



# Customer Engagement Through Instagram Quiz Content by BPJS Ketenagakerjaan

Arfanul Aji<sup>1</sup>, Leila Mona Ganiem<sup>2</sup><sup>1,2</sup> Faculty of Communication Sciences, Universitas Mercu Buana, Jakarta, Indonesia

## Article Info

### Article history

Received : Apr 05, 2025

Revised : Apr 26, 2025

Accepted : Apr 30, 2025

### Keywords:

*Instagram Marketing;  
Audience Engagement;  
BPJS Ketenagakerjaan  
Social Media Strategy;  
Interactive Quizzes.*

## Abstract

This study explores the effectiveness of Instagram-based interactive quizzes in enhancing public engagement with BPJS Ketenagakerjaan. Employing a quasi-qualitative method within a constructivist paradigm, the research investigates how quiz content contributes to user interaction, social security awareness, and audience comprehension. Data were collected through interviews, observations, and engagement rate (ER) analysis between quiz and non-quiz content in 2024. The findings show that quizzes significantly outperform non-quiz content in engagement, with the highest ER reaching 16.29% in October. Key factors influencing engagement include the relevance of quiz themes, interactivity, timing of posts, and incentive offerings. Interviews with six participants—comprising field workers, office employees, and academics—reveal that quizzes are seen as entertaining, informative, and motivating due to their rewards and interactive nature. Additionally, quizzes were found to enhance engagement across cognitive (understanding), affective (emotional connection), and behavioral (information-seeking) dimensions. Social-level effects were also observed, with participants sharing information from the quizzes, creating a ripple effect of public awareness. The study concludes that interactive Instagram quizzes are an effective digital communication strategy for increasing public engagement and understanding of BPJS Ketenagakerjaan's programs. It recommends diversifying quiz formats, aligning content with trending topics, strengthening incentives, and incorporating follow-up engagement tools such as live Q&A sessions and discussion forums.

## Corresponding Author:

Arfanul Aji,  
Faculty of Communication Sciences,  
Universitas Mercu Buana,  
Jl. Meruya Selatan, Kembangan, Jakarta Barat 11650, Indonesia.  
Email: [leila.mona@mercubuana.ac.id](mailto:leila.mona@mercubuana.ac.id)

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



## 1. Introduction

Instagram, launched in 2010, has rapidly evolved into one of the world's most popular social media platforms (Syahbani, 2017). With its rich photo and video-sharing features and interactive tools, Instagram enables users to communicate and share moments in visually engaging ways. Its high interactivity makes it an effective tool for brand promotion and awareness building (Saadah, 2019).

With over one billion active monthly users, Instagram provides a vast market for businesses to showcase their products and services (Saadah, 2019). Features like Instagram Stories, IGTV, and

Reels allow companies to create diverse and engaging content. These features support storytelling, campaign narratives, product launches, and interactive marketing strategies.

Instagram Stories are particularly useful for businesses to engage with followers through interactive elements like polls, stickers, templates, and Q&A features. Since Stories disappear within 24 hours, followers tend to view them before scrolling through their feed. Meanwhile, permanent posts and Reels require well-thought-out concepts to maximize engagement.

A solid content strategy is crucial for success on Instagram. Businesses must understand their audience and create visually appealing, brand-consistent, and engaging content. Building relationships through comments, likes, and direct messages enhances brand loyalty and engagement.

Government agencies also leverage Instagram for public communication, education, civic engagement, and social campaigns (Sudinta & Irwansyah, 2022). Data from We Are Social (2023) shows that Instagram is widely used, particularly by individuals aged 18-34, who are highly engaged with visual content. Younger generations tend to spend more time on social media, while older demographics engage less.

BPJS Ketenagakerjaan, as a government institution, utilizes Instagram for informative and educational content related to social security programs. It distributes content via multiple social media platforms, including TikTok, Facebook, and X (formerly Twitter), tailoring content to each platform's unique characteristics.

The content creation and distribution process at BPJS Ketenagakerjaan follows structured steps: idea generation, internal review, approval, distribution, and monitoring. Engagement metrics, such as likes, comments, and shares, are analyzed to optimize future content strategies. Regular engagement analysis helps refine editorial plans and improve content effectiveness.

In addition to regular updates, BPJS Ketenagakerjaan runs social campaigns to raise public awareness about social security. These campaigns often involve collaborations with influencers and the use of hashtags to increase reach. A comparison of hashtag usage reveals that #BPJSKetenagakerjaan (100,287 posts) is significantly more popular than #KerjaKerasBebasCemas (16,287 posts), indicating greater recognition of the institution itself over specific campaign messages.

Social media engagement is a key indicator of communication success, reflecting how well content resonates with audiences (Khan et al., 2020). High engagement increases organic reach, strengthens brand relationships, provides audience insights, and enhances institutional reputation (Alfiyani, 2018). BPJS Ketenagakerjaan exemplifies how interactive content can improve public awareness and engagement.

However, achieving high engagement requires a strategic approach and consistency. Companies and institutions must create relevant and engaging content while fostering active interactions with their audience. The quality of engagement—meaningful interactions rather than just high numbers of likes—is crucial.

Instagram provides analytics tools to track engagement, helping organizations refine their content strategies. The ultimate goal of BPJS Ketenagakerjaan's Instagram management is to increase public awareness about the institution and its programs. Observations indicate that many people still confuse BPJS Ketenagakerjaan with BPJS Kesehatan, highlighting the need for massive public outreach efforts through social media.

To improve engagement, BPJS Ketenagakerjaan employs interactive quizzes, which are designed to attract user participation and foster engagement. Based on this background, this study is titled "Customer Engagement Through Instagram Quiz Content by BPJS Ketenagakerjaan".

## 2. Research Methodology

This study adopts a constructivist paradigm, aiming to understand the engagement between BPJS Ketenagakerjaan and its audience. Constructivism emphasizes how meaning is formed through communication, where messages are actively interpreted by individuals (Eriyanto, 2011, p. 46). This paradigm views reality as context-dependent, emphasizing subjective interpretations.

A quasi-qualitative approach is used, combining qualitative research characteristics with some elements of quantitative methods while maintaining a focus on in-depth description and interpretation (Moleong, 2007, p. 4). Data collection involves interviews, observations, and document analysis, emphasizing natural settings and real-world interactions.

Unlike pure experiments, quasi-research lacks strict control over variables and instead focuses on real-life situations. Various data collection techniques, including in-depth interviews, observations, and document analysis, help provide a comprehensive understanding of the subject. The descriptive method is chosen as it examines ongoing events and current conditions (Nazir, 2011, p. 52), aiming to systematically depict the relationship between studied phenomena.

The study focuses on quiz content posted on BPJS Ketenagakerjaan's Instagram account. This content is selected due to its role in enhancing audience interaction and delivering BPJS-related information engagingly. The research examines the design, user responses, and effectiveness of these quizzes in achieving organizational communication goals. Analyzed data includes visuals, question formats, user engagement metrics (likes, comments, shares), and their impact on public awareness of BPJS programs.

The study examines customer engagement in BPJS Ketenagakerjaan's Instagram quizzes, guided by engagement theory. Semi-structured interview questions and observations are based on indicators from Johnston & Taylor (2018), covering cognitive, affective, and behavioral engagement at individual and social levels.

### 3. Results and Discussion

BPJS Ketenagakerjaan is a state agency under the President of Indonesia that administers social security for workers. It manages five key programs. There are Old Age Security (JHT), Provides lump-sum financial benefits upon retirement or termination; Work Accident Security (JKK), Covers medical expenses and compensations for work-related accidents or illnesses; Death Security (JKM), Grants financial aid to the heirs of deceased members (non-work-related deaths); Pension Security (JP), Provides monthly pension payments post-retirement; Job Loss Security (JKP), Offers financial assistance, job market information, and training for unemployed workers.

The Communication Deputy under the CEO oversees BPJS Ketenagakerjaan's social media strategies, including Instagram. Content is developed in collaboration with a specialized agency, following a monthly editorial plan featuring 15 scheduled posts, including interactive quizzes. These quizzes aim to enhance audience engagement and often include incentives like cash prizes.

BPJS Ketenagakerjaan leverages Instagram as a communication tool to boost interaction through interactive content, particularly quizzes. The quizzes increase awareness and understanding of BPJS benefits. Engagement levels are influenced by theme relevance, interactivity, timing, and incentives.

A comparative analysis of engagement rates (ER) between quiz and non-quiz content (2024) shows that quizzes consistently outperform non-quiz posts. The highest quiz engagement rate (16.29%) was recorded in October, while the lowest (4.18%) occurred in January. In contrast, non-quiz content engagement peaked at 3.89%, still lower than the lowest quiz ER.

Interviews with six respondents revealed key factors driving engagement in BPJS quizzes. There are educational yet engaging format, Attractive incentives and Preference for interactive challenges over static content. Besides the key insights from interviewees are: Field workers like Budi (Security Officer, 45) and Siti (Office Boy, 39) find quizzes a useful and entertaining way to learn about BPJS benefits.

Meanwhile office employees such as Rina (Private Employee, 32) and Andi (Government Employee, 36) appreciate the engaging format compared to traditional BPJS communication. Academics like Rizal (Lecturer, 41) view quizzes as an innovative approach to spreading public policy awareness.

Several factors significantly influence quiz engagement rates: Topic Relevance: Quizzes about JHT (Old Age Security) and BPJS Ketenagakerjaan scholarships generate high interaction, while administrative reminders receive lower engagement. Interactive Format: Games like "Guess the Word" or "Selfie Challenge" drive higher participation than static information posts. Incentives & Rewards: Monetary prizes increase participation, as seen in April's "THR Quiz" (ER 6.44%). Timing & Special Occasions: Engagement surges during key moments, such as Independence Day (August, ER 9.11%) and National Customer Day (September, ER 13.17%).

The analysis of cognitive, affective, and behavioral engagement: Cognitive: Respondents developed a better understanding of BPJS Ketenagakerjaan benefits. Affective: Increased emotional connection to BPJS Ketenagakerjaan Behavioral: Some respondents actively sought more BPJS Ketenagakerjaan information or shared it with peers. Four key attributes influence Instagram engagement are Theme relevance (higher engagement for finance-related topics); Interactive formats (challenges and gamification); Timing (quizzes posted around holidays and major events perform better); Incentives (monetary rewards increase participation). Users prefer interactive and entertaining content over traditional BPJS Ketenagakerjaan communication. Some respondents stated they now actively seek BPJS Ketenagakerjaan information after participating in quizzes. The Social-Level Engagement can increased community discussions about BPJS Ketenagakerjaan benefits. It can also give viral effect, more people join quizzes after seeing colleagues participate. Lastly, strengthened BPJS Ketenagakerjaan perception, users share newfound knowledge with peers, further promoting engagement.

BPJS Ketenagakerjaan's quiz strategy on Instagram significantly enhances engagement, proving to be more effective than non-interactive content. Factors such as topic relevance, interactive format, timing, and incentives play key roles in audience participation. The integration of gamification and rewards fosters deeper audience connection, leading to higher engagement, increased awareness, and knowledge-sharing. This strategy can be further optimized by refining content formats, expanding participation incentives, and utilizing real-time audience interactions

#### 4. Conclusion

The engagement of Instagram @BPJS.Ketenagakerjaan on quiz content is driven by several main factors: theme relevance, interactivity, publication timing, and attractive incentives. Users find quizzes a more engaging way to understand BPJS benefits than traditional methods. Respondents, including government and private sector employees, felt more motivated to seek additional information after participating. The interactive nature of the quizzes also encourages social sharing, reinforcing broader literacy in social security. Quiz participation not only impacts individuals but also triggers a ripple effect within communities. For instance, lecturers noticed increased discussions among students, while field workers shared BPJS information with colleagues. This proves that BPJS Ketenagakerjaan's social media engagement through quizzes not only raises individual awareness but also contributes to a broader collective understanding of social security rights and benefits. Overall, BPJS Ketenagakerjaan quizzes have proven to be an effective tool for increasing public awareness and understanding of social security. By optimizing engagement strategies, aligning quiz formats with audience needs, and leveraging key moments, engagement rates can continue to grow sustainably.

#### References

- Ardiyati, F., Hartono, S., & Pawenang, S. (2020). Kepuasan konsumen Garuda Indonesia ditinjau dari pelayanan, brand image, fasilitas dan keamanan (Studi kasus di Surakarta). *Jurnal Ilmiah Edunomika*, 4(2). <https://doi.org/10.29040/jie.v4i02.1242>
- Darmadi, R., Silitonga, P., & Kristiadi, A. A. (2021). Pengaruh social media customer engagement dan kepuasan pelanggan terhadap loyalitas merek perguruan tinggi swasta. *Widya Manajemen*, 3(2), 166-177. <https://doi.org/10.32795/widyamanajemen.v3i2.1692>

- Efrata, T. C., Radianto, W. E. D., & Nahar, F. H. (2022). Design thinking process in SME, is it still powerful in dealing with the COVID-19 market turbulence? *Jurnal Aplikasi Manajemen*, 20(4), 782–795. <https://doi.org/10.21776/ub.jam.2022.020.04.03>
- Hasibuan, N. A. S., & Rahmidani, R. (2023). Pengaruh customer engagement terhadap brand loyalty pada pengguna Maxim di Kota Padang. *Jurnal Salingka Nagari*, 2(2), 532–540. <https://doi.org/10.24036/jsn.v2i2.167>
- Iman, A. A., & Kurniawati. (2023). Pengaruh brand experience terhadap brand loyalty dengan customer engagement sebagai variabel mediator pada produk fashion di Indonesia. *Jurnal Ekonomi Trisakti*, 3(1), 543–560. <https://doi.org/10.25105/jet.v3i1.15565>
- Kineber, A. F., Hakim, L., Mustaqim, A., Oktaria, N., Listi, T. P., & Faujiyah, Y. (2022). Pengaruh sosial CRM terhadap customer engagement dan loyalitas pengguna pada layanan by.U. *JITE (Journal of Informatics and Telecommunication Engineering)*, 6(1), 27–37. <https://doi.org/10.31289/jite.v6i1.6350>
- Kristanti, M. M. (2022). Analisis pengaruh ethical marketing, customer experience, servqual, terhadap customer trust, customer engagement, customer loyalty UMKM online. *Prosiding Serina*, 2(1), 271–282.
- Pelealu, D. R. (2021). Analisis customer loyalty yang diprediksi oleh servqual, service innovation dan brand image melalui customer satisfaction. *Revitalisasi: Jurnal Ilmu Manajemen*, 10(1), 141. <https://doi.org/10.32503/revitalisasi.v10i1.1731>
- Pradana, Y. P. (2020). Pengaruh kualitas layanan, nilai persepsi, kualitas program loyalitas, dan kepuasan pelanggan terhadap loyalitas pelanggan Garuda Indonesia. *E-Journal Universitas Atma Jaya Yogyakarta*. <https://e-journal.uajy.ac.id/25348/>
- Puspa, W., J., & Sugiana, D. (2018). Strategi CRM dalam meningkatkan loyalitas pelanggan melalui program Garudamiles. *Reputation: Jurnal Ilmu Hubungan Masyarakat*, 5(4). <https://doi.org/10.15575/reputation.v5i4.20071>
- Rachbini, W., Anggraeni, D., & Febrina, D. (2020). Effect of service quality on customer loyalty through satisfaction, perceived value, and customer engagements (Study on Indonesian ride-hailing online). *Advances in Social Sciences Research Journal*, 7(10), 300–310. <https://doi.org/10.14738/assrj.710.9204>
- Rahayu, D., Kumadji, S., & Kusumawati, A. (2016). Experiential marketing dan pengaruhnya terhadap kepuasan pelanggan dan minat pembelian ulang (Repurchase intention) (Survei pada pelanggan Warung Coto Abdullah Daeng Sirua, Kota Makassar). *Jurnal Administrasi Bisnis*, 35(2), 197–203.
- Ridwan, & Bangsawa, I. (2021). *Konsep metodologi penelitian bagi pemula*. Jambi: Anugrah Pratama Press.
- Simanjuntak, R., & Margono, H. (2022). Analysis of learning and growth, business processes, costs and service innovation on customer loyalty with customer satisfaction as an intervening variable. *Majalah Ilmiah Bijak*, 19(2), 230–241.
- Subagio, H., & Saputra, R. (2012). Pengaruh perceived service quality, perceived value, satisfaction dan image terhadap customer loyalty (Studi kasus Garuda Indonesia). *Jurnal Manajemen Pemasaran*, 7(1), 42–52. <https://doi.org/10.9744/pemasaran.7.1.42-52>
- Sudrajat, E., Farida, N., & Ngatno. (2016). Pengaruh experiential marketing terhadap customer loyalty dengan customer satisfaction sebagai variabel intervening (Studi pada pelanggan maskapai penerbangan Garuda Indonesia Branch Office Semarang). *Jurnal Ilmu Administrasi Bisnis*, 5(1), 1–10. <https://doi.org/10.14710/jiab.2016.12491>
- Sundari, E. D. (2019). Pengaruh customer relationship management (CRM) terhadap loyalitas pelanggan pada maskapai penerbangan Garuda Indonesia melalui program frequent flyer. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 3(6), 30–35. <https://doi.org/10.24912/jmbk.v3i6.6093>
- Syahputra, Z. E., Adam, M., & Putra, T. R. I. (2022). The effect of consumer experience and brand trust on e-marketplace repurchase intention and its impact on consumer loyalty: Case study after

Tokopedia merger became GoTo. *International Journal of Strategic Marketing Research (IJSMR)*, 5(12), 84–96.

Valencia, D., & Layman, C. V. (2021). E-wallet service innovation, service delivery, and customer satisfaction on customer loyalty within ShopeePay in Indonesia. *Ultima Management: Jurnal Ilmu Manajemen*, 13(1), 23–46. <https://doi.org/10.31937/manajemen.v13i1.1929>

Wijono, F. D., & Efrata, T. C. (2023). Strengthening customer loyalty through customer engagement, customer experience, and service innovation. *Jurnal Entrepreneur dan Entrepreneurship*, 12(2), 155–168. <https://doi.org/10.37715/jee.v12i2.4177>