

Content production management of the Instagram account @erdegarage

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Abstract

The rapid development of social media has transformed how small business owners build relationships and interact with their customers. Instagram, as one of the most popular platforms in Indonesia, has become an essential medium for Micro, Small, and Medium Enterprises (MSMEs) to strengthen their brand identity and expand market reach. However, many MSMEs still face challenges in producing content that is engaging, consistent, and relevant to audience interests. This study aims to describe how content production management is implemented on the Instagram account @erdegarage. A qualitative approach was used, with data collected through in-depth interviews, direct observation, and content analysis of @erdegarage's posts. The results show that effective content production management requires careful planning, strong team collaboration, and continuous evaluation based on audience engagement. @erdegarage applies a distinctive content strategy through visual storytelling, adaptation to digital trends, and a participatory approach. The use of cinematic visuals, consistent color tones, and customer centered narratives enhances its premium image and builds emotional closeness with its followers. In conclusion, content production management at @erdegarage demonstrates that managing social media is not merely a technical process, but also a social and cultural practice that integrates creativity, authenticity, and audience interaction in shaping a brand's digital identity.

Keywords

Content management, Instagram, Digital branding, MSMEs, Visual storytelling

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Introduction

Social media has significantly transformed communication practices across various aspects of life, including business operations. Platforms such as Instagram have emerged as dynamic spaces for visual expression and public interaction. In Indonesia, Instagram ranks among the most popular social media platforms, with over 99 million active users as of early 2024. This phenomenon demonstrates that Instagram has evolved into a cultural medium shaping the ways individuals and business actors present themselves in digital spaces.

Micro, Small, and Medium Enterprises (MSMEs), as the backbone of Indonesia's economy, are profoundly impacted by these shifts in digital communication. As a key contributor to national economic growth, MSMEs are now required not only to maintain their operations but also to adapt through digitalization, particularly in marketing activities that heavily rely on social media as the primary communication channel [1].

The two-wheeled automotive industry holds a strategic role in Indonesian society. Based on data from the Asosiasi Industri Sepeda Motor Indonesia (AISI), in 2023 there were more than 125 million motorcycle units operating in Indonesia. This number presents a significant opportunity for the development of premium motorcycle maintenance services, in response to the increasing public awareness of aesthetic aspects, cleanliness, and vehicle upkeep. In this context, @erdegarage positions itself not merely as a motorcycle wash facility but as a professional detailing service with high experience and quality.

The importance of content management on the Instagram account @erdegarage becomes evident when compared to similar competitors. According to observational data, the @erdegarage account has a higher follower count and content posting frequency than its competitors. It is recorded that @erdegarage has 11,300 followers with 784 posts, surpassing @garasirodadua.premiumwash (8,284 followers), @aw_wash_garage (1,738 followers), and @pjlmotorcare (658 followers). This dominance indicates that @erdegarage implements a more systematic and structured content production and management process compared to its competitors.

Previous studies have emphasized the importance of meticulous planning in content management, as carried out by DBL Indonesia to build a sportainment image [2]. Furthermore, digital content management demands clear production stages from pre-production to post-production to ensure message quality [3]. Although prior studies have emphasized the significance of social media marketing strategies for MSMEs, most primarily focus on marketing outcomes and promotional effectiveness. Limited attention has been paid to the internal content production management process, especially in small-scale service industries heavily reliant on visual branding. Moreover, research specifically on structured content production management in motorcycle detailing services remains scarce. Thus, this study aims to address this gap by examining the implementation of managerial stages in content production planning, organizing, executing, and controlling on the Instagram account @erdegarage, and their contributions to digital branding and audience engagement.

Method

This study employs a qualitative descriptive research design to trace the content production management process on the Instagram account @erdegarage. This approach enables the researcher to understand the dynamics of communication strategies in a real-world context, focusing on the subjective meanings interpreted by business actors [4]. This method is relevant for examining digital communication

phenomena, as strategies applied on social media can enhance emotional engagement and strengthen customer loyalty [5]. The study was conducted at the workshop @erdegarage located at Jl. Kragilan, Sinduadi, Mlati, Sleman, Daerah Istimewa Yogyakarta.

Primary data were obtained through in-depth interviews with informants directly involved in managing the Instagram account @erdegarage, namely the business owner, photographer/videographer, editor, and social media officer, to capture internal company perspectives [6].

The documentation process entailed systematic selection of Instagram posts based on specific criteria, including those with the highest engagement rates, video based content (Reels), customer testimonials, and promotional posts such as the “Jumat Berkah” program. Analyzed engagement indicators encompassed likes, comments, shares, reach, and audience responses. Participatory observation occurred during multiple production sessions at the workshop, emphasizing team coordination, shooting techniques, lighting setups, editing workflows, and content scheduling practices. Field notes were documented to capture interaction patterns and production routines. These procedures aimed to bolster methodological transparency and ensure data interpretation credibility. Secondary data include documentation such as Instagram content archives and interaction statistics [7]. Informant selection was conducted using purposive sampling, based on criteria of active involvement in the content production process [8].

Data collection techniques included in-depth interviews to explore meanings behind creative strategies, participatory observation, and documentation [9]. Data analysis followed the interactive model by Miles, Huberman, and Saldaña, consisting of three main components: data reduction to filter essential information [10], systematic narrative data presentation [11], and drawing conclusions and verification [12]. To ensure data validity, this study employed source triangulation by comparing data from multiple sources [13], as well as technique triangulation by comparing interview, observation, and document results [14].

Results and discussion

This study finds that the success of @erdegarage's Instagram content management lies in its structured and creative content production approach. Based on field observations and interviews with the production team (owner, photographer/videographer, editor, admin), the research findings are summarized into four management stages as presented in Table 1.

Table 1. Summary of content production stages at @erdegarage

Stage	Key Activities	Representative Quote
Planning	Casual discussions on weekly themes, content types, and posting times; focus on consistent visual identity.	"We usually meet first to decide what content will be created... The main goal is for people to immediately recognize our style." (Restu Sukma, Owner)
Organizing	Task division (photographer for visuals, editor for color tone, admin for captions/schedule); use of mini studio with branding elements.	"Our studio is different... it has a distinctive carpet and backdrop that make our content stand out." (Raihan Dzulfikar, Photographer)
Execution	Emphasis on lighting, cinematic videos, trend adaptation, customer reviews, and "Jumat Berkah" promo (free videos).	"Most of our video content is cinematic... We shoot in the studio using mirrorless cameras for sharper and shinier results." (Raihan Dzulfikar, Videographer)
Controlling	Review of Instagram Insights (reach, engagement, feedback); strategy revisions based on content performance.	"We check which posts perform the best every week... When performance drops, the team revises the strategy by adjusting the concept." (Yasir Maulana, Admin)

The planning stage serves as the foundation for directing communication and brand image. The organizing phase ensures efficient workflow through specialized role division and unique facilities like the mini studio that differentiate them from competitors at [Figure 1](#). Execution involves high-quality production techniques (cinematic) adapted to trends, while evaluation uses data driven insights to refine strategies show in [Figure 2](#).



Figure 1. Mini Studio Setup

Research findings indicate that @erdegarage's competitive advantage lies in the integration of technical discipline, visual creativity, and supporting facilities. Unlike competitors who typically display only standard photos, @erdegarage manages its content like professional media production through its mini studio. In media production theory, such facilities serve not merely as tools but as symbolic identity markers that build perceptions of exclusivity.

The findings demonstrate the application of classical management principles, particularly the Planning, Organizing, Actuating, Controlling (POAC) framework. The structured workflow implemented by @erdegarage illustrates that social media management in MSMEs can be conceptualized as a formal managerial process rather than an informal promotional activity. This extends prior research on MSME social media

marketing by highlighting operational production management as a key determinant of branding success.



Figure 2. Example of cinematic content

Additionally, the integration of visual storytelling aligns with digital branding theory, emphasizing visual identity consistency and narrative coherence as critical factors for brand recall and emotional engagement. Unlike previous studies that address content strategies conceptually, this research offers empirical insights into their production-level implementation within a small business context.

Additionally, @erdegarage's content strategy heavily relies on visual storytelling through customer reviews and cinematic videos. As noted in prior studies, strong visual storytelling effectively builds brand credibility and customer engagement [5]. As shown in Figure 3, @erdegarage showcases detailing service results on customer vehicles against its distinctive studio background, creating an impression of luxury and professionalism.

The strategy of providing free cinematic videos on Fridays ("Jumat Berkah") represents an innovative approach that transforms interactions into collaborations. Customers are not merely objects but participants who disseminate brand content (user-generated content) by resharing the videos. This aligns with content strategy theory, which states that successful social media marketing for MSMEs depends on building community-based interactions [1].

Consistency in color tone and visual style, planned from the outset, establishes a strong brand voice. Audiences can recognize @erdegarage's content without needing to see the logo, due to distinctive lighting and studio settings visible in Figure 3. This demonstrates that production management encompassing meticulous planning to routine evaluation is key to winning competition in the digital automotive services industry.



Figure 3. Example of customer review content on Instagram @erdegarage

Conclusion

Content production management on the Instagram account @erdegarage is executed through a systematic process encompassing planning of themes and visual identity, organizing of teams and mini studio facilities, execution of high-quality cinematic production adaptive to trends, and data-based evaluation. This strategy successfully differentiates @erdegarage from competitors and builds a strong premium brand image. This study concludes that social media management for MSMEs requires a structured managerial approach, rather than random promotional activities, to create emotional engagement and customer loyalty. Despite its contributions, this study has notable limitations.

First, its focus on a single case within the motorcycle detailing industry limits findings generalizability. Second, the analysis centers solely on Instagram, excluding cross platform digital strategies. Third, audience perceptions and quantitative engagement effectiveness measures were not explored in depth. Future research should conduct comparative studies across diverse MSME sectors to analyze variations in content production management practices. Quantitative methods measuring engagement metrics and audience perceptions could offer deeper insights into branding effectiveness. Additionally, examining cross-platform strategies involving TikTok, YouTube, or other emerging digital platforms would enhance understanding of integrated digital branding management.

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