

ABSTRACT

Social media is a communication tool that has an important role to share information that is used by various people. One of the most widely used social media in the world, including in Indonesia is Instagram. Instagram is widely used by small and large companies to establish relationships with consumers, convey information, find out consumer trends and desires, and build brands (branding). This study aims to find out how the influence of post type on online engagement in five coffee shops in Bandung and how the influence of post time on online engagement in the five coffee shops. In addition, this study also aims to find recommendations for managing posts in five coffee shop accounts to increase online engagement.

This study uses post data uploaded by five Instagram coffee shop accounts from September 2018 to August 2019 to be used as research objects. The posts analyzed in this study totaled 448 posts. Data analysis techniques in this study are descriptive analysis and different tests of Kruskal Wallis and Post Hoc.

The results of this study indicate that the type of post and time of posting (month and day), only the month has a significant influence on online engagement (likes and comments) while day has no significant effect on likes and comments. The months that have the most significant influence on likes and comments are January, May, June, and August. The type of information post has the most significant effect on likes and comments compared to other types of posts.

Keywords: Social Media, Instagram, Online Engagement, Kruskal Wallis, Post Hoc, Coffee Shop.