

ABSTRACT

Wearesocial analysis report in January 2018 showed that Facebook is a social media with the highest usage rate in Timor-Leste. This is the reason why many industries in Timor-Leste use Facebook as a communication marketing channel, one of which is the telecommunications industry. With a causal research approach, this study was conducted to examine the influence of independent variables i.e. content type, media type, and posting time on customer engagement in Timor -Leste telecommunication industry through quantitative and qualitative analysis.

The results showed that content type information generates the highest engagement for reactions, comments, shares and interaction duration. The highest engagement for media type is video, followed by photos, links and status. Posting time can be measured in terms of days and hours. For posting time by days, the best engagement is posting content during work day (Monday - Friday). Whereas, posting time by hours showed the highest engagement is from 4 am to 4 pm (06:00 - 16:00). From qualitative analysis results showed that the higher number of content posts, the lower engagement obtained. One of the programs carried out by mobile operators in Timor-Leste to improve and increase the reach and engagement is with paid content through Facebook Ads feature.

Keywords : social media Timor-Leste, marketing communication, facebook page, engagement, Facebook Ads