
- Trunfio, M., & Rossi, S. (2021). Conceptualising and measuring social media engagement: A systematic literature review. In *Italian Journal of Marketing* (Vol. 2021, Number 3, pp. 267–292). Springer International Publishing. <https://doi.org/10.1007/s43039-021-00035-8>
- Varadarajan, R., Welden, R. B., Arunachalam, S., Haenlein, M., & Gupta, S. (2022). Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research

- directions. *International Journal of Research in Marketing*, 39(2), 482–501. <https://doi.org/10.1016/j.ijresmar.2021.09.002>
- Xing, X., Zhu, C., Lin, Y., & Liu, T. (2024). Can digital platform empowers inbound and outbound open innovation? From the perspective of the innovation ecosystem. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-03523-2>
- Zheng, Z., Srinuan, C., & Rojniruttikul, N. (2025). Exploring the Impact of Digital Platform on Energy-Efficient Consumption Behavior: A Multi-Group Analysis of Air Conditioning Purchase in China Using the Extended TPB Model. *Sustainability (Switzerland)*, 17(11). <https://doi.org/10.3390/su17115192>