



Planning and Evaluation of Social Media Content for the Dissemination of Chinese Culture

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Abstract

The strategy of planning and evaluating social media content to disseminate Chinese culture aims to increase the Indonesian public's understanding and appreciation of Chinese cultural heritage. This study focuses on designing a structured content strategy that includes planning, creation, distribution, and evaluation of content about Chinese culture tailored to audience preferences. The findings of this study reveal that creative and contextually relevant content, such as visual narratives, interactive posts, and Chinese culture-themed campaigns, significantly increase user engagement. The main implication of this study is that integrating Chinese cultural narratives with local culture strengthens the audience's connection with Chinese cultural heritage. These results provide practical guidance for cultural institutions and organisations in designing more effective and inclusive digital cultural promotion strategies.

Keywords: Planning; Evaluating; Social Media Content; Chinese Culture

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SDGs: Quality Education (4); Reduced Inequalities (10); Sustainable Cities and Communities (12); Peace, Justice and Strong Institutions (16); Partnerships for the Goals (17)

1.0 INTRODUCTION

Digital cultural dissemination plays a crucial role in promoting cultural awareness and fostering engagement, particularly within Indonesia's significant Chinese diaspora. This group, comprising over 10 million individuals, This number represents approximately 3.8% of the population. (Guanglun Michael Mu, 2019) It has contributed greatly to the nation's cultural, economic, and historical landscape. However, it faces challenges in preserving its traditional Chinese heritage amidst broader societal integration. Digital platforms, particularly social media, provide an opportunity to address this challenge by reaching a wider audience and increasing awareness about cultural practices.

In 2024, Indonesia's internet user base reached 221,563,479, representing a 79.5% penetration rate, (APJII, 2024) with 76.04% of users primarily accessing the internet for social media purposes. (Statistik, 2024) These statistics highlight the immense potential of social media as a tool for disseminating cultural heritage and engaging with both the Chinese community and the wider Indonesian society. Leveraging social media for digital cultural dissemination can help preserve traditional Chinese heritage, promote cultural understanding, and foster a sense of community across diverse cultural groups in Indonesia

The goal of reconnecting young people with their cultural heritage aligns with the role of social media as a dynamic platform for interactive engagement and cultural exchange. (Ratnamulyani;Beddy, 2018) (Fitriani, 2017) By leveraging web-based technologies, social media facilitates communication, collaboration, and creative expression through online content. The research's focus on planning and evaluation ensures a strategic and measurable approach to harnessing this potential, enabling targeted efforts to preserve cultural heritage while maximizing the reach and effectiveness of digital dissemination in today's interconnected world.

With social media's unique ability to foster interaction, organizations can also assess the effectiveness of their content through metrics like engagement rate, which has become a standard measure in social media marketing for platforms such as Instagram and Facebook. Engagement rate is a basic metric used to measure the quality of content that has been uploaded to social media.

2.0 LITERATURE REVIEW

Digital media has revolutionized how individuals engage with cultural heritage, especially among younger generations who now interact through immersive technologies such as virtual reconstructions and digital storytelling. As cultural conversations increasingly migrate online, heritage institutions have begun utilizing social media not merely for promotion but as dynamic platforms to present and engage with culture in more interactive, accessible ways. (Baitalik, 2025) (Economou, 2015) This relationship is reciprocal and constantly evolving, with digital technology changing the way cultural heritage is communicated, while the objectives of cultural heritage influence the design of information dissemination and the use of digital tools.

However, although many studies have discussed the digitisation of cultural heritage, few studies have systematically examined how to plan content in a structured manner and how to evaluate content in order to optimise the dissemination of specific cultural identities, such as Chinese culture. The gap in question here includes the need for a framework that links digital accessibility, audience engagement, and strategic evaluation to strengthen cultural sustainability in the online environment.

When it comes to the dissemination of Chinese culture, particularly within Indonesia's multicultural landscape, social media provides an impactful channel to broaden visibility, increase relevance, and stimulate engagement. (Vassiliadis et al., 2017) The combination of culturally tailored content, community-driven interaction, and consistent performance monitoring is vital for achieving high engagement and long-term influence. (Visser et al., 2013) A primary benefit lies in increased accessibility and reach. Platforms like Instagram and Facebook offer seamless access to cultural narratives, particularly for youth audiences, making them ideal tools for inclusive cultural outreach. (Liang et al., 2021)

Beyond accessibility, digital platforms play a key role in maintaining cultural continuity across generations. By sharing cultural themes online, institutions can facilitate the intergenerational transmission of values, even within diasporic contexts. Research has shown that heritage posts with features such as visual storytelling, co-created content, connections to popular trends, and informative elements tend to receive greater engagement (Cui et al., 2023) (Mishnick et al., 2024) Moreover, the integration of analytics and interactivity strengthens strategy evaluation. Social media not only allows for two-way engagement but also provides measurable feedback on user interaction. These metrics help refine content strategies and identify what resonates most with audiences (Lian et al., 2024)

From a theoretical perspective, Innovation Diffusion Theory provides an important foundation for understanding how social media facilitates the process of cultural diffusion. Social media affordances such as interactivity, visual narratives, and ease of navigation play a significant role in influencing perceptions of cultural content quality, levels of cultural understanding, and the effectiveness of cultural message dissemination. In the context of Chinese cultural communication, these features help simplify the understanding of traditional practices and values, making them more accessible, relevant, and appealing to modern audiences. (Md Nordin et al., 2021)

Qi's analysis reveals a trend towards the integration of technology and user creativity as the primary means of maintaining cultural relevance in the global era. These findings align with the view that effective social media planning and evaluation must be data-driven and audience-focused, in line with the latest developments in cultural studies and digital marketing. (Qi, 2025)

Lastly, involving audiences in the content creation process increases emotional resonance and a sense of cultural ownership. (Russo et al., 2005) emphasize that collaboration between cultural institutions and communities enhances digital storytelling and encourages public participation in heritage preservation.

Ultimately, strategic digital engagement fosters deeper emotional, participatory connections with cultural heritage. Through deliberate content planning and regular evaluation, social media becomes a vital tool for enhancing public appreciation of Chinese culture and supporting its sustainable transmission in today's digital age. (King et al., 2016)

3.0 METHODOLOGY

Statistical Analysis is a research method aimed at evaluating content performance on social media platforms (Chaffey, Dave, 2022) using available analytical data, such as Instagram Insights Analytics.

The formula for calculating the engagement rate is as follows (Ryhänen, 2019):

$$\text{Engagement Rate} = \frac{(\text{Like, Comment, Share Save})}{\text{Total Followers}} \times 100\%$$

Where:

Likes: the number of users who like the post

Comments: the number of users who comment on the post

Shares: the number of users who share the post

Saves: the number of users who save the post

Followers: the total number of users following the account

The Engagement Rate (ER) is a metric used to evaluate the level of user interaction with content on an Instagram account. ER measures the degree of audience engagement, including likes, comments, shares, and saves on a post, relative to the account's follower count. ER serves as an important indicator as it shows how effective the content is in capturing attention and encouraging interaction from the audience.

Table 1 Instagram Engagement Rate Scale

Scale	Explanation
< 1%	Low
1% - 3.5%	Medium
3.5% - 6%	High
> 6%	Very High

This method allows for the collection and analysis of quantitative data to gain deep insights into how Chinese cultural content is received by audiences. Below are the steps and aspects to consider in this method:

1. Data Collection

Social media platforms can be utilized by leveraging the analytical tools provided by each platform to collect data related to content performance. By harnessing these tools, social media platforms like Instagram offer detailed insights into content performance metrics, allowing for a deeper understanding of audience engagement and reach. Instagram Insights provides data on impressions, reach, interactions, and follower demographics.

2. Identifying Performance Indicators

- Engagement: Measures the extent to which the audience interacts with content through likes, shares, comments, and saves.
- Reach: Determines the number of unique users who view the content, helping to understand the breadth of cultural information being disseminated.
- Interactions: Analyzes actions taken by the audience after viewing content, including link clicks, video views, or other relevant actions.

3. Data Analysis

- Descriptive Statistics: Descriptive statistics involve summarizing and analysing data to identify patterns, trends, and relationships. It plays a crucial role in research to describe populations, understand variables, and serve as the foundation for more complex statistical analyses. They are often presented as tables, charts, and summary measures like means or medians (Loeb et al., 2017)
- Descriptive Analysis as an Iterative Process
 - Step 1. Identify a phenomenon.
 - Step 2. Consider which features of the phenomenon are most salient.
 - Step 3. Identify the constructs (measures) that best represent these features.
 - Step 4. Determine whether there are observable patterns in the data.
 - Step 5. Communicate the patterns in the data that describe the realities of the phenomenon.
 - Step 6. Rethink and repeat as needed.
- Graphs and Visualization: Creating graphs or charts to visualize trends and patterns in the data. This can help in understanding how specific content performs over time.
- Comparison: Analyzing comparisons between different types of content (e.g., videos vs. images) to determine which is more effective in capturing audience attention.

4. Interpreting Results

- Interpreting the results of the analysis to identify factors influencing the success or failure of Chinese cultural content. This includes identifying the most engaging content elements and the types of audiences that are most involved.
- Utilizing findings to provide recommendations for future content strategies that can enhance engagement and reach.

5. Presenting Findings

Compiling a research report that includes statistical analysis results, graphs, and strategic recommendations. This report will be beneficial for social media managers in formulating more effective cultural dissemination strategies.

4.0 RESULTS AND DISCUSSION

Content planning is an important step in marketing strategy and cultural dissemination on social media. (Kosim et al., 2023)

The stages carried out when planning content are as follows:

1. Create planning content in Google Spreadsheets

The first thing to do is compile and create content planning on Google Spreadsheets. In Google Spreadsheet (per month), there is a column containing the date and topic that will be posted on social media. The topics chosen will discuss culture, history and Chinese figures in Indonesia. Sources for topics are taken from personal experiences, relatives, local people, as well as articles discussing Chinese culture.

2. Do research

After determining what topic will be discussed, the next thing to do is conduct research. Research is divided into two, research on similar social media which discusses Chinese culture and history, and research on content topics. Similar research on social media was carried out by looking for social media that discussed Chinese culture to be used as a consideration or reference for the design and content that would be created. Research for content topics is obtained from requests from organizations, several sources such as personal experiences, relatives, and articles discussing the culture and history of Chinese society. After getting sufficient information, the information will be processed and summarized into several short paragraphs which will then become information for the content to be posted.

3. Create a Mood board

The stages of creating a mood board are the stages for implementing the content plan that has been created. The mood board can contain the target audience, design guidance, and mood board design.

A mood board is a tool used for understanding design, consisting of visual symbols in the form of images. In the design process, several steps are required, one of which is creating the mood board itself. The purpose of creating a mood board is to set a clear direction and guide for the creative work with an established theme, ensuring that the final design remains aligned with the specified theme. The concept of a mood board involves presenting or expressing ideas or multiple concepts that align with the purpose or theme of the design creation (Bestari et al., 2016)

4. Provide Content Design Direction

Content design direction is carried out via WhatsApp messages, where the content designer will send the design to the content creator. The directions given can be in the form of font size, detailed ornaments and illustrations, as well as typography.

Sampling of Posts and Topic Categorization



Figure 1 The design aims to introduce Djiauw Kie Siong (the owner of the hideout house of Soekarno and Hatta in Rengasdengklok).

A purposive sampling approach was applied to select Instagram posts that exemplify Chinese cultural dissemination through visual storytelling. One representative post, “Kenalan dengan Djiauw Kie Siong,” was analyzed based on engagement metrics, reaching 645 accounts and generating 159 interactions (likes, and saves). The post falls under the theme “Chinese-Indonesian Historical Figures,” emphasizing cultural contributions through digital narratives. The content’s high level of social media affordance is reflected in its

compelling visual narrative, well-organized layout, and intuitive navigation, all of which enhance both content quality and accessibility. These interactive features—through likes, shares, and comments—effectively stimulate user participation, foster deeper cultural understanding, and strengthen the digital dissemination of Chinese-Indonesian heritage.

The following is a graph of the insights obtained on Instagram from the Foundation. These graphs contain followers, reach, impressions, account interactions, and content interactions.

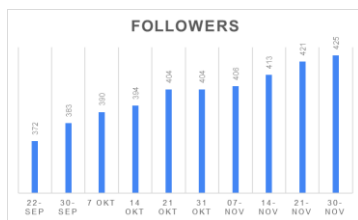


Figure 2 Graph of the number of IG followers

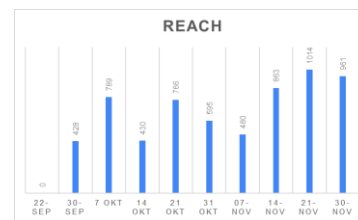


Figure 3 Graph of the number of IG accounts reached

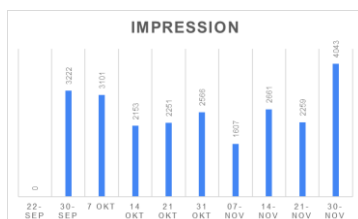


Figure 4 Graph of number of IG impressions

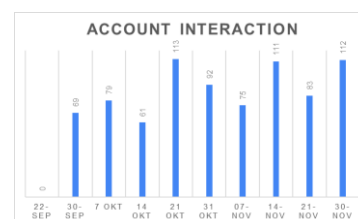


Figure 5 Graph of number of IG account interaction

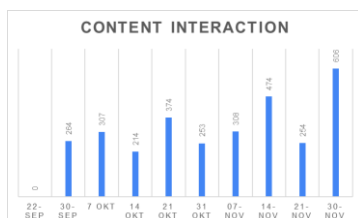


Figure 6 Graph of the number of IG content interactions

Data analysis through Instagram Insights from Table 2 Instagram Insights for September-November 2023 provides valuable metrics for evaluating content performance and understanding audience behavior.

Table 2 Instagram Insights for September-November 2023

Month	Like	Comment	Share	Followers
23 - 30 Sept	209	25	3	383
1 - 7 Okt	190	34	71	390
8 - 14 Okt	144	6	57	394
15 - 21 Okt	220	36	74	404
22 – 31 Okt	176	19	43	404
1 - 7 Nov	147	29	93	406
8 - 14 Nov	290	47	97	413
15 - 21 Nov	149	26	49	421
22 – 31 Nov	393	44	119	425
TOTAL	1.918	266	606	

Table 3 Total Graphics and Post Engagement

Information	Sep W4	Oct W1	Oct W2	Oct W3	Oct W4	Nov W1	Nov W2	Nov W3	Nov W4	Total
Followers Instagram	372	390	394	404	404	406	413	421	425	425
Reach	428	789	430	766	595	480	863	1014	961	6.362
Impression	3.222	3.101	2.153	2.251	2.566	1.607	2.661	2.259	4.043	23.863
Account Interaction	69	79	61	113	92	75	111	83	112	795
Content Interaction	264	307	214	374	253	308	474	254	606	3.054
Like Instagram	209	190	144	220	176	147	290	149	393	1.918
Comment Instagram	24	34	6	36	19	29	47	26	44	265
Share Instagram	3	71	57	74	43	93	97	49	119	606

The following are the results of the interpretation of the result:

- Based on the engagement rate scale in Table 2 Instagram Insights for September-November 2023, it can be concluded that the engagement rate of the Foundation's Instagram account for the October-November period falls into the very high category, as the Foundation's Instagram has an engagement rate > 6%, reaching 656%.

$$\text{Engagement Rate} = \frac{(1.918+266+606)}{425} \times 100\% = 656\%$$
- According to
-
-
-
-
- Table 3 Total Graphics and Post Engagement, the foundation's Instagram followers increased by 53. Instagram likes totaled 1,918, comments reached 265, and shares amounted to 606.
- In September, the content that reached the largest audience was about Chinese ethnicity, reaching 249 audiences, with a total of 31 likes, 12 comments, 2 shares, 1 save, and 7 profile activities. This will be a consideration for the following month to maximize content related to Chinese culture, both through posts and Instagram Stories.
- The data also shows that weeks with the highest engagement rates correlate with content that raises specific issues or moments, such as Chinese ethnic content in September, which attracted a lot of interaction. This content successfully encouraged the audience to actively like, comment, and share, thereby increasing the engagement rate.
- Engagement rates on accounts with a relatively small number of followers (more than 100%) need to be interpreted with caution, as each interaction has a significant impact on audience engagement percentages. This also reflects the high level of interactivity and ease of audience participation—through visual features, ease of navigation, and social media narratives—which can ultimately improve perceptions of cultural content quality, cultural understanding, and effectiveness in disseminating cultural messages more optimally.

Here are some important points to consider for increasing social media engagement:

- Creating and posting well-designed content.
- Posting regularly.

3. Developing a content plan that can attract the attention of both followers and non-followers on social media.
4. Creating hashtags and interesting captions.
5. Developing and utilizing engaging Instagram Story features to facilitate two-way communication between the foundation and the audience
6. The posting time aligns with the ongoing event.

Strategic Recommendations

1. Focus on content with high engagement, as observed in late November, such as content that drives more shares.
2. Increase posting consistency during weeks with low reach (e.g., Nov W1) by optimizing the timing and format of posts.
3. Encourage more audience participation using calls-to-action for comments or tagging friends to boost comments and followers.
4. Analyze the most successful content to replicate it in future campaigns, especially content that generates high shares.

5.0 CONCLUSION

This study provides essential insights that act as a roadmap for crafting impactful cultural communication strategies on digital platforms. Through meticulous planning and thorough evaluation, it underscores the significance of utilizing social media to safeguard and promote Chinese culture while encouraging meaningful interactions across cultures in the digital age.

The study on Planning and Evaluation of Social Media Content for the Dissemination of Chinese Culture limitations:

- The research may predominantly focus on certain platforms, such as Instagram, which have been utilized by previous organizations or foundations.
- Social media platforms have unique algorithms, user behaviours, and content consumption patterns, which might limit the generalizability of results across different platforms.
- Social media trends and algorithms evolve rapidly. Research conducted at a particular time might become outdated due to changes in technology, audience preferences, or platform policies.
- The study may have emphasized Indonesian-language content

The study on Planning and Evaluation of Social Media Content for the Dissemination of Chinese Culture future research is with the incorporating Interactive and Gamified Content

- Investigate the effectiveness of interactive content, such as quizzes, live streams, or AR/VR experiences, in engaging users with Chinese culture.
- Explore gamification strategies to teach Chinese language, history, or traditions.
- Collaborate with cultural organizations for broader outreach.

The study on Planning and Evaluation of Social Media Content for the Dissemination of Chinese Culture highlights the importance of a strategic social media approach in fostering cultural understanding and interest. By intentionally crafting content themes, scheduling posts effectively, and incorporating interactive features, cultural organizations and creators can engage followers and enhance the visibility of Chinese cultural practices. Monitoring content impact through engagement metrics, reach, and audience responses offers essential feedback for refining future posts and tailoring strategies to audience preferences. This method supports a more widespread and impactful promotion of Chinese cultural heritage across social media.

This study focuses on Instagram due to its strong visual orientation, which is appropriate for the purpose of analysing cultural communication. Future studies are encouraged to test this framework on other platforms in order to improve generalisation

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