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EVALUATION OF THE USE OF INSTAGRAM SOCIAL MEDIA AT CAMP404 (PT. KAMPUS INOVASI DIGITAL)

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ABSTRACT

Indonesia is one of the countries with the largest number of Instagram users in the world, contributing to this trend due to the increase in Instagram users for business purposes. In January 2024, Instagram ranked second with a user share of 85.3%. Instagram was created with a brand image as a multifunctional social media application with many features, both main and supporting features. The main features of Instagram are uploads, stories, reels, live broadcasts, and direct messages. Supporting features include comments, saves, shares, link copying, adding to stories, and many other supporting features. Among the many initiatives by businesses to develop virtual-based courses or training programs, PT. Kampus Inovasi Digital, also known by its brand name Camp404, is one of the pioneers in establishing short-term intensive digital training programs or bootcamps in Indonesia. Summary data on the number of followers and interactions on the Camp404 account. The results show that the minimum average number of followers that an Instagram account with 20,000 to 100,000 followers needs to have in order to achieve stable interaction on Instagram is 5.1%. According to the results, Camp404 has 21,185 followers, but the number of interactions only reaches 221 accounts, so the average number of interactions owned by the Camp404 Instagram account only reaches 0.28%. Through this study, the researcher aims to determine the use of Instagram social media on Camp404. The researcher uses the SOME model as the theoretical basis for this study. The Circular Model of SOME was developed by Regina Luttrell. Regina Luttrell's theory is found in a book titled Media Social How to Engage, Share, and Connect, published in 2015. The Circular Model of SOME has important stages that need to be considered in managing social media. There are four aspects in this theoretical model, namely Sharing, Optimize, Manage, Engage.

Keywords: Digital Marketing, Social Media, Instagram, Bootcamp, Model of SOME

BACKGROUND

Enterprise (2021) states that the creation of social media has provided a new space for people to communicate more freely, without having to worry about the limitations of distance

and time. Businesses also benefit from the use of social media, as it provides new opportunities for businesses to compete in the digital world. Businesses continue to compete to dominate the market and achieve significant goals in digitalization. Various applications have been created to meet basic needs and lifestyle requirements. Instagram is one such application that continues to grow and set trends among people around the world.

Currently, Instagram users in Indonesia rely heavily on this social media application as a platform to view their favorite online stores or items and then proceed to purchase them. The growth of Instagram can be attributed to its nature as a social construct. Instagram will continue to evolve to respond to the changing needs of society wherever it is used. Indonesia is one of the countries with the largest number of Instagram users in the world, contributing to this trend, particularly due to the increasing number of Instagram users for business purposes (Arifuddin & Irwansyah, 2019).

With the emergence of innovation and the broadening of business players' horizons, beneficial and sought-after business activities have been created. Many short-term digital-based skills and competency training programs have been developed, offering a wide range of activities. The aim of these short-term digital-based skills and competency training programs is to help the wider community develop their potential in the professional world in an easy but significant way. Camp404 was established to become a forum for seeking basic digital knowledge for all Indonesians. It has a learning program that covers the basics of digitalization and offers dozens of digital classes that can be tailored to the interests of the participants.

Camp404 uses social media as its main activity in promoting its products, which then directs consumers to visit their official website. Various information related to new class openings, knowledge about the types of classes offered, educational content called

Knowledge Bites, and other information are currently presented on their official Instagram account, which was created in 2020 with the username @camp404.id. The results show that the minimum average number of followers an Instagram account with 20,000 to 100,000 followers needs to have in order to achieve stable interaction on Instagram is 5.1%. According to the results, Camp404 has 21,185 followers, but the number of interactions only reaches 221 accounts, meaning that the average interaction rate for the Camp404 Instagram account is only 0.28%. Based on the data presented, it is evident that the Camp404 Instagram account is still far from stable. This can certainly serve as evidence for evaluation.

THEORETICAL FRAMEWORK

This study presents a theory that is appropriate and supports the use of Instagram Camp404 social media, namely Regina Luttrell's Circular Model of SOME. Regina Luttrell's theory, which is found in the 2015 book Media Sosial How to Engage, Share, and Connect, states that the Circular Model of SOME has important stages that need to be considered in managing social media. There are four aspects in this theoretical model, and each of these four aspects certainly has its own strengths. Therefore, using these aspects together enables the creation of a solid strategy.

When a company or agency shares something, they can also manage, engage, and optimize their message simultaneously (Mahmudah & Rahayu, 2020). The Circular Model of SOME is a model consisting of four stages, namely share, optimize, manage, and engage. The share stage is divided into four parts, namely participate, connect, build trust, and visual. The optimize stage has four parts, namely listen and learn, take part in authentic communication, content personalization, and content scheduling. The manage stage has four parts, namely monitoring, quick responses, real-time interaction, and content management.

Finally, the engage stage has four parts, namely influencer, interactivity, community building, and transparency (Alexander, 2022).

METHOD

This study uses a qualitative approach to gain an in-depth understanding of customer experiences with Camp404's marketing communication strategy through Instagram social media. To obtain the required primary data, this study involved direct interviews with informants who were alumni of the intensive short training program and followers of Camp404's Instagram account, followed by observation of Camp404's official Instagram account, @Camp404.id. Through 10 interviews and observation, the researcher explored information relevant to the research questions formulated in accordance with the theory that had been studied.

The researchers used triangulation methods as commonly used in qualitative research, including interviews, observation, and documentation. The researchers asked 16 questions based on the indicators in the SOME model theory. The researchers decided to use only three criteria in conducting data validity activities, namely credibility, transferability, and dependability. Miles and Huberman in Sugiyono (2022) state that qualitative data analysis involves a continuous interactive process until the data is completed. This process consists of three main stages, namely data reduction, data presentation, and conclusion drawing/verification.

RESULT

The interviews were conducted in stages during the first and second weeks of December 2025, with the implementation period ranging from December 3 to 13, 2025. All interviews were conducted online via the WhatsApp Video Call platform, using a semi-structured interview technique. In this technique, the researcher prepared a set of main questions as a reference, but still allowed informants to express their opinions, experiences, and views more broadly and spontaneously regarding their interactions with the Camp404 Instagram account.

Most of the informants were students, while the rest were private sector employees. The diversity of their professional backgrounds provided a more comprehensive picture of the Camp404 audience's perceptions of the content, interactions, and communication strategies carried out through Instagram. During the interviews, the researcher recorded all conversations using a voice recorder and noted important points made by the informants. All interview recordings were then transcribed verbatim to facilitate data analysis. In addition to interviews, the researchers also conducted direct observations of the @camp404.id Instagram account, observing the types of content posted, patterns of interaction between the account and its followers, responses to comments and direct messages, and the use of Instagram features such as feeds, reels, stories, and highlights.

In this study, transferability testing was conducted by presenting a detailed description of the research context, informant characteristics, data collection process, and social situations underlying the use of Instagram Camp404 as a medium for communication and digital marketing. The researcher clearly explained that the research informants were Camp404 bootcamp alumni as well as followers of the Camp404 Instagram account who had direct experience interacting with the account's content, features, and communication patterns. The relatively homogeneous age range of the informants (20–25 years old), their

educational and occupational backgrounds as students and private employees, and their interest in developing digital skills indicated similarities with the characteristics of the general target audience of digital bootcamps.

The dependability test aims to assess the consistency and reliability of the research process conducted by the researcher. The data collection process was carried out in a relatively close time frame, namely in the first to third weeks of December 2025, using a uniform online interview medium such as WhatsApp Video Call. All interview results were recorded, transcribed verbatim, and analyzed using the stages of data reduction, data presentation, and conclusion drawing. The researcher also rechecked the transcripts and theme grouping to ensure that there were no changes in meaning due to subjective interpretation.

The confirmability test aims to ensure that the research findings truly originate from the data obtained in the field, rather than being influenced by bias. Researchers also use documentation in the form of screenshots of Instagram posts, comment columns, and interaction features as supporting data. This documentation serves to confirm informants' statements regarding visual content, posting frequency, and admin responses. Thus, the research findings are not only sourced from informants' perceptions, but are also reinforced by verifiable empirical evidence. Researchers also apply a reflective approach by separating personal views from the analysis results. The process of drawing conclusions is based on the repetition of themes and consistency between data sources.

DISCUSSION

From the results of the research that has been carried out, the researchers found the following data:

1. Participate

Based on the results of interviews with ten informants, Instagram Camp404 is used as a medium that can encourage initial audience participation, especially at the stage of interest in the content shared. Informants stated that their interest in liking, reading content regularly, or paying attention to Camp404 posts was influenced by the relevance of the content to their needs for digital skills development and bootcamp information. Educational content, program explanations, and career information were the main factors that encouraged this initial engagement.

The data shows that nine out of ten informants answered yes, while one informant answered no, to the statement that Camp404 content encouraged them to participate because it was relevant, informative, and educational. These results show that the majority of informants had the same perception of the appeal of Camp404's Instagram content as a trigger for participation.

2. Connect

In terms of Connect, Instagram Camp404 is used as a communication channel between account managers and followers. Based on the interview results, informants were aware of the admin's efforts to build connections through comment replies and direct messages. The existence of these responses shows that Instagram has been used as a medium of connection between the institution and its audience.

The credibility test results for questions related to Camp404's ability to build two-way interactions with followers through Instagram. The data shows that eight out of ten informants stated that Camp404 had made efforts to connect, while two informants stated that they had not yet experienced these interactions optimally.

3. Build Trust

The results of the study show that Instagram Camp404 is effectively used to build audience trust. All informants stated that content featuring documentation of bootcamp activities, alumni testimonials, and real participant activities was able to increase trust in the credibility of Camp404. This trust arose because the audience could see real evidence of the program's implementation, not just promotional claims.

Credibility test results on questions related to the ability of Camp404 Instagram content to build audience trust in the bootcamp program. The data shows that seven out of ten informants said yes, while three informants said no. These results show that the majority of informants felt an increase in trust after seeing the content shared by Camp404.

4. Visual

In terms of visuals, Instagram Camp404 utilizes a neat, professional, and consistent design approach. Informants assessed that the use of colors, layout, and content format reflect Camp404's identity as a bootcamp institution in the field of technology and digital. The well-organized visual display gives a serious and trustworthy impression to the audience.

The credibility test results related to informants' perceptions of the visual appearance of Camp404's Instagram content. The data in the table shows that eight out of ten informants agreed, while two informants disagreed, with the statement that Camp404's visual content is

attractive and professional. These results show that the majority of informants have a positive perception of the visual appearance used by Camp404.

5. Listen and Learn

In terms of listening and learning, Instagram Camp404 is used as a medium to receive questions and feedback from the audience, mainly through direct messages. Informants acknowledged that Camp404 administrators respond to incoming questions, demonstrating an effort to listen to the needs and concerns of followers.

The credibility test results related to Camp404's ability to respond to questions and feedback from followers via Instagram. The data shows that eight out of ten informants said yes, while two informants said no. These results show that the majority of informants acknowledged Camp404's response to messages, questions, and complaints submitted by the audience.

6. Authentic Communication

Based on the interview results, informants assessed that Camp404's communication through Instagram was quite authentic, especially in educational content discussing digital skills development. The content was considered relevant and reflected Camp404's competence in technology and digital training.

The credibility test results related to the informants' perceptions of the authenticity of Camp404's communication through Instagram. The data in the table shows that seven out of ten informants answered yes, while three informants answered no. These results indicate that most informants consider the communication delivered by Camp404 to be authentic and not solely promotion-oriented.

7. Content Personalization

The results of the study show that Camp404 Instagram content is considered quite relevant to the needs of the audience. Informants, both students and young workers, stated that content discussing digital skills, the world of work, and bootcamp information was in line with their backgrounds and needs. This shows that Camp404 has a basic understanding of the characteristics of its audience.

Credibility test results related to the level of suitability of Camp404 Instagram content with the needs and interests of followers. The data shows that nine out of ten informants said yes, while one informant said no. These results indicate that most informants consider Camp404 content relevant to their needs.

8. Content Scheduling

All informants stated that the Camp404 Instagram posting schedule was inconsistent. Irregular posts made it difficult for the audience to predict when new content would appear, causing some important information to be missed. This condition shows that managing posting times remains a major weakness in the use of Camp404 Instagram.

The credibility test results related to the consistency of the Camp404 Instagram content posting schedule. The data in the table shows that only one out of ten informants answered yes, while nine informants answered no. These results show that the majority of informants agree that the Camp404 content posting schedule is not consistent.

9. Monitoring

In terms of monitoring, Instagram Camp404 has been used to monitor incoming comments and messages, but not comprehensively. Informants said that some comments did not receive a response, or the response was given after a long time. This shows that monitoring audience interactions is still partial.

The credibility test results related to Camp404's activity in monitoring comments and messages from followers. The data shows that eight out of ten informants said yes, while two informants said no. These results indicate that the majority of informants feel that Camp404 monitors interactions.

10. Quick Response

The quality of Camp404 admin responses was rated as quite good and informative by most informants. The answers provided were generally clear and relevant to the questions asked. This shows that Instagram Camp404 has been utilized as a medium for information services. However, response speed remains an important issue. Informants stated that responses were not always provided quickly, which sometimes caused uncertainty.

Regarding informants' perceptions of the speed and quality of Camp404 admin responses, the data shows that nine out of ten informants said yes, while one informant said no. These results indicate that the majority of informants rated the responses provided by Camp404 admins as being of good quality and helpful to the audience.

11. Real-time Interaction

The results show that real-time interaction features such as Instagram Live and Q&A sessions have not been optimally utilized by Camp404. Most informants stated that they had never or rarely participated in live interaction activities organized through Instagram. This

condition indicates that Camp404's use of Instagram is still focused on static content such as feeds and reels.

Discussing the level of informant engagement in participating in Real-time Interaction activities organized by Camp404 through the Instagram Live feature or Q&A sessions. The data shows that two out of ten informants said yes (had participated), while eight informants said no (had never or rarely participated). These results indicate that the majority of informants have not been directly involved in real-time interaction activities organized by Camp404.

12. Content Management

In terms of content management, Instagram Camp404 is considered to be quite consistent in conveying its brand message as a provider of boot camps in the field of technology and digital. The brand identity can be recognized through the content themes, visuals, and narratives used. The consistency of this message helps the audience understand Camp404's position as a digital training institution.

Based on interviews with ten informants, the majority of informants assessed that Camp404's brand message has been conveyed relatively consistently. This consistency can be seen in the educational content themes, references to bootcamp programs, and the professional image built through visual design and narrative posts.

13. Influencers

Collaboration with influencers is still rare and has not had a significant impact on audience engagement. Informants stated that the presence of influencers has not been a major

factor influencing their interest in Camp404. This shows that Camp404's use of Instagram has not involved many external parties as a strategy to expand its audience reach.

Discussing informants' perceptions of the suitability of Influencer collaborations with Camp404's brand image as a technology bootcamp provider. The data shows that seven out of ten informants said yes, while three informants said no. These results indicate that the majority of informants consider Camp404's previous Influencer collaborations to be relevant and supportive of the brand image, even though they have not been carried out regularly.

14. Interactivity

Most informants assessed that Instagram Camp404 was still lacking in interactivity. Features such as polls, quizzes, and question boxes were rarely used, resulting in limited audience engagement. This shows that Instagram was used more for conveying information than for engaging the audience. The lack of interactivity could affect the emotional closeness between the account and its followers.

Discussing informants' perceptions of the level of interactivity of the Camp404 Instagram account. The data shows that only two out of ten informants said yes, while eight informants said no. These results indicate that the majority of informants consider the Camp404 Instagram account to be uninteractive and not actively involving followers in the digital communication process.

15. Community Building

Research results indicate that a strong sense of community has not yet been established through Instagram Camp404. Informants felt a stronger sense of togetherness

when participating in bootcamp activities in person compared to online interactions. This shows that Instagram has not yet been utilized as a medium for online community building.

Discussing informants' perceptions of the effectiveness of community building through Instagram Camp404. The data shows that only one informant said yes, while nine informants said no. These results indicate that the majority of informants believe that Camp404 has not been successful in optimally building a sense of togetherness or community through interactions on Instagram.

16. Transparency

In terms of transparency, Instagram Camp404 is considered quite open in conveying general information related to the program. However, certain details still need to be confirmed via direct message. This shows that Instagram serves as a gateway to information, but not yet as a fully comprehensive source of information. Thus, the use of Instagram Camp404 in terms of transparency is already in place, but can still be improved with more detailed and systematic information delivery.

Discussing informants' perceptions of the level of openness of information conveyed by Camp404 through Instagram. The data shows that nine out of ten informants said yes, while one informant said no. These results indicate that the majority of informants agree that Camp404 has conveyed information openly, even though certain details still require further confirmation.

CONCLUSION

Based on the research results and discussion outlined in Chapter IV, it can be concluded that Camp404 has utilized Instagram as a medium for communication and digital

marketing, particularly to convey information about bootcamp programs, build brand image, and increase the trust of prospective participants. Camp404's use of Instagram can be seen through educational content, program promotions, activity documentation, and alumni testimonials, which are generally considered relevant by account followers.

Based on sixteen SOME indicators (Participate, Connect, Build Trust, Visual, Listen and Learn, Authentic Communication, Content Personalization, Content Scheduling, Monitoring, Quick Response, Real-time Interaction, Content Management, Influencer, Interactivity, Community Building, and Transparency), the results of the study show that most aspects are functioning, but not yet optimally. Instagram Camp404 is more predominantly used as a one-way information delivery medium rather than as an active two-way interaction space.

In addition, visual aspects, brand message consistency, content relevance, and trust building are key strengths in the use of Instagram Camp404. Conversely, interactivity, upload schedule consistency, response speed, use of real-time interaction features, and online community building are still weaknesses that need to be improved. Therefore, the use of Instagram at Camp404 can be considered quite good as a communication and marketing medium, but there is still room for improvement to make it more effective and participatory.

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