

Evaluation of Integrated Digital Marketing Communication Strategy in the Ministry of Agriculture's Social Media

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Abstract

This study examines the implementation of integrated digital marketing communication (IMC) within the Ministry of Agriculture's social media ecosystem in Indonesia. The rapid growth of digital communication has transformed social media from a mere information dissemination tool into a strategic platform for public engagement, institutional branding, and policy communication. However, many government institutions still rely on one-way communication patterns without adapting content to audience characteristics across platforms. Therefore, this study aims to evaluate the Ministry of Agriculture's social media communication strategy through the four pillars of Integrated Marketing Communication (IMC), namely stakeholders, content, channels, and results. This research employed a mixed content analysis approach combining quantitative-descriptive and qualitative-interpretive methods. The study analyzed 88 posts published across five official social media platforms—YouTube, Instagram, Facebook, TikTok, and X/Twitter—during the observation period from November 27 to December 10, 2025. Interaction metrics, such as likes, comments, shares, views, and engagement rates, were examined to identify communication effectiveness and audience response patterns. The findings reveal that informational content dominated the communication strategy at 61.4%, while educational content was completely absent. TikTok generated the highest interaction despite having fewer followers, indicating that communication effectiveness is strongly influenced by platform-format compatibility rather than audience size alone. The study concludes that the Ministry of Agriculture's social media has not yet functioned as a fully integrated IMC ecosystem because its communication practices still reflect parallel distribution rather than audience-oriented strategic integration.

INTRODUCTION

Digital transformation has fundamentally changed the way public organizations interact with the public (Harasimiuk & Braun, 2022; Plesner et al., 2018; Viana, 2021). Social media no longer serves simply as a one-way channel for disseminating information but has evolved into a strategic space for managing reputation, articulating institutional values, responding to public discourse, and fostering citizen engagement (APJII, 2025). In the modern governance ecosystem, these changes require state institutions to go beyond simply having a presence on various digital platforms; they are now required to manage messages in a planned, consistent, relevant, and adaptive manner according to the characteristics of audiences on each channel.

The Ministry of Agriculture is a public institution with a high level of strategic communication urgency. Agricultural issues, ranging from food availability and rice price stabilization to fertilizer distribution, farmer regeneration, and food security, directly affect the community's basic needs. These complex issues can no longer be effectively communicated through rigid administrative approaches or formal press releases. In a dynamic digital ecosystem, the public demands information that is fast, easy to understand, visual, and relevant to everyday realities. Therefore, the Ministry of Agriculture's social media needs to be repositioned: no longer as a conventional public relations tool but rather as an integrated digital marketing communication ecosystem oriented toward public engagement.

Integrated Marketing Communication (IMC) emphasizes the importance of channel alignment to ensure consistent messaging across all channels without requiring identical formats. This integration does not mean copying similar content across all channels but rather managing core messages aligned with specific approaches based on media characteristics, algorithms, and audience habits. Schultz et al. (1993) define IMC as a strategic approach to integrating various forms of organizational communication so that they work as a coherent system. Kliatchko (2008) clarifies this framework through four main pillars: stakeholders, which refers to a deep understanding of audience segments; content, which concerns message relevance and adaptation; channels, which refers to channel selection and differentiation; and results, which concerns impact-based effectiveness evaluation. This framework serves as a crucial analytical foundation for examining whether the Ministry of Agriculture's social media has operated as an integrated communication ecosystem or merely as a fragmented information distribution channel.

In a broader framework, government social media also serves as a social marketing instrument to communicate ideas, values, and behaviors that support the public interest. Kotler and Zaltman (1971) view social marketing as a strategic process to influence public acceptance of social ideas. In the context of the ministry, the audience is not a passive object but rather citizens with diverse needs: farmers require practical guidance, consumers require clarity on food access, the younger generation seeks an inspiring narrative about the future of agriculture, and business actors demand policy certainty. Akbar et al. (2023) strengthen this perspective by emphasizing that adaptive social marketing must position the audience as an active participant, where message segmentation is key to aligning state policies with community needs.

However, the existing literature still tends to position government social media as a linear information dissemination instrument or public relations tool. To date, these studies have not systematically evaluated how message integration, role differentiation between platforms, and outcome-based evaluation are implemented in cross-platform practice. This theoretical gap underlies the urgency of this research.

Studies on government social media in Indonesia have grown rapidly in recent years. Nasrullah (2015) lays a fundamental theoretical foundation for social media as an interactive medium that facilitates self-representation, social interaction, and the formation of virtual bonds. Pariasih (2023) specifically evaluates the effectiveness of the Ministry of Agriculture's Instagram account as a digital outreach medium. Nugraha and Irwansyah (2022) broaden the scope of the study to include cross-ministerial content distribution patterns and the use of social media as a strategic communication tool in public relations.

Building on this gap, this article offers an approach that examines the Ministry of Agriculture's social media as an integrated digital marketing communication practice. Its primary focus is analyzing the synergistic relationship between cross-platform distribution, institutional identity, public engagement, and social marketing within a single integrated analytical framework. The novelty of this research lies not solely in the content analysis method but in positioning government social media as a comprehensive IMC system, rather than merely an information channel, and systematically evaluating it using four pillars (Kliatchko, 2008).

The relevance of this digital marketing communication approach is supported by various global findings that emphasize the urgency of message adaptability in the digital ecosystem. Munsch (2021) emphasizes that communication effectiveness for young audiences is highly dependent on the institution's ability to present concise and relevant messages. Lee et al. (2025) prove that TikTok is effective as a strategic channel because of its ability to integrate information, entertainment, and personal relationships between communicators and audiences. Hassan and Wang (2024), as well as Roy and Misra (2024), emphasize that message synchronization across platforms through digital marketing, community engagement, and cultural contextualization is key to influencing audience responses. Hardcastle et al. (2025) conclude that communication effectiveness can no longer be measured solely through quantitative metrics but is instead determined by the extent to which the delivered message is able to meet the needs and expectations of audiences across each channel.

This study aims to evaluate the Ministry of Agriculture's social media through an integrated digital marketing communication perspective by analyzing cross-platform content distribution patterns, identifying content categories, measuring public response tendencies based on interaction metrics, and interpreting these findings through the four pillars of IMC (Kliatchko, 2008). This study is expected to provide theoretical contributions to the development of digital government communication studies while providing practical contributions to the management of public institutions' social media so that it becomes more focused, educational, and oriented toward public engagement.

This study uses a content analysis method that combines a quantitative-descriptive approach to map distribution patterns and interaction metrics, as well as a qualitative-interpretive approach to evaluate content trends within the Integrated Marketing Communication (IMC) framework. The unit of analysis in this research consists of 88 pieces of content published by the official accounts of the Ministry of Agriculture on five platforms: YouTube (@KementanRI), Instagram (kementerianpertanian), Facebook (Kementerian Pertanian Republik Indonesia), TikTok (kementanri), and X/Twitter (@kementan) during a 14-day period, namely November 27 to December 10, 2025.

The observation period was chosen based on well-planned methodological considerations, as it coincided with three intensive strategic communication campaigns: the socialization of subsidized fertilizer price reductions, the operation to eradicate illegal rice, and the food self-sufficiency campaign. This created a high intensity of cross-platform communication that was thematically representative. It should be emphasized that this 14-day period is not intended to generalize the annual communication strategy but rather to provide a measurable picture of public response patterns under active campaign conditions.

All 88 units of analysis were classified into four categories with strict operational definitions. The informational content category encompasses factual and one-way announcements, policies, official statements, or institutional data. The educational content category includes substantive explanations of policy mechanisms, practical guides, or agricultural literacy, incorporating layers of explanation regarding processes and benefits for the audience. The event content category comprises documentation of field visits, meeting agendas, or ministry activities that are report-based, while the inspirational content category emphasizes emotional, motivational, or appreciative dimensions of agricultural subjects. If a post contained more than one character, the category was determined based on the most dominant message function.

To maintain coding reliability, both authors independently classified all units of analysis. The level of inter-coder agreement was tested using Krippendorff's Alpha coefficient (Krippendorff, 2018). An α value of 0.82 was obtained, exceeding the recommended threshold of ≥ 0.80 ; therefore, the data were declared reliable. Data were collected through systematic documentation of each post, platform, and interaction metric, including likes, comments, shares, views, and saves. Given that each platform has unique metric characteristics, the data were processed as descriptive indicators to identify public response trends rather than as identical measures across platforms. Quantitative analysis was conducted using the Engagement Rate (ER) indicator, average interactions per post, and interaction share, as detailed in Table 1. The quantitative results were then interpreted qualitatively to assess the degree of communication integration based on the four pillars (Kliatchko, 2008).

This study used publicly available social media data and did not directly quote individual comments. Therefore, the ethical risk to user privacy is relatively low. This study is also limited by its relatively short observation period of 14 days. Therefore, the findings are not intended to represent the Ministry of Agriculture's entire digital communication strategy throughout the year. Instead, they provide a measurable picture of content distribution patterns and public response trends during the observation period.

Table 1. Formula and indicators for interaction analysis

Indicator	Formula/Definition	Analysis Function
Engagement Rate (ER)	$(\text{Total interactions} \div \text{number of followers}) \times 100\%$	Engagement relative to audience base
Average interaction	$\text{Total interactions} \div \text{number of posts}$	Proportional response to content
Interaction share	$(\text{Platform interactions} \div \text{total interactions across all platforms}) \times 100\%$	Contribution of each platform to total responses

Source: Researcher's analytical framework based on public platform metrics.

RESEARCH METHOD

Design research

This study uses a quantitative approach with a quasi-experimental design of one-group pretest-posttest. This design was chosen to evaluate the effectiveness of psychological interventions through the prototype of the SensiPal therapy tool in reducing the level of social anxiety in individuals in the emerging adulthood stage (Hastjarjo, 2019). Measurements of

dependent variables were performed before (pre-test) and after (post-test) interventions in the same group of participants without involving the control group. The experiment was carried out in the form of a field experiment in a public location to improve ecological validity and test the effectiveness of SensiPal in real-world situations with high social stimulus. Although this design has limitations in eliminating external variables entirely, researchers exercise strict control through standardization of instructions, intervention duration, and consistency of implementation time to maintain internal validity (Asiamah et al., 2019).

Participants

The study subjects involved 30 participants (N=30) who were in the emerging adulthood phase with an age range of 18-25 years. The sample was determined using a purposive sampling technique based on inclusion criteria, namely individuals who are domiciled in the East Java region, willing to participate in the entire series of interventions, and have a tendency to social anxiety as shown by a Social Phobia Inventory (SPIN) score of at least 19 (Campbell et al., 2020). Participation in this study is voluntary through the provision of informed consent. All research procedures have been declared ethically feasible by the Health Research Ethics Commission of Ciputra University with letter number No. 048/EC/KEP-UC/III/2026.

Research Instruments

The main instrument used to measure dependent variables is the State-Trait Anxiety Inventory State Form (STAI-S) in the Indonesian adaptation version. STAI-S was chosen because of its sensitivity to detecting instant emotional fluctuations (momentary anxiety) before and after intervention (Spielberger et al., 1983; Thomas & Cassady, 2021; Vigneau & Cormier, 2008). In this study, STAI-S consists of 8 statements that have a reliability coefficient of 0.816 (Setyananda et al., 2021; Spielberger et al., 1983). In addition, the Social Phobia Inventory (SPIN) was used in the pre-experimental stage for screening participants. The Indonesian version of SPIN has an internal reliability value of 0.94 and measures three main dimensions: fear, avoidance, and physiological symptoms (Connor et al., 2000; Yanti et al., 2024). As complementary data, participants were also given open-ended questions to explore their subjective experiences while using the intervention tool.

Experimental Procedure

The data collection procedure is carried out systematically in three main stages in the natural environment (field setting). In the pre-intervention stage, the researcher provided anticipatory stress induction through a public presentation preparation scenario, followed by filling out a pre-test using the STAI-S scale. Entering the intervention stage, participants received treatment in the form of the use of SensiPal sensory therapy device for 12 minutes. SensiPal is a prototype of a huggable sensory plush that is designed by integrating deep pressure therapy, tactile stimulation, and white noise to provide soothing multisensory stimulation. Finally, in the post-intervention stage, participants again filled in the STAI-S scale as a post-test score and participated in a debriefing session as a form of ethical responsibility for the researcher.

Data analysis technique

Data analysis was conducted using JASP software to test the effectiveness of the tool in reducing momentary anxiety triggered by social situations. The normality test using Shapiro-Wilk showed that the data was distributed normally ($W=0.962$; $p=0.357$), so that the analysis was carried out with parametric statistics using the Paired Sample t-Test to compare pre-test

and post-test scores. In addition to the significance test, the effectiveness analysis was also calculated using the N-Gain Score to see the percentage improvement or decrease in participants' condition after the intervention was given. All items in the scale are still used because the overall reliability coefficient has met an acceptable category for a psychological measuring tool.

RESULTS AND DISCUSSION

Digital Audience Base

The Ministry of Agriculture has a total of 2,311,200 cross-platform followers. Twitter has the largest following (849,600), followed by Instagram (710,000), Facebook (294,000), TikTok (234,600), and YouTube (223,000). This distribution demonstrates substantial digital reach, but as the engagement data will show, follower size does not directly correlate with the quality of public engagement.

Table 2. Number of followers of the Ministry of Agriculture's social media accounts

Social Media Platforms	Number of Followers
YouTube (@KementanRI)	223,000
Instagram (Ministry of Agriculture)	710,000
Facebook (Ministry of Agriculture of the Republic of Indonesia)	294,000
TikTok (Ministry of Agriculture)	234,600
X/Twitter (@kementan)	849,600
Total	2,311,200

Source: Direct observation, November 27–December 10, 2025.

Over 14 days, the Ministry of Agriculture published 88 pieces of content across five platforms (an average of 6.3 pieces per day). TikTok was the most frequently used platform (24 posts; 27.3%), followed by Instagram (19; 21.6%), X/Twitter (17; 19.3%), YouTube (15; 17.0%), and Facebook (13; 14.8%). The highest usage intensity on TikTok is consistent with the dominance of short videos in the digital media consumption of young Indonesian audiences. However, this frequency distribution has not been accompanied by significant content differentiation between platforms, so usage intensity does not yet reflect an integrated channel strategy .

Table 3. Frequency of use of the Ministry of Agriculture's social media platforms

Platform	Frequency	Percentage	Average/Day	Platform
TikTok	24	27.3%	1.7	TikTok
Instagram	19	21.6%	1.4	Instagram
X/Twitter	17	19.3%	1.2	X/Twitter
YouTube	15	17.0%	1.1	YouTube
Facebook	13	14.8%	0.9	Facebook
Total	88	100.0%	6.3	Total

Source: Direct observation, November 27 – December 10, 2025 | n = 88 posts

Content Categories

Of the 88 distributed posts, informational content dominated, accounting for 54 posts (61.4%), including policy announcements, official statements, and institutional data. Event content accounted for 23 posts (26.1%), documenting field visits and ministry agendas. Inspirational content accounted for 11 posts (12.5%), including farmer narratives and cultivation success stories. The most crucial finding was the complete absence of educational content: zero of the 88 posts fell into the educational category (0.0%).

Content is categorized as educational if it includes procedural explanations, practical guides (how-to), or concrete steps that audiences can follow to transform policy information into action. This contrasts with informational content, which only conveys policy facts (what-is) in a one-way manner. Based on operational definitions referring to the social marketing (Lefebvre, 2011) and procedural literacy frameworks (Kliatchko, 2008), none of the 88 posts independently analyzed by two coders met the educational criteria. This absence is not due to an overly narrow definition, but rather reflects the absence of a social marketing orientation in the Ministry of Agriculture's communication practices.

As an illustration, the content with the title "Fertilizer prices have fallen by 20%" is semantically close to the education category, but both independent coders determined it as information because the substance of the content is only a policy announcement without procedural steps that the audience can follow (Figure 1).



Figure 1. Example of information content from the Ministry of Agriculture's Instagram (November 27, 2025)

Source: Instagram @kementerianpertanian, November 27, 2025 — poster of fertilizer price reduction policy.

This lack of educational content isn't simply a statistical vacuum; it means the Ministry of Agriculture isn't answering follow-up questions that naturally arise from its announcements,

such as how to access subsidized fertilizer or how to distinguish between legal and illegal rice. Instead, content that would be categorized as educational should be procedural guides, such as the "How to Get Subsidized Fertilizer in 5 Steps" carousel. Throughout the observation period (November 27–December 10, 2025), not a single piece of content met the educational criteria.

Borderline content that includes only one procedural sentence does not meet the educational criteria because it does not provide complete actionable guidance. Instead, content that would be categorized as educational should be a procedural guide, for example the carousel “How to Get Subsidized Fertilizer in 5 Steps.” Throughout the observation period (November 27 – December 10, 2025), no content was found that met the educational criteria. As an illustrative example from outside the observation period, on January 6, 2026, the Ministry of Agriculture’s Instagram account uploaded the content “Let’s Arrange Fruit Consumption According to the Season!” (Figure 2), which falls into the educational category because it provides practical guidance for the public. However, similar content did not appear during the observation period of this study.



Figure 2. Example of educational content from the Ministry of Agriculture's Instagram (January 6, 2026 – outside the observation period)

Source: Instagram Ministry of Agriculture, January 6, 2026 – seasonal fruit consumption guide

Table 4. Content Category Distribution per Platform — Cross-tab (Coder 1, n = 88)

Category	YouTube	Instagram	X/Twitter	TikTok	Facebook	Total
Information (1)	8	12	14	15	5	54
Education (2)	0	0	0	0	0	0
Event (3)	6	4	2	6	5	23
Inspiration (4)	1	3	1	3	3	11
Total per Platform	15	19	17	24	13	88

Note: Education Row (2) = 0 across platforms — the lack of educational content is cross-platform, not concentrated on one channel. Source: Direct observation, November 27–December 10, 2025.

Table 5. Content Categories: Operational Definitions and Total Distribution

Code	Categories & Definitions	Number (n)	%	Example
1	INFORMATION: Announcements, policies, institutional data, factual, one-way	54	61.4%	Fertilizer prices drop 20%; corn production hits record high
2	EDUCATION: Explanation of policy mechanisms, practical guides, agricultural literacy	0	0.0%	— (not found in the observation period)
3	EVENT: Documentation of field visits, meetings, ministry activities	23	26.1%	Lampung inspection; KORPRI anniversary; release of 207 trucks
4	INSPIRATION: Emotional dimensions, motivation, appreciation of agriculture	11	12.5%	Srikandi from Polbangtan; female farmer
TOTAL	4 Categories	88	100%	—

Findings: Educational content = 0 (0.0%) of 88 posts. Three active strategic issues (subsidized fertilizer, illegal rice, self-sufficiency) were not accompanied by any content explaining the policy mechanisms to the public. Source: Direct observation, November 27–December 10, 2025.

Public Interaction and Response Metrics

The total cumulative interactions reached 541,867. TikTok generated 257,142 interactions (47.5% interaction share), followed by YouTube with 204,687 (37.8%), Instagram with 40,729 (7.5%), X/Twitter with 23,560 (4.3%), and Facebook with 15,749 (2.9%). The main anomaly: X/Twitter, with the most followers (849,600), only accounted for 4.3% of total interactions, while TikTok, with the fewest followers among active platforms (234,600), led with 47.5%. This finding strongly suggests that communication effectiveness is not determined by audience size, but rather by the suitability of the content format to the platform's characteristics. TikTok's ER exceeded 100% (109.61%) because the page's algorithm reached non-followers, resulting in total interactions exceeding the number of recorded followers, a common and platform-specific condition on TikTok.

Table 5. Ministry of Agriculture Cross-Platform Interaction Metrics

Platform	Follower	Post (n)	Total Interactions	Avg/Post	ER (%)	Interaction Share (%)
TikTok	234,600	24	257,142	10,714.3	109.61*	47.45
YouTube	223,000	15	204,687	13,645.8	91.79	37.77
Instagram	710,000	19	40,729	2,143.6	5.74	7.52
X/Twitter	849,600	17	23,560	1,385.9	2.77	4.35
Facebook	294,000	13	15,749	1,211.5	5.36	2.91
Total	2,311,200	88	541,867	—	—	100

TikTok's ER is >100% due to the algorithm reaching non-followers; it is not directly comparable to other platforms. $ER = (\text{Total Interactions} \div \text{Followers}) \times 100\%$. Source: Direct observation, November 27–December 10, 2025.

TikTok's Dominance and the Logic of Format-Platform Fit

The findings regarding the discrepancy between follower count and public response indicate that the effectiveness of government social media is not sufficiently measured by potential audience size. Follower count indicates reach, while interactions indicate actual engagement. TikTok's dominance in distribution (27.3%) and public response (47.5%) underscores the importance of short videos in government communications. These findings align with Munsch (2021) those emphasizing that concise digital messages tailored to the habits of younger audiences have a greater chance of gaining attention. Lee et al. (2025) They also demonstrate that TikTok is effective because it combines information, entertainment, visuals, and relationships between communicators and audiences.

However, TikTok's dominant upload frequency (27.3%) has not been accompanied by significant content differentiation across platforms. High usage intensity on one platform does not automatically reflect an integrated channel strategy if the content disseminated remains uniform. TikTok's strength should not lead to a government communication strategy that is overly focused on virality; government communications must prioritize accuracy, transparency, and public accountability. Short videos should be developed as a gateway to build interest, while other platforms serve to broaden explanations.

Evaluation Through the Four Pillars of IMCKliatchko (2008)

From the stakeholder pillar, the researcher did not conduct an internal analysis of organizational strategy or interviews with account managers. However, based on empirical observations of 88 cross-platform content pieces over 14 days, no indicators of content differentiation pointing to explicit audience segmentation were found. Specifically, (1) all content used uniform language and themes across all platforms; (2) no content explicitly targeted a specific segment, such as the tagline “for young farmers” or segmentation hashtags; and (3) identical content was distributed across five platforms without substantial adaptation for different segments. The audience base of 2.31 million followers was treated as a single segment, reflecting a communication orientation that remains broadcast-based rather than targeted. This pattern aligns with the findings of Mergel (2013) and Graham et al. (2015), which suggest that governments in various countries still operate based on a push logic, distributing information outward without sufficiently considering who should receive which message.

From the content pillar, the dominance of informational content at 61.4% and the total absence of educational content at 0.0% were the most crucial findings. When it was announced that fertilizer prices had dropped by 20%, the audience, primarily farmers, naturally asked several questions: what type of fertilizer had decreased in price, how it could be obtained, and to whom they should report if distributors were still selling it at a high price. These questions went unanswered because there was no educational content. Lefebvre (2011) emphasized that effective social marketing equips audiences with the knowledge needed to turn information into action. Without educational content, the communication chain breaks down: information is disseminated, but public understanding is not formed.

From the channel pillar, observations identified a pattern that can be called parallel distribution: the same issues, such as fertilizer, illegal rice, and food self-sufficiency, appeared

on TikTok, Instagram, Facebook, YouTube, and X/Twitter in close temporal proximity, with identical themes but different visual formats. The communication practices carried out reflected parallel distribution rather than strategic integration, where a single message was disseminated across multiple platforms without adequate transformation. This condition reinforces the finding that the existence of multiple platforms has not been accompanied by the logic of audience segmentation and channel differentiation as expected in integrated digital marketing communication. TikTok audiences expect short, narrative, and fast-paced videos; YouTube audiences are willing to watch longer explanations; and X/Twitter audiences prioritize speed and concise text. Content that is not adapted will be ignored by the algorithm and will not reach its intended audience (Hardcastle et al., 2025; Munsch, 2021).

No impact-based evaluation indicators were found in the results pillar. Evaluation appears to still rely on quantity, posts, and followers rather than communication quality. Yet, the results pillar in IMC (Kliatchko, 2008) requires measuring changes in public knowledge, attitudes, or behavior. Without a feedback loop between communication results and content planning, there is no systematic improvement mechanism (Roy & Misra, 2024).

Table 6. Evaluation of the Ministry of Agriculture's Social Media Based on Kliatchko's Four Pillars of IMC

IMC Pillars	Integration Indicator	Empirical Findings	Evaluation
Stakeholders	Audience segmentation and targeting per segment	Uniform content; farmers, consumers, young people, and business owners receive identical distribution without targeting.	Weak
Content	Relevance, consistency, and adaptation of messages according to segment	Information dominance (61.4%); zero education (0.0%); main issues consistent, but depth and variety of formats limited	Partial
Channels	Differentiation of roles between channels based on audience characteristics	Parallel distribution: identical themes appear on five platforms simultaneously without meaningful adaptation of format and substance.	Weak
Results	Evaluation of the impact on changes in public attitudes and behavior	No impact indicators; evaluation limited to quantity metrics (number of posts and followers)	There isn't any

Source: Researcher's interpretation based on IMC (Kliatchko, 2008) and observation data.

Structural Gaps and Practical Implications

The four-pillar evaluation yielded a consistent diagnosis: the Ministry of Agriculture's current social media presence represents more of a multi-platform presence than an integrated communications system. Three structural gaps need to be addressed.

The first gap is the absence of a segment-based content architecture. The solution is concrete: the Ministry of Agriculture needs to develop a content matrix that maps each strategic issue to an audience segment, priority platform, content format, and response indicator. For example, the fertilizer issue needs to be broken down into TikTok content for young farmers on how to report rogue distributors; an Instagram carousel for consumers on how to distinguish between legal and illegal fertilizers; and an X/Twitter thread for media outlets containing official data on permit revocations.

The second gap is the dominance of dissemination logic over education. The transformation required isn't simply adding new content, but rather changing the format of existing content. The proposed transmedia storytelling approach Hasri et al. (2022) offers an operational framework: each platform contributes differently to the overall narrative. The issue of food self-sufficiency can be developed through short TikTok videos to attract attention, Instagram infographics to present data, YouTube videos to explain policies, X/Twitter threads to address current issues, and Facebook posts to foster community discussion. This way, audiences who follow more than one channel receive added value, rather than the same content being repeated.

The third gap is the lack of impact-based evaluation. Beyond engagement rates, the Ministry of Agriculture needs to monitor comments as an indicator of unanswered public questions, saved content as a proxy for educational relevance, and conversation sentiment as a signal of public trust. Research Zeqiri et al. (2023) shows that the quality of digital information is linked to satisfaction and word of mouth. This monitoring is not simply a performance report, but rather a raw material for determining what content needs to be produced the following week.

Ježovit & Lučić (2025) shows that sustainability communication can use rational and emotional appeals to strengthen public acceptance. In the context of the Ministry of Agriculture, rational appeals can include policy data and program information, while emotional appeals can include farmer stories and national food pride. Event content, which currently comprises 26.1% of the content, is dominated by documentation of formal activities. It needs to be developed into an impact-based policy narrative: documentation of working visits can include explanations of the program's impact on farmers and concrete benefits to the community.

Table 7. Recommendations for Platform Role Architecture in the Ministry of Agriculture's IMC Strategy

Platform	Strategic Role	Priority Content Format
TikTok	Gateway to attention; reaching young farmers and the digital generation	Videos ≤60 seconds long based on questions and answers, field stories, or visual data; conversational language
Instagram	Visual literacy and institutional identity	Educational carousels, policy infographics, farmer narrative Reels
YouTube	In-depth explanation and content authority	5–15 minute videos: official interviews, policy documentaries, agricultural education series
X/Twitter	Current issues management and public conversation	Policy threads, quick clarifications, real-time updates, media responses
Facebook	Cross-generational community and regional reach	Regional program discussions, local farmer information, monthly live Q&A

Source: Researcher recommendations based on observational findings and the IMC framework (Kliatchko, 2008).

Research Limitations

There are four limitations that need to be acknowledged. First, the 14-day period does not represent an annual communications strategy—the findings reflect a busy communications

environment and may not be representative of a normal period. Second, publicly available data cannot reveal the editorial policies or budgetary considerations that influence behind-the-scenes content strategy. Third, comment sentiment analysis was not conducted systematically, so the quality of public dialogue remains unmeasured. Fourth, cross-platform ER comparisons use metrics that are not fully comparable, particularly TikTok's ER, which exceeds 100% due to algorithmic reach.

CONCLUSION

This study concludes that the Ministry of Agriculture's social media communication has not yet functioned as a fully integrated digital marketing communication (IMC) ecosystem, despite its extensive cross-platform presence and substantial audience reach. The findings demonstrate that communication practices are still dominated by parallel distribution patterns, where identical messages are disseminated across multiple platforms without significant adaptation to audience characteristics and platform-specific communication logic. Informational content overwhelmingly dominated the communication strategy, while educational content was entirely absent during the observation period, indicating that social media was primarily used for one-way dissemination rather than for fostering public literacy and behavioral engagement. TikTok emerged as the most effective platform in generating public interaction, proving that communication effectiveness is more strongly influenced by format-platform compatibility than by follower size alone. Based on the four-pillar IMC framework, weaknesses were identified in audience segmentation, content adaptation, strategic channel differentiation, and impact-based evaluation. Consequently, the Ministry of Agriculture's social media still reflects a multi-platform communication presence rather than an integrated and audience-oriented digital communication system.

For future research, broader observation periods are recommended to capture long-term communication patterns and seasonal campaign dynamics within government social media ecosystems. Subsequent studies should also incorporate audience sentiment analysis, interviews with social media managers, and algorithmic performance evaluation to obtain a deeper understanding of strategic communication decision-making processes. Comparative studies between ministries or government institutions would further enrich the development of integrated digital government communication models. In addition, future researchers are encouraged to examine the effectiveness of educational and participatory content formats in improving public literacy, trust, and behavioral outcomes. The integration of mixed methods approaches, including big data analytics and audience engagement mapping, would also strengthen the measurement of communication effectiveness beyond quantitative interaction metrics alone.

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