



Digital Engagement Strategy: An Analysis of Promotional Content on Instagram Accounts @arpesalibrary01_ and @perpustakaan_mastripkab.kediri

Ayu Mastika Dewi Ningrum
Arpesa Library Wates, Indonesia

Lina Gurung
Katmandhu University, Nepal

*** Corresponding author:**

Ayu Mastika Dewi Ningrum, ✉ ayumastika8@gmail.com

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Abstract

Background: Libraries use social media as a promotional medium to increase public awareness regarding the importance of libraries as centers of learning, intellectual development, and entertainment. Instagram has become one of the most widely used platforms for promoting library services, activities, and collections to users. Effective promotional strategies are needed to attract user attention and increase library engagement.

Aims: This study aims to compare the use of the Instagram accounts @arpesalibrary01_ and @perpustakaan_mastripkab.kediri as promotional media for library users.

Methods: This study employed a qualitative method with a descriptive research design. Data were collected through observation of the Instagram accounts. The analysis was based on Philip Kotler's (2016) theory regarding four promotional element indicators: promotional messages, promotional media, promotional timing, and promotional frequency.

Results: The results showed that the Instagram account @perpustakaan_mastripkab.kediri performed better as a promotional medium compared to @arpesalibrary01_. This finding was supported by the more complete and descriptive promotional posts, the effective use of captions, appropriate upload timing, and more consistent promotional frequency implemented by @perpustakaan_mastripkab.kediri.

Conclusion: The study concludes that effective Instagram-based library promotion depends on the quality of promotional messages, consistency of posting, appropriate timing, and the use of descriptive content. Libraries that manage social media professionally and consistently are more likely to attract user attention and improve library promotion outcomes.

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INTRODUCTION

The transformation of science and technology is currently developing significantly, thus playing a crucial role, particularly in the library sector. Law No. 43, 2007, concerning libraries, states that a library is a formal institution whose primary task and function is to professionally manage collections of library materials, including written works, printed works, and recorded works, using a standardized system to meet the educational, research, preservation, information, and recreational needs of its users. This is reinforced by the opinion (Novita, 2024), who states that library transformation is an inseparable component of information retrieval activities and plays a key role as the heart of lifelong education for its users. Three components form the basis of the library transformation process: the library itself, the users, and information and communication technology.

These three components are crucial for librarians in managing and obtaining updated information, improving information services, analyzing, and connecting information within the library. Libraries also serve as liaison institutions, including junior high schools. Based on

(Regulation of the National Library of the Republic of Indonesia No. 4 of 2004 Article 2) concerning National Standards for School/Madrasah Libraries, it is used as a reference for organizing, managing, and developing School/Madrasah Libraries. In relation to National Education Standards, when planning an activity at school, it must be integrated with the curriculum to comply with the learning principles at school. With the existing standards, libraries need to keep up with developments in information and technology.

Therefore, it is important to consider the validity of the information disseminated. One means of disseminating information is through social media (Nisa & Krismayani, 2024). Social media, accessed online by users, facilitates sharing, interaction, and creativity, allowing users to create open feedback quickly and without time constraints. Social media usage varies widely, with varying needs, including Instagram. Instagram can be used as a means of sharing photos or videos with other users quickly and for free. Furthermore, Instagram can be used as a promotional tool to introduce services or products. Promotional efforts are aimed at introducing, engaging, and providing understanding to users about the services or products offered.

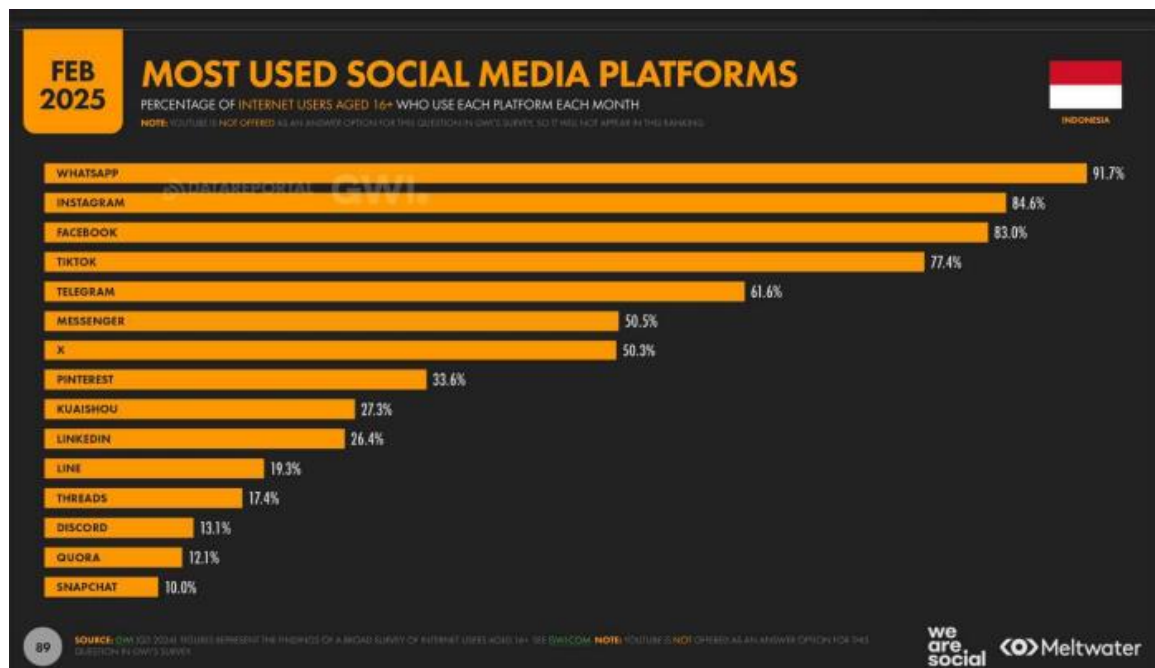


Figure 1. Most Used Social Media Platform Survey

A survey conducted by Special Report Digital on February 5, 2025, showed that Instagram ranked second as the most used social media platform, with 84.6% use, after WhatsApp. This indicates that Instagram is a widely used platform in Indonesia. According to a presentation by the data report team, Instagram usage in Indonesia is 24.8% among women aged 16-24, and 20.8% among women aged 25-34. Meanwhile, Instagram is used by men at 26.6% aged 16-24, and 18.4% aged 25-34. The survey found that active Instagram users are dominated by young people, both men and women. The survey indicates that Instagram is widely used by people of productive age because it is affordable and easily accessible, making it an effective promotional tool.

According to Philip Khotler (2016), there are four promotional indicators implemented by libraries. These four indicators consist of the promotional message as a standard for assessing the positivity or negativity of the content; the promotional media as the means of delivering the promotion; the promotional time as the frequency of the promotional process; and the promotional frequency as the method used to measure the number of promotional results within a specific period. These indicators serve as guidelines for developing an in-depth research discussion that will ultimately yield conclusions aligned with the research topic. These maturity frameworks, such as those found in ITIL or COBIT, provide a structured approach to assessing operational effectiveness and identifying gaps in service management (Rahmah et al., 2024; Ramadan et al., 2025). These maturity models allow stakeholders to evaluate organizational processes against best management

practices to ensure continuous service improvement (Baptista & Barata, 2024). By systematically applying these maturity criteria, organizations can transition from ad-hoc operational responses to fully integrated, proactive service management systems (Dzemydienė et al., 2024). Furthermore, this progression enables organizations to move beyond reactive troubleshooting toward a sustainable maturity level where incident management is formally ingrained into daily operational workflows (Batmetan et al., 2022; Pratama & Wella, 2024).

Based on the introductory description above, the author aims to compare the promotional content uploaded by the SMPN 1 Wates Library and the Mastrip Library in Kediri Regency. This comparison of the two accounts can serve as a reference for the SMPN 1 Wates Library in developing its Instagram account. The novelty of this research lies in the use of the Instagram account itself, which is still in its infancy at the SMPN 1 Wates Library, and social media use is not yet optimal. Therefore, the author aims to gain an in-depth understanding of the promotional content creation efforts undertaken by the Mastrip Library in Kediri Regency.

METHOD

The research method is used to collect, analyze and interpret data so that a solution can be found for a problem (Ade Risna et al, 2025). The author examines scientific articles using a qualitative approach with a descriptive design. Qualitative research method with descriptive design is a method used to study research subjects and objects in order to produce in-depth understanding (Rizal et al., 2023). This approach aims to find out comparison results through promotional content uploaded to the Instagram of the SMPN 1 Wates Library and the Mastrip Kab Library. Kediri based on the use of promotional elements indicators. Subsequently, the study evaluates the efficacy of these digital marketing strategies in fostering community engagement and enhancing awareness regarding library services (Hamka, 2023). Furthermore, the research employs observation and documentation techniques to systematically analyze the digital footprint of these institutions (Fathullah et al., 2023; Saragih & Irwansyah, 2024). This analytical framework facilitates a comprehensive evaluation of how specific promotional elements influence user interaction and organizational visibility (Handayani & Apolinario, 2023; Mastur, 2023). This investigation further integrates these empirical findings to establish standardized benchmarks for operator performance, ensuring that technical proficiency directly translates into operational stability and the minimization of production variances (Khairunnisyah et al., 2023; Subaldan & Ishak, 2023).

A study requires data collection techniques to obtain information that can be used as supporting sources (Zainuddin & Wardhana, 2021). The author used an online observation method to collect data through the Instagram accounts of SMPN 1 Wates and the Mastrip Library in Kediri Regency. Documentation obtained through the Instagram accounts of SMPN 1 Wates and the Mastrip Library in Kediri Regency was used as comparative material based on the research promotion element indicators, which included messages, media, time, and frequency of promotion. These analytical findings serve as the foundation for defining the competency thresholds required for DCS certification, particularly concerning the mitigation of process disruptions (Firmansyah & Widodo, 2025). Consequently, the systematic triangulation of these qualitative observations and documentation enhances the credibility of the established performance metrics (Arni & Sari, 2023). Such metrics mandate that operators possess the capability to distinguish between standard procedural deviations and critical anomalies that necessitate immediate intervention. To achieve these objectives, the assessment framework incorporates thematic analysis to categorize patterns in operator response times during simulated plant disturbances (Teguh et al., 2023).

The next stage in data management research is data analysis techniques. Data analysis techniques are a research process to examine the subject and object of research in depth to obtain conclusions that are in accordance with the topic (Qomaruddin & Sa'diyah, 2024). There is a data collection process carried out by the author during observations to obtain data as an introduction to the problem formulation. Data reduction to focus the research results by creating a summary of the research results. Data presentation to obtain data through Instagram, then further information management is carried out. As well as drawing conclusions to determine the results of the comparison of Instagram content of SMPN 1 Wates Library with the Mastrip Library, Kediri Regency

as a promotional tool. These analytical procedures ensure that the evaluation of DCS operator competencies remains objective, grounded in the rigorous systematic categorization and re-examination of operational performance data (Munandiyal & Junaedi, 2022). Moreover, this methodological rigor enables researchers to filter essential information and draw meaningful conclusions by uncovering overarching themes and patterns within the observed operational activities (Teguh et al., 2023).

RESULTS AND DISCUSSION

Results

This study aims to compare the Instagram content of SMPN 1 Wates Library and Mastrip Library, Kediri Regency as promotional tools studied using four promotional elements, including promotional messages, promotional media, promotional time, and promotional frequency. Through these four elements, it can be used as a guideline in describing the research results obtained. The results of the study are used as a comparison in managing promotional content so that it can be accepted by students or followers of the account and used to improve the @arpesalibrary01 account.

The author conducted online observations to compare followers, content, and account information. The Instagram account @arpesalibrary01_ has 477 followers and 96 photos and videos. The bio section includes the school's identity, service hours, and the Library Identification Number (NIK) obtained from the National Library. The bio serves as a means of conveying brief information about the SMPN 1 Wates Library to its followers.



Figure 2. Instagram account @arpesalibrary01_

Furthermore, there is an Instagram account @perpustakaan_mastripkab.kediri which has 1,032 followers and 392 photos and videos. The account's bio contains the word "library" which serves as the creator's identity and an official statement about account ownership, service hours, and the complete address of the Mastrip Library in Kediri Regency, which makes it easier for users to visit directly. The bio on the Instagram account of the Mastrip Library in Kediri Regency can be used as brief information for users to know.

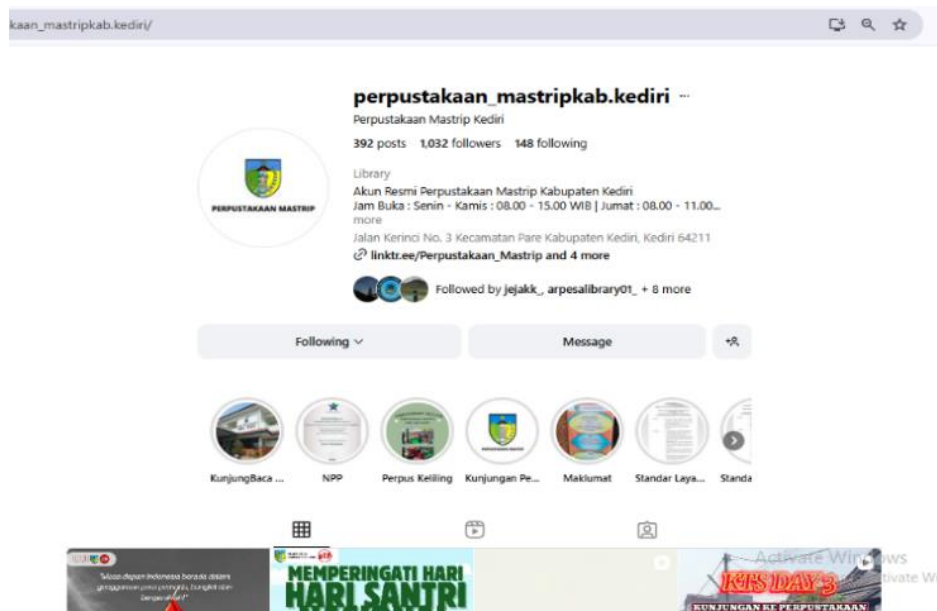


Figure 3. Instagram account @perpustakaan_mastripkab.kediri

Based on the explanation above, the bios on the Instagram accounts @arpesalibrary01 and @perpustakaan_mastripkab.kediri show both similarities and differences. The similarity in the bios on both Instagram accounts includes information about the institution's identity and service hours. Furthermore, the difference lies in the Library Identification Number (NIK) on the @arpesalibrary01 account, which serves as an identification code obtained from the National Library, while the @perpustakaan_mastripkab.kediri account includes a location indicating the library's layout to facilitate visitors. The similarities and differences in the bios on the two accounts should be tailored to the needs of each library and the type of library.

Libraries are one of the institutions that play a role in maintaining the existence of services. Through services, libraries become more vibrant due to the exchange of information between librarians and their users. One way to increase awareness of services is through promotion. Promotion is a key factor in determining the library's success in introducing its services. The purpose of promotion is to introduce types of library materials to increase interest in reading, build a positive image of the library, and foster the interest of library users in utilizing services to meet their needs (Fidelia, 2021).

One way to promote library services is through Instagram. Instagram is a social media platform that allows users to share photos and videos with other users quickly and affordably (Widyaputri et al. 2022). Through Instagram, users can utilize features like Stories, Reels, Direct Messages, Collab Posts, Instagram Live, and Highlights, all of which serve as efficient and effective promotional tools. Furthermore, Instagram offers advantages such as easy access and affordability, allowing users to access content anywhere and at any time. The effectiveness of using Instagram as a platform to promote services and products is highly relevant to the current era.

This in-depth discussion in this study will utilize the theory presented by Philip Khotler (2016). This theory comprises four promotional elements that can be used to assess a library: the promotional message, the promotional media, the promotional time, and the promotional frequency. Based on the results of observations carried out by the author regarding the scientific article entitled "Analysis of Promotional Content of Instagram Social Media Accounts @arpesalibrary01_ and @perpustakaan_mastripkab.kediri", it can be studied based on the theory of promotional elements as explained above. The following is a description of the discussion of promotional indicators:

1. Promotional Messages

Promotional activities can be considered effective if they are meaningful. The goal of promotion is to convey a message widely, quickly, and accurately so that the value contained within it is understood by users. As its meaning suggests, a promotional message is an effort to convey

information to users to influence them to use the services offered. Promotional message delivery is successful if users utilize the information provided. Therefore, promotional messages are a crucial part of creating a promotional strategy and require planning, including understanding social media algorithms (Bagus, 2020).

The SMPN 1 Wates Library and the Mastrup Library in Kediri Regency deliver messages through various forms of content, such as stories, reels, direct messages, collab posts, Instagram Live, photo highlights, and videos uploaded through both library accounts. The content created by both libraries has a message to convey. The Instagram feed @arpesalibrary01_ features routine content, including commemorations of major holidays. This content is created to commemorate major holidays, such as Library Visit Day. There is a quote message in the content that is intended to be conveyed to students of SMPN 1 Wates in particular.

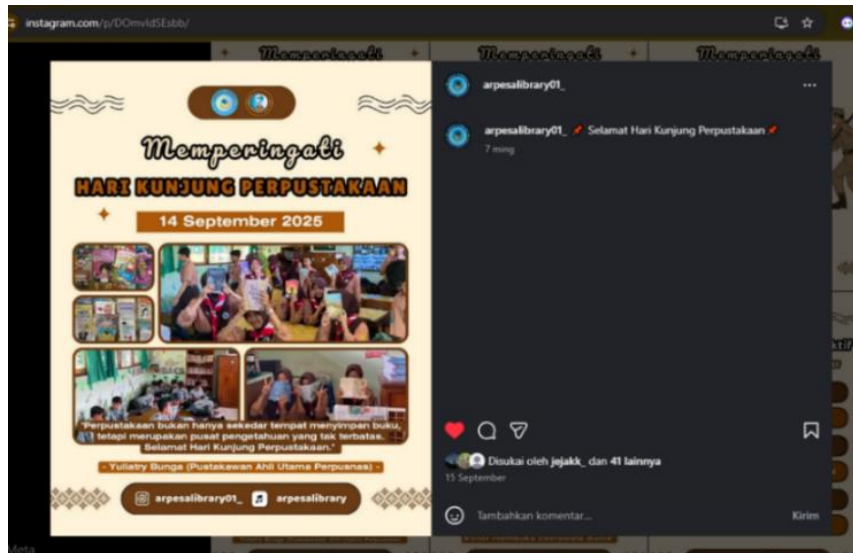


Figure 4. Instagram Feed @arpesalibrary01_

The message conveyed in the content can be used as an appeal to students to be interested in visiting the SMPN 1 Wates Library, both to seek information to improve their intellectual abilities and to seek entertainment to relieve fatigue. The content uploaded to the Instagram account, in addition to containing messages, needs to use captions. Through captions, it is easier for Instagram visitors to describe a situation or condition. However, the SMPN 1 Wates Library has not been optimal in its use of captions. Therefore, it is necessary to maximize the use of hashtags to increase visitors to Instagram content. In addition, there is content excerpts from the Arpesa Library book which also contains messages that can be conveyed to SMPN 1 Wates students. One of the contents below, the novel entitled Bandung After Rain, has a message that can be used as motivation for students.

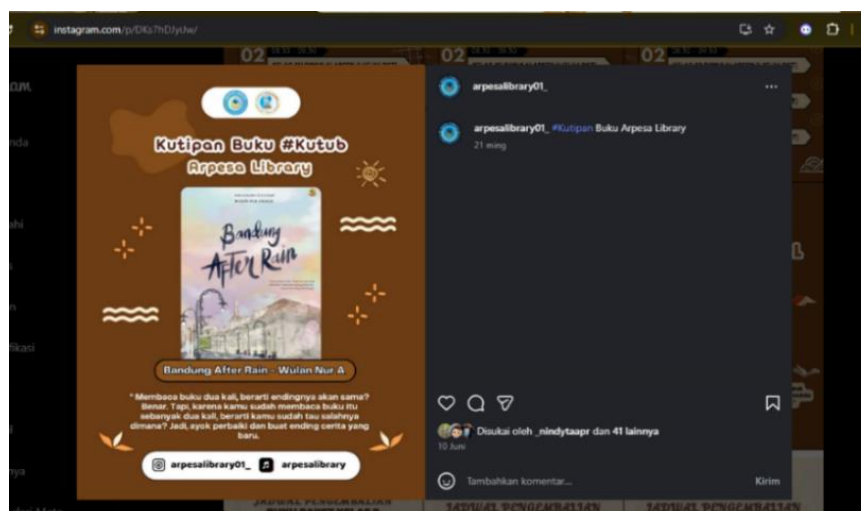


Figure 5. Content containing messages from the SMPN 1 Wates Library

As shown in the image below, the content is of the same type as the SMPN 1 Wates Library, specifically commemorating important holidays. This content was created to commemorate important holidays, including Youth Pledge Day. The Instagram feed contains a message that encourages followers to maintain their enthusiasm for preserving independence. Furthermore, the post's caption describes the situation, including the Youth Pledge Day commemoration.

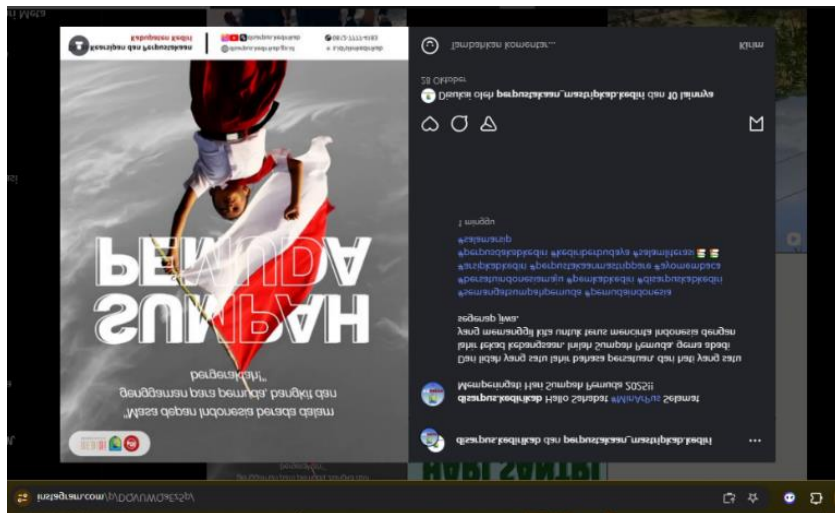


Figure 6. Instagram feed @perpustakaan_mastripkab.kediri

This content shares a similar genre to the SMPN 1 Wates Library: book excerpts. Through this content, the Mastrip Library, Kediri Regency, aims to convey a message about mental health, specifically anxiety levels. The caption provides a brief description of the book, which can then be used as a means of conveying the message and appeal to followers of the Mastrip Library, Kediri Regency, Instagram account. Furthermore, this content conveys that reading books can heal wounds, broaden horizons if implemented regularly, and increase reading interest among users.

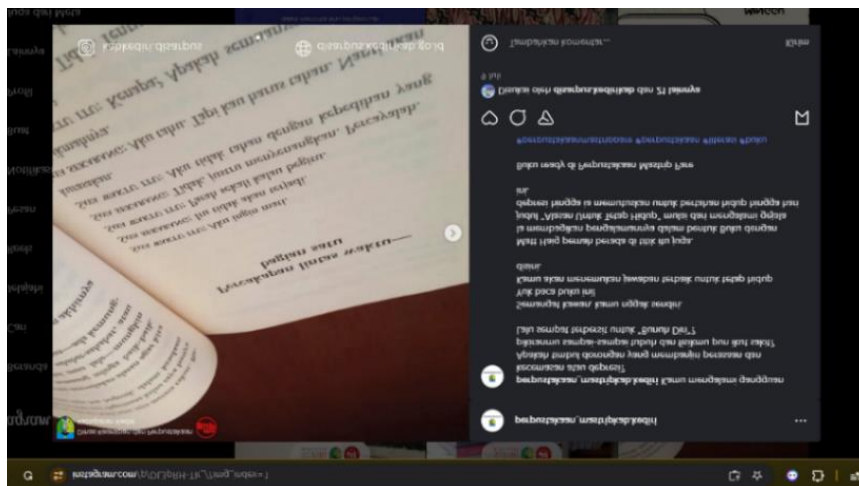


Figure 7. Content containing messages from the Mastrip Library in Kediri Regency

2. Promotional Media

Media plays a crucial role in promotional activities. As its name suggests, promotional media is a means of conveying information about a service or service to increase its use (Rejeki & Suwardi 2021). Several types of promotional media are used, including print and electronic media. Print media typically uses posters, stickers, brochures, and banners. Electronic media, on the other hand, utilizes the internet, television, radio, and even social media to convey promotional information.

Based on the author's observations, the SMPN 1 Wates Instagram account utilizes electronic promotional media, utilizing the internet to create posters uploaded to the account. Examples of

posts on Instagram include announcements addressed to students, such as textbook return and loan schedules, announcements of nominees for the most active student visits, press releases for activities, and content commemorating major holidays.

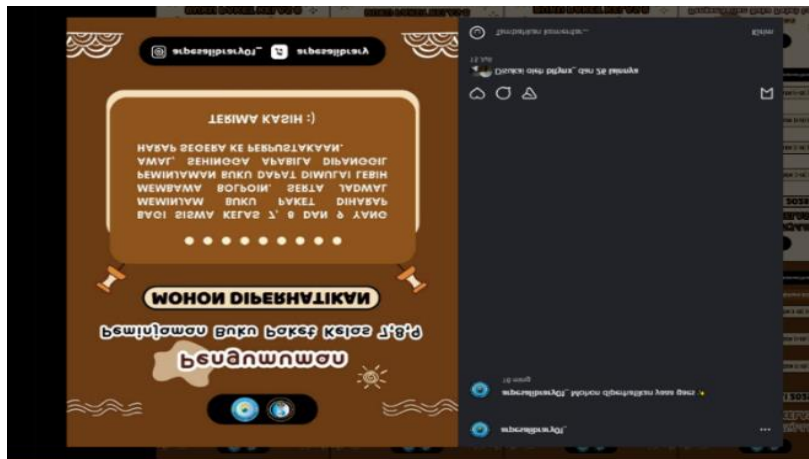


Figure 8. Poster posts on the SMPN 1 Wates Library's Instagram account

Similar to the SMPN 1 Wates Library, the Mastrip Library in Kediri Regency also uses electronic promotional media, utilizing the internet to create posters for upload to its Instagram account. The Mastrip Library in Kediri Regency posts on its Instagram account are more varied than those of the SMPN 1 Wates Library. The feed includes announcements of service hours, information about reading corners, library news, and various activities such as workshops, inter-library visits, coordination activities, and content commemorating major holidays.



Figure 9. Poster post on Instagram at the Mastrip Library, Kediri Regency

3. Promotion Time

Promotion time is a key factor in achieving maximum results. Through promotions, time can be used to measure user interaction with content owners, which is assessed based on likes, comments, and shares. As its meaning suggests, promotion time is the period during which the process of determining promotional results is carried out. A graphic shows the best times to upload Instagram content according to Sprout Social (2025). The graphic shows Tuesday, Thursday (11 AM - 5 AM), and Wednesday (11 AM - 8 AM). The best day to upload content on Instagram is Wednesday, while the worst day to upload content is Saturday. The graphic analysis shows that Instagram content uploads are erratic on weekends. Evidence suggests that the best days to upload content are weekdays, Monday through Friday. The graphic below illustrates Instagram global engagement, meaning the best time to upload content on Instagram globally.

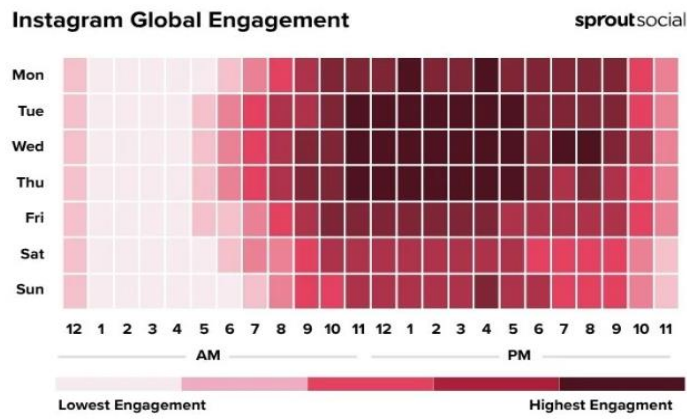


Figure 10. 2025 Global Instagram Engagement Survey

Based on the author's observations of the SMPN 1 Wates Library's Instagram upload schedule from January to November 2025, the most viewed content on this Instagram account was content uploaded according to the optimal timeframe. For example, Reels content, with the highest number of views, was uploaded on Thursday, June 12, 2025, with 3,705 views. The second most viewed content was uploaded on Tuesday, February 25, 2025, with 3,587 views. Furthermore, content uploaded on Wednesday, October 15, 2025, had 1,328 views.

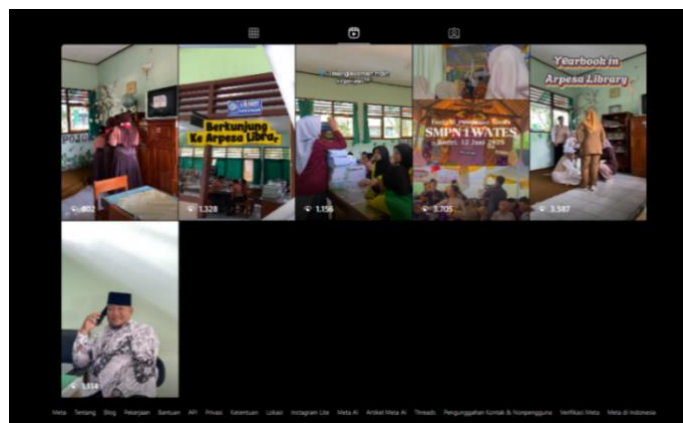


Figure 11. Content Upload Times at SMPN 1 Wates Library

Furthermore, observations of the Instagram content of the Mastrip Library, Kediri Regency, from January to November 2025 revealed that uploading content at the best times influenced viewership. For example, content uploaded by the Mastrip Library, Kediri Regency, on Monday, October 20, 2025, had 1,793 views, followed by content uploaded on Sunday, August 31, 2025, with 3,138 views, and on Monday, August 4, 2025, with 1,099 views. These findings indicate that uploading videos at the best times, according to the Instagram Global Engagement survey, significantly impacts viewership and even the number of likes.

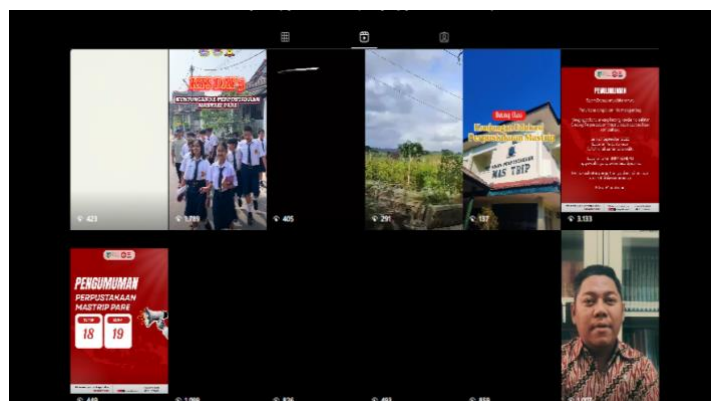


Figure 12. Content Upload Time at the Mastrip Library, Kediri Regency

4. Promotion Frequency

Promotion frequency is used as a reference for measuring time. As its meaning suggests, promotion frequency is a method used to sum up activities over time. The frequency of social media use can facilitate the analysis of access time and intensity of social media use (Kartikasari et al., 2023). Based on Instagram posts from the SMPN 1 Wates Library, the frequency of content uploads in 2025 was uncertain and varied each month. For example, in October, the SMPN 1 Wates Library uploaded content five times, September five times, August three times, July eleven times, June eleven times, May six times, April four times, and January six times.

Furthermore, the content upload frequency on the Mastrip Library's Instagram account, Kediri Regency, also varies, but the difference is that the content uploads are more consistent each month than the SMPN 1 Wates Instagram account. For example, in October, the Mastrip Library, Kediri Regency, uploaded content five times, September five times, August three times, July eleven times, June eleven times, May six times, April four times, and January six times. Kediri uploaded content five times, September four times, August four times, July ten times, June once, May three times, April once, March four times, January once. Through the frequency of uploading Instagram content, SMPN 1 Wates and the Mastrip Library of Kediri Regency both vary in the number of uploads each month, but the Mastrip Library of Kediri Regency has more consistency in uploading content every month even though it has an uncertain frequency of uploads each month.

Discussion

The results of this study reinforce the importance of digital promotion strategies in supporting library services and user engagement in the current digital transformation era. These digital initiatives must be strategically integrated with core values such as literacy and resource preservation to ensure the continued relevance of library ecosystems (Sharma, 2025). Such systems necessitate a transition toward collaborative and adaptive models, where librarians evolve as facilitators of knowledge creation rather than merely custodians of physical artifacts (Onunka et al., 2023). This evolution requires the implementation of advanced digital cataloging and cloud-based infrastructures to manage complex, sociotechnical data environments effectively (Albarrán, 2026; Bhoj, 2025). Consequently, this shift toward networked information systems mandates that professionals develop analytical competencies to navigate the convergence of big data and cloud-based library architectures (Gaikwad, 2026; Mahale & Doke, 2025).

Social media platforms, particularly Instagram, have evolved beyond communication tools into strategic promotional instruments for educational and public institutions, including libraries. The superior performance of @perpustakaan_mastripkab.kediri indicates that successful digital promotion depends not only on the existence of social media accounts, but also on how content is strategically managed. Similarly, industrial plant efficiency relies on a structured approach to operator certification and rigorous adherence to standardized operational protocols (Azzahra et al., 2026). To ensure these standards are met, organizations employ Operator Training Simulators to cultivate expertise in disturbance handling and process optimization within a secure environment (Cuypers et al., 2025). These simulators utilize digital twins and artificial intelligence to emulate transient and pre-emergency conditions, significantly reducing the human factors that contribute to industrial accidents (Abdullaeva, 2025). Furthermore, the integration of these high-fidelity training platforms ensures that personnel can effectively navigate both routine process control and complex failure scenarios, thereby fostering operational integrity (Kallakuri & Bahuguna, 2021; Onyekwe et al., 2022). This technical proficiency serves as a critical defense layer, as the optimization of Distributed Control Systems and Safety Instrumented Systems remains essential for mitigating technical vulnerabilities and preventing systemic failures (Onyekwe et al., 2022).

Consequently, the training framework must extend beyond mechanical process knowledge to include comprehensive incident response procedures, ensuring that operators can maintain system availability even during complex cyber-physical disruptions (Musunuri et al., 2025). These procedures necessitate a cohesive approach to stakeholder communication, ensuring that all actions taken during the mitigation of an incident are synchronized across the entire response team to prevent unauthorized system interventions (Salfati & Pease, 2022). Furthermore, cultivating a

workforce capable of managing these specialized industrial control systems requires addressing the human factor through advanced training environments that simulate realistic operational stressors (Nafees et al., 2022). To mitigate the risks of automation bias, operators must be trained to recognize and address anomalies that deviate from pre-defined scenarios rather than relying solely on habitual responses (Pettersen & Grøtan, 2023). Moreover, current research emphasizes the efficacy of Human-Hardware-in-the-Loop simulations in capturing the complex interplay between human decision-making and systemic performance under stress (Simone et al., 2025; 2026). Consistent uploads, effective captions, audience-oriented messages, and content diversity significantly influence user attention and interaction. These findings align with previous studies emphasizing that social media promotion requires both technical and communication competencies to achieve optimal outcomes.

The study also demonstrates that visual communication and storytelling are important components in library promotion. Through informative posters, educational videos, commemorative posts, and book recommendation content, libraries can build emotional connections with users and increase public awareness regarding library services and literacy activities. The strategic application of these digital tools facilitates real-time interaction, allowing staff to address user queries promptly and cultivate a more responsive, community-centered environment (Kokatanur, 2026). Moreover, the integration of these platforms necessitates structured staff training to ensure that operators possess the technical proficiency required for effective digital engagement (Adewojo & Momoh, 2025). Similarly, maintaining brand consistency across these channels remains a critical challenge that requires a comprehensive communication strategy aligned with the organization's overarching mission (Shee, 2025).

Additionally, upload timing and promotional frequency were found to influence audience engagement. Accounts that uploaded content during high-engagement periods and maintained posting consistency tended to attract more views and interactions. This finding confirms the relevance of social media algorithm understanding in developing effective digital engagement strategies. The strategic alignment of content type with specific cultural preferences and audience behaviors significantly enhances the visibility and resonance of digital communications (Kholili & Susanti, 2026; Tanaltay et al., 2024). Similarly, structured content management, incorporating insight research and data-driven evaluation, remains essential for organizations seeking to optimize their digital presence and reach (Wahyuni & Priatna, 2026). In the context of DCS operations, this methodology parallels the rigorous standardization required to mitigate procedural deviations and maintain consistent quality benchmarks (Herle, 2024). From a broader perspective, this study illustrates that libraries are required to adapt to digital communication trends to remain relevant among younger generations, who dominate social media usage. Therefore, digital promotion through Instagram should become an integral part of library management and information dissemination strategies.

Implications

This study provides practical implications for libraries, librarians, and educational institutions regarding the importance of professional social media management. Libraries should maximize Instagram utilization by developing attractive visual content, informative captions, and consistent upload schedules to improve public engagement. The findings also suggest that libraries need to improve digital literacy and social media management competencies among librarians. Strategic use of Instagram can strengthen library branding, increase service visibility, and encourage greater community participation in literacy activities.

Research Contribution

This research contributes to the field of library and information science by providing empirical analysis regarding Instagram-based promotional strategies in library environments. The study expands previous discussions by comparing two different library types and evaluating their promotional effectiveness using Philip Kotler's promotional indicators framework. Moreover, this research highlights the growing importance of digital engagement strategies in library

promotion and demonstrates how social media platforms can function as communication, branding, and information dissemination tools simultaneously.

Limitations

This study has several limitations. First, the research focused only on two Instagram accounts, which may limit the generalizability of the findings to broader library contexts. Second, the study relied primarily on qualitative observation without incorporating quantitative engagement metrics such as interaction rates, reach analytics, or audience demographic analysis. Additionally, the research only analyzed Instagram as a promotional medium, while other social media platforms such as TikTok, Facebook, and YouTube were not examined.

Suggestions

Future studies are recommended to explore the effectiveness of multiple social media platforms in supporting library promotion and digital engagement. Quantitative approaches involving engagement analytics, user satisfaction surveys, and social media performance metrics would provide deeper insights into promotional effectiveness.

CONCLUSION

A comparison of the Instagram accounts of SMPN 1 Wates Library and Mastrip Library, Kediri Regency, reveals both similarities and differences. The similarities include discussions about services, library collections, and library activities. The differences lie in the type of library; SMPN 1 Wates Library is a school library, while Mastrip Library, Kediri Regency, is a regional library. Furthermore, there are differences in the format of the Instagram feeds: SMPN 1 Wates Library has a more formal feel, while Mastrip Library, Kediri Regency, has a more formal appearance.

Therefore, the study concludes that, in line with Philip Kolter's theory on promotional elements, the Mastrip Library, Kediri Regency, excels in implementing promotional message indicators, promotional media, promotional timing, and promotional frequency. SMPN 1 Wates Library, on the other hand, excels in both promotional media indicators and promotional timing. Regarding promotional messages on SMPN 1 Wates Library's Instagram, the use of captions is still less than optimal in describing the situation. The frequency of promotional content uploads is inconsistent, and the content creation lacks variety. Therefore, further improvement in content planning is needed to prevent monotony.

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AUTHOR CONTRIBUTION STATEMENT

This scientific article is the result of independent research conducted by the author to fulfill his final assignment for a Bachelor's degree in Open Library Science. This scientific article has not been published in any other journal and is not currently under consideration for publication in any other journal.

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