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The Impact of Content Marketing Development

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ABSTRACT

The development of content marketing in companies focuses on the production and distribution of relevant content. This development aims to attract social media users to follow the activities of PT Berniaga Sinergi Nusantara Madiun, fostering a more positive relationship between the company and potential customers while expanding the company's reach and influence on the Instagram platform. The purpose of this study is to identify the content and writing style used on the Instagram account of PT Berniaga Sinergi Nusantara Madiun. This analysis aims to understand the aspects that need improvement to make the produced content more effective in capturing the attention of potential customers. The method employed in this research is Research and Development (R&D), which involves stages such as data collection, planning, product development, design validation, product revision, and product testing. The process is expected to result in Instagram content that is relevant and consistent, designed to attract the attention of the targeted customers. The findings indicate that after the content marketing development, Instagram insights showed an increase, with 53.9% of the audience being followers and 46.1% being non-followers. These results demonstrate that the development of content marketing has a significant impact on PT Berniaga Sinergi Nusantara Madiun

INTRODUCTION

In the realm of marketing, businesses continuously innovate to promote their products and attract consumers. One strategy that has gained significant traction is content marketing through social media platforms like Instagram. These platforms facilitate the delivery of information about products and business concepts to the audience in a creative and engaging manner. However, a lack of quality content can hinder the effectiveness of marketing efforts.

PT Berniaga Sinergi Nusantara has utilized Instagram as a marketing platform. Unfortunately, the company's social media account is not yet optimized for delivering high-quality content, as evidenced by its limited number of posts (30 uploads) and relatively small following (80 followers). In the face of increasingly intense business competition, innovation in content marketing is essential to enhance consumer purchasing interest.

Effective content marketing requires the creation of valuable, relevant, and consistent content that captures the audience's attention and converts them into customers. Given the growing digital habits of society, optimizing content marketing on Instagram is a strategic step to reach a broader market. Therefore, this study

aims to develop Instagram content marketing for PT Berniaga Sinergi Nusantara to make it more appealing and capable of effectively reaching the desired target market.

METHODS

This study employs the Research and Development (R&D) approach. Research and Development is a type of research that focuses on producing a product rather than testing a theory. According to Borg & Gall (1983:772), "Research and Development (R&D) is a process used to develop and validate educational products." This definition highlights that R&D involves creating products through field testing and subsequent revisions to ensure the final product is valid and suitable for use.

In this context, the development process does not aim to test a theory but rather to create a product designed to address specific needs. The R&D approach in this study involves systematic steps to design, develop, test, and refine the product, ensuring it meets the desired criteria and can be effectively utilized in real-world applications.

The research procedure in this study follows the development model proposed by Borg & Gall (1983:775). The process begins with data collection to gather essential information from PT Berniaga Sinergi Nusantara's media and customers, focusing on the company's Instagram needs. This is followed by the planning stage, where a framework is designed as a guide for creating an Instagram feed, including initial sketches. The

initial product is then developed based on this framework, incorporating input from the company's founder to ensure key informational elements are well-organized.

Next, the initial field testing is conducted with seven participants, including evaluators and the founder, to assess usability. Feedback from this stage informs the first major product revision, improving its functionality and appeal. The revised product is then tested in a small group involving 21 participants to gather further insights. Any necessary revisions identified during this phase are addressed to enhance the product's operational quality.

Subsequently, the product undergoes large group testing with 35 participants to evaluate its broader effectiveness. The feedback from this stage leads to the final revision, ensuring the product's content is compelling and effective in engaging potential customers. Finally, the completed product is disseminated and implemented on PT Berniaga Sinergi Nusantara's Instagram account. The dissemination phase aims to promote the product and maximize its use by reaching a wider audience and relevant stakeholders.

RESULTS AND DISCUSSION

Following the validation process conducted by media and material experts, questionnaires were distributed to assess whether the developed content marketing strategies align with the needs of PT Berniaga Sinergi Nusantara Madiun's customers.

The data collection was carried out after the design development phase, which included the addition of product videos, modifications to the feed layout, and enhancements to Instagram Stories. Evaluation sheets completed by media and material experts were used as references for improving the developed media. Below are the data results from the trials conducted by media and material experts.

The material expert evaluations concluded that the content marketing strategies met the "Feasible" criteria with an average score of 4.46. No revisions were required for the developed content. These results were obtained from all three testing phases: individual testing, small group testing, and large group testing.

Consequently, no revisions were made, and the finalized content was uploaded to the Instagram account of PT Berniaga Sinergi Nusantara in July 2024.

After completing all stages of content marketing development at PT Berniaga Sinergi Nusantara Madiun, Instagram insights showed significant improvement. Instagram Insights, a feature provided by Instagram for business accounts, allows for analysis, planning, and evaluation of marketing activities. As a result of the development, the profile of PT Berniaga Sinergi Nusantara Madiun recorded 574 visitors. Six users accessed the external link provided, and eight users viewed the business

address. The insights can be adjusted to specific dates, making it easier for business accounts to track their targeted audience.

The Instagram reach for PT Berniaga Sinergi Nusantara reflects the total number of people who viewed the content, including both followers and non-followers. A total of 268 people viewed the posted content. Among these, followers accounted for 53.9%, while non-followers made up 46.1%. The green indicators in the insights signify a percentage increase compared to the pre-development content, indicating that the developed content achieved higher reach and engagement.

Interaction metrics also showed improvement, with 25 user accounts interacting with PT Berniaga Sinergi Nusantara's Instagram. Among these, followers contributed 96% of the interactions, while non-followers accounted for 4%. This demonstrates the effectiveness of the developed content in increasing audience engagement.

CONCLUSION

Through the development process, PT Berniaga Sinergi Nusantara Madiun has significantly improved its content marketing strategy. First, an irregular posting schedule was replaced with a monthly content calendar featuring a variety of post types to maintain follower engagement. Second, the quality of images and videos was enhanced by using high-resolution

visuals with proper lighting. Third, Instagram Reels, previously underutilized, was optimized with the creation of interactive product videos. Fourth, inconsistent color palettes, fonts, and styles were redesigned into a cohesive yellow-and-blue theme, creating a consistent and distinctive brand identity.

Finally, the Instagram account, initially set as a personal account, was converted into a business account to enable insight analysis for each post. Following these improvements, the Instagram insights of PT Berniaga Sinergi Nusantara Madiun demonstrated significant growth across all posts. The development was deemed "feasible" with an average score of 4.46 based on evaluations from individual, small group, and large group tests.

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