


## Overview of Using Instagram as a Marketing Media of Apotek X Sleman

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Article Info	ABSTRACT
<p><b>Keywords:</b> Instagram, Digital Marketing, Pharmacy, Audience Engagement</p>	<p>The development of digital technology has encouraged business actors, including pharmacies, to utilize social media as an effective marketing tool. Instagram, as a visual platform with a large number of active users, offers great potential in building interactions with consumers, increasing brand awareness, and expanding the reach of service and product information. This study aims to describe how Apotek X Sleman utilizes Instagram as a marketing medium throughout 2024, as well as identifying the types of content posted, audience responses, and potential strategies that can be optimized. This study uses a quantitative descriptive method with direct observation techniques on the official Instagram account of Apotek X. The data collected includes the number and type of content posted each month, user interactions in the form of likes and comments, and grouping comments based on sentiment (positive, negative, neutral) and question form. The data were analysed using Microsoft Excel to present a numerical and visual picture of the pharmacy's digital marketing activities. The results of the study show that during the period from January to December 2024, Apotek X published 227 original content without reposts from external parties, with the dominant content being drug information. This type of content also received the most responses from users, reaching more than 1,400 responses. No negative comments or complaints were found on all the content analysed. The highest spike in interactions occurred in June, which was likely triggered by promotional content or relevant health issues at that time. In conclusion, the use of Instagram by Apotek X has proven to be quite effective in building audience engagement and maintaining a positive image of the pharmacy. The development of relevant, educational, and trending content has proven to play an important role in increasing the effectiveness of the pharmacy's digital marketing strategy.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Didiek Hardiyanto Soegiantoro Universitas Kristen Immanuel Jl. Solo km 11, Purwomartani Kalasan, Sleman <a href="mailto:didiek@ukrimuniversity.ac.id">didiek@ukrimuniversity.ac.id</a></p>

### INTRODUCTION

Social media marketing has evolved significantly in response to the evolving needs and behaviours of consumers in the digital era. Instagram, a popular social media platform in Indonesia, has become an effective tool for pharmacies to communicate their products and promotions (Jafni et al., 2023). Its visual power allows pharmacies to showcase their products

and services in an engaging and informative manner, attracting consumers' attention and increasing sales engagement (Tharoon & S, 2024). Additionally, Instagram's viral phenomenon and electronic word of mouth can strengthen brand awareness, as interesting and viral content significantly influences consumer purchasing decisions in the health sector. The pharmacy industry is facing increasing competition due to the digitalization trend. Integrating digital marketing strategies into operations can increase competitiveness through innovation and adaptation to consumer behaviour (Sandi & Atmaja, 2024). Adopting digital marketing, including Instagram, allows pharmacies to reach a wider audience, conduct precise market segmentation, and increase customer interaction. Competitors' ability to compete is not only based on product quality but also on meeting the expectations and needs of digitally connected consumers (Ballester et al., 2021).

Instagram is a powerful tool for pharmacies to engage with their customers and build brand loyalty. By leveraging educational and interactive content, pharmacies can increase visibility and consumer trust, giving them a competitive advantage in the digital marketing landscape (Setya & Boer, 2024). To achieve this, they should consider partnering with relevant influencers in the healthcare sector to expand their marketing reach (Juhaidi et al., 2024). An in-depth SWOT analysis is crucial for pharmacies to understand their internal strengths and weaknesses, identify opportunities and threats from the external environment, and apply ethical principles in their marketing on Instagram (Lee & Kim, 2021). This includes ensuring that all information conveyed is accurate, clear, and not misleading, which will help maintain consumer trust in the pharmacy.

Challenges in pharmacy marketing strategies, particularly related to health legislation and ethics, require attention from all stakeholders in the industry. Compliance with regulations governing the promotion and marketing of medicines, which vary from country to country and are often complex, is essential. Pharmacies must ensure that all marketing materials used do not violate existing regulations, including laws regarding advertising to the public that limit the information that can be conveyed about pharmaceutical products. The pharmaceutical industry also pressures pharmacists to provide the best service to patients while maintaining a balance of running profitable business practices. A lack of training and understanding of professional ethics can lead pharmacists to engage in less than ethical practices. Therefore, it is important for pharmacies to focus on innovative marketing strategies and educate their workforce on applicable regulations and professional ethics (Allayla et al., 2018; Hume et al., 2012; Tatlıpınar et al., 2017).

Creative and consistent content development is key to successful Instagram marketing for pharmacies. Quality content, including relevant health information, customer testimonials, and attractive product photos, can increase engagement and capture the attention of the audience. Visual elements in digital marketing are important, especially on the Instagram platform, where high-quality images and videos can make products more attractive. Good interactions through comments and direct messages on Instagram can strengthen audience engagement and build a loyal community around a pharmacy brand (Almontashiri, 2024; Goode et al., 2019).

Pharmacists need to adapt and update their strategies continuously to remain relevant to changing market trends and technology. Using analytics tools to measure the effectiveness of marketing campaigns on Instagram helps pharmacies identify what works and what needs improvement. This not only helps in optimizing ongoing marketing campaigns but also provides valuable insights for developing future marketing strategies (Al-Arifi, 2012; Tatlipinar et al., 2017).

Instagram plays a crucial role in building branding and customer loyalty for pharmacies through dynamic and engaging interactions between pharmacies and audiences. By providing engaging visual content and interactive marketing campaigns, pharmacies can build closer relationships with their customers, educate them about products, and provide relevant health information effectively. Positive interactions on social media contribute to the creation of a better brand image, increasing customer loyalty and encouraging them to recommend the pharmacy to others. The use of Instagram as a pharmacy marketing medium provides many opportunities to increase competitiveness in an increasingly competitive market. By understanding consumer behaviour, implementing innovative and ethical marketing strategies, and adapting quickly to change, pharmacies can create a sustainable competitive advantage. It is important for every pharmacy to continue to learn and innovate in using social media as an effective and efficient marketing tool in this digital era. This study aims to describe the use of Instagram as a marketing medium by Apotek X Sleman. The problems to be studied include several aspects related to the pharmacy's social media activities. First, this study will identify the number of responses obtained through like and comments on the Instagram content of the X Sleman pharmacy. Second, this study will explore the types of content posted by the pharmacy on their Instagram account. Furthermore, this study will analyse the number of contents posted each month throughout 2024, from January to December. In addition, this study will also examine the content that is most in demand by the Instagram followers of the Apotek X Sleman, as well as the number of complaints received on each content posted by the pharmacy during the same period. Thus, this study aims to provide a comprehensive overview of the marketing strategies implemented by pharmacies through Instagram social media.

## METHODS

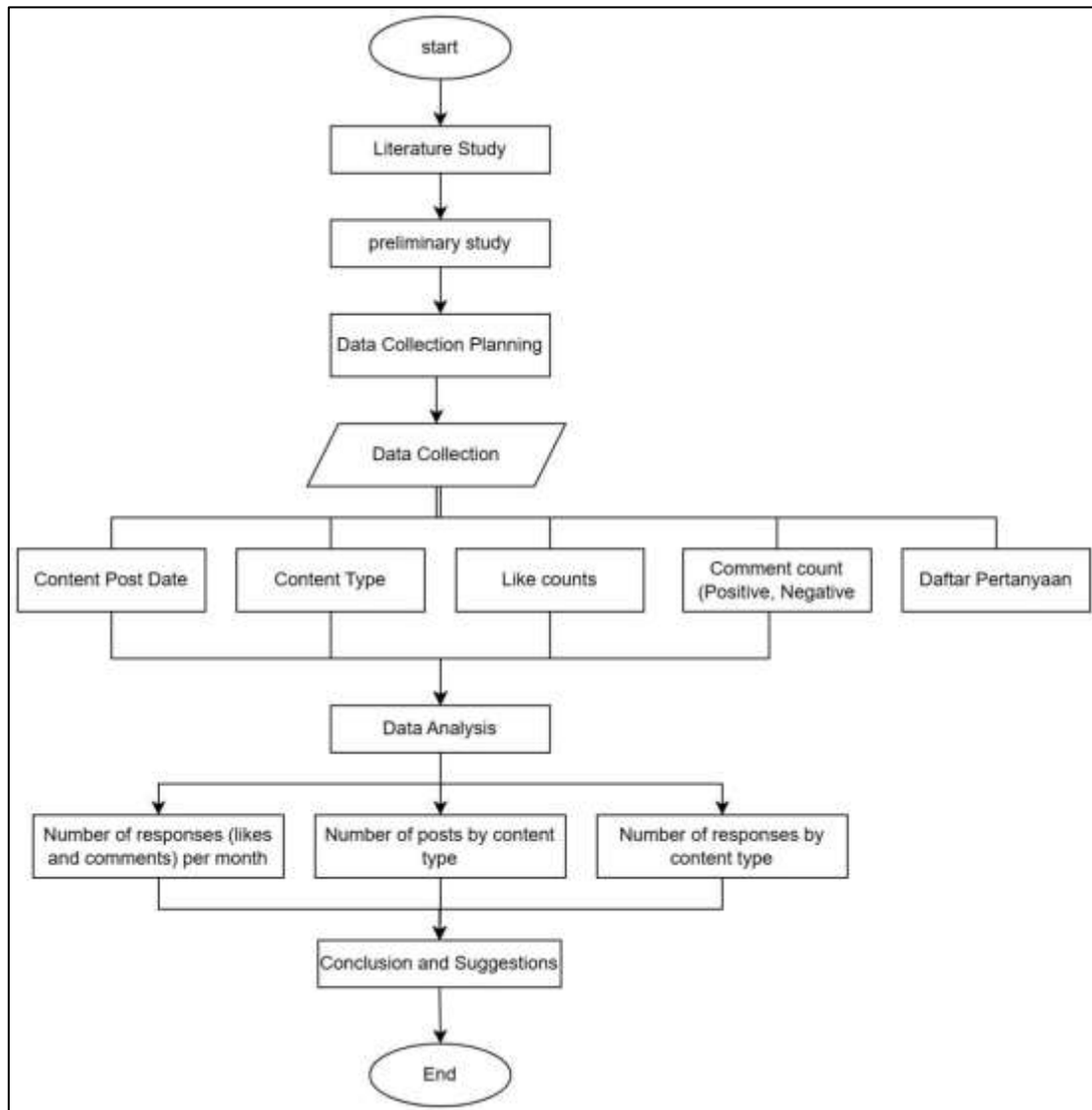
This study uses a quantitative descriptive approach to systematically measure and analyse the use of Instagram by Apotek X Sleman throughout 2024. The primary data source is the pharmacy's official Instagram account, which is where all posts published in 2024 are collected. By using quantitative data such as the number of likes and comments from each content upload, the level of user engagement can be objectively determined. Data for the first problem, the number of likes and comments per upload is calculated to determine the overall response rate to the post. This data will be presented in the form of tables and graphs to highlight engagement trends each month.

**Table 1.** Sampling design

Inclusion	Exclusion
1. Apotek X Sleman Posts on Instagram	1. Apotek X Posts on social media other than Instagram
2. Posts in any form (video, image, or infographic)	2. Re-post or results of sharing posts of Apotek X by other users
3. All comments, whether in the form of questions or interactions in the form of other writings	3. Apotek X Posts before and after 2024

2024 will be grouped into predetermined categories, namely promotional content, educational content, interactive content, and others. Each category will be quantified to determine the total number of posts and their proportional representation in the overall content strategy. This categorization will help reveal the dominant content types used by pharmacies and the consistency in publishing certain themes. This analysis will also measure the number of posts throughout the year, identifying patterns in content distribution over time.

User engagement-based preference analysis will be obtained from the content types with the highest number of likes and comments, so they will be marked as customer-preferred content. This data helps identify which content types are most preferred by the audience. Interaction analysis of comments will be conducted using a coding rubric that classifies comments as positive and negative. This data will allow for quantification of customer feedback sentiment, providing insight into public perception of pharmacy digital communications.



Graphic 1. Research flowchart design

## RESULTS AND DISCUSSION

Based on the results of this research observation, Apotek X Sleman is seen to be actively uploading posts with various types of content.

Table 2. Types of Instagram Content from Apotek X Sleman in 2024

Month	Content Type							Testimony	Others
	Education		Promotion		Interactive				
	Drug	Health	Products Promotion	Entertainment	Quiz	Polling			
January	2	12	0	0	0	0	0	1	
February	4	7	4	0	0	0	0	3	
March	1	4	3	0	0	1	0	3	
April	0	8	4	1	0	0	0	1	
May	3	9	3	0	0	0	0	1	

June	1	12	6	0	2	0	0	3
July	1	12	7	6	0	0	0	0
August	2	9	5	5	0	0	0	1
September	2	11	5	3	0	0	0	3
October	0	5	3	3	0	0	0	1
November	2	7	6	3	0	0	0	0
December	1	9	4	1	1	0	0	3
	19	105	50	22	3	1	0	20
Total								220

The use of Instagram as an educational and promotional platform at Apotek X Sleman in 2024, as reflected in Table 2, shows a strategic balance between informative and promotional content. Educational content, especially health-related materials, dominates posts, with 105 posts throughout the year. This shows the pharmacy’s strong commitment to raising public awareness and improving public health literacy. Posts related to medicines (19 posts) also support this educational mission, although they are fewer in number. The consistent presence of health educational content every month peaking in months such as July and September suggests that Instagram is actively used to disseminate timely and relevant health information, perhaps in line with public health campaigns or seasonal health issues. The pharmacy’s efforts to maintain a steady stream of educational posts demonstrate a clear recognition of Instagram’s potential as a public health communication tool.

Promotional content is also used significantly, with 50 posts dedicated to products and discounts and 22 posts focused on entertainment. These figures highlight an overall strategy that leverages Instagram not only to inform but also to attract and engage customers through promotional offers and light-hearted content. The highest number of promotional posts occurred in July, perhaps coinciding with special campaigns or events. Interestingly, interactive content such as quizzes and polls remained underutilized, with only 3 quizzes and 1 poll posted throughout the year, indicating an area for potential growth. Meanwhile, testimonial posts were completely absent, which could be a missed opportunity to increase trust and social proof through customer feedback. The “Other” category, with 20 posts, suggests a variety of content that doesn’t quite fit into a pre-defined category, perhaps including announcements or general engagement posts. Overall, the data suggests that while pharmacies are effectively using Instagram for education and promotion, there is room to increase engagement through more interactive, customer-centric content formats.

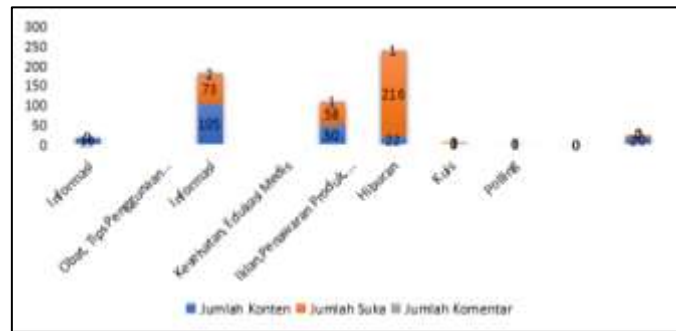
**Table 3.** User Engagement from Apotek X Sleman Instagram in 2024

Month	User engagement		
	Likes	Positive Comments	Negative Comments
January	1	0	0
February	3	0	0
March	2	0	0
April	42	1	0
May	0	0	0
June	45	0	0

July	70	0	0
August	34	0	0
September	37	1	0
October	60	1	0
November	18	0	0
December	43	1	0
	335	4	0

Based on Table 3 which presents the number and type of responses or responses from Apotek X Sleman Instagram followers in 2024, it can be observed that the use of Instagram as a promotional and educational media has begun to show promising results, although it is still limited in terms of engagement. Throughout the year, the pharmacy account collected a total of 335 likes on various posts, with the highest number of likes occurring in July (70 likes), followed by October (60 likes), and June (45 likes). This suggests that certain months may feature more interesting or relevant content that is preferred by the audience, perhaps due to the theme, time, or promotional strategy used. However, May and January showed very little engagement, where in May there were no likes or comments, indicating a lack of response to posts or an ineffective content strategy. The presence of positive comments in April, September, October, and December, although limited to only one positive comment, further indicates that although the pharmacy account received a good response, the level of interaction was still relatively low, and no negative comments were recorded. The absence of negative feedback may reflect a generally positive reception or limited audience interaction.

These findings imply that while Instagram has the potential to be an educational and promotional tool for Apotek X Sleman, its current utilization has not fully optimized its interactive features to encourage two-way communication and deeper engagement with followers. Spikes in engagement in certain months suggest that content planning, posting frequency, and promotional efforts likely play a significant role in audience response (Putra et al., 2025). It is important for pharmacies to analyse the types of content and strategies used in high-engagement months to identify best practices that can be replicated or refined in future campaigns. Additionally, the low frequency of comments, especially positive ones, and the absence of negative feedback at all, may indicate the need for more interactive content formats such as Q&A sessions, polls, or educational videos that encourage user participation and feedback. Improving the quality, relevance, and visibility of content through consistent branding and targeted hashtags can also increase reach and engagement (Almontashiri, 2024; Goode et al., 2019). Ultimately, while the data demonstrates a baseline level of user response, there is significant room for improvement to transform Instagram into a more effective medium for promoting health education and pharmacy services at Apotek X.



**Figure 2.** Contents Categories and Posts from Apotek X Sleman Instagram

Health information and entertainment content were the most frequently used content types, with 105 and 222 posts respectively. Health information content showed a high level of user engagement with 73 likes and 2 comments, the entertainment content type stood out as the most interesting to users with 216 likes and 1 comment, indicating that entertainment content is highly engaging to the audience and is an effective way to increase visibility and engagement. Meanwhile, the product promotion content type also attracted significant attention with 50 posts, 58 likes, and 1 comment, highlighting its dual function in marketing and information dissemination. The quiz and poll content categories were underutilized, as no content was shared, indicating potential areas for strategic development. Interestingly, the drug education and health education content types showed a low number, even though this type of content contributes to the goal of educating the public with a low level of audience engagement (Larasanty et al., 2020). Overall, the data illustrates Apotek X Sleman’s strategic use of Instagram, balancing educational and promotional content, with entertainment content as a highly effective tool for engaging the public, thus strengthening the platform’s value as an educational and promotional medium.

## CONCLUSION

This study reveals that in 2024, Apotek X Sleman has effectively used Instagram for educational and promotional purposes. The large amount of educational content, especially related to public health, shows the pharmacy's dedication to increasing health awareness in the community. Posts aimed at promotion and entertainment are also important in attracting attention and engaging the audience. Although user engagement, especially in comments, is quite low, the stable number of likes, especially on entertaining and promotional content types, shows that Instagram has quite a lot of potential as a communication tool. The lack of utilization of Instagram's interactive elements, such as quizzes, polls, and customer testimonials, shows a missed opportunity to increase two-way interaction. Based on the findings of this study, it is recommended that Apotek X Sleman incorporate more interactive content strategies and use data-driven personalization to optimize the effectiveness of Instagram as a comprehensive platform for health education and pharmacy marketing in the future. Future studies could explore the impact of specific interactive features on audience engagement, such as Instagram Stories quizzes, live sessions, or user-generated content (UGC). Additionally, comparative studies between different pharmacy branches or between

pharmacies and other health service providers could provide broader insights into the effectiveness of social media strategies in the health sector. Researchers may also consider investigating the demographic factors influencing audience engagement with educational versus promotional content.

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