

CHAPTER I

INTRODUCTION

1.1 Background of The Study

In order to increase customer engagement, interactive content has become one of the key strategies in the modern marketing world. Interactive content refers to the type of content that encourages active participation from users, such as polls, quizzes, Q&As, and reactions to statements or stories. Unlike passive content that is only delivered in one direction, interactive content creates a two-way communication space between brands and consumers. Smith & Taylor (2020). This not only increases user interest but also strengthens their emotional connection to a brand. Hence, the utilization of interactive content has become very important for companies that want to create a more meaningful and memorable user experience.

One social media platform that actively facilitates the use of interactive content is Instagram, specifically through the Instagram Stories feature. Instagram Stories allows brands to publish visual content that is temporary and quick, yet still able to build a strong connection with their followers. With features such as polls, question stickers, quizzes, and even “swipe up” or external link features, Instagram Stories gives brands plenty of room to create a more personalized and real-time interactive experience (Chen et al., 2021). This strategy is especially relevant as today's audiences tend to favor light, quick, and entertaining yet informative communication.

The implementation of interactive content on Instagram Stories is widely recognized as having or is considered to have on customer engagement and loyalty. Customer engagement reflects the extent to which consumers interact, respond, and participate in activities conducted by brands on social media. Meanwhile, customer loyalty is the long-term result of such engagement, where consumers not only make repeat purchases but also voluntarily recommend brands to others. The use of interactive content strategies is widely recognized as having

atau is considered to have as it creates a fun and relevant experience for users, which in turn strengthens brand loyalty (Lee & Park, 2022).

One local brand that has successfully implemented this strategy effectively is Boss Salad, a healthy food brand based in Bengkalis. Boss Salad is known for its consistent and creative use of Instagram Stories to build two-way communication with its customers. By presenting interactive content such as healthy lifestyle quizzes, favorite menu polls, customer testimonials, and Q&A sessions, Boss Salad not only introduces its products but also creates a closer relationship with consumers (Rahman & Sari, 2023). This success shows that interactive content strategies on Instagram Stories play an important role in building customer engagement and loyalty. Therefore, the author is interested in analyzing more deeply how the interactive content strategy implemented by Boss Salad through Instagram Stories can increase customer engagement and loyalty.

This research is novel in several important aspects. First, the focus on the use of interactive content on Instagram Stories as the main medium to build customer engagement and loyalty is still relatively limited, especially in the context of local brands such as Boss Salad in Bengkalis. Second, this research highlights real-time two-way communication strategies, which have not been widely researched in the context of healthy food brands in Indonesia. Third, this research also provides a practical and contextual perspective on how content such as polls, quizzes, and Q&A not only increases interaction but also creates long-term emotional bonds with consumers.

While various previous studies have addressed the influence of social media content on customer engagement and loyalty, most have focused on general strategies on digital platforms or on large national brands. Research that specifically explores how interactive features on Instagram Stories, such as polls, quizzes, and Q&A sessions, can influence the relationship between brands and consumers is limited, especially in the context of local brands. Moreover, most studies are quantitative in nature and do not delve deeply into the dynamics of two-way communication built through interactive content. In fact, the real-time participation and interaction elements offered by Instagram Stories have the potential to shape a more personalized and emotional user experience. The limited research on local brands such as Boss Salad in Bengkalis further strengthens the

importance of this study, as it can provide contextual and practical contributions to the development of interactivity-based digital marketing strategies that are more relevant to micro and medium enterprises in Bengkalis.

Interactive content is now an important strategy in the modern marketing world as it is able to increase customer engagement through active participation, such as polls, quizzes, and Q&A sessions. Instagram, especially the Instagram Stories feature, is an effective platform in facilitating two-way interactions between brands and consumers in a quick, light, and personalized manner. It is considered to enhance or has been reported to enhance, as it creates a fun and emotional experience. Boss Salad, a local healthy food brand from Bengkalis, is a successful example of consistently and creatively implementing this strategy. This research is novel because it highlights interactive content on Instagram Stories in the context of local brands and examines contextually and practically how real-time two-way communication forms stronger relationships with consumers. The research gap lies in the lack of studies that examine local brands' interactive strategies on Instagram Stories in depth, especially from the perspective of personalized and emotional communication and customer experience.

1.2 Formulation of The Problems

Based on the description of the background above, the formulation of the problem to be examined is:

1. What features does Boss Sald use to improve customer engagement?
2. To what extent do interactive features such as polls, question box, quiz, and interactive promotion in Instagram Stories contribute to increasing Boss Salad's customer loyalty?

1.3 Scope and Limitation of the Study

Based on the description of the background above, the scope and limitation of the problem to be examined are:

1. Scope

This research focuses on analyzing the interactive content strategies used by Boss Salad through Instagram Stories. The analysis covers four types of interactive content, namely Polling, Question Box, Quiz, and Interactive Promotion. Furthermore, this study analyzes how these interactive contents contribute to increasing customer engagement and customer loyalty.

2. Limitation of the Study

This study is limited to the analysis of interactive content uploaded on the official Instagram account of Boss Salad through Instagram Stories from April to June 2026, which served as the observation period for data collection. The study focuses only on Instagram Stories and does not analyze other Instagram features such as Feed, Reels, Live, or advertisements. Furthermore, customer engagement is limited to customers' interactions with Instagram Stories, while customer loyalty is analyzed based on interview data obtained from selected Boss Salad customers.

1.4 Purpose of the Study

Based on the formulation of the problem above, the objectives of this study are as follows:

1. To identify the interactive content strategy used by Boss Salad through the Instagram Stories feature to increase customer engagement.
2. To analyze the effect of interactive features such as polls, quizzes, stickers, and swipe-up links on customer loyalty to the Boss Salad brand.

1.5 Significance of the study

1. Significance for Readers This research can be a reference for readers who have an interest in digital marketing and social media, especially in managing effective interactive content strategies. The results of this study can be used in brand management practices on social media to increase

engagement, especially through the Instagram Stories feature, which is still rarely studied in depth.

2. Significance for Companies: This research provides useful information for companies, especially those such as Boss Salad, to better understand the preferences and behavior of social media users. With the results of this study, companies can design more relevant and targeted marketing strategies using interactive content, so as to optimally increase customer engagement and build brand loyalty through the Instagram Stories channel.