

# ENRICHMENT PROGRAM REPORT

## EFFECTS OF DIGITAL ACTIVATION METHODS ON INSTAGRAM FOLLOWER COUNT

STUDY PROGRAM  
**Food Technology**

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**INTERNSHIP REPORT**  
**EFFECTS OF DIGITAL ACTIVATION METHODS ON**  
**INSTAGRAM FOLLOWER COUNT**

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**Food Technology**

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2024

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We hereby declare that this EP project is from student's own work. The EP Report has been read and presented to i3L's Examination Committee. The EP has been found to be satisfactory and accepted as part of the requirements needed to obtain an i3L bachelor's degree.

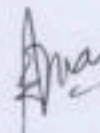
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Submitted to  
Indonesia International Institute for Life Sciences (i3L)

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## ABSTRACT

Marketing plays a crucial role in bridging the gap between the development and the launch of a product or service. The different strategies involved which covers ideation, innovation, market analysis, testing and launch aims to recover the cost of production. Digital marketing via social media platforms (namely Instagram) have been one of the effective strategic tools to increase brand awareness and therefore overall sales. Sinar Meadow utilizes Instagram as a means to advertise their newly launched product Mother's Choice Butter Blend. The project's objectives was to conduct digital activation below the line marketing in order to increase brand awareness, advertise offline events and increase the follower count from the month of August to December. The data was obtained through calculating the sum of Instagram engagement rates, and analysed to see whether the marketing activities caused fluctuations in the follower count. The results proved that the digital marketing activities were successful in expanding the product's reach within Instagram and has effectively increased its followers.

**Keywords:** Butter Blend, Below the Line, Digital Activation, Brand Awareness, Engagement

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## LIST OF ABBREVIATIONS

**B2B** - Business to Business

**BTL** - Below the Line (advertising)

**KOL** - Key Opinion Leader

**MCBB** - Mother's Choice Butter Blend

**RND** - Research and Development

**SMII** - Sinar Meadow International Indonesia

**TBK** - Toko Bahan Kue

## CHAPTER I

### INTRODUCTION

#### 1.1 History

PT Sinar Meadow International Indonesia (SMII) is a joint venture company between Sinar Mas Group and Goodman Fielder Australia that was established in 1990. Throughout the years, the production facility has since implemented automatic machines and robotic palletizers. Smart technologies such as large-scale machine-to-machine communication and the internet of things are more recent implementations of industry 4.0, delivering the latest innovations to maximize efficiency and value to the customers. SMII products are available in international markets such as Asia, Middle East and the Pacific regions via its distributors, developing successful partnerships with both local and international manufacturers and businesses within the food industry.

#### 1.2 Vision and Mission

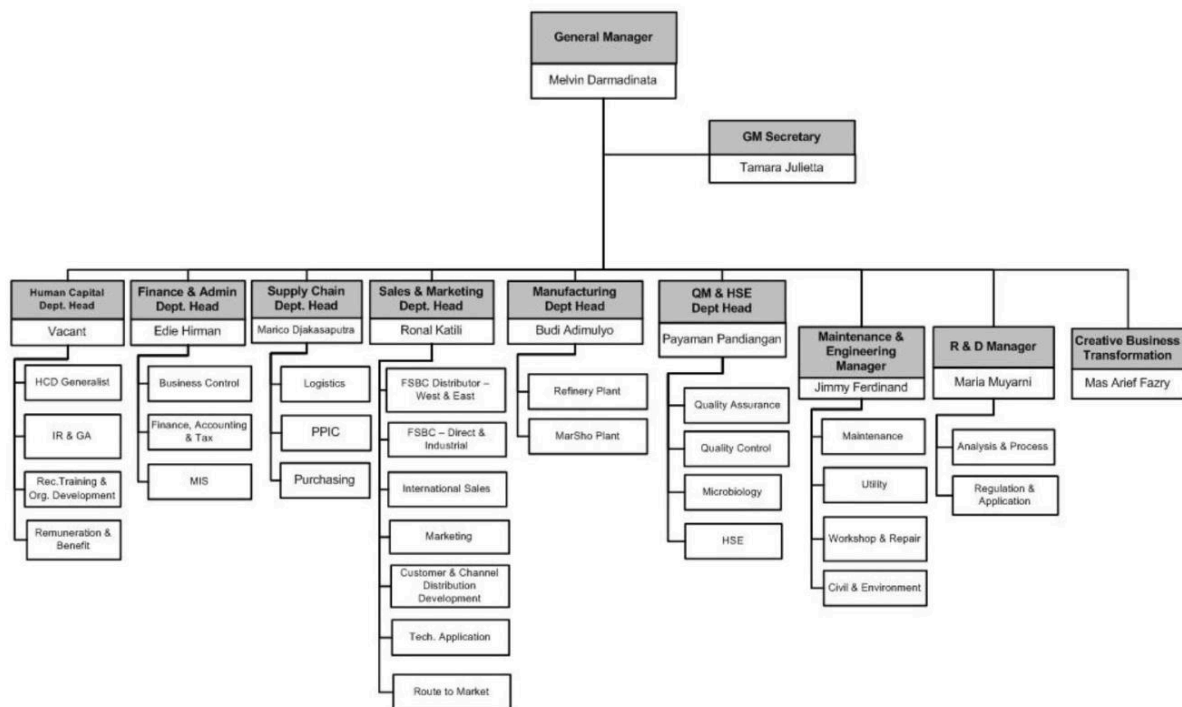
The company's main aim is to be the leading edible fat products (such as margarine and shortening) through diverse brands and product range that could deliver total solutions to consumer needs, and to produce products with consistently high quality that represents value to customers at all times.

#### 1.3 Main Products

The products that Sinar Meadow produces consists of a variety of edible fat products such as margarines, shortenings, butter blends, frying fats and specialty fats. The brands include; Bronze Bullion, Silver Bullion, Gold Bullion, Mother's Choice, Moremade, Mayflower, Maestro, CITA and Smazz.

Each product contains different blends of oil types and ingredients that creates products with differing characteristics meant for a variety of cooking and baking applications. In addition to these pre-existing products, SMII also conducts Business to business (B2B) services, in which potential customers may request to customize a certain blend to create a product that would suit the intended usage (ex. Flaky butter for puff pastry in bakeries or frying oil for restaurants).

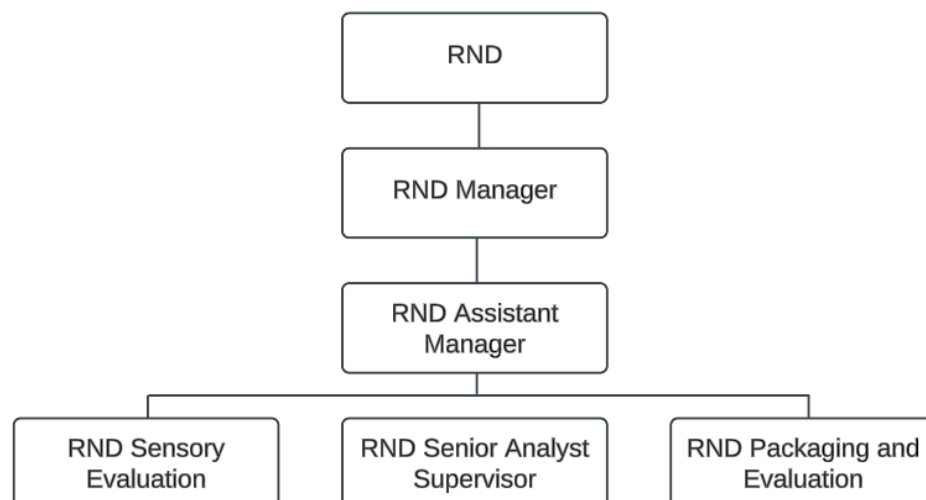
## 1.4 Organizational Structure



**Figure 1. Organizational Structure of PT Sinar Meadow International Indonesia**

The figure above shows the organizational structure of SMII, where the general manager working with the secretary oversees nine departments; human capital, finance & administration, supply chain, sales & marketing, manufacturing, quality management/assurance, maintenance & engineering, research & development and creative business transformation.

## 1.5 Department of Research and Development



**Figure 2. Organizational Structure of the RnD Department.**

The author was placed as an intern into the department of Research and Development (RnD) in PT Sinar Meadow International Indonesia, working with a team of 5 consisting of the RnD manager, RnD assistant manager, RnD senior analyst supervisor, RnD sensory evaluation, and RnD packaging and regulation. The RnD department is mainly responsible for the formulation of new products, designing and reviewing the packaging and conducting sensory evaluation.

## CHAPTER II

### INTERNSHIP ACTIVITIES

#### 2.1 Working Conditions

A working day as an intern in SMII starts at 8am and ends at 5pm, with a lunch break of an hour from 12pm to 1pm. The first two weeks consist of undergoing introductory presentations about the company and the different products, followed by being placed in different departments (Batch Refinery, QC/QA, Microbiology Lab) while having both theoretical and practical learning. Afterwards, the author is placed back into the RnD department. The type of work conducted is irregular, as tasks by the day can differ according to the activities and projects that are currently being run.

#### 2.2 Internship Tasks

The author's usual daily task was to assist the RnD team with their daily activities, such as preparation of sensory panelling, formulation using flavorings and essences, running errands in the technical kitchen, and assisting with the laboratory analysis of fat blends such as solid fat content and melting point. Working through the tasks has made the author realize the extensive variety of safety precautions and procedures within different areas of the workplace, especially near the machineries where production takes place. In regards to laboratory activities, there is a requirement for high accuracy and precision in analysis, to which there occurred some trial and error that calls for repetition and learning of control.

There were also specific tasks that were specifically assigned to the author, such as the reorganization and sorting of competitor data and the setup of an online dashboard called 'Notion' to keep track of RnD projects. These tasks in particular required learning how to make navigation and data input convenient and easy to edit in order to maximize efficiency and improve organizational skills. The author would also be invited to attend sharing sessions by employees of different departments, as well as attend local food exhibitions that connect different companies and suppliers within the food industries. These types of events give opportunities for learning new concepts and ideations that could be applied in the future of the industry.

### 2.3 Theory vs Practice Comparison

Although there was an ease in adaptation thanks to the theoretical lessons from Indonesia International Institute for Life Sciences (i3L), SMII has shown further depth into the inner workings of an edible fats manufacturer. Academia gives the base knowledge of margarine and its formation, while the company takes a deeper dive into the details of the differences between products and an introduction butter blends, a product type that consists of the blending of vegetable fats and oil in order to create an end product that gives the taste and flavor reminiscent of butter (Weber et al., 2021).

The laboratory analyses conducted were newly learned, specific to test the physicochemical properties of margarine such as salt content, water content, peroxide value, free fatty acids and solid fat content. Different products consist of a different proportion of oil blends that could drastically change the analysis result values and thus the physicochemical properties. In addition to these types of analysis, sensorial panelling was also regularly conducted, in which it usually is a triangle test of food products (pound cake, cookies) using different butters/margarines, distributed to panelists in different departments and is similarly conducted to how it was taught in class.

### 2.4 Difficulties

There were a few instances where difficulties were encountered during the tasks. Since the analysis procedures were new, there was much to take note about while asking for fellow coworker's guidance and demonstration. Aside from that, there is a requirement to learn about the different production lines and what happens to the ingredients as it passes through certain stages. The process is extensive, but asking questions regularly and receiving thorough answers eased the learning process. There were a few inconsistencies when cutting samples for sensorial analysis, but continuous practice led to a gradual improvement in consistency. In conclusion, all the difficulties encountered were resolved with the guidance of the employees in different departments.



## CHAPTER III

### PROJECT DESCRIPTION

#### 3.1 Project Background

Sinar Meadow has launched its first new sachet margarine product since February 2024 called Mother's Choice Butter Blend (MCBB). This is SMII's first product launch into the general market. Since its launch, the company has made efforts to conduct digital marketing via social media platforms such as Instagram and Youtube. Since this is a newly launched product, there are hurdles to overcome when it comes to breaking into the market, such as contending against the already fierce competition, having to chase trends and the specific target market (Garcia-Garcia et al., 2020).

The center of this project revolves around digital activation methods to expand brand awareness (for MCBB) and advertise for multiple offline events set to occur over the months. These events are often held in bakery ingredient shops, the Indonesian accurate term being 'Toko Bahan Kue' (TBK) as well as participating in large scale events such as SIAL InterFOOD and YORUN. These offline events would also in turn act as its own marketing method to draw in compulsive buyers and potential customers that are passing by.

In order to run the events successfully, there is a need for advertising via digital activation utilizing below the line marketing through social media in order to establish brand communication and gain the interest of potential future consumers. Brand communication involves multiple marketing methods to deliver meaningful and focused brand messages to stakeholders, to express the brand's identity, brand voice and visual branding element, to understand the audience so that the message sent by the product could be conveyed and understood (Junaidi et al., 2020). This is one of the most important aspects of marketing that will affect the product's survivability as a product's success stems from how well the advertising and marketing is conveyed to customers that they would want to purchase, and continue purchasing it.

### 3.1.1 Mother's Choice Butter Blend



Figure 3. Mother's Choice Butter Blend Banner from Tokopedia

Mother's Choice Butter Blend (MCBB) is a newly launched product that was first introduced to the market in February of 2024. It is a 200 gram sachet of butter blend that sticks out from other margarine products as it contains European butter oil, in which it gives the overall flavor and experience reminiscent of dairy butter products. This is also the reason why the price is on the higher end compared to its competitors, priced at IDR 17,500. The product also contains high vitamin contents, specifically vitamin A, B1, B2, B3, D and E. MCBB is a product that specifically targets millennial mothers with a theme of indulgence or treating oneself, thus their advertising posts most often call the consumers 'Moms'.

### 3.1.2 Below the Line Marketing

Below the line marketing deters from the traditional mass-media marketing strategies and instead targets specific groups of people identified as potential customers rather than the general public (Iyansyah et al., 2021). The methods for this may vary such as direct marketing, utilizing email and social media, and sponsorship of events.

### 3.1.3 Current Popular Marketing Methods

As of today, there are certain marketing methods that prove to be effective in accordance with the evolving usage of the internet; digital advertising, content marketing, video advertising, and influencer advertising. According to Handayani et al., (2023) Usage of social media platforms such as Tiktok and Instagram as well as Youtube has increased since the quarantine of COVID-19 due to it being the main communication method between individuals as well as to cope with boredom and obtain latest health updates.

Social media platforms seem to be a successful marketing strategy as the present is in the digital era, able to provide both large and small businesses with a strong online presence. This also gives way to be able to conduct targeted advertising that would efficiently reach and engage with customers (Hermayanto, 2023). In order to obtain and retain consumer interest, a variety of content could be utilized in the social media page that is engaging in addition to being informative. Such examples include interactive posts such as polls, crosswords and word searches, giveaways, collaborations with influencers or key opinion leaders (KOL), recipe videos and baking demonstration events that take place offline (advertised via social media).

#### **3.1.4 Instagram as an Advertising Platform**

The project focuses on using Instagram as its main social media platform. According to Srivastava (2021), Instagram is one of the most dominating social media platforms marketers have been using to channel marketing activities. The platform has been constantly innovating new features in addition to its traditional posts such as stories, reels (video format), and channels to allow direct communication with its customers. Park & Namkung (2022) conducted a study that analyses how the four sub-dimensions (interaction, entertainment, customization and trendiness) of marketing activities on Instagram have actually shown to affect brand equity which leads to brand loyalty and the retainment of that loyalty, which makes the social media platform one of the most ideal platforms to use for businesses, especially with the usage of Instagram's algorithm which further increases the reach (Saima et al., 2023).

### **3.2 Scope**

The project activities and data collection period will be done within a limited time of five months, from August to December. The digital marketing activities the company would do aims to increase its follower count on Instagram to spread brand awareness. This will be done by a variety of static and motion posts, both informative and interactive.

### **3.3 Objectives**

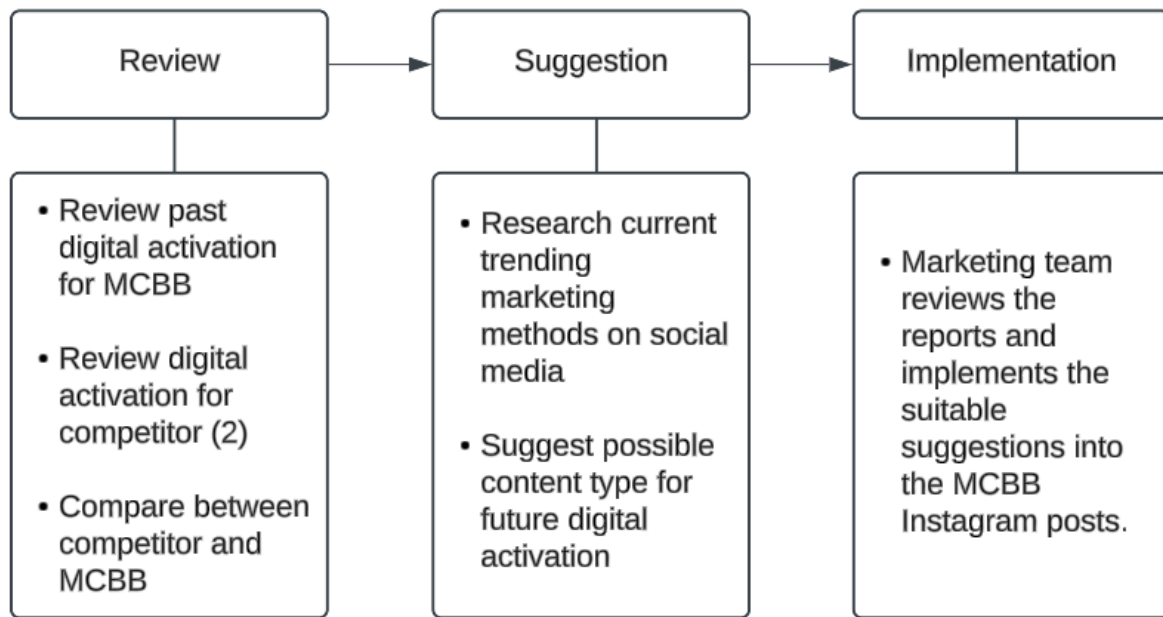
The objective of the project is to increase brand presence through digital activation (BTL) on Instagram and to ultimately increase its follower count.

### **3.4 Hypothesis**

H1: The instagram follower count will increase drastically over the months of promotion.

H0: The Instagram follower count will remain relatively static over the months of promotion.

### 3.5 Project Task - Methodology



**Figure 4. Flow Chart Methodology of Project Tasks.**

The tasks assigned to the author are separated into three different sections; namely review, suggestions and implementation.

Research and review includes reviewing past attempts at digital activation of MCBB. The aspects being analyzed are the types of content posted such as static posts and video format posts as well as interactive ones and giveaways and the graphic design aspects such as the colour scheme and font choice. Two other competitor brands were analyzed in order to be able to contrast and compare and have a decent general idea of what similar brand's methods of advertising are like. Researching also includes going through different social media platforms and witnessing what type of content is popular amongst today's audiences, namely skits and short form comedic videos. This gives an idea of what type of content is most likely to be shown in a person's feed based on the algorithm. This was conducted through the month of August and submitted to the marketing manager in a report.

Through the month of September, after gaining an understanding of the general market trends on social media, suggestions are to be made based on the prior research and findings. Finally, after reviewing the suggestions, the MCBB instagram account will take those suggestions into consideration and implement those suitable into its next postings through the months of October until December.

The data of the number of posts and likes received and total followers are summed by the end of the month, and placed into a table using Microsoft Excel. Those tables are then used to create suitable graphs for analysis. There will also be note as to which posts received the highest number of likes (engagement). The results of this will be used to explain whether digital activation has or has not affected the follower count.

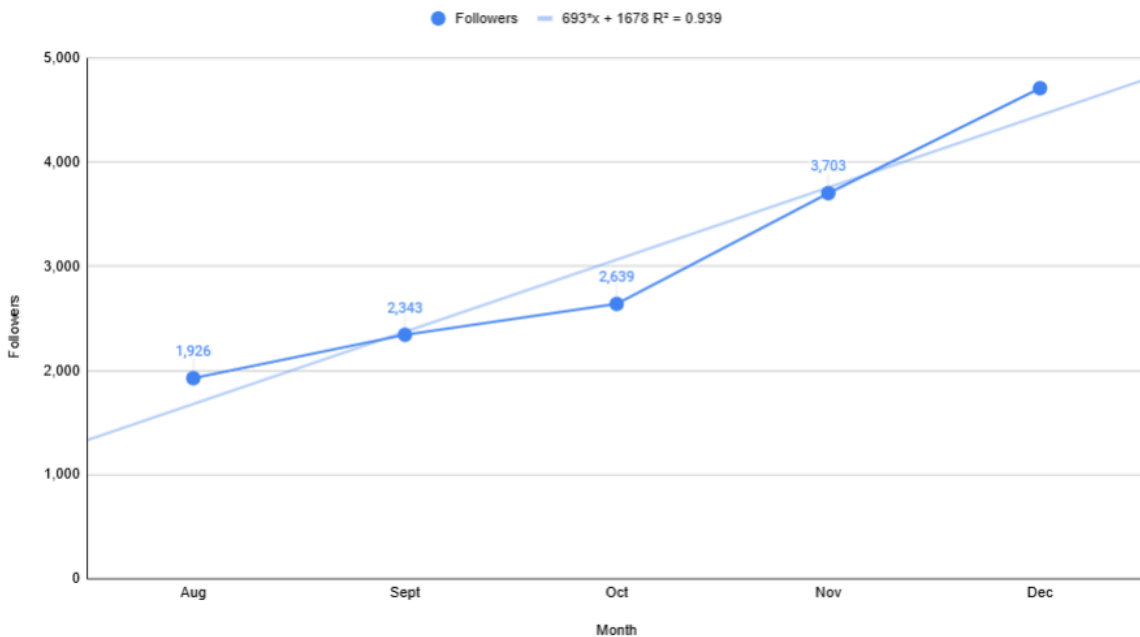
### 3.6 Results and Discussion

**Table 1. Data Collected Over 5 Months.**

Month	Posts	Likes	Followers
August	8	1762	1926
September	13	1585	2343
October	12	2090	2639
November	19	3926	3703
December	9	619	4711

The table above shows the collected data from August to December, consisting of numerical data from the number of posts posted, likes received and followers gained. More posts does not necessarily mean more likes received, as seen when comparing the data sets for September and October, as well as August and December. Overall, the follower count has increased throughout each month, with certain months having a drastic increase as shown in the transition from October to November with an increase of 1,046, and from November to December with an increase of 1,008.

Follower Count From Aug to Dec

**Figure 5. Line Graph of Overall Follower Increase.**

The graph above shows a line graph of the follower count along with a trendline and the equation. The R value is 0.939, indicating that the model's prediction matches the data points well. In the first three months (August to October) there was a gradual increase in followers that skyrocketed between the months of October to December. This may be due to the fact that promotion for a particularly large event, namely the SIAL InterFOOD, a global brand that leads a food and beverage exhibition, was set to occur in November. The related hashtags used on the posts was an effective way to reach more people on Instagram, especially for individuals or groups searching for exhibitor information through those hashtags, since it directs social media algorithms to show its post in the feeds of interested audience (Chakrabarti et al., 2023). Considering the scale of the event, it gives way for businesses to open into new markets and gain new customers for its product, providing a scene for the interaction of buyers and sellers by displaying goods and services.

This interaction point with many potential customers and also fellow businesses could be the reason why the follower count increased much more drastically than its previous months, and is carried over to the next months of November to December, as the posts that received the most engagement (likes) were those that recapped the exhibition.

In regards to the months prior, the kind of content that received the most likes were the posts that contained either interactive content, or recipe videos. Interactive content promotes engagement between the brand and its customers through engaging formats such as surveys, competitions, quizzes, live events and giveaways that result in the development of a stronger relationship with the customers. (Wismiarsi et al., 2024) confirms that social media engagement in addition to consumer interactivity significantly affects and increases purchase intent as well as brand loyalty.

Giveaways are one of the more popular types of digital marketing methods that the MCBB Instagram page uses, which is also the type of content that gets the most engagement. The promise of a chance to win and receive products (and sometimes product-related prizes in addition) on the conditions of easy tasks such as liking the post, following the account and tagging other users which contributes to fuelling the posts and pushing it to follow the algorithm, further expanding the post's potential reach. These giveaways were formatted differently with the type of activity the consumers would have to fulfill, such as word puzzles, crosswords, puzzle piecing and quizzes. The variety provides a stimulating experience that is non-repetitive, but still rewarding all the same. Sun et al., (2020) conducted a study which examines the impact of giveaways on word-of-mouth (WOM) intention, revealing that such methods pushes to maximize consumers' positive shopping experiences, reciprocating positively towards kind actions and having favourable feelings towards the overall brand (Schwehm & Prigge, 2022).

Key Opinion Leaders (KOL) are people who have significant influence within their field, such as influencers who mainly divulge in cooking content. Collaborating with KOL increases brand credibility and trustworthiness from consumers as working with an authority or expert in the field enforces assurance that the product is fit to use. Collaborating with KOLs would also give opportunity to reach more audiences who share similar interests, as well as convey messages more effectively (Dharmawan & Yoedtadi, 2024).

### 3.6.1 Offline Events

The digital activation methods, as mentioned before, aimed to expand brand awareness as well as promote its offline events. SMII has conducted numerous offline events for MCBB promotion such as baking demos in TBK (Ratnasari, Yoek, Alim, Muven, Titan Fatmawati and Laris), free popcorn samples in supermarkets (RSB Frozen Food), and participated in larger scaled events such as YORUN and SIAL InterFood. These offline events also massively contributed to the increase in follower count by directly engaging with the customer, building a relationship with potential clients and industry professionals using an immersive experience only attainable through offline interactions that the virtual counterparts lack. The physical presence of a human connection creates a sense of community and is emotion evoking, making it easier to engage, focus and create more meaningful connections through face to face interaction while also having a higher chance for persuasion (Sakib, 2022). Offline interactions offer engagement through senses, allowing the consumer to directly interact with the product and make personal judgments, creating a more memorable experience. Live interaction provides the opportunity to ask questions in real-time and receive instant feedback and further clarifications when needed, increasing active participation and retaining interest (Chiang, 2018).

### 3.6.2 Engagement Rate

The engagement rate (ER) measures how much an audience interacts with content, specifically with the digital marketing activities for this report (Tan & Lim, 2020). The ER is calculated by dividing the number of interactions, in this case likes, comments and shares, by the total followers and multiplied by 100 in order to obtain the percentage. In this case, the number of followers gained will be used as the ER from the month of August to December will be calculated.

**Table 2. Total Number of Engagement**

Likes	Comment	Shares	Followers
9982	2166	974	4711

$$( 9982 + 2166 + 974 ) / 4711 \times 100 = 278.54$$

**Figure 6. Engagement Rate Calculation**



Due to taking into consideration the multiple ways of engaging with a post, the engagement rate exceeds 100%, landing on 278.54%. This could be explained by multiple interactions conducted by the same user, which could be explained by the giveaway posts that require consumers to engage with the post in multiple ways, causing the ER to spike above 100%. Due to this, the interactions outnumber the audience size, resulting in a higher engagement. Due to the effectiveness of the marketing, there would be engagement from non-followers as well, further adding on to the high engagement rate, proving that the activities contribute to the higher reach.

### **3.7 Loyalty of Giveaway Winners**

Giveaways act as part of a methodological way not only to attract customers, but also to retain their loyalty. Wu et al., (2015) investigates the impact of rewards on consumer responses, in which it has proven to be more effective than membership discount rewards when it comes to enhancing customer delight and satisfaction, which further encourages the customer to stay loyal to the brand. This is one of the numerous loyalty schemes used in business strategies to obtain and retain customers (Smith & Sparks, 2009), as well as the main method used by the MCBB social media account to advertise its product.

There was a question of whether the winners of the giveaway would still remain a follower to the MCBB account, as oftenly, once a giveaway event has ended, some winners and participants choose to unfollow the accounts after either winning or not being chosen. However, when investigating the fact by observing the giveaway events from the past 5 months, out of the winners, 85% of the participants actually continued to follow the account, 10% being private accounts and so their following information cannot be accessed, and 5% have not remained loyal to the account. This is still an overwhelmingly positive result compared to expectations. Most of the loyal accounts consist of those who do revolve around baking and cooking in general.

### **3.8 Conclusion and Recommendations**

The internship project and report has been concluded within the timeframe. Results showed that there has been an increase in followers due to the effectiveness of the digital activation as well as the offline events, accepting H1 and rejecting H0. The results showed that there was also high engagement from either followers interacting with the posts in more than one ways, or the successful method of breaking into the algorithm and to the timelines of consumers of interests that would interact with the content despite not being a follower. MCBB Instagram account has grown drastically since the starting point of August, obtaining an increase of over 2000 followers. Further

research is needed to analyze and pinpoint the ideal advertising methods, as well as a need to figure out a variety of content types instead of just different formats of giveaways.

## CHAPTER IV

### SELF REFLECTION

#### 4.1 Skills Gained

The internship has helped develop different skill sets that could be applied in future works. The internship has also allowed for a broader understanding and perspective when dealing with tasks such as; time management, software skills, data organization, precision and accuracy in preparation, communication skills within the workplace, collaboration with other departments and adapting to a different, unfamiliar environment. These skills are crucial in work environments where social and work ethics are basic skills an employee should have in order to ensure a smooth working environment.

#### 4.2 Strengths and Weaknesses

Though there were trials and tribulations, perseverance and determination came. Though set in a new environment, prior knowledge from studies at i3L helped with easing the understanding of most scientific analysis and base knowledge about the product. Communicating with coworkers when in need of assistance was also not a problem. The eagerness to learn is also a key factor in being able to adapt well within the new environment.

Weaknesses include poor time management when it comes to finishing tasks on time, despite making it to the deadline regardless. There were many mistakes done in regards to the practical aspect of conducting analysis, but with the help of practice and patience from supervising staff, there was opportunity for improvement and a newly learned skill.

#### 4.3 i3L Values

The values learned throughout the years spent at i3L have assisted throughout the internship period. When facing challenges head on without the help of familiar friends, it was crucial to stay headstrong and determined, yet patient and determined to overcome obstacles. There should be discipline when it comes to work, to maintain professionalism even in the face of problems, and to respect others within the field while upholding morals and display good ethics.

Role-model values helped with the encouragement to be a good role model to others, to become hard working and inspirational, to stay enthusiastic not just for the sake of work, but also for an individual's own spirit, and to leave the internship place with a good impression of what an i3L student is like.

#### **4.4 Contribution and Relevance of Classes at i3L to the Internship Success**

i3L has provided sufficient classes that eased the adaptation within the RND department and its analyses, as well as within the marketing department for the internship project. The classes especially helped with understanding the market when it came to conducting tasks for the project, being able to identify the key factors that consumers would pay attention to, and being able to apply that prior knowledge into the tasks. The past years in i3L spent writing reports has helped the formation of the internship report as well.

#### **4.5 Contribution of BRIGHT Sessions**

BRIGHT Sessions often offer the opportunity to enhance a student's self awareness, character development and academic skills that were successfully applied in the workplace during the internship period. Various sessions that BRIGHT brought along often invited adults talking of their experiences within their field, sharing the difficulties and lessons learned that was inspirational and motivating when there were difficulties along the way during the internship period.

#### **4.6 Impact of the Student on the Workplace**

The presence of a new intern brought upon an interest within the workplace. The student was able to be entrusted with tasks that the department needed completed. The department of RND consisted of only five other employees, so the extra hands that the student could offer actually helped with most of the menial tasks that needed to be done. The student has also successfully completed their tasks for the internship project

## CHAPTER V

### CONCLUSION & RECOMMENDATION

#### 5.1 Conclusion

PT Sinar Meadow International Indonesia is an edible fats manufacturing company that focuses on B2B deals, but has recently broken into the general market with its own sachet product from MCB. Their aim is to be able to cater to a wide range of consumers by creating products at different obtainable price points with different applications.

The internship period has provided new knowledge and skill development within the field of study but also an in depth understanding and insight into the inner workings of an edible fats manufacturer within the food industry. There was an attainment of work experience, dabbling into work and accomplishing tasks that helps develop both soft skills and hard skills. There was also an improvement in regards to socialization and communication skills.

The student was able to be relied on when it comes to reviewing, researching and suggesting possible digital activation marketing strategies to be possible implemented, to which most of it was taken into consideration and influenced the posting choices that followed through the months. The aim was to increase the amount of followers and spread brand awareness to help advertise its offline events, which would help solidify the product's survivability within the market. Results have shown an overwhelming increase in follower count and engagement rate, leading to the brand being able to become more well known amongst consumers within that area of the market.

#### 5.2 Recommendations

Further recommendations could include further research to the specific content that attracts consumer interest, as well as an improved variety of interactive content to retain it. Regular communication and updating should also be maintained in order to be able to complete tasks accordingly.

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## APPENDICES



Appendix 1. YORUN Promotion Post





## Appendix 2. Giveaway Post Example



Appendix 3. SIAL InterFOOD Baking Demo Promotion.



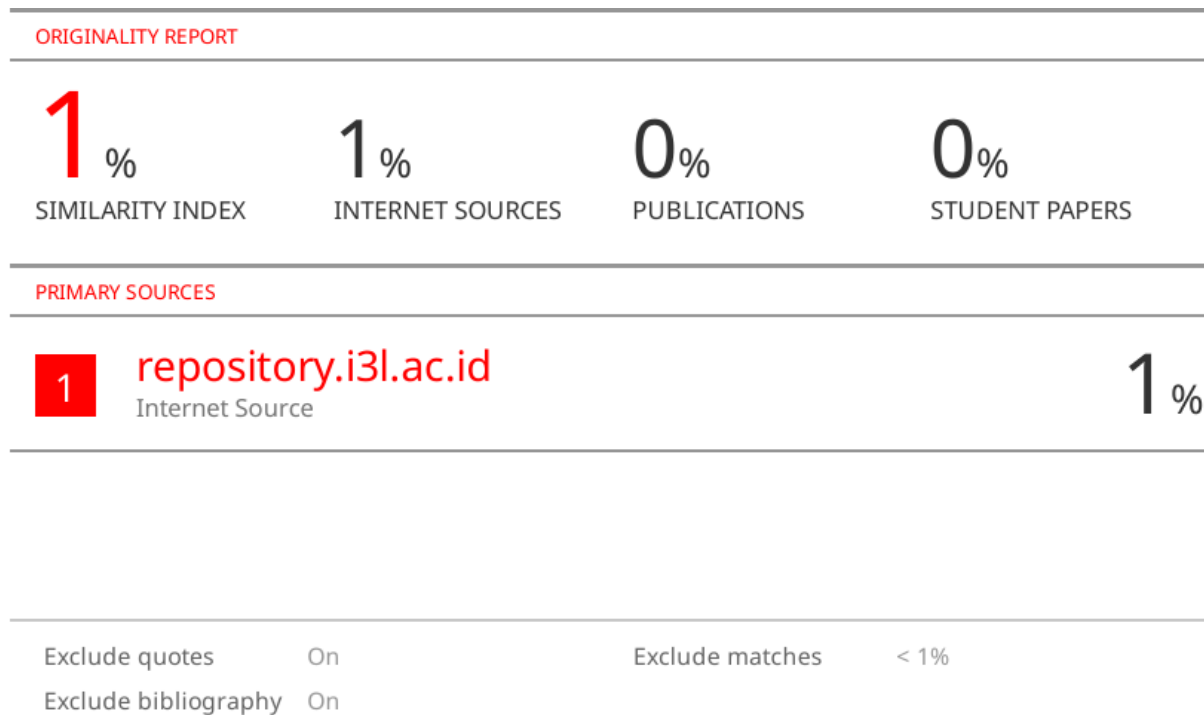
Appendix 4. Popcorn Samples at Yogya Supermarket



**Appendix 5. Popcorn Demo at TBK**

$$\text{Engagement Rate (\%)} = \left( \frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \right) \times 100$$

**Appendix 6. Engagement Rate Formula (Brand Mentions)**



## Appendix 7. Plagiarism Check