

Dialogic virtuosity of messages on Instagram account @Sevinch.cos.id as an effort to get consumer engagement

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Received January 14, 2025/Accepted March 21, 2025

Abstract

This research examines the strategies employed by the Instagram account @Sevinch.cos.id, a local natural ingredient-based skincare brand, to increase consumer engagement through social media. Using a descriptive qualitative approach and case study method, this research analyzes how Sevinch builds relationships with audiences through the dialogic virtuosity of the message, which includes the approach in delivering the message, the consistency and relevance of the message, the use of cultural elements, and direct interaction with customers. The data collection process was conducted through observation, interviews, and literature studies, which were then analyzed using triangulation to ensure the accuracy and validity of the research results. The results showed that Sevinch implemented four main strategies. First, they deliver messages in a simple, relaxed, informative, and interactive way, so that they are easily accepted by the audience. Second, Sevinch adapts the message to the needs of consumers while maintaining the consistency of its brand identity, such as highlighting natural ingredients in every promotion. Third, the cultural element of using natural ingredients is put forward as the main attraction to support the trend of environmentally friendly skincare that is increasingly in demand. Fourth, utilizing social media features such as comments, direct messages (DM), polls, and question and answer sessions to build more personal and emotional communication with consumers. These strategies have proven effective in building trust, loyalty, and consumer engagement, in accordance with the Coordinated Management of Meaning (CMM) theory that emphasizes the importance of understanding messages contextually, as well as compliance gaining theory that focuses on persuasive communication to influence audience behavior. This research provides important insights for businesses on how to utilize social media as a strategic communication tool to build long-term relationships with consumers. By emphasizing consistency, relevance, and active interaction, brands can create stronger engagement, increase trust, and strengthen consumer loyalty to the products or services offered

Keywords: CMM; Compliance Gaining; Consumer Engagement; Dialogic Virtuosity; Digital Marketing, Instagram

Introduction

The use of social media as a marketing tool today can no longer rely on the number of followers to get consumer engagement. This is due to the rampant use of fake followers or buying fake followers by a brand on social media such as Instagram to create a level of public trust in the brand. So based on this, followers are no longer the main reference for a brand to create consumer engagement, but a brand or brand must use other strategies that can create consumer involvement or customer engagement, such as by paying attention to the activities of social media accounts used.

Customer engagement is an effort to manage consumer loyalty to brands (Christyanti, 2019). Customer engagement is considered important because if more engagement is achieved, a brand or product can be better recognized and remembered by consumers, which in turn has a positive impact on increasing sales (Rohadian, 2019). Based on this definition, it can be said that customer engagement or consumer involvement has a very important role for a brand in creating consumer interaction and attachment to the brand. Companies can achieve customer engagement by continuously striving to make new things to build sustainable relationships with their customers. Consumer perception of a brand that has many followers on social media indicates that the brand is popular and credible. However, in reality there are still many brands that have fictitious followers that only add numbers without making a real contribution to consumer engagement. So that from the use of fictitious followers, even though a brand has a large number

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of followers, the interaction between brands and consumers does not occur, meaning that the level of consumer engagement such as likes, shares, and comments is very low. This shows that the number of followers is not a sufficient indicator to assess a brand's success in building consumer engagement. Most research still focuses on the number of followers which is used as the main indicator to assess the popularity of a brand without taking into account the quality of engagement and the existence of fictitious followers.

One strategy that can be done to get consumer involvement is dialogic virtuosity. According to [Capriotti & Kuklinski \(2012\)](#), dialogic communication on digital media is an ongoing interaction between communicators and their publics using Internet devices, which allows information, comments, opinions, judgments, and experiences to be exchanged continuously. [Sommerfeldj & Yang \(2018\)](#) assert that dialogue activities are important with regard to the attitudes held by each party in an interaction. Similarly, [Taylor & Kent](#) in ([Capriotti et al., 2021](#)) point out that dialogic circles allow the public to ask questions of communicators and more importantly, provide opportunities for them to respond to questions, concerns, and issues.

According to [Pearce & Pearce \(2000\)](#), states that dialogic virtuosity is highlighting how individuals or groups can engage in dialogic communication that is more profound, skillful, and meaningful, and emphasizes that to be a virtuoso in dialogue, one must have technical ability, interpersonal skills, and contextual awareness in communicating. Based on this definition, it can be said that to achieve dialogic virtuosity, communication practitioners must understand various forms of dialogue, build effective communication skills, and be able to create a social context that supports meaningful dialogue. So in this study, the dialogical virtuosity of messages on the @Sevinch.cos.id Instagram account is an important strategy in creating consumer engagement by presenting interactive, authentic, and meaningful communication.

Based on this gap, this research is important to do because the @sevinch.cos.id Instagram account has the potential to get consumer engagement through the interaction messages they do on Instagram social media. Given the importance of consumer engagement for a brand to increase brand loyalty and awareness, this study aims to determine how the interaction messages carried out by @sevinch.cos.id in getting consumer engagement on Instagram social media. The results of this study can be new knowledge for marketing practitioners or brands in an effort to build consumer engagement through interaction messages on Instagram social media.

Through digital marketing, a brand can communicate with customers without having to meet in person. The presence of the internet is one of the important developments in integrated marketing communications, because the internet is an interactive medium and allows the implementation of business strategies ([Widiastuti & Indriastuti, 2022](#)). Marketing communication can be used to inform a product, service, and brand that is sold directly and indirectly ([Riyantie et al., 2021](#)). According to [Haminingtyas et al., \(2024\)](#), states that digital marketing is the use of digital technology to create integrated communications that can help businesses to acquire and retain consumers, and build good relationships with audiences. Therefore, the presence of the internet helps brands to do online marketing according to the target. In addition, marketing communication strategies can also increase customer engagement by actively involving consumers in the process of interacting with brands.

Given the importance of consumer engagement for a brand to increase brand loyalty and awareness, this study aims to determine how the interaction messages carried out by @sevinch.cos.id in getting consumer engagement on Instagram social media. The results of this study can be new knowledge for marketing practitioners or brands in an effort to build consumer engagement through interaction messages on Instagram social media. The object in this study is to use the Instagram account @Sevinch.cos.id, this is because Sevinch as a brand engaged in skincare and haircare which was formed in February 2023, which has 3,135 followers on Instagram, but consumer engagement on these accounts tends to be low.

In addition, the selection of @sevinch.cos.id as the object of this research is because Sevinch is a local skincare brand, precisely from Bogor City, which uses natural or natural ingredients in its product ingredients. According to [Jauhari et al., \(2021\)](#), Indonesians tend to choose self-care products made from natural ingredients because of their attention to personal health

by paying attention to the certification and raw materials of each product they use. So based on this, Sevinch as a skincare and haircare brand with natural ingredients has the opportunity to become the choice of skincare products by the Indonesian people. As claimed by Sevinch through the content on its Instagram account @Sevinch.cos.id that the products they sell contain natural ingredients. This is done to realize Sevinch's commitment to continue to innovate and create new products formulated with natural ingredients and free from harmful ingredients.

New media plays an important role in business promotion and advancement in the digital age by increasing reach and direct interaction with customers. Platforms such as social media, blogs and websites allow businesses to reach a wider audience at a lower cost than traditional methods. Social media that can connect its users so that it becomes a platform in promotional means for business development for a company (Deba & Pramono, 2023). A company must realize that the technological era has changed the shift in consumer culture, such as consumers who no longer only seek information through conventional media, but have switched to digital media (Teguh & Ciawati, 2020). Direct interaction through social media builds closer relationships with customers, providing feedback that can be used to improve products and services. According to Schultz & Peltier (in Rojikun, 2022), social media as a marketing tool can be utilized to engage consumers and establish brand engagement, communicate brands, and manage relationships with consumers. Developing consumer engagement on social media can increase their trust in a brand (Popilin & Azizah, 2022). Another advantage of new media is the ability to provide interesting and informative content, and the information delivered can reach a wide audience.

Despite using social media as a marketing tool, brands can no longer rely on the number of followers to get consumer engagement. This is due to the rampant use of fake followers or buying fake followers by a brand on social media such as Instagram to create a level of public trust in the brand. So based on this, followers are no longer the main reference for a brand to create consumer engagement, but a brand or brand must use other strategies that can create consumer involvement or customer engagement, such as by paying attention to the activities of social media accounts used. As done by one of the local skincare and haircare brands, @sevinch.cos.id on Instagram social media, which actively uploads content about their product information, so this indicates that the promotion carried out by @Sevinch.cos.id is running actively. Although the @sevinch.cos.id account has 3,135 followers, consumer engagement on the account is very low, this can be seen from the number of likes, comments, and shares which are very few inversely proportional to the number of followers on the account. From the results of the Phlanx analysis that has been carried out previously, it is known that the @Sevinch.cos.id Instagram account has an engagement rate of 0.31% with an average interaction per post, namely the number of likes 9 and 1 comment, with a number of followers under 5,000, which is an average engagement rate of 0.31% and can be said to have very low consumer involvement because it is at a value of 0%, from the value range of 0%-6%. So that there needs to be other efforts made by @sevinch.cos.id, namely by uploading interaction messages to get consumer involvement.

The selection of @Sevinch.cos.id as the object of research remains relevant despite its low engagement rate due to the gap between the number of followers and the level of engagement generated. With 3,135 followers but only an engagement rate of 0.31%, this account shows that the communication strategy implemented has not been effective in encouraging customer interaction. However, this is precisely the reason for the research, as Sevinch has great potential to increase engagement through a more interactive communication strategy. In addition, the skincare industry is growing and the fierce digital competition demands local brands to be more innovative in building relationships with customers.

This research uses the Coordinated Management of Meaning (CMM) theory developed by W. Barnett Pearce, Vernon Cronen, et al. According to Pearce and Cronen (in West & Turner, 2014), CMM theory focuses on individuals and their interactions with others, and explores how a message is understood by an individual. So it can be said that CMM theory focuses on the individual and his relationship with others, and studies how an individual can interpret a message.

The hierarchy of meaning in CMM theory according to Pearce and Cronen (in West & Turner, 2014) is as follows, 1) Content or Content, is the first step of raw data or information which is then converted into meaning. 2) Speech Actions, the actions taken when speaking such as praising, insulting, threatening, and asking, to the intonation performed. 3) Episode, the context in which people act, such as a series of communications from the beginning, middle, to a clear end. 4) Relationships, an awareness of the potential and limitations in interactions, where the boundaries of the relationship are formed to direct actions and behaviors. 5) Life Scripts, groups of past and present episodes. 6) Cultural Patterns, identifying with a particular culture or group.

By examining Sevinch's communication strategy, this study can not only identify the causes of low customer engagement but also provide recommendations based on the theory of Coordinated Management of Meaning (CMM) and Compliance Gaining to improve the effectiveness of digital communication. The results of this study can also be a reference for other local brands in developing better digital marketing strategies, so the selection of Sevinch as the object of research has a strong relevance in the context of digital marketing and customer engagement on social media.

The use of CMM in this research is because this theory helps understand how the messages conveyed by @sevinch.cos.id are coordinated and interpreted by its audience in interactions on social media. In this qualitative research, CMM is used to analyze communication patterns, understand how meaning is formed through interaction, and see how Sevinch's communication strategy can increase customer engagement. In addition, CMM helps identify the communication rules that apply in digital interactions as well as how messages can be more effective in building relationships with audiences.

In addition, this research also uses O'Keefee's compliance gaining theory, which is a message design from O'Keefee, which is a theory used to examine various effective strategies that make someone compliant with persuasion messages (Littlejohn et al., 2021). To achieve compliance from the audience, a persuasive communication approach is required. This communication should highlight the importance of socialization in influencing the compliance behavior of individuals or audiences (Achfandhy, 2020). The basic assumption of this compliance theory is that every interaction between humans always involves what is referred to as a power relationship. That is, in every act of communication, there is always an influencing party and another party who is influenced (Aristyavani, 2017). So it can be said that compliance gaining is an effort to get compliance from others by using persuasion or interaction communication.

In previous research written by Rohadian & Amir (2019), which uses qualitative methods with data collection through interviews and observations conducted to four online shop owners who sell their own products, use Instagram business account features, and have followers above 5,000. The objects in the study are @nutrilashid account with 150,000 followers, @dekorasi.kayu account with 46,000 followers, @miraelsugarwax account with 83,000 followers, and @spisejam account with 8,249 followers. The results of this study show that by utilizing Instagram features optimally and applying the concept of customer engagement including content engagement (context and communication), media engagement, and engagement marketing activities (collaboration and connection) are steps taken to build customer engagement and have an impact on increasing sales. Based on this, there are differences with the researcher's research, where the object used in the researcher's research is the Instagram account @senvich.cos.id, data collection is by observation, interviews, and literature study, and emphasizes the use of messages as an effort that can build consumer engagement.

Furthermore, research conducted by Anindyaputri et al., (2020), which uses quantitative methods with a correlational approach. The research sample was 83 respondents who were taken using simple random sampling techniques. Data collection is using questionnaires, interviews, and literature studies. The results of this study show that customer engagement as seen from the indicators of absorption, dedication, vigor, and interaction has a significant relationship with interest in library visits. There are differences between this research and the researcher's research, this can be seen from the research method used by researchers, namely descriptive qualitative methods with data collection techniques of observation, interviews, and literature study. Then there are differences in the object of research, where the object in the study is the Instagram

account @perpustakaanidbud, while in the researcher's research is the Instagram account @sevinch.cos.id. Based on a review of previous research, it can be seen that it is important for a brand that utilizes social media in its marketing to build engagement with consumers. So the purpose of this research is to find out how the message carried out by @sevinch.cos.id in building consumer engagement on Instagram social media.

Method

In this study, researchers used a case study method with a descriptive qualitative approach. According to [Assyakurrohim et al., \(2022\)](#), case study research is to focus attention on one particular object that is raised as a case to be studied in depth so as to reveal the reality behind the phenomenon. The case study method in this study aims to understand unique phenomena such as the communication strategies used by the @sevinch.cos.id Instagram account in an effort to build consumer engagement. According to [Creswell, \(2013\)](#) a descriptive qualitative approach is a research approach used to explain a phenomenon that occurs and aims to understand the point of view of research participants through in-depth and detailed data collection. The purpose of qualitative research is to understand the condition of a phenomenon by describing in detail and in depth about the situation in the phenomenon, and describing what actually happened in the research field ([Fadli, 2021](#)). So it can be said that qualitative research approach is a research approach used to describe in detail and in depth about the phenomenon under study.

The research paradigm used in this study is the interpretive paradigm. Paradigm is a guideline used by each researcher as a basis for revealing facts through research activities carried out ([Batubara, 2017](#)). The interpretive paradigm is to view a communication message as something complex and has many meanings ([Faustyna, 2020](#)). According to [Manzilati, 2017](#)), states that the interpretive paradigm is an attempt to understand human behavior such as the role of language, interpretation, and understanding. The interpretive paradigm helps researchers to explore how interaction messages carried out by @sevinch.cos.id on social media can build consumer involvement.

The subjects in this study are the Instagram social media marketing division @sevinch.cos.id and followers who interact with the @sevinch.cos.id account. Researchers will observe how account managers, in this case Instagram social media marketing @sevinch.cos.id and followers interact through messages in posted content, comments, and other forms of interaction. The party responsible for the Instagram social media marketing division @sevinch.cos.id is then used as a resource person to provide information related to this research. The object of this research is the interaction message carried out by the @sevinch.cos.id Instagram account in getting consumer involvement. The focus of this research is on analyzing the messages carried out by @sevinch.cos.id as an effort to get consumer engagement on Instagram social media.

In this study, researchers collected data through observation, interviews, and literature studies. To ensure that the data obtained in the research is correct, the researcher performs data validity techniques using source triangulation, which is done by comparing, confirming findings from various sources of information, such as interviews with account managers, post content analysis, and feedback from consumers, to ensure data validity and consistency. Source triangulation is carried out to ensure data credibility by examining information that has been collected from various sources, then analyzing the data and drawing conclusions ([Murdiyanto, 2020](#)). The analysis method carried out in this research is data reduction, data presentation, and drawing conclusions.

Results and Discussion

Dialogical Virtuosity on the @Sevinch.cos.id Instagram account is using interactive, honest, and ethical communication as a strategy to increase customer engagement. By presenting content that is not only visually appealing but also has relevant and useful messages, Sevinch is able to build a closer relationship with its audience. Through inspirational captions, quick responses to comments and messages, and interactive features such as polls and Q&A sessions on Instagram Stories, Sevinch.cos.id creates an active communication space. This approach not only strengthens customer loyalty, but also encourages them to get more involved, both by sharing experiences and providing feedback on products. With the principle of positive digital

communication, Sevinch ensures that every interaction respects differences of opinion and creates a healthy and meaningful environment in the digital world.



Figure 1: Sevinch's Educational and Interactive Content on Instagram
Source: <https://www.instagram.com/sevinch.cos.id>

A brand that wants to build or get consumer engagement on social media needs to pay attention to the approach in delivering messages or content so that these messages can match the interests of the target audience or consumers being targeted. As stated by Putri et al., (2024), message preparation is an important factor that needs to be considered in conducting promotions, where the messages conveyed must be arranged or designed in order to influence the audience in making decisions. In the approach to delivering messages, Sevinch takes a certain approach in an effort to build consumer engagement (Table 1).

Table 1. Typologi of content by Sevinch

No	Type	Explanation
1	Simple context	Friendly language
2	Relaxed	Informal, not careless
3	Relatable	Match audience style
4	Interactive	Two way communication, get involved
5	Educational	Informative, detailed

Source: research result

Purpose of that content is to attract attention and provide comfort to its consumers. As said by Adji Sulthon as Head of Content Service from Sevinch, as follows:

“Actually, my team and I prefer a relaxed, relatable, but still educational approach because we want the audience to feel connected to the Sevinch.cos.id brand. Most of our followers are also young people who like light content but still have value, so the delivery must also match their style, not too formal but also not careless. For example, we often use friendly language like chatting with friends, use aesthetic visuals, and add interactive elements like polls or Q&A. The goal is to get them to not just look, but also get involved. We chose this approach because we believe that skincare products are not just about selling, but also about trust. So, by providing easy-to-understand education and a positive vibe, we can build that trust while making them feel comfortable interacting with our content.

This statement is supported by the results of interviews conducted with supporting informants, namely Cakra Natabuana, who is a consumer of Sevinch:

“Because of the informative content, such as being more detailed and updated too, then the presentation of the content is also interesting and that's what I think attracts interest or attention, and the language style tends to be easily understood by young people today, so I feel more comfortable with the approach taken by Sevinch with its followers, and that's what makes me encouraged to get involved in interactions on the Sevinch account.”

From these results, it can be said that the approach taken by the Sevinch brand in delivering its content to the audience is based on team agreement, such as by choosing an approach that is simple, relaxed but still educative and in accordance with consumer interests. Such as by using informal language, aesthetic visuals, and the use of polls and Q&A features to build interaction with the audience. In addition, the approach taken by Sevinch is to pay attention to the audience so that the audience feels helpful and comfortable with the Sevinch brand.



Figure 2: Skincare Tips Content and Consumer Needs
Source: <https://www.instagram.com/sevinch.cos.id>

Customization and consistency of message content is an important aspect for a brand to be able to reach out and build a close relationship with consumers. Relevant and consistent messages not only help brands convey their values and identity, but can also create a sense of trust and comfort among consumers or audiences. Message consistency can shape consumer perceptions of the added value provided by the brand (Zhang et al., 2024). So this is an important foundation in building sustainable consumer engagement, this is because consumers tend to be more able to connect with brands that understand their needs and preferences. The following is a statement from Adji Sulthon as Head of Content Service from Sevinch:

“To customize the content of the message itself, we start from the use of relaxed and relateable language, to make it closer to the audience. The content also tends to be practical and educative content, this message is adjusted so that they feel close to our brand, and can also understand the benefits of the product, and have a strong reason to continue using Sevinch, We also maintain content consistency by always adhering to the Sevinch.cos.id brand identity which uses natural, fresh, fun, and educational ingredients, while being flexible in facing trends by constantly monitoring what is going viral on social media and listening to audience feedback through comments, polls, or DMs. With a structured but flexible content calendar, we can stay relevant without losing Sevinch's signature, so that audiences feel close and connected to every message delivered.”

Supported by a statement from Leni Azzahra who is the Head of Marketing of the Sevinch brand as follows:

“We customize the content with a relaxed style, aesthetic visuals, and simple information

that is relatable to their skin problems, such as acne, dry skin, or how to glow naturally, and to ensure the content remains consistent but flexible, we use a clear visual identity and tone to stay on brand. But, we also actively monitor new trends and consumer feedback. For example, if there's a new trend like skin barrier, we immediately adapt the message to keep it relevant without straying from the Sevinch values.”

The adjustment and consistency of message content for consumers carried out by Sevinch as an effort to get consumer engagement on Instagram social media is known that Sevinch makes adjustments by using a communication style that is relaxed, relateable, and in accordance with the needs of the audience, such as discussing skin problems that are often experienced by consumers or simple skincare tips. As said by [Rahayu et al., \(2020\)](#), knowing and adjusting what content is most interested by the audience can help build a good relationship with the audience. In addition, Sevinch maintains consistency in conveying a brand identity that prioritizes natural, fresh, fun, and educational ingredients, so that the messages conveyed can remain in line with the brand's core values. Sevinch also uses a structured yet flexible content calendar to maintain a balance between brand identity consistency and relevance to trends and audience needs.



Figure 3: Cultural Content of Products with Natural Ingredients
Source: <https://www.instagram.com/sevinch.cos.id>

The use of cultural elements by brands can be one of the strategies to build consumer engagement, this is because culture reflects values, traditions, and identities that are related to the lives of the audience. So that by implementing cultural elements into content and products, it can help brands to create emotional closeness, increase relevance, and strengthen consumers' sense of pride in their identity, thereby encouraging stronger interaction and loyalty. As said by [Kusuma, \(2023\)](#), uniqueness in using certain cultural elements is considered to be able to bind consumers and become a rational choice to be developed to reach certain target markets. The following is a statement from Leni Azzahra as Head of Marketing from Sevinch:

“The cultural focus is on natural ingredients because our consumers like products that are healthy, safe, and environmentally friendly. We often highlight the benefits of natural ingredients to make our audience believe in the quality of our products. This cultural element was chosen because it is relevant to the growing trend of natural skincare. In addition, it also reflects Sevinch's values that focus on healthy skin solutions with a natural and eco-friendly approach.”

Then supported by a statement from Febianti who is a supporting informant to find out about how the values or culture conveyed in Sevinch content are perceived and accepted by consumers.

“The cultural value that I feel from the Sevinch account and this content is simple and natural. They always bring up natural ingredients in a way that makes us realize the

importance of going back to nature for skincare, but still modern and relate to young people”.

The use of cultural elements in Sevinch's content shows that Sevinch highlights the cultural elements of natural ingredients in their promotions that are tailored to their products. It is known that Sevinch emphasizes the benefits of natural ingredients such as aloe vera, tea tree, and rice extract which are not only good for the skin but also friendly to the environment. The selection of this cultural element is tailored to ten natural skincare that is increasingly in demand by consumers who care about skin health and the environment. So sevinch seeks to build consumer trust while reflecting brand values through cultural elements such as a natural and environmentally friendly approach.

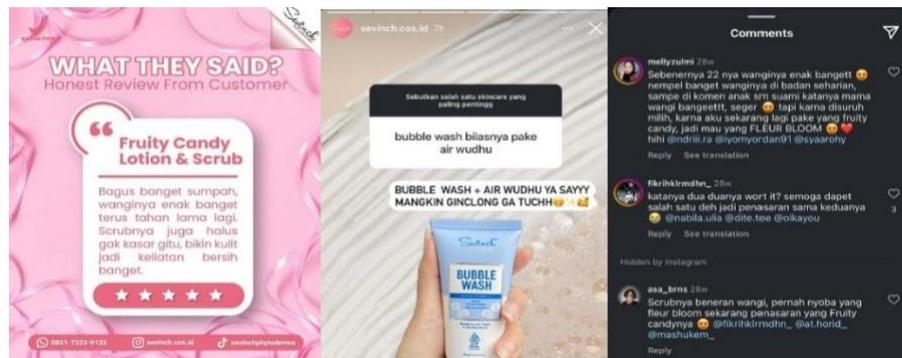


Figure 4. Sevinch's Interactive Content
Source: <https://www.instagram.com/sevinch.cos.id>

Interaction with the audience is one of the strategies that cannot be ignored by a brand, this is because it can help to build relationships and create personal experiences that make consumers feel cared for and valued. In this study, the effort made by Sevinch to build consumer engagement is to interact with its audience or consumers. As said by Felix et al., (2024), the results of interactions between brands and consumers both emotionally and cognitively can give an impression in the minds of consumers and can influence consumer assessments of products, services, and brands. The following is a statement from Salsa Sri Mulyati, who is a social media hoster from the Sevinch brand regarding the importance of direct interaction with the audience:

“It's very important, because when we interact directly, for example through comments or DMs, it can make consumers connect and feel valued by the brand. That way, there will be trust from consumers themselves towards our brand, and we also certainly get benefits because we are engaged with consumers. Interaction on Instagram is really important because we can provide information faster too. Hopefully, the audience will be more comfortable too because they can interact directly with us in a simpler way, either through comments or DMs. At the same time, this kind of interaction also helps us to get direct input from consumers regarding product or content innovations that they need”.

This statement is supported by the results of interviews conducted with expert informants, namely Hapsari Setia Wardani, who is a teaching staff and researcher from the Faculty of Business Economics, University of Indonesia:

“Yes, the brand will succeed in building consumer involvement or engagement, of course, in a content or any information conveyed to the audience can build awareness, then interest, then there is a desire from the audience to seek information such as starting to like, follow, and even start trying samples, well then finally there is action”.

The essence of direct interaction with consumers is that it can build a more personal and emotional connection between brands and consumers, thus creating a sense of being valued and trusted. As with direct interaction through comments, DMs, or other Instagram features that can help brands to respond quickly to consumer needs by providing information and receiving input from consumers to develop the products and content they need.

The approach taken by *sevinch* in delivering its content is quite good because it is able to present a variety of educational content and does not only focus on product promotion. Content that is easy to understand and the diversity of content variations can affect consumer engagement (Fahimah & Ningsih, 2022). However, despite having a variety of content, *Sevinch* needs to pay attention that the designed content still needs to be further developed in order to invite consumer interaction or engagement, such as by involving the relevance between the product and consumer needs. Based on CMM theory, *Sevinch's* approach to conveying messages is included in the hierarchy of relationship meaning, where relationships are the potential for interactions to lead to certain actions or behaviors, in this study, actions to build consumer engagement.

The adjustment and consistency of message content carried out by *Sevinch* as an effort to get consumer engagement on Instagram social media is by using adjustments to the communication style such as delivering messages that are more relaxed, relateable, and in accordance with the needs of the audience. By creating content that contains useful information, companies can build more intense relationships with consumers and create a sense of being appreciated Pamungkas et al. In addition, *Sevinch* maintains consistency in conveying a brand identity that prioritizes natural, fresh, fun, and educational ingredients, so that the messages conveyed can remain in line with the brand's core values. *Sevinch* also uses a structured but flexible content calendar to maintain a balance between brand identity consistency and relevance to trends and audience needs. The adjustment and consistency of message content carried out by *Sevinch* as an effort to build consumer engagement is in accordance with CMM theory on the hierarchy of meaning, namely content or content which is the first step of raw information which is then processed into a meaning that can be accepted by the audience. In addition, this finding is also in accordance with CMM theory on the hierarchy of meaning, namely speech acts which are actions taken when communicating such as language styles.

In the use of cultural elements carried out by *Sevinch*, namely highlighting cultural elements in terms of the natural ingredients used in their products, then packaged in a promotional content on their Instagram social media. According to Hindratno et al., (2021), states that cultural factors can be a determinant of the basis of a person's desires and behavior, through family and other institutions, in relation to other people. Certain values or cultures can direct consumer behavior (Muhrayanti & Sutama, 2024). It is known from these findings that *Sevinch* emphasizes the benefits of natural ingredients such as aloe vera, tea tree, and rice extract, and other natural ingredients that not only help in skincare, but also encourage an environmentally friendly movement. The selection of these cultural elements is in line with the natural skincare trend that is increasingly in demand by consumers who care about skin health and the environment. So *sevinch* seeks to build consumer trust while reflecting brand values through cultural elements such as a natural and environmentally friendly approach. The use of cultural elements by *Sevinch* in its content as an effort to build consumer engagement on Instagram social media is in accordance with CMM theory on the hierarchy of meaning of cultural patterns which is the process of identifying audience interests in accordance with the culture they believe in.

It is known that *Sevinch* realizes the importance of interaction with audiences to build consumer engagement on its Instagram social media. Interaction is a stage in the consumer engagement cycle where the relationship between consumers and companies is strengthened through regular communication and information exchange (Wardhana, 2024). The form of interaction carried out by *Sevinch* with consumers is through comments, DM, or other Instagram features that can help brands to respond to consumer needs quickly by providing information that suits consumer needs. In addition, with interaction, a brand has the potential to receive feedback from its audience or consumers, so that this builds consumer engagement. According to Rasool et al., (2020), effective consumer engagement can strengthen the relationship between consumers and companies, increase brand loyalty, and drive business growth.

Based on these findings, this is in accordance with CMM theory on the hierarchy of meaning,

namely relationships which are awareness of the potential and limitations in interacting, in this case Sevinch is still trying to build interactions with consumers by directing to an action or behavior such as feedback from consumers who like, comment, follow, and share content with other audiences. In addition to the relationship, this finding is also in accordance with the CMM theory on the hierarchy of the meaning of the episode which is the communication action taken, in this study the action taken is a form of interaction between the Sevinch brand and consumers.

It can be said that the message strategy implemented by Sevinch is in line with the Coordinated Management of Meaning (CMM) theory, which emphasizes that each message has a hierarchy of meaning, such as content, relationships, and cultural patterns. Sevinch's strategy of presenting content that is educational, relaxed, and relevant to the needs of the audience reflects that carefully designed communication is able to create shared meaning between brands and consumers. By emphasizing cultural elements, such as the utilization of natural ingredients and the promotion of an eco-friendly lifestyle, Sevinch not only strengthens its brand identity but also attracts audiences who share the same values and concerns. This shows how important it is to align messages with audience values to build deeper engagement.

The findings in this study are how messages on the @Sevinch.cos.id Instagram account can build consumer engagement on social media. It is known that in the preparation and delivery of its messages, Sevinch involves four strategies, including the approach in delivering messages, the adjustment and consistency of message content, the use of cultural elements, and the importance of interaction with the audience. The four strategies carried out by Sevinch are in accordance with the compliance gaining theory put forward by O'Keefee (Littlejohn et al., 2021), which states that to find out whether the strategy in delivering the message is effective or not, a persuasive communication approach is needed. As is done by Sevinch that they approach consumers in conveying their messages, where the result of this strategy is being able to build relationships between Sevinch and its consumers.

In addition, Sevinch also makes adjustments and consistency in the content of its messages which aim to build shared meaning between brands and consumers, so as to form consumer involvement. The form of persuasive communication carried out by Sevinch is by involving cultural elements in its content in terms of the use of natural ingredients that are in accordance with the products offered, the aim is to attract the attention of consumers who have an interest in natural products and an invitation to preserve the environment by using skincare that has a main content or composition of natural ingredients. Sevinch also pays attention to the importance of interaction with audiences in building consumer engagement, so for this reason Sevinch designs messages or content that is able to encourage consumers to engage in interacting with the brand, through invitations to comment, share content, and engage in interactive features used by Sevinch on its Instagram social media. Consumer engagement is very important in today's digital era, as companies strive to build deep and lasting relationships with their targets (Breneman et al., 2022).

The results show that dialogic virtuosity in the context of digital marketing emphasizes not only technical expertise in delivering messages, but also interpersonal skills and contextual awareness in creating meaningful dialogue. Sevinch communication reflects dialogical virtuosity through active interaction with the audience, such as responding to comments, direct messages, and using polls and Q&A features on Instagram. Messages are tailored to customer needs using casual, educational and relevant language. Sevinch also maintains consistent brand identity as a natural skincare product with the concept of fresh, fun, and educational, while continuously adapting to trends and customer feedback to improve the quality of communication and marketing strategies.

Sevinch's dialogical strategy contributed to increased customer engagement despite the low level of interaction. The implementation of dialogical virtuosity strengthens customer trust through active interactions, increases loyalty by providing positive experiences, and builds community where customers feel more connected to the brand, not just as consumers. Based on this, the compliance gaining theory is also reflected in the way Sevinch increases consumer engagement through persuasive communication. By maintaining brand identity consistency, inviting audiences to interact, and utilizing social media features, Sevinch creates opportunities for consumers to actively participate. Interactions established through comments, direct messages, or other Instagram features not only strengthen relationships with audiences, but also give brands the opportunity to get direct

feedback from consumers. This approach shows that interactive and persuasive communication can effectively drive sustained consumer engagement while increasing brand trust.

According to the theory of Coordinated Management of Meaning (CMM), communication effectiveness depends not only on the content of the message, but also on how meaning is managed in social interaction. The results show that Sevinch applies the principle of coordination of meaning by ensuring that every message delivered is relevant to the audience, both in the form of education and entertainment. In addition, Sevinch utilizes various interactive features on Instagram to create more meaningful communication and encourage dialogic customer engagement. Using Coordinated Management of Meaning (CMM) theory, Sevinch communication strategy on Instagram has several important impacts. Through active interactions such as inspirational captions, comment replies, and interactive features, Sevinch not only conveys messages but also builds meaning together with its audience. Followers do not just receive information, but also contribute to shaping brand identity through their responses and experiences. In addition, communication on Instagram is influenced by social rules that determine how messages are understood and responded to.

Sevinch practices ethical and positive communication, such as maintaining politeness and respecting different opinions. Meaning in digital communication also depends on various factors, such as brand identity, audience values, and social media trends. Therefore, Sevinch crafts appropriate messages that remain relevant and easy for her followers to understand. Since communication is dynamic and often unpredictable, Sevinch also has to constantly adapt and find creative ways to maintain interesting and meaningful interactions. By understanding the principles in CMM theory, Sevinch can better manage its digital communications, build closer relationships with audiences, and create a loyal and active customer community on Instagram.

Conclusion

This research discusses the strategy of the Instagram account @Sevinch.cos.id, a local skincare brand, in increasing customer engagement through messages delivered on social media. Using a descriptive qualitative method, this research explores how Sevinch builds a closer relationship with its followers. The results show that Sevinch applies four main approaches, namely creating the right message with simple, casual, interactive, and educational content to attract the audience's attention; maintaining message relevance and consistency by adjusting the communication style to stay relevant to consumers' needs without neglecting brand identity; utilizing cultural elements by highlighting natural ingredients in their products that are in line with the trend of environmentally friendly skincare; and interacting directly with consumers through comments, direct messages, and other interactive features to build a more personal relationship. This research confirms that consistency and relevance in messaging are critical to building customer trust and loyalty, while active interaction with the audience plays a major role in creating a positive experience. Sevinch's strategy is also in line with the Coordinated Management of Meaning (CMM) and Compliance Gaining theories, which prove that persuasive communication can effectively increase customer engagement. From the results of this study, it can be concluded that dialogical virtuosity in Sevinch's communication strategy plays an important role in increasing customer engagement even though the number of followers is not always directly proportional to engagement. By implementing interactive, authentic, and consistent communication, Sevinch can create a more meaningful digital experience for its audience, support customer loyalty, and strengthen its brand identity on social media.

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