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Strategic Implementation of Social Media for Kampung Inggris Betang Itah: Enhancing Engagement and Reach

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Abstract

This community service project aims to increase public awareness of the existence of *Kampung Inggris Betang Itah* in Palangka Raya, Central Kalimantan, as a means to support the English learning opportunity for the local community. By applying the ABCD approach, this project aims to develop the potential in the Kampung Inggris Betang Itah community, addressing challenges such as limited English tutor volunteers, a low number of students, and low exposure to the community. The first activity of the project was carried out by applying a 30-day content plan through Instagram, while the second gave training to the public relations team of *Kampung Inggris Betang Itah* regarding copywriting and social media management. The results show a significant increase in content engagement and reach, such as likes, comments, messages, and the number of audiences seeing the content. It also includes the number of Instagram followers, new students, and English tutor volunteers. Moreover, the public relations team of Kampung Inggris Betang Itah also had a good perception of the copywriting and social media management training.

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INTRODUCTION

The digital revolution in the era of Society 5.0, where access to information is almost unlimited, demands that every individual possess the ability to communicate in foreign languages, especially English. Therefore, adaptation in the sector of education is needed (Nastiti & Ni'mal 'Abdu, 2020) since Indonesia is currently facing a momentum where strengthening in the education and culture aspect is needed (Harun, 2021). One concrete manifestation of local society's awareness of this matter is the establishment of *Kampung Inggris*.

Kampung Inggris, established in 1977 by Kalend Osen in Tulungrejo, Kediri, West Java, is an English-focused community that drives local economic development and tourism. Its success in providing English courses and fostering new businesses aligns with the Indonesian Ministry of Education's 2020–2024 Strategic Plans, supporting the vision of globally diverse and synergistic Pancasila learners.

Inspired by the original Kampung Inggris, Kampung Inggris Betang Itah in Palangka Raya, Central Kalimantan, aims to enhance local competitiveness by improving access to

English education. As Palangka Raya will soon be neighbouring Indonesia's new capital, advancing education quality is crucial to preventing social inequality.

Developing *Kampung Inggris Betang Itah* is essential because it provides affordable English courses, making education accessible to everyone. This inclusivity enhances the potential of local children by equipping them with valuable language skills. As Palangka Raya will soon be neighbouring Indonesia's new capital, improving education will help prevent social inequality and ensure the community can thrive in future economic and social developments.

However, despite its essential contribution, *Kampung Inggris Betang Itah* still encounters challenges in its daily operation. First, this community was established without expert personnel in English language education, resulting in the reliance on volunteer teachers' participation with fluctuating schedules. Moreover, due to the limited number of volunteers, sometimes several teaching sessions had to be cancelled if the teachers could not attend. Second, although it is a nonprofit organization, this community still needs funds. Besides donations, Kampung Inggris Betang Itah also received funds from course fees paid by students. Yet, the amount was still insufficient to fulfil the needs since there were only a few students, making it unable to employ full-time or contract-based English tutors.

Upon examining the aforementioned issues, the crux lies in the fact that the public in Palangka Raya remained unaware of the existence of *Kampung Inggris Betang Itah*. This is attributed to the suboptimal extent of publicity efforts, while sustained and effective publicity is a derivative capability of entrepreneurial skills that an organization must possess. In this context, publicity refers to the organization's ability to market its services, specifically English language learning, in a manner that captivates the interest of potential learners and new volunteers. Therefore, the public relations team of Kampung Inggris Betang Itah needs to develop effective social media management accompanied by copywriting ability.

Copywriting is a writing activity that involves creativity which persuades consumers to take certain actions toward a brand, such as purchasing, searching for information, and other actions (Yogantari & Ariesta, 2021; Supriatna et al., 2022; Muhammad et al., 2023). This ability is very important in promotional activities because it functions as a link to communicate the products and services of a brand to consumers. In this context, *Kampung Inggris Betang Itah* can be perceived as a brand, and the people of Central Kalimantan, especially Palangka Raya, are the target consumers. Regarding media types, copywriting products are not only limited to written texts but also audio and visuals (Kurniati et al., 2024).

However, based on discussions through an interview with the public relations team of *Kampung Inggris Betang Itah*, they still felt overwhelmed in managing publication media, including the publication strategy and content and how to utilize publication media. Many of their personnel still experience difficulties writing content that has added value for the audience and persuasive language for social media. Meanwhile, copywriting ability is important for the development and exposure of the communities' organizations and businesses, as suggested by several community service projects conducted by (Hidayah et al. (2023), Malik & Octafia (2023), and Pratama et al. (2023). Therefore, this community service project innovatively applies social media management and copywriting *to Kampung Inggris Betang Itah*, aiming to enhance its visibility and competitiveness. By developing structured content and optimizing publicity, the project addresses gaps in the community's entrepreneurial skills and digital literacy through targeted training for improved outreach to prospective learners and tutors.

METHOD

The implementation of this community service project applied the ABCD (Asset-Based Community Development) approach, beginning with an FGD with the founders to identify their needs and resources. Based on the FGD, the strength identified was that it is one of the few communities that provide equal English learning opportunities for children from under-resourced families. Therefore, the ABCD approach was ideal for this project because it leveraged *Kampung Inggris Betang Itah*'s strengths to create tailored and relevant social media strategies that resonated with the community. This method empowered the public relations team to manage and grow their online presence sustainably, ensuring long-term success. Additionally, by building on existing relationships, the project effectively enhanced engagement and reach in an impactful way.

The project then involved two main activities: (1) social media management assistance and (2) copywriting and management training. The period for the project implementation was one month.

This social media management assistance was carried out before the training because the Community Service Team needed to test what types of content were suitable for *Kampung Inggris Betang Itah's* social media. After the first three weeks, the contents that had a good performance were compiled to be continued for publication strategy by the public relations team. The content was organized into a 30-day for May 2023, aligning with the duration of the community service project. It included single images, carousels, and reels using the following strategies. The first is understanding the communication target because the content must be tailored to whom it would potentially be suitable (Harmoko & Hermawan, 2023). Since the target learners were children, the target audiences were young parents with elementary school-aged children. The second is selecting a communication channel. Since young parents were familiar with it, Instagram was selected as the main communication media. Moreover, based on Data Indonesia, as of 2023, 42.8% of Indonesian Instagram users are aged 25 – 44 (Rizaty, 2023), making it an effective media channel. Besides parents, the discourse used in the contents also targeted the volunteers.

This project's social media performance data is collected directly from Instagram Insight, a built-in analytics tool provided by Instagram for users. This tool provides accurate and comprehensive metrics, minimizing the risk of data manipulation or inaccuracies.

The second activity, which is copywriting and social media management training, was carried out for the public relations team of *Kampung Inggris Betang Itah*. One of several requirements for effective social media management is creativity. Creative content has a better potential for generating positive responses from the target audiences (Ekantoro et al., 2023). Promotion through social media needs content that can draw attention and interaction, which leads to a good customer bond (Sari et al., 2024). Moreover, they must be able to market and possess knowledge regarding content design and the kinds of content design that become an organization's identity. In other words, they can communicate the value of *Kampung Inggris Betang Itah's* products or services.

RESULTS AND DISCUSSION

Social Media Management Assistance

During a month, the Community Service team contributed to managing the Instagram account @kampunginggris_betangitah. It included strategic planning, content production, distribution, and communication management with the target audience. The team has prepared a 30-day content plan with various post material, including educational,

documentation, and promotional content in single images, carousels, and reel videos, as shown in Figure 1.

Figure 1 Published contents

With this planning, the content on the Instagram account will be more organized, have a clearer concept, and be representative. Moreover, good content planning can affect the content design and production to make them look fresh, vibrant, eye-catching, and in accordance with the current trend, as noted (Akbar & Flowering, 2024). The account management results can be seen from several matrices: the number of reach, followers, and engagement.

Cumulatively, there has been a very significant increase in the number of audiences reached, people interacting, and the addition of new followers. The number of new audiences reached can be measured by referring to the reach matrix in the Instagram profile's professional dashboard section. There was a very significant increase, namely 1,282% or 6,540 new accounts, compared to the acquisition in the previous month. Apart from the paid promotion factor, this figure was achieved thanks to the contribution of content in reels, which has an average reach per content of 252 accounts. Reel-type content has a greater opportunity to reach a larger audience because this type of content can include music. This music embedding feature uses a trend system, where if you use music currently in the top trends, it will increase the chances of the content appearing on the audience's search page or home page.

Figure 2 Instagram insight

The significant increase in the number of reached accounts, as shown by Figure 2, indicates that more people are aware of *Kampung Inggris Betang Itah*'s existence in Palangka Raya. This is also known as brand awareness. The greater the reach, the greater the opportunity to attract new students, volunteers, and other collaborators. Thus, using

Instagram as a publication medium can help Kampung Inggris Betang Itah reach potential students.

The second matrix used as a reference for this community service activity is the number of new followers on the Instagram account @kampunginggris_betangitah. Followers are Instagram users who are connected to an account they follow, making content updates and information from the following accounts more visible, both on the homepage and in the notification bar. Although the Instagram account @kampunginggris_betangitah can be considered new since it was established in February 2023, the followers reached 138 by the end of May 2023. Compared to 48 followers in the previous month, it can be considered rapid growth for a new account.

The next important reference is engagement, or the number of interactions on the Instagram account. It includes the number of likes, comments, direct messages, and profile visits accumulated at the level of each content and the entire account over a certain period. According to Chahal and Rani (2017), high trust can be obtained from strong social media interactions. This is also supported by Kalla et al. (2017), who believe that interaction with the audience can foster a sense of trust, commitment, loyalty, and consumer advocacy. This means that interaction between the target audience will increase trust in *Kampung Inggris Betang Itah* as a community worthy of being a forum for learning English. This can also impact increasing opportunities to get new students and volunteers. Therefore, using Instagram can effectively increase trust.

According to Amriel & Ariescy (2021), several aspects can be considered in increasing interaction on Instagram, namely: (1) posting content during hours that have high traffic possibilities for users to be online; (2) creating content that inspires people to communicate, such as quizzes and giveaways; (3) using the Instagram Story feature; (4) utilizing other platforms such as WhatsApp, Facebook, and others to invite people to visit your Instagram profile; and (5) use interesting captions and hashtags.

However, not all of these five aspects were effective enough to be applied to the case of *Kampung Inggris Betang Itah* due to the low number of followers. The five strategies mentioned above are very effective when applied to Instagram accounts that are already strong enough regarding the number of followers so that organic (non-paid) content can easily interact. The team has also created several pieces of content to stimulate communication with the Fun Quiz concept. However, there is still no interaction in the form of comments from other users to participate in this activity. Utilizing links embedded in Instagram Stories and other platforms and writing customized captions is still not optimal for generating interaction. Thus, the team believes that the lack of interaction is due to the small number of followers while the existing content is posted organically.

The strategy taken by the team to overcome this is to use the advertising feature on Instagram. This feature allows users to carry out paid promotion for content to promote it to a wider audience, even those who are not followers. This strategy increased the cumulative number of interactions by 174%, or 85 interactions, compared to the previous month. Besides likes, interactions also include direct messages from target audiences, resulting in interest in joining the course. There were also messages from other learning communities, including Rumah Inggris in Katingan. It opened an opportunity for collaboration in the future, which would accelerate the development of *Kampung Inggris Betang Itah.*

Another strategy to increase engagement was to collaborate with other Instagram accounts with a large influence (influencers). Collaborating with ESA (English Student Association), the English Language Education Study Program, FKIP, Palangka Raya University. This strategy was successful in getting 98 likes for the collaboration content.

This number is certainly very far from the average number of likes for *Kampung Inggris Betang Itah's* organic content, which was 13 likes. Thus, this strategy also proves that the collaboration feature on Instagram significantly influences the growth of interactions and wider user reach without paying for advertisement. In line with Aditya (2024), collaborating with social media influencers can build and increase their presence through their many followers and authentic interactions.

Copywriting and Social Media Management Training

The second activity was a workshop for the 3 personnel of the public relations team of the chairperson and secretary of *Kampung Inggris Betang Itah,* as shown in Figure 3.

Figure 3 Documentation of copywriting and social media management training

Conducted on June 7th, 2023, the training facilitated the participants' improvement of their copywriting and social media management skills. They were given tasks to plan content and write captions. One of the works can be seen in Table 1.

Table 1 Sample of the participants' works

	Day 1
Goal	Brand Awareness
Type of Content	Single Image
Caption	Woo-hoo! Friends from the Feb-May 2023 batch just wrapped up and snagged their certificates! Time to level up! Ready to dive into some English learning fun at Kampung Inggris Betang Itah? Wondering when the next batch kicks off? Stay tuned with @kampunginggris_ betangitah!
Upload Date	June 8th, 2023

The above work was designed to promote the successful batch in Kampung Inggris Betang Itah, which hoped to attract more students and volunteers to the course. This content also attracted 15 students for the next batch and one new English tutor.

Based on the evaluation form gathered from the five participants, they showed a positive perception of the training. Most of them perceive that there is a significant improvement in their understanding of content planning, particularly in aligning content strategies with specific goals and target audience preferences, as shown in Table 2. This enhanced comprehension signifies a crucial step towards optimizing social media platforms for effective communication and engagement.

Table 2 Training evaluation results

Aspect	**Category**	**Percentage**
The material is relevant to my needs.	Strongly Agree	75%
I have a better understanding of content planning.	Strongly Agree	100%

Aspect	Category	Percentage
I have a better understanding of copywriting.	Strongly Agree	100%
I have more confidence in writing captions.	Strongly Agree	75%
The speaker in this training has adequate expertise in the topic.	Strongly Agree	100%

Furthermore, the training sessions substantially enhanced participants' copywriting abilities. Participants gained valuable insights into crafting compelling and engaging content through targeted exercises and practical guidance. This improvement in copywriting skills is pivotal for generating impactful social media content that resonates with audiences and drives desired actions. After the training, Most participants felt more confident writing captions for *Kampung Inggris Betang Itah*'s Instagram posts.

CONCLUSION

This community service project by the English Education Study Program team, FKIP, Universitas Palangka Raya, has improved public awareness of *Kampung Inggris Betang Itah*. The first main activity in assisting the social media management of the community is implementing more structured content planning, demonstrating better engagement and reach and increasing its Instagram followers. The second activity also ensured the sustainability of good social media management by training the public relations team of Kampung Inggris Betang Itah. However, effective social media management requires a long-term approach, which is a limitation of this study. Future projects are recommended to extend the duration of the program and design a more intensive social media management training. Nonetheless, it is hoped that after this community service, the performance of social media management can be maintained well, resulting in a sustainable community for English learning in Palangka Raya, Central Kalimantan.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

Conceptualization, RM, TO, and YT; methodology, RFN.; formal analysis, RFN.; preparation of the original draft, RFN.; review and editing, NA.; supervision, RFN.

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