

Implementation of Social Media Analytics Using Buffer Tool to Measure Business Instagram Content Performance

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ABSTRACT

Instagram social media has been utilized by businesses as a platform for digital marketing activities. To assess the success of these marketing efforts, measuring content performance on Instagram is essential. This measurement involves analyzing data and insights regarding metrics such as reach, engagement, and impressions. These metrics are obtained through the process of Social Media Analytics (SMA) on the Instagram platform. However, many businesses experience a consistent decline in insights, resulting in decreased effectiveness of digital marketing. This study proposes a solution by implementing enhanced digital marketing on Instagram, followed by the measurement of Key Performance Indicators (KPIs). The measurement tool used is Buffer, which provides a comprehensive analysis dashboard concerning content performance, audience interaction patterns, and the impact of posting times on audience engagement in real-time. The KPI measurement during 3 months results indicate a significant increase, including a 66% rise in posts, a 69% increase in impressions, a 32% increase in reach, a 167% increase in likes, a 90% increase in comments, and a 105% increase in new followers for Casia store's Instagram channel. The accuracy of the data obtained from the Buffer analytic tool is verified through comparison with the impression metrics from Instagram Insight, which show identical figure, and Buffer has proven to be effective and accurate for measuring content performance and supports the implementation of SMA on the Instagram platform.

Keywords : Social Media Analytics, Buffer, Instagram, Digital Marketing, Performance Measurement, KPI

Submitted:

Article Info :
Reviewed:

Accepted :

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1. INTRODUCTION

Instagram has increasingly been utilized by business actors to conduct digital marketing activities. Instagram has a reach of 98 million users, primarily dominated by individuals aged 18-45, making it an ideal platform for businesses to market their products [1]. One of Instagram's advantages over other social media platforms is its active interaction growth [2]. Using Instagram serves as a means for product introduction, starting from account creation to content production [3]. Business actors using Instagram business profiles can access the Insights feature, which provides content performance data. Instagram applies social media analytics (SMA) to assist business profile users by offering the Insights feature [4]. Many businesses utilizing Instagram experience fluctuations in content performance metrics, predominantly characterized by significant declines that affect insights, such as reach and engagement metrics. Consistent declines in insights are often due to unengaging content, improper posting times, and underutilization of Instagram's features [5]. The insights gathered are influenced by the quality of the visual content and the frequency of posts. Instagram focuses on interaction through visuals, providing filters and editing tools for content [6]. There is potential to improve insights by creating engaging and high-quality content and utilizing Instagram features such as Instagram Ads. The use of Instagram Ads significantly impacts the increase in post reach and engagement rate [7]. Business actors must pay close

attention to promotional content to encourage more user interaction [8]. Although these issues are not critical for businesses, they have led to reduced digital marketing effectiveness through Instagram content.

The measurement of digital marketing success on Instagram can be conducted by monitoring content performance metrics. Performance metrics are obtained from the data analytics process applied to Instagram platform data, which is gathered through social media analysis. Social media analysis, as social media mining or intelligence, is the process of collecting data from social media platforms and analyzing it using various analytical techniques to extract valuable insights [9]. The social media analysis process can be carried out efficiently and effectively by utilizing available tools to gain valuable insights into Instagram's social media performance.

Instagram provides an analytics feature known as Instagram Insights. The Instagram Insights feature is a tool offered by Instagram to measure content performance with the audience [10]. Instagram Insight is useful for analyzing content performance, but has limitations in that the insight only explains the number of likes, comments and impressions, but does not provide more complex analysis, and making it difficult to directly connect content performance with business [11]. One such social media analytics tool that has better feature is Buffer. Buffer, as a third-party social media analysis tool, provides a comprehensive analytics dashboard. It also enables businesses to gather more in-depth insights and streamline the process of managing Instagram's social media [12]. The Buffer tool displays content performance metrics, which subsequently generate insights. As a social media measurement tool, Buffer includes metrics such as impressions, reach, likes, comments, new followers, post engagement, engagement rate, and others [13]. Measuring content performance involves comparing performance metrics or Key Performance Indicators (KPIs) before and after implementing digital marketing enhancements. KPIs are used to assess the outcomes of digital marketing implementation [14]. The comparison of KPI metrics aims to determine the improvement or decline in content performance, as well as to ascertain the success of digital marketing efforts.

Previous research included the application of social media analytics limited to using Instagram Insights for measuring content performance. However, that research did not present comparative KPI data. Additionally, there were no provisions for content scheduling [15]. Other studies discussed the calculation of the engagement rate for Instagram business accounts using manual methods [16]. The Buffer tool provides engagement rate metrics, allowing for quicker assessments of audience interaction with content. Similar research related to analyzing Instagram utilized Instagram Insights to measure and analyze insight data, but it was limited to the development of reach, audience, and content interactions. There was also an analysis of Facebook using Facebook Insights [10]. These studies indicate that the measurement and analysis of the two social media platforms were conducted separately using two different analytical tools. In contrast, using Buffer allows for the measurement and analysis of both social media platforms within a single dashboard. Buffer can analyze content performance across various social media platforms, and it also enables users to respond to comments and schedule content posting automatically at chosen times on selected social media accounts.

This research applies social media analytics using the Buffer tool to measure the performance of Instagram content. The measurements from Buffer are conducted in detail concerning the improvement of metrics such as reach, engagement, and other performance metrics. Furthermore, the study addresses issues regarding content performance during the previous period by utilizing metrics from Instagram Insights. Therefore, testing is necessary to ensure the accuracy of results from Buffer in comparison to Instagram Insights. There are slight differences in the metric data between the two analytical tools, attributed to the different measurement algorithms or methods used in the social media analysis process. To ensure the accuracy of the data from both Buffer and Instagram Insights, metrics such as impressions are compared as the primary indicator, which shows consistent values. Additionally, Key Performance Indicators (KPIs) are measured to compare the improvement of content performance over a specified

measurement period. Moreover, the use of the Buffer tool provides in-depth insights into audience engagement, derived from the social media analytics process, which displays demographic insights about the audience. Buffer also offers recommendations on the optimal posting times, the best types of posts, and the ideal posting frequency, which are valuable for enhancing the performance of business Instagram content.

2. METHOD

This research applied buffer tool to measure performance on social media content and employs a case study approach that provides an in-depth analysis of a single subject. The subject of the study is Casia Store, an online business operating in the fashion sector. Casia Store utilizes Instagram as a platform for product marketing through content postings. The feed or story content from Casia store's Instagram social media channel will gain valuable insights into the performance and effectiveness of social media campaigns by going through several data collection processes or data analytical, it can be obtained from the Instagram social media platform through the analytical workflow in the social media analysis process. The social media analytics process includes data access, data processing and normalization, data analysis, and insights [9]. There are several tools to monitoring and analytics data in social media channel to can help Casia store listening, managing, measuring, and responding about their brand. SMA's tools can be categorized depending on their functionality and availability, it can be open source tools or proprietary tools [17].

Casia store utilize Buffer analytic tool and Instagram insight to facilitate the implementation of social media analytics on data from the Instagram social media channel. Buffer analytic tool is designed for social media channel, making it easy and simple to disseminate schedule content, and it is integrated into other tools for discovering content [18]. This research utilizes the Buffer tool to analyze data from the Instagram platform, making the social media analytics process more effective and efficient. The final result of this process is actual insights that serve as facts or concrete data points to achieve the analytical objectives [9]. Insights are a deep understanding derived from the analysis of performance metrics. Casia Store utilizes the Instagram insights feature to monitor the current performance of its content. An analysis of Instagram insights over the past three months during August to October 2023, reveals fluctuations in the performance metrics related to reach and engagement. In September, there was an increase in reach to 768 accounts from 525 accounts in August. However, in October, reach declined to 660 accounts. Additionally, the engagement metric increased in September with 31 accounts interacting, up from 17 accounts in August, but then decreased to 30 accounts in October. The analyzed data includes posts, reach, and audience interactions. The primary Key Performance Indicators (KPIs) established to measure success are reach and engagement. Content performance is measured using the Buffer analytics tool that using data for 3 months from March until May 2024. The KPIs from the Buffer analytic tool include metrics such as posts, impressions, reach, likes, comments, and new followers. The measurement period required is three months.

3. RESULT AND DISCUSSION

This research introduces the use of Buffer as an innovative tool for analyzing and measuring content performance on the Instagram social media platform. While many studies have assessed content performance on Instagram, most rely on Instagram Insights, which only provides basic data. The uniqueness of this research lies in the utilization of Buffer, which offers more in-depth analysis through real-time monitoring and integrated performance reporting. Based on this approach, the research not only measures basic metrics but also analyzes audience interaction patterns and the impact of posting times on audience engagement. To conduct this thorough analysis, the content performance measurements

using Buffer were carried out over a three-month period. This duration of analysis is necessary to assess the effectiveness of the implemented digital marketing strategies.

The process of enhancing digital marketing begins with audience insight analysis through the Audience Tab. Audience analysis is necessary to determine the content visuals created based on the segmentation of Casia's audience (figure 1).



Figure 1. Audience Insight in the Audience Tab

Figure 1 shown that the audience segmentation of Casia store is dominated by females aged 25-34 and located in Pontianak, Indonesia. After understanding the audience segmentation, relevant visual content can be determined. Content creation employs supporting applications such as Canva, Photogrid, Adobe Lightroom, CapCut, Pinterest, and Google. Engaging and aesthetic content concepts were identified in the bag category on Pinterest. Various types of content were created, including product content, interactive content, and others (figure 1).

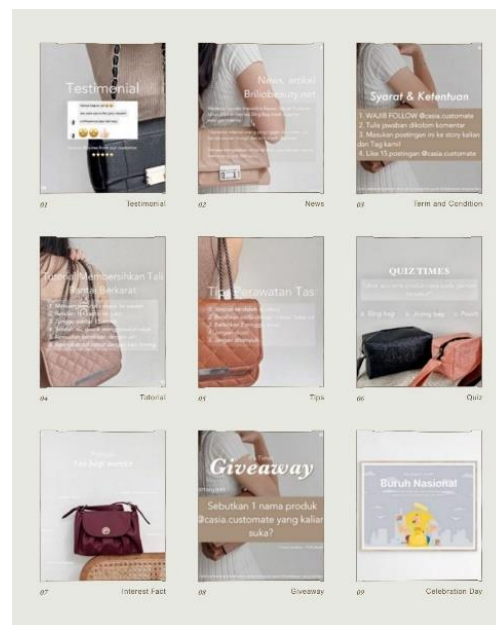


Figure 2. Interactive Product Content Implementation

The content that has been created will subsequently be scheduled for publication. The posting schedule is based on recommendations regarding the best times, types of posts, and optimal frequency for posting. Buffer analytic tool allow for scheduling of posting content Instagram platform to help user to see how their posts performed over a day, week, or month, and it also gives details information about which content were most or least popular [17]. One of the main feature of Buffer analytic tool is answer tab (figure 3). The answer tab provides recommendation about the best time to post, the best type of content posting, and the optimal posting time frequency to keep the followers interested with the content.

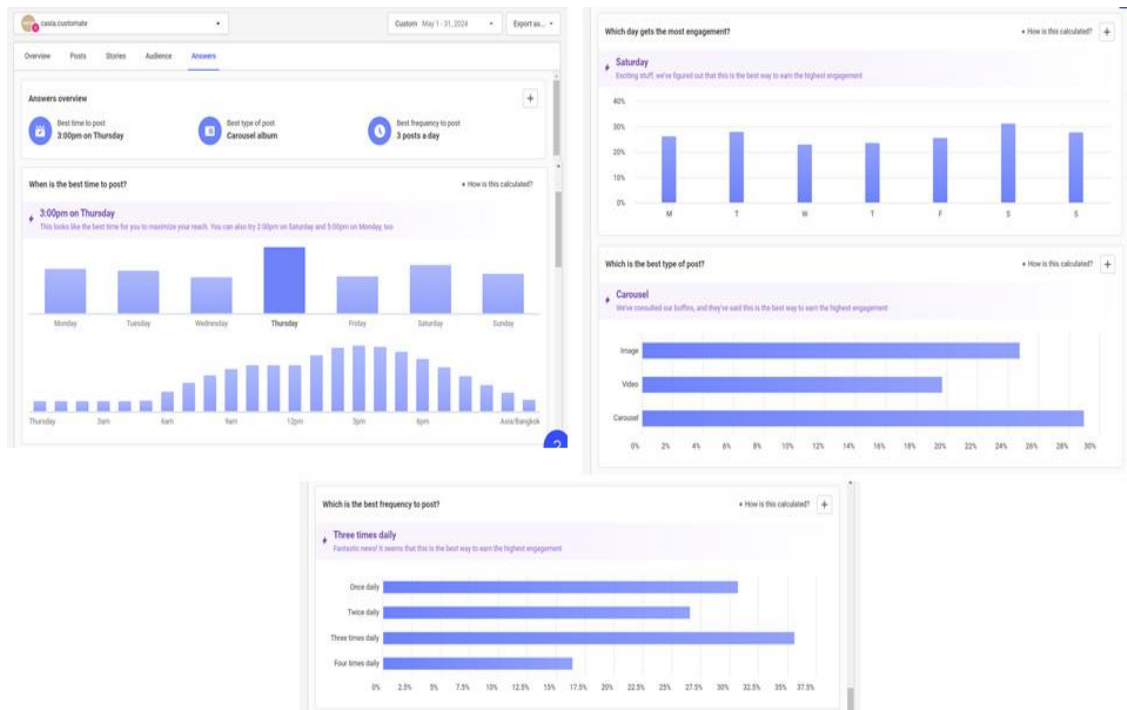


Figure 3. The Answer Overview Chart

Figure 3 presented overview of the Casia store's Instagram social media channel in May 2024, the best time to post is thursday at 3 pm (31,47%), the type of carousel posting that reach the highest engagement is the type of content (28,97%) that can be publishing in 3 posts a day (35,65%) it will be optimized to maintain the audience interest without over posting. After determining the optimal posting schedule, the next step is to schedule the content using the publish tool. The content will be posted automatically based on the selected time and date on the Casia store's Instagram channel. The Buffer analytics tool can also publish content to various social media platforms, including Instagram, Twitter (now X), Facebook, LinkedIn, and Google+ [19]. It is necessary to select the type of post, enter the caption, choose the time and date, and click Schedule Post on the publish tool page. Once the posts are scheduled, they will appear as shown in figure 4 below.

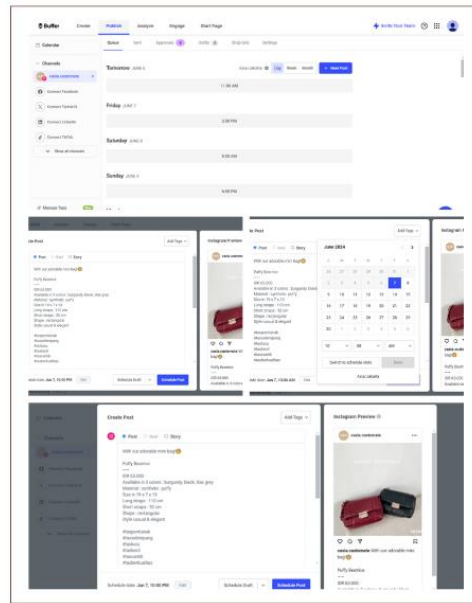


Figure 4. The Post Schedule Display of Buffer Analytic Tool

The content will be posted regularly and on schedule through the publish tool in the Buffer application. Alongside the consistent posting of relevant content, it is also essential to utilize Instagram features to enhance content performance. The Instagram features used include Instagram Ads, Threads, Leave a Note, Instagram Stories, Pin Feed, Instagram Highlights, Instagram Music, and Collaboration Posts. There is an engage tool in the Buffer application that facilitates comment management on posts within a single dashboard (figure 5).

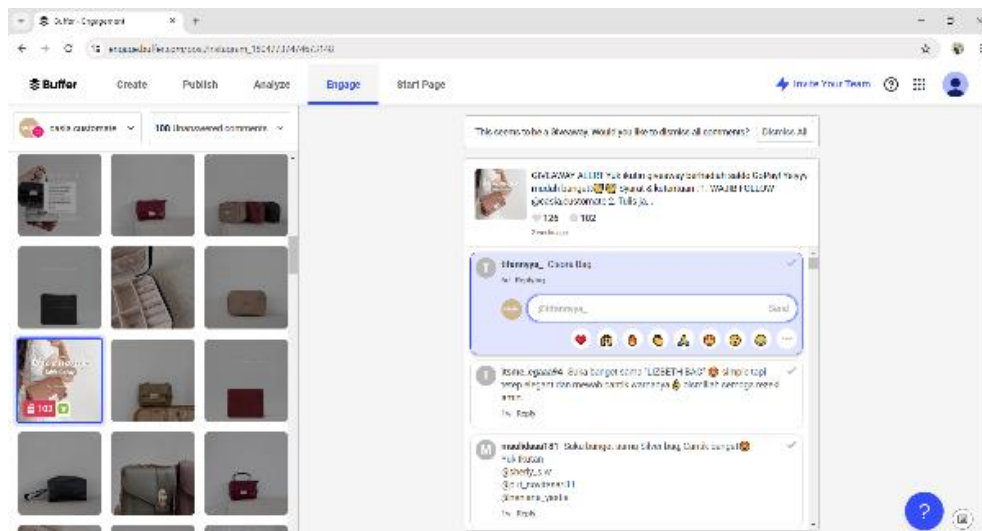


Figure 5. The Engage Tool on Buffer Analytic Tool

The engage tool provides ease in responding to, ignoring, and deleting comments on each content post effectively and efficiently. After managing the comments, the next step is to monitor the content performance using the analyze tool. Monitoring and measuring performance metrics are conducted

regularly through the analyze tool in the Buffer application. The Analyze Tool presents an analytical dashboard that consists of the overview tab, post tab, stories tab, audience tab, and answers tab.

Buffer analytic tool that had been used in this research provides others features including metrics performance insight table that shown the number of posts, impression, post reach, likes, comments, new follower, and average performance chart in March and Mei 2024. Post summary insight table is the other features which shown metrics for all posts published on the Casia store's Instagram social media channel in March and Mei 2024, also story summary insight table that showing aggregate metrics times the audience view the story, replies, exits, and engagement for all stories posted on Casia store's instagram. The last one is audience tab shown the audience demographics of Casia's store's Instagram channel based on gender and age, city and country displayed in top-ranked order. The top demographics of the Casia store's Instagram channel audience during March and Mei 2024 are female, aged 25-34 years (Top gender and age) with 1.171 interacting audience (your fans) and come from Pontianak, West Kalimantan (top place). Another detailed table of the audience overview is top countries which displays the three countries with the highest rankings in Mei 2024 came from Indonesia with 3,585 interacting audiences, the largest audience came from Malaysia with 16 interacting audiences, and Australia with 10 interacting audiences.

The quick view of overall content performance can be seen in the overview tab, including overall content performance, detailed metric charts, allowing users to observe performance and follower trends over time. It displays content performance derived from the digital marketing efforts on the Casia store's Instagram, monitoring and measurement can be conducted over the selected period. The following content performance shows results from March until May 2024, which will presented by combined metrics average performance (figure 6).

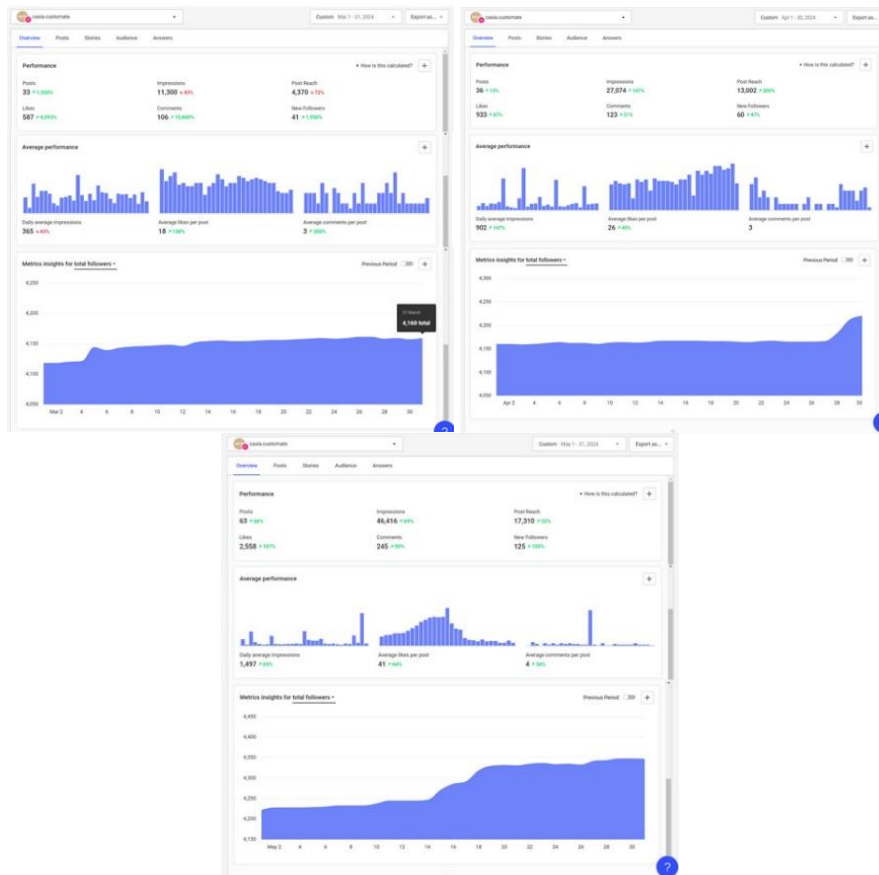


Figure 6. The Overview of Content Performance Results on March-May 2024

The overview tab displays a performance table that presents key performance metrics on March 2024, there were 33 posts submitted, with a total of 11.300 impressions from the audience viewing the feed and story content, and 4.370 unique users who viewed the content (post reach). The content posts in March received 587 likes, 106 comments, and generated 41 new followers. In April 2024, Casia posted 36 feed and story content, with a total of 27.074 impressions from the audience viewing the posts, and 13.002 impressions from unique users. Content on April 2024 received 933 likes, 123 comments, and generated 60 new followers. In May 2024, Casia posted 63 feed and story content, with a total of 46.416 impressions from the audience viewing the posts, and 17.310 impressions from unique users. Content received 2.558 likes, 245 comments, and generated 125 new followers.

The performance table also includes an average performance chart that shows the average performance per post. The average daily impressions per post reached 365 (daily average impressions), with an average of 18 likes (average likes per post), and 3 comments per post (average comments per post) on March 2024. The average daily impressions per post on April 2024 reached 902, with an average of 26 likes, and 3 comments per post. The average daily impressions per post on May 2024 reached 1.497, with an average of 41 likes, and 4 comments per post.

The performance table indicates that the total followers on the first day of March 2024 was 4.119 accounts, increasing to 4.160 accounts by the last day of March 2024, it means that the Casia store's Instagram experienced growth of 41 new followers. March marks the first month showing a significant increase in the digital marketing efforts of the Casia store on Instagram, with better content performance compared to the previous month. This improvement can be attributed to the scheduling and routine of posts. The number of posts included 1 feed content and 3-5 story contents each day. There was also 1 paid advertisement placed through Instagram Ads to promote product content. In April 2024 demonstrated improved content performance compared to March, which can be attributed to the evaluation conducted on the latest post scheduling based on the recommended times provided by the Buffer analytic tool, the Casia store's Instagram experienced growth of 60 new followers, it can be seen from the total followers on first day on April 2024, amounted to 4.161 accounts, increasing to 4.221 accounts by last day of April 2024. Furthermore, this increase was also influenced by the addition of story posts, with 5-8 pieces of content posted each day in April. Additionally, there were 4 paid advertisements placed through Instagram Ads, each to promote 1 piece of content. Next on May 2024, total followers amounted to 4.223 accounts, increasing to 4.348 accounts by May 31, 2024, it demonstrates that the Casia store's Instagram experienced growth of 125 new followers.

The improvement in content performance in May 2024 compared to April 2024 shows the significant results. This can be attributed to regular evaluations of post scheduling based on the latest time recommendations provided by the Buffer analytic tool. This increase was influenced by the addition of 2 feed posts and 9-15 story posts each day in May. There were also 5 placements of Instagram Ads, each promoting 1 piece of content, including a giveaway post. The giveaway content successfully attracted high audience engagement, contributing to the enhanced performance of the Casia store's Instagram in May 2024.

The success strategies digital marketing that implemented Casia store can be evaluated by measuring the performance of the Casia store's Instagram account content from the metrics that are important indicators. Key Performance Indicators (KPI) metrics are measured based on the results of actions that have been carried out to achieve the specified goals. The measurement of content performance insight improvement results from the Buffer analytic tool for 3 months are presented in a tabulated KPI data table that includes various performance indicators (table 1).

Table 1. Measurement of KPIs for the Casia Store's Instagram March-May 2024

Tab	KPI	Pre-Condition				Result		Insight Increasing
	Metric	Aug '23	Sep '23	Oct '23	Mar '24	Apr '24	May '24	
Overview	Posts				33	36	63	66%
	Impressions	1.710	13.057	11.076	11.300	27.074	46.416	69%
	Reach				4.370	13.002	17.310	32%
	Likes				587	933	2.558	167%
	Comments				106	123	245	90%
	New followers				41	60	125	105%
Posts	Posts				33	36	63	66%
	Impressions				6.795	7.008	11.153	54%
	Reach				5.329	5.789	9.237	55%
	Likes				587	933	2.558	167%
	Comments				106	123	245	90%
	Engagement rate				11,11%	16,99%	27,96%	67%
Stories Summary	Stories				125	210	477	122%
	Impressions				2.098	5.922	11.726	93%
	Reach				3.457	5.759	11.483	94%
	Replies				13	51	100	92%
	Exits				523	624	879	39%
	Engagement rate				0,42%	0,91%	0,97%	7%
Audience	Top gender and age				Female, 25-34	Female, 25-34	Female, 25-34	
	Top cities				Pontianak, West Kalimantan	Pontianak, West Kalimantan	Pontianak, West Kalimantan	
	Top countries				Indonesia	Indonesia	Indonesia	
Answers	When is the best time to post?				3:00 pm on Thursday	3:00 pm on Thursday	3:00 pm on Thursday	
	Which day gets the most engagement?				Friday	Sunday	Saturday	
	Which is the best type of post?				Carousel album	Carousel album	Carousel album	
	Which is the best frequency to post?				2 Posts a day	2 Posts a day	3 Posts a day	

Table 1 presented KPI measurement from the Buffer analytic tool indicates that the performance metrics of the Casia store's Instagram content experienced significant growth over a three-month period. The performance measurement period spans from March to May 2024. The Buffer analytic tool provides a quick overview of the Instagram content performance increase, summarized in the overview tab, which presents an analytical summary of overall post data. In the Overview Tab, it is evident that there was an increase of 66% in posts, 69% in impressions, 32% in reach, 167% in likes, 90% in comments, and 105% in new followers. The content performance improvement can also be detailed through the posting history in the posts tab and the story history in the Stories Tab. The Posts tab allows for individual post performance evaluation, enabling comparisons based on the selected date range. The Stories Tab provides a history of Instagram stories, showcasing performance metrics such as impressions, reach, and engagement rate according to the selected date range.

The content performance also measure about insights into audience engagement, which are managed and displayed in the audience tab. This information aids in determining preferred content visuals that align with the segmentation of the Casia store's audience. It is noted that the Casia store's Instagram audience is predominantly female, aged 25-34, and located in Pontianak, West Kalimantan, Indonesia. This indicates that the Casia store has successfully reached its target audience. Additionally, the Buffer tool includes an Answers Tab that provides recommendations on the best times to post, the most effective types of posts, and the optimal posting frequency. The Answers Tab assists the Casia store in determining and scheduling the best content posting times. Throughout the three-month period, the Casia store posted content based on these timing recommendations from the Buffer tool. This has been a key factor in driving the success of the content performance increase.

Verification of the Buffer analytic tool was conducted to ensure the accuracy of performance results despite discrepancies in the metric outcomes. The verification involved comparing impressions from the Buffer analytic tool and Instagram Insight. The results from both tools showed identical metric values. As shown in Table 1, the impressions before enhancing digital marketing were sequentially 1.710, 13.057, and 11.076. Subsequently, the impressions after enhancing digital marketing increased to 11.300, 27.074, and 46.416, presented in that order. The identical impression figures are highlighted in table 1 and table 2.

Table 2. Measurement of KPI Based on Instagram Insights Metrics

KPI	Objectives	Pre-Condition			Result			Performance Increasing
		Aug '23	Sep '23	Oct '23	Mar '24	Apr '24	May '24	
Reach	Increase audience reach in Pontianak	525	768	660	1.951	9.700	12.473	10.522
Engagement	Increase target audience Engagement	17	31	30	51	90	284	233
Profile Visit	Increase the number of visitor	755	496	373	1.072	1.256	1.930	858
Impressions	Increase the impressions of target audience	1.710	13.057	11.076	11.300	27.074	46.416	35.116

KPI measurement that presented in table 2 using Instagram Insights indicates that the impressions from August to October 2023 are sequentially 1.710, 13.057, and 11.076. The impression figures from Instagram Insights are the same as those from the Buffer tool in Table 1 above. Furthermore, the impression numbers after enhancing digital marketing, obtained from Instagram Insights, are identical to those from the Buffer tool in Table 1 above. The impressions recorded from March to May 2024 are

11.300, 27.074, and 46.416, presented in that order. Both analytical tools show identical impression figures. It can be concluded that the Buffer tool is effective and accurate for businesses to measure content performance while supporting the implementation of social media analytics on Instagram platform data. The Buffer tool also provides detailed performance metrics for individual posts, allowing for more specific measurements per post.

The measurement using the Buffer tool is in accordance with the data from Instagram Insight, which indicates a significant improvement in the performance of Casia's Instagram content. Based on Table 2, the measurements from Instagram Insight also indicate an increase, as evidenced by the continuous growth in the figures for reach, engagement, profile activity, and impressions during the period of enhanced digital marketing efforts. The measurement supports previous research indicating that Instagram Insight accurately assesses content performance in terms of reach, audience, and content interactions [10]. However, the measurements obtained through Instagram Insight serve solely as a tool to assess the accuracy of the data generated by the Buffer analytic tool.

A significant advantage of this research measurements is the use of the Buffer tool, which incorporates additional elements being measured. This research not only assesses basic metrics but also analyzes audience interaction patterns and the impact of posting times on audience engagement. The findings demonstrate that the use of the Buffer analytic tool in analyzing content performance on Instagram provides significant new insights, as seen in the Answers Tab, which offers recommendations on the best times to post, types of posts that yield high engagement rates, and optimal posting frequency per day. One of the Buffer analytic tool's advantages over previous measurements using Instagram Insight is its specific engagement rate metric for posts, as well as replies, exits, and engagement rate specific to stories. Another advantage of the Buffer analytic tool is that it provides engagement rates in the Posts Tab, differing from previous studies that required manual calculations to obtain such metrics [16]. This research also reveals a more complex relationship between various engagement metrics, such as likes, comments, and shares, which were not fully understood before. Additionally, the uniqueness of this research lies in its ability to monitor content performance in real-time through the Buffer analytic tool's capabilities and detailed reports on audience interaction patterns. The use of the Buffer analytic tool facilitates automatic content scheduling through the publish tool and allows for audience comment responses via the Engage Tool. Furthermore, the Buffer analytic tool effectively and efficiently analyzes various social media platforms within a single dashboard. These findings contrast with prior research that analyzed Instagram and Facebook separately using two different tools [10]. Thus, this research highlights the potential of the Buffer tool as a new method in social media analytics and management. Moreover, these results pave the way for further investigation into the utilization of the Buffer analytic tool in broader contexts.

4. CONCLUSION

The conclusion of this research is that the measurement of content performance using the Buffer analytic tool was successfully conducted on Instagram platform data, supporting the implementation of social media analytics. This measurement was carried out to assess the success of digital marketing enhancements for the Casia store on Instagram over a three-month period. The results of the Key Performance Indicator (KPI) measurements through the Buffer analytic tool indicate that the performance metrics of the Casia store's Instagram content experienced significant increases, with posts rising by 66%, impressions by 69%, reach by 32%, likes by 167%, comments by 90%, and new followers by 105%. Content insight increase was supported by the utilization of features provided by the Buffer analytic tool, such as the audience tab, which offers insights into audience engagement and aids in determining content visuals based on the segmentation of the Casia store's audience. The answers tab also provides recommendations for optimal posting times, types of posts, and posting frequency, thus assisting in the development of an effective content posting schedule. The accuracy of the data obtained

from the Buffer measurement is verified through a comparison with the impression metrics from Instagram Insight, which shows the same figures.

This research introduces a new approach through the use of Buffer to analyze and measure content performance on Instagram. For future research, it is recommended to explore additional features of Buffer, as well as to conduct a deeper analysis of audience segmentation, the influence of content types, and posting times on performance metrics. Further research with an extended analysis period is suggested to gain a more comprehensive understanding of trends and patterns in content performance, thereby contributing more broadly to the understanding of content performance measurement on social media platforms, particularly through Buffer.

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