JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI
UNIVERSITAS SAM RATULANGI (JMBI UNSRAT)

THE INFLUENCE OF SOCIAL MEDIA CONTENT ON INTENTION TO RECOMMEND THROUGH ONLINE ENGAGEMENT AS A MEDIATING VARIABLE ON MANDARIN LANGUAGE TEACHING CONTENT VIA INSTAGRAM FOR GENERATIONS Y AND Z IN INDONESIA

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A R T I C L E   I N F O

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Abstract. *The aim of this research is to test and analyze the influence of social media content including the Language Style, Interesting Content, Useful Content and Unique Image Content Characteristic factors on Online Engagement as a mediator which then influences the Intention to Recommend factor after previously being influenced by Emotional Response of Language as a mediator to users of Mandarin language teaching content via Instagram XYZ to generations Y and Z in Indonesia. Testing of this research model, which was modified from previous research, was carried out quantitatively with survey data. Data was obtained from generations Y and Z in Indonesia who are followers of Instagram XYZ. This research method is a quantitative survey, with cross sectional data. Respondent data was taken using purposive sampling with a questionnaire distributed online. 178 samples were obtained that met the requirements for analysis using PLS-SEM. The research results show that the four social media content variables have a strong influence on Online Engagement activities, while the two strongest variables are Unique Image Content Characteristic and Useful Content. Then the Online Engagement factor which is moderated by the Emotional Response of Language factor can influence the Intention to Recommend of generations Y and Z in Indonesia.*

Abstrak. Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh konten media sosial meliputi faktor *Language Style, Interesting Content, Useful Content* dan *Unique Image Content Characteristic* terhadap *Online Engagement* sebagai mediasi yang kemudian mempengaruhi faktor *Intention to Recommend* setelah sebelumnya dipengaruhi oleh *Emotional Response of Language* sebagai mediator pada pengguna konten pengajaran Bahasa Mandarin melalui Instagram XYZ pada generasi Y dan Z di Indonesia. Pengujian model penelitian ini yang dimodifikasi dari penelitian terdahulu dilakukan secara kuantitattif dengan data survei. Data diperoleh dari generasi Y dan Z di Indonesia yang merupakan follower dari Instagram XYZ. Metode penelitian ini adalah kuantitatif survei, dengan data cross sectional. Data responden diambil secara purposive sampling dengan kuesioner yang disebarkan secara online. Diperoleh 178 sampel yang telah memenuhi syarat untuk dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan keempat variabel konten media sosial mempunyai pengaruh yang kuat terhadap aktivitas *Online Engagement*, sedangkan dua variabel yang terkuat adalah *Unique Image Content Characteristic* dan *Useful Content.* Kemudian faktor *Online Engagement* yang dimoderasi faktor *Emotional Response of Language* mampu mempengaruhi *Intention to Recommend* generasi Y dan Z di Indonesia.

INTRODUCTION

With the advancement of time and technology, languages have also evolved over the years. Language is dynamic, and the rapid development of language is evident with the emergence of new vocabulary, some of which finds its way into the Indonesian Dictionary (KBBI). Due to the dynamic world, the demand for language proficiency has become essential for society. The trend of mastering foreign languages has become crucial, especially since individuals proficient in a foreign language find it easier to secure employment. Currently, mastering only English is no longer sufficient due to the rapid evolution of languages in the era of globalization. Mandarin, German, Arabic, Russian, and Japanese have become international languages alongside English (Qurotianti, 2023).

In the context of Mandarin, previously a language learned by a select few, its rapid rise is attributed to China's economic growth, making Mandarin the second international language after English. The Mandarin-speaking population has surpassed one billion globally, making it economically and politically significant. China's government and international trade have played a crucial role by investing in education, encouraging people to learn Mandarin through Confucius scholarship programs. Confucius Language Centers are now prevalent worldwide, collaborating with institutions such as Al-Azhar University in Jakarta. The increasing interest in learning Mandarin has led many to travel to China and Taiwan for education. Numerous language schools offer Mandarin classes for beginners, intermediate, and advanced levels. These classes cover various aspects, including basic language, conversation, and even business language skills. Teaching methods vary, incorporating films, songs, literature, poetry, images, and more. Some courses focus on practical teaching methods tailored to the needs of working individuals, emphasizing vocabulary and conversation relevant to their professions.

However, in recent years, the global pandemic has forced many educational institutions to close physical classes, prompting a shift to online learning. The constraints of remote work and busy schedules have affected language learning interest, leading individuals to rely on songs and movies for Mandarin language acquisition. This change in behavior is compounded by the rapid digital transformation, placing people in an era of information technology, where marketing and learning processes leverage digital applications. According to social media studies, 86% of marketing experts consider social media platforms as highly important tools (Alagoz, 2016). Instagram, a widely favored social media platform globally, has over 89.15 million users in Indonesia as of January 2023, ranking the country fourth worldwide. Instagram users engage with various content, including educational content in Mandarin, such as that provided by the XYZ account.

XYZ utilizes Instagram as a platform for Mandarin language education. The account employs innovative and creative visuals catering to various age groups. The content includes everyday life activities, presenting information in Chinese characters (*Hanyu Pinyin*), Latin script, and their meanings in Bahasa Indonesia.

Based on the background of the problem, the research questions to be addressed in this study are: (1) does language style, interesting content, useful content, and unique image content characteristics have a positive effect on online engagement? (2) can online engagement mediate the relationship between social media content and intention to recommend? (3) can emotional response of language moderate the influence of online engagement on intention to recommend?
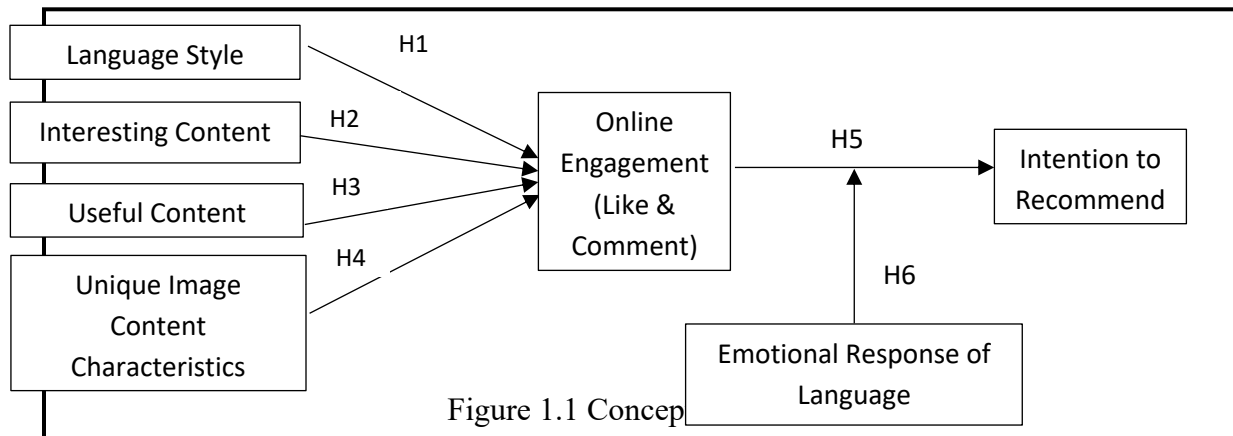

Figure 1.1 Concep...

In accordance with Figure 1.1 above, the conceptual framework of this research comprises six hypotheses, each of which will be discussed in detail in the discussion section. This study aims to explore the phenomenon of "The Influence of Social Media Content on Intention to Recommend Through Online Engagement as a Mediating Variable in Teaching Mandarin Language Content on Instagram XYZ for Generations Y and Z in Indonesia." The research focuses on language style as a factor influencing audience engagement and the subsequent intention to recommend. It builds upon previous studies, expanding the exploration beyond image content characteristics to include language style and the moderation of emotional response in the relationship between online engagement and intention to recommend. The novelty of this research lies in the addition of language style as a variable, absent in prior studies. Additionally, previous research did not focus on the emotions elicited when users view uploaded content. Therefore, this study incorporates emotional response moderation in the relationship between online engagement and intention to recommend. The empirical test employs data from potential Instagram users obtained through surveys and analyzes it using structural equation modeling (PLS-SEM).

The expected results of this research are to contribute by providing insights to social media users about the influence of social media content on intention to recommend through the mediation of online engagement moderated by emotional response of language. Additionally, it aims to convince social media managers that people's desire to recommend uploaded content can also be influenced by the uniqueness and content presented, emphasizing the need to evaluate the content, including its substance, language style, uniqueness, and attractive design, to gain more engagement and recommendations.

LITERATURE REVIEW

Research on the influence of social media content on intention to recommend through online engagement is part of modern human behavior that seeks to develop activities by leveraging contemporary information technology. This condition has then widely developed in various aspects of community life, including socio-economic activities that involve trade and services interactions. This research is developed and constructed through several relevant theories as grand theories, namely the Uses and Gratification Theory (UGT) according to West (2007), which is used to address the phenomenon of societal behavior towards the development of media, especially online media. Additionally, this research also uses the Media Richness Theory according to Kinney (1998), which is employed to address the emergence of continually evolving information technology phenomena leading to the increased effectiveness of communication over the years. The Technology Acceptance Model (TAM) according to Venkates (2000) is also incorporated to address new habits in society towards technology as its ultimate usage. Another theory in this research is Language Style (Social Media Content Language) according to Deng & Wang (2021), which suggests that language style determines the success of organizational communication to its audience. There is also the theory of Interesting Content according to Sally (2003), which indicates that the success of content is influenced by its attractiveness, arousing the curiosity of consumers about the content. The theory of Useful Content (Perceived Usefulness) according to Javarofa (2022) emphasizes that useful content is more preferred by the public as it can be applied to their lives. Additionally, the theory of Unique Image Content Characteristics according to Somerfield & Mortimer (2018) explains that images with unique characteristics will attract the interest of the public (consumers), complementing textual narratives.

Uses and Gratification Theory

The Uses and Gratification Theory (UGT) is an approach to understanding human behavior in terms of how individuals seek specific media to fulfill their needs, as well as why they search for and then decide to choose that particular media. UGT is one of the types of media effects theories. It differs from other theories as it explains the phenomenon of what people do with a particular media rather than the other way around (Richard & Lynn, 2007). UGT emphasizes propositions or principles that the media is a product with broad reach and high flexibility, while the audience is the consumer of that product. Turner stated that UGT is a mass media scale proposition and is related to other factors, including socio-psychological communication.

Media Richness Theory

Media Richness Theory is a theory that explains the framework of depicting the communication capabilities of media. This theory is part of the extended theory of social information processing. Generally, Media Richness Theory is used to measure, rank, and evaluate the perfection level of specific communication media, such as social media, email, publications, and others (Kinney, 1998). Key figures who formulated the Media Richness Theory are Richard L. Daft and Robert H. Lengel. In their propositions, these two figures state that social media has the advantage of providing completeness to various information that is generally ambiguous. Communication

through social media presents communication content that is much more comprehensive compared to linear communication or mass media (Kinney, 1998).

Technology Acceptance Model

The Technology Acceptance Model (TAM) is a theoretical model built to understand the factors influencing the acceptance of new technology, as a form of development in automation and computer-based technology. In the TAM theory, it is mentioned that the utilization of technology must be user-oriented (user acceptance). The success and failure of TAM are based on ease of use, perceived usefulness, and the achievement of safety factors (Venkatesh, 2000). Venkatesh (2000) states that TAM is the result of developing the Theory of Reasoned Action (TRA), which preceded it. TAM aims to identify factors affecting the acceptance of information-based technology in general and explains the behavior of end-users. In TAM, there are several variables that ultimately form an actual system that can be used. These variables include external variables, feelings of ease of use, attitudes towards use, and the behavioral intention to use the technology.

Language Style

Language style is a variable formed by the formulation of content delivery in social media as a crucial parameter in B2B (business to business) branding development. Language style becomes part of the Word of Mouth (WOM) strategy. The impact of language style on online engagement for XYZ among generations Y and Z in Indonesia indicates that language style is a crucial parameter in branding development. Companies need a clear concept in determining the language style because it will influence consumer perceptions and is related to Word of Mouth (WOM), which will ultimately affect the profits that XYZ will achieve (Deng & Wang, 2021). Online engagement will be realized when XYZ successfully develops content that should be uploaded or not uploaded (beyond knowing what the post is) because the target consumers are individuals enthusiastic about Mandarin, even though, in essence, the social media platform XYZ is inclusive.

H1: The Language Style element has a positive influence on Online Engagement and subsequently affects Intention to Recommend.

Interesting Content

Interesting content is a concept of leveraging social media by developing short (simple) contents, whether through short videos, narratives, symbols, images, and other elements. The significant meaning of this content lies in marketing. Sally (2003) states that simple content through social media can factually stimulate consumers to follow and decide to make purchases and participate in those offerings. Moreover, effective interesting content will cultivate a positive image of the product and develop the concept of development in a broader marketing communication spectrum between one consumer and another. The connection between interesting content and online engagement in XYZ among generations Y and Z in Indonesia indicates that in developing appealing content, the development of short and simple content is needed, which is indeed in demand by consumers. Sally's (2003) research suggests that interesting content is not too formal and verbose because, in principle, society, especially consumers, have rationality in seeking more

in-depth information. By presenting brief and useful content, this can enhance online engagement through the initial perception of the XYZ social media. Interesting content towards online engagement becomes two interrelated factors as a causality phenomenon of online marketing. The more interesting the content, the greater the potential to encourage and influence consumers to develop online engagement, whether through input, appreciation, criticism, and more. Both of these factors are related to online engagement because interesting content will drive the enthusiasm of XYZ consumers, which will ultimately influence consumers' decisions to recommend it to others.

H2: The Interesting Content element has a positive influence on Online Engagement and will affect Intention to Recommend.

Useful Content

Useful content is a content development strategy that provides optimal benefits and is needed by the community, especially consumers. The utilization of social media is an impact of the latest information technology development. Jafarova (2022) states that the business landscape has been transformed by social media, demanding companies' stakeholders to utilize it to develop branding, promotions, and increase sales. By leveraging social media, organizations or companies can express ideas and opinions without limits of place and time. The connection between useful content and online engagement in XYZ among generations Y and Z in Indonesia indicates that consumers desire content that is beneficial for their daily lives. Jafarova (2022) argues that useful content through the use of social media is a means of reciprocity through interactive information between XYZ to actualize ideas and thoughts without limits of time and place, enabling them to complement each other, ultimately leading to benefits such as trust and loyalty between consumers and XYZ. The useful content factor indicates goals and benefits for consumers, as well as the broader audience, and this factor is more flexible in developing over a certain period and open to various groups. When the content has significant benefits, it can develop online engagement, whether positive or negative, in the form of support, appreciation, input, or even criticism or rejection. When useful content exists, it encourages online engagement and subsequently influences consumer behavior in deciding to develop an intention to recommend.

H3: The Useful Content element has a positive influence on Online Engagement and subsequently affects Intention to Recommend.

Unique Image Content Characteristics

The connection between unique image content characteristics and online engagement in XYZ among generations Y and Z in Indonesia indicates that unique image content is a strategy employed by this organization to outperform competitors. Somerfield & Mortimer (2018) state that unique image content characteristics will shape consumer perceptions, leading them to evaluate XYZ as a modern organization developing its business through the optimization of unique images via social media. This is crucial as consumers today are more interested in visually consistent and continuous content. Unique image content characteristics serve as a form of substitution or complement to narratives within the content. The presence of images enhances the appeal to the

younger age group or a portion of the older age group, facilitating their understanding of the content material in XYZ. Unique image content characteristics will impact online engagement because consumers or the broader community interested in XYZ will observe images with distinctive meanings. According to Somerfield & Mortimer (2018), images are easier to grasp at a glance, whereas text (narrative) requires further attention to understand, making it easier for consumers to respond, including through likes and comments.

H4: The Unique Image Content Characteristics element has a positive influence on Online Engagement, supporting Intention to Recommend.

Online Engagement

The connection between online engagement and Intention to Recommend XYZ among generations Y and Z in Indonesia indicates that the interaction process demonstrates a psychological relationship between the organization and its consumers. XYZ's utilization of social media will generate distinctive social media interactions, including likes, shares, and comments, contributing to the company's popularity and long-term benefits. Through online engagement, XYZ can project its future based on the approval or disapproval of various content within the organization. Online engagement, based on Brodi's proposition, emphasizes that social media interaction merely serves as an intermediary, as the quality of products or services remains the determining factor for consumer loyalty. This condition allows consumers to interact both within and outside of social media, aligning with the intention to recommend. When product or service quality is consistently maintained, it can develop the intention to recommend by increasing the number of followers and more. Conversely, if the product or service fails to sustain its existence, the intention to recommend will develop negatively.

H5: The Online Engagement element has a positive influence on Intention to Recommend.

Emotional Response of Language

The connection between the emotional response of language and language structure in XYZ among generations Y and Z in Indonesia shows that consumers are dynamic entities seeking concise and clear language as they are rational groups. Research conducted by Liu & Li (2019) states that consumers also desire language that entertains and leaves an impression through experientially based engaging content, which can be a strategy for companies to help consumers better understand the offered products. Emotional response of language is an external influencing factor on language structure to evoke emotions from the audience, namely XYZ consumers. This factor indicates that effective presentation, steps, and responsive attitudes will determine the intention to recommend. In other words, emotional response of language is a crucial factor beyond the product's quality itself that influences XYZ consumers to disseminate experiences, materials, and more to others as a form of intention to recommend.

H6: The Emotional Response of Language element has a positive influence on Intention to Recommend.

Intention to Recommend

Intention to recommend is a variable related to the consumer's initiative to recommend purchased products or services to others. Kang & Choi (2018) state that without communication, products or services will not stand out, emphasizing the importance of communication between producers and consumers. Kang & Choi (2018) further assert that higher customer loyalty creates consumers as information agents without the need for instructions. This dynamic is also observed when producers fail to cultivate product loyalty; in such cases, consumers will not disseminate information to others with similar interests. The factor of intention to recommend is an authoritative right of consumers that cannot be controlled unless the product quality is indeed adequate. Intention to recommend, according to Kang & Choi (2018), develops based on four factors: reliability, professionalism, control, and cooperation. Each of these factors is associated with customer satisfaction, and this connection is relevant to the intention to recommend.

METHODOLOGY

This research is a quantitative study. Quantitative research emphasizes theory testing through the measurement of research variables using numerical data and conducting data analysis using statistics (Paramita, 2021). This study is also descriptive research, which describes a situation objectively using numerical data, starting from data collection, interpretation, to data presentation (Arikunto, 2006). What is described in this research is the presentation and interpretation of the research data. In terms of the periodization of data collection, this research falls into the type of cross-sectional study. This type of research is based on the collection and retrieval of data that is only conducted once at a specific period. This study collected data from August to September 2023. The determination of the sample used in this study is a purposive sample, which involves the selection of samples based on specific considerations. The sample of this study consists of individuals belonging to Generation Y and Z, who have Instagram accounts, and have viewed Mandarin language teaching content uploaded by Instagram account XYZ. The sample size in this study was determined using calculations in the G Power 3.1 program. In determining the sample size, several values were set, namely a medium $f2$ value of 0.15 with a power of 95%, alpha (α=0.05), and six predictor variables. Through the distribution of questionnaires, this study obtained qualified respondents totaling 178 individuals, which will be used as the sample in this research. Based on the research objectives, this type of research is hypothesis testing research, aiming to test hypotheses and determine the relationships between variables. Each variable includes the relationship between language style and online engagement, interesting content and online engagement, useful content and online engagement, and unique image content characteristics and online engagement. Additionally, there is moderation between online engagement and the intention to recommend through the emotional response of language, all of which will influence the intention to recommend.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 178 respondents, with a majority of 67% being from Generation Z. The educational background of the respondents is predominantly composed of bachelor's degree graduates, accounting for 56%. Therefore, it can be said that most respondents have a good educational background and are considered capable of understanding the research questionnaire content well. The educational background is also related to the current occupations of the respondents. Most respondents are private employees (38%), entrepreneurs (28%), and students (26%). This indicates that the interest in Mandarin language is increasing across various occupations, possibly due to job requirements, personal interests, school demands, or other factors.

Outer Model Result

The evaluation of the measurement model (outer model) is an important stage to ensure whether the indicators used in this research model are reliable and valid. Through the outer model, it can be determined whether these indicators are suitable for measuring a latent variable or construct. Therefore, this model is also referred to as the measurement model, which in PLS-SEM is known as the outer model. The evaluation of the measurement model involves two types of testing, namely reliability testing and validity testing, which are conducted sequentially. The results of the outer model are derived from data processing using SmartPLS4® with 178 metric samples. The results of the reflective outer model of this research will be organized and reported in four parts: first, indicator reliability (from outer loading values), second, construct reliability (from Cronbach's Alpha values, point estimates, and composite reliability), third, construct validity (from average variance extracted or AVE values), and fourth, discriminant validity (from heterotrait/monotrait ratio values). Based on the outcome of data processing using the PLS Algorithm, the outer model diagram is obtained as follows:
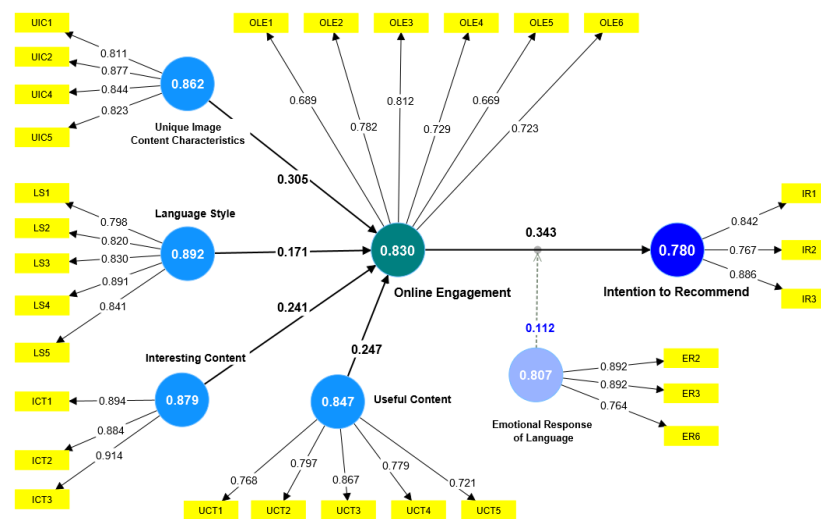

Figure 4.2 Outer Model Result
Source: PLS-SEM processed results (2023)

From Figure 4.2, all 29 reflective indicators (yellow boxes) have outer loading values that meet the required criteria (Hair et al., 2019). Furthermore, in the construct diagram (blue circles), there are Cronbach's Alpha values indicating that all 7 variables in the model have values above the threshold of 0.7. Thus, it can be said that this research model meets the requirement for construct reliability. Additionally, data processing results show that all outer loading values are above the threshold set at 0.708, with values below 0.6 still being considered acceptable (Hair et al., 2019; Hair et al., 2022).

Inner Model Result

The results of the structural model (Inner Model) represent a structural model designed to predict the causal relationships between latent variables to test hypotheses. The testing of the inner model or structural model is conducted to examine the relationships between constructs, significance values, and the R-square of the research model. The evaluation of the structural model in Partial Least Squares Structural Equation Modeling (PLS-SEM) begins by examining the R-square for each dependent latent variable. At this stage, the researcher assesses the model's predictive ability in line with the causal-predictive orientation of PLS-SEM usage (Hair et al., 2019). This is accomplished by examining the R^2 and $Q^2\_predict$ values for the target constructs and/or dependent variables.
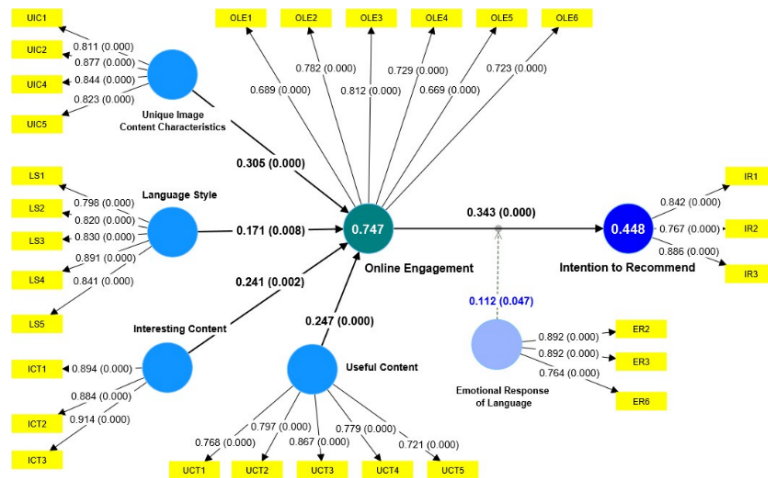

Figure 4.3 Inner Model – Bootstrapping Result
Source: PLS-SEM processed results (2023)

The bootstrapping results generate an inner model diagram, as depicted in Figure 4.3, which elucidates the structural relationships among variables in this research model. This model encompasses four dependent variables, one independent variable, one mediating variable, and one moderating variable. In the inner model diagram, the p-values for the five paths in the research model (including the moderation path) can be observed. Subsequently, the statistical test results, in the form of p-values between constructs and their reflective indicators, are depicted in the yellow boxes. Furthermore, within the blue circle, the endogenous variable values, specifically the R^2 values indicating the coefficient of determination, are presented, and utilized as an indicator of the model's predictive capability. The overall model in this study is displayed, and it is evident that

each path has a p-value ≤ 0.05, in line with α=0.05 as the significance threshold. Consequently, it can be concluded that all paths in this structural research model have a significant influence, as they exhibit p-values ≤ 0.05.

Hypothesis Testing

The basis used for directly testing hypotheses is conducted by assessing the data from empirical test results, namely significance and coefficient values. The direction of the coefficient must correspond to the direction stated in the written hypotheses; therefore, the nature of these hypotheses is directional. Since the direction of the influence is predetermined in the hypotheses, a one-tailed statistical test is conducted. If the p-values from the bootstrapping results are less than 0.05 (with a significance level and confidence level of 95%), then the relationship between the variables can be considered significant (Hair et al., 2022). Additionally, it is recommended to use Confidence Interval values to assess significance. If the value 0 is not found within the Confidence Interval range with a lower limit of 5% and an upper limit of 95%, it can be considered significant.

Table 1 Hypothesis Test Results (Significance and Coefficient)

	Hypothesis	Standardized Coefficient	P-value	CI 5% Lower	CI 95% Upper	Result
H1	Language Style -> Online Engagement	0,171	0,008	0,044	0,277	Supported
H2	Interesting Content -> Online Engagement	0,241	0,002	0,108	0,377	Supported
H3	Useful Content -> Online Engagement	0,247	0,000	0,144	0,347	Supported
H4	Unique Image Content Characteristics -> Online Engagement	0,305	0,000	0,176	0,449	Supported
H5	Online Engagement -> Intention to Recommend	0,343	0,000	0,222	0,467	Supported
H6	Emotional Response of Language: Mod. Online Engagement -> Intention to Recommend	0,112	0,047	0,006	0,227	Supported

Source: PLS-SEM processed results (2023)

H1: The results show that H1 is supported. The p-value is 0.008, which is smaller than 0.05, the significance level for a one-tailed test. The confidence interval (CI) ranges from 0.044 to 0.277, and since 0 is not within this range, it indicates a significant positive effect. The standardized coefficient is 0.171, supporting the positive direction of the effect. Therefore, it can be argued that employing a contemporary language style, which is engaging, will foster online engagement activities such as loyalty through various involvements in Mandarin language learning media.

H2: The results show that H2 is supported. The p-value is 0.002, smaller than the significance level of 0.05 for a one-tailed test. The confidence interval ranges from 0.108 to 0.377, excluding 0, indicating a significant positive effect. The standardized coefficient is 0.241, supporting the positive direction of the effect. Therefore, it can be said that providing interesting content through the use of engaging formats for followers will stimulate online engagement activities, resulting in loyalty through various engagements in Mandarin language learning media.

H3: The results show that H3 is supported. The p-value is 0.000, smaller than the significance level of 0.05 for a one-tailed test. The confidence interval ranges from 0.144 to 0.347, excluding 0, indicating a significant positive effect. The standardized coefficient is 0.247, supporting the positive direction of the effect. Therefore, it can be argued that providing useful content through the use of materials that are highly needed to support communication among Generation Y and Z individuals in Indonesia as followers will encourage online engagement activities, leading to loyalty through various engagements in Mandarin language learning media.

H4: The results show that H4 is supported. The p-value is 0.000, smaller than the significance level of 0.05 for a one-tailed test. The confidence interval ranges from 0.176 to 0.449, excluding 0, indicating a significant positive effect. The standardized coefficient is 0.305, supporting the positive direction of the effect. Therefore, it can be stated that unique image content characteristics, achieved through the use of captivating and distinctive images that are easy to comprehend and clarify the narrative, will be appealing to followers, driving online engagement activities and fostering loyalty through various engagements in Mandarin language learning media.

H5: The results show that H5 is supported. The p-value is 0.000, smaller than the significance level of 0.05 for a one-tailed test. The confidence interval ranges from 0.222 to 0.467, excluding 0, indicating a significant positive effect. The standardized coefficient is 0.343, supporting the positive direction of the effect. Therefore, it can be said that online engagement, through the cultivation of loyalty manifested in interactions such as responses, criticisms, comments, and others from followers, will drive intention to recommend, ultimately enhancing the existence and development of Mandarin language learning media content.

H6: The results show that H6 is supported. The p-value is 0.047, smaller than the significance level of 0.05 for a one-tailed test. The confidence interval ranges from 0.006 to 0.277, excluding 0, indicating a significant positive effect. The standardized coefficient is 0.112, supporting the positive direction of the effect. Therefore, it can be said that the Emotional Response of Language, achieved through the use of languages that reflect the current developments and conditions of Generation Y and Z individuals in Indonesia, will be an attractive factor for followers, driving

intention to recommend, and thereby enhancing the growth and development of Mandarin language learning media content. These results suggest that all hypotheses have adequate statistical evidence to be supported.

The quantitative research conducted through data collection from this questionnaire aims to analyze and test the influence of four independent factors, namely language style, interesting content, useful content, and unique image content characteristics. All of them show diverse results. With these findings, it is evident that there is a wide opportunity to develop Mandarin language teaching content through Instagram XYZ for Generation Y and Z in Indonesia through the discovery of new ideas and concepts.

Related to online engagement, which then influences the intention to recommend as a moderator variable after being influenced by the emotional response of language in users of Mandarin language teaching content on Instagram XYZ for Generation Y and Z in Indonesia, the research suggests that this content will be developed as an open platform that can accommodate various interactions from existing followers and attract new followers. Thus, this activity is expected to develop and enhance the existence of Mandarin language teaching content on Instagram XYZ for Generation Y and Z in Indonesia.

The language style variable is a novelty in this research, and it is expected to yield higher results than other variables. However, after conducting outer model and inner model analyses, the results indicate that the unique image content characteristics variable actually obtained the highest scores, whether analyzed through the outer model or inner model. This suggests that the audience perceives content uploaded by Instagram XYZ by first looking at the physical images displayed rather than the content itself. The physical images refer to the colors used, font types, illustrated images displayed, and so on. Therefore, it can be said that the audience, especially the younger generations classified as Generation Y and Z, primarily view content visually before assessing the content's substance, including the language style used, its benefits, captions, and more.

The results of the interesting content and useful content variables fall in the middle between the language style and unique image content characteristics variables. This indicates that the sequence observed by the audience on Instagram XYZ is first the visual aspect of the uploaded content, followed by whether the content provides benefits to the audience (useful content). Next, the audience evaluates whether the content is interesting or not, and lastly, they consider the language used in the content, which includes the novelty of vocabulary presented, captions, and more. Therefore, this can be a consideration for Instagram account owners to pay attention to and reevaluate the content that has been or will be uploaded to the social media platform.

The results obtained from the moderation variable, emotional response of language, strengthen the audience's desire to recommend the content uploaded by the Instagram XYZ account to others. The audience's emotions, engaged after liking or commenting on the content, play a role in whether they want to recommend it to others because they find the content interesting, important, visually appealing, and so on. Hence, it can be said that the higher the score obtained from the emotional response of language variable, the higher someone's willingness to recommend that content to others.

CONCLUSION

The quantitative research, conducted through data collection from this questionnaire, aims to analyze and test the influence of four independent factors—namely, language style, interesting content, useful content, and unique image content characteristics—on online engagement, subsequently affecting the intention to recommend. This is preceded by the influence of emotional response to language in users of Mandarin language teaching content on Instagram XYZ for Generation Y and Z in Indonesia. Thus, this research includes four independent variables in the model, one mediating variable, one moderating variable, and one dependent variable. The study utilizes the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method to test significance and coefficients. The processed data results are used to answer the research questions.

The conclusions regarding the impact of social media content on the intention to recommend through online engagement as a mediating variable for Mandarin language teaching content on Instagram XYZ for Generation Y and Z in Indonesia are as follows:

1. Language Style on Instagram XYZ has a positive influence on online engagement, subsequently affecting the intention to recommend for Generation Y and Z in Indonesia. The more appealing the language style in Instagram XYZ content, the higher the level of engagement by social media followers, leading to increased recommendations.

2. Interesting Content on Instagram XYZ has a positive influence on online engagement, subsequently affecting the intention to recommend for Generation Y and Z in Indonesia. The more captivating the content on Instagram XYZ, the higher the enthusiasm for engagement by social media followers, leading to increased recommendations.

3. Useful Content on Instagram XYZ has a positive influence on online engagement, subsequently affecting the intention to recommend for Generation Y and Z in Indonesia. This implies that more useful content on Instagram XYZ increases the level of engagement by social media followers, leading to increased recommendations.

4. Unique Image Content Characteristic on Instagram XYZ has a positive influence on online engagement, subsequently affecting the intention to recommend for Generation Y and Z in Indonesia. This means that more unique characteristics in the visual content displayed on Instagram XYZ increase the initiative of social media followers to influence their decision to recommend to others.

5. Online Engagement by Instagram XYZ followers has a positive influence on the intention to recommend for Generation Y and Z in Indonesia. The development of online engagement activities on Instagram XYZ content increases the intention to recommend, representing the followers' decision to recommend to others.

6. Online Engagement by Instagram XYZ followers has a positive influence on the emotional response of language for Generation Y and Z in Indonesia and together can influence the intention to recommend for Instagram XYZ content. The increasing activities in online engagement align

and influence the enhancement of emotional response to language in Instagram XYZ content, resulting in the intention to recommend, which is the decision of followers to recommend to others.

The empirical model or the research results model is found to have moderate predictive accuracy but is classified as substantial or strong predictive accuracy for the intention to recommend construct. This is also related to there being only one path to the dependent variable. In the analysis with PLS POS (prediction-oriented segmentation), a model with stronger predictive abilities can be identified, namely, the intention to recommend with a Q2_predict construct of 0.473 and online engagement with a Q2_predict construct of 0.728. Thus, it is concluded that Language Style, Interesting Content, Useful Content, and Unique Image Content Characteristic have an impact on Online Engagement, subsequently influencing the Intention to Recommend, after being influenced by the Emotional Response of Language in users of Mandarin language teaching content on Instagram XYZ for Generation Y and Z in Indonesia. For out-of-sample testing (Q2_predict), this model is known to have medium predictive relevance. Therefore, this study has been accurate in analyzing the impact of social media content on the intention to recommend through online engagement as a mediating variable for Mandarin language teaching content on Instagram XYZ.

The research results indicate that online engagement with Mandarin language teaching content on Instagram XYZ is determined by four variables: language style, interesting content, useful content, and unique image content characteristics. As these four variables develop, there is a positive impact on online engagement activities. Furthermore, the growth of online engagement activities influences the development of the intention to recommend. Therefore, followers of Mandarin language teaching content on Instagram XYZ become essential entities for the development of this language teaching content, with activities and operationalization extending beyond geographical boundaries through inclusive social media platforms.

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