



## **CONTENT MARKETING STRATEGIES IN INCREASING CONSUMER INTERACTIONS WITH SOCIAL MEDIA USERS**

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### **Abstract:**

This article discusses Content Marketing Strategies in Increasing Consumer Interaction with Social Media Users. In Indonesia, the number of active social media users will be 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country. The large number of active social media users in Indonesia today has an impact on the development of the digital economy. Trends in the business world continue to vary towards digitalization and have succeeded in changing the way we interact in marketing communications from conventional marketing to digital marketing. The basic motivation behind digital marketing is to advance the brand, form preferences and increase sales through several digital marketing promotional methods such as content marketing. The objectives to be achieved in this research are to understand content marketing strategies in increasing consumer interaction with social media users and analyzing factors, drivers and barriers in increasing consumer interaction with social media users through content marketing. This research uses a qualitative approach with a case study type of research. Data collection was carried out by observation, interviews and documentation. The results of this research show that the content marketing strategy for increasing consumer interaction among social media users is to create content that is easy to understand, share motivation, persuade and encourage customers, explain product supporting criteria, and pay attention to the views of friends, family and the surrounding environment. The driving and inhibiting factors in increasing consumer interaction with social media users through content marketing are through design, presenting the latest phenomena, consistency in uploading, and suitability for customers.

**Keywords:** *Marketing Strategy, Content Marketing, Social Media*

### **INTRODUCTION**

Based on the We Are Social and Hootsuite report, the number of social media users in the world will reach 4.95 billion people in October 2023. This means that 61.4% of the world's population has used social media. The number of social media users in the world in October 2023 increased by 1.43% compared to the previous three months which was 4.88 billion people. The figure also increased by 4.43% compared to the previous year which amounted to 4.74 billion people. Looking at the trend, social media users in the world have continued to increase in the last three years (Rizaty, 2023).

In Indonesia, the number of active social media users will be 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country. The number of active social media users in January 2023 decreased by 12.57% compared to the previous year which was 191 million people. This decline was the first to occur in the last decade. However, this condition occurred because the sources used by We Are Social in January 2023 had made important revisions. This adjustment makes the latest data not comparable to figures in previous years. (Widi, 2023).

The large number of active social media users in Indonesia today certainly has an impact on the development of the digital economy. In this digital era, business world trends continue to vary towards digitalization and have succeeded in changing the way we interact in marketing communications from conventional marketing to digital marketing.

The term digital marketing refers to the targeted, measurable, and interactive marketing of goods or services made possible by the use of digital technology to reach prospects, convert them into customers, and retain them. The basic motivation behind digital marketing is to advance the brand, form preferences and increase sales through several digital marketing promotional methods such as content marketing (Saputra & Fadhilah, 2021).

Content marketing is a marketing strategy in which marketers plan, create and distribute content that is able to attract targeted audiences, then encourage them to become customers (Limandono, 2018). One social media platform that can be used to implement content marketing is Instagram. Based on the results of the Digital 2023 Indonesia survey, the following data was obtained on Instagram users in Indonesia:

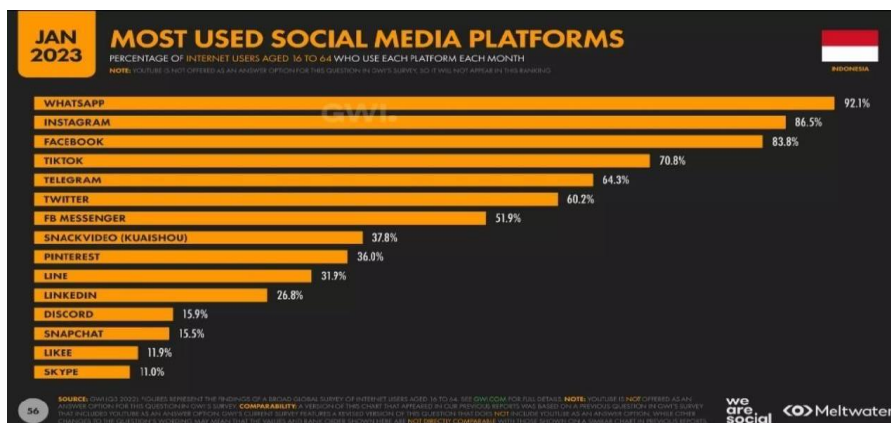


Figure 1: Most Used Social Media Platforms

With content marketing in digital marketing, it will influence the behavior of consumers who have a strong desire to get direct interaction when they decide to make a purchase. In the field of marketing, one form of interaction is two-way communication between marketers and consumers.

Based on the data above, it can be seen that Instagram social media users in Indonesia as of January 2023 were 86.5% of users. Instagram is an example of social media which has the characteristics of being a platform that can implement content marketing or content marketing in the form of writing, photos and videos which can later be reached by potential consumers (Fadillah & Setyorini, 2021) have conducted a survey and mentioned that: "The main goal in implementing content marketing is to increase customer engagement (Alfarol, 2023)

"The idea of using content to increase customer engagement starts with understanding what customers need and don't need, then sharing it through enlightening content, to influence customer behavior through information that is useful in the customer's journey in determining purchasing decisions." From the data obtained, the high number of active social media users, especially Instagram, can be easily utilized by business actors to develop strategies for implementing content marketing in order to

increase customer engagement which can be profitable for business actors over time. One of the business actors who can take advantage of it is business actors in the fashion industry (Robby Aditya & R Yuniardi Rusdianto, 2023)

## **RESEARCH METHODS**

In this research, the approach used in this research is a qualitative approach. Using a qualitative model approach, researchers will explore content marketing strategies in increasing consumer interaction with social media users. The type of research used is a case study. This type of case study research is intended to obtain a complete and in-depth description of content marketing strategies in increasing consumer interaction with social media users at Nurul Jadid University. Researchers will go directly to understand and observe content marketing strategies in increasing consumer interaction with media users. social studies at Nurul Jadid University.

This research was conducted at Nurul Jadid University Paiton Probolinggo. This location was chosen due to researchers' limited access to the outside world, as well as students making purchases via social media. The main instrument in this research is the researcher himself. Considering that this type of assessment is qualitative research, the researcher acts as the main instrument and data collector in order to obtain valid data in accordance with the research objectives. Supporting instruments in this research are interview guidelines, observation guidelines, cellphones, and so on.

## **RESULTS AND DISCUSSION**

### **Content Marketing Strategy**

Content marketing is defined as the marketing and business process of creating and distributing valuable and engaging content to attract, acquire, and engage a clear target audience with the goal of driving profitable customer action. The characteristics of the internet have made the internet a unique and different medium from conventional media. Marketing actors are also required to change their marketing mindset. New media has brought interactivity which encourages more personal two-way communication between marketers and their targets. Therefore, dialogue-based communication is further developed as a communication process between marketers and consumers (Setiawan & Rachamawti, 2019).

Content in the marketing concept can take various forms. As just mentioned: images, videos, audio, writing, and so on. Apart from its form, we can also differentiate content from its nature: entertaining, educational, emotional, and so on. But the most important thing is, the content must be interesting. If the content cannot make other people interested in listening, it means that the company has failed in its content marketing efforts.

Content marketing is providing information to consumers to help them decide to buy a product, increasing added value when using a product, and providing entertainment without compromising the achievement of company goals through unobtrusive promotional methods. Content marketing is a marketing strategy by producing content that aims to provide persuasive information to targets (consumers) about the products being marketed. Persuasion is an invitation by providing good reasons and prospects to convince. This marketing strategy approach is focused on creating and distributing valuable, relevant and consistent content in order to attract and retain a clearly defined audience, and overall to encourage customer action that can generate profits (Saraswati & Hastasari, 2020).

Thus, the function and purpose of content marketing is to educate consumers and become a bridge that connects producers and consumers to form a pleasant communication process through information from the content they own. This means that content marketing is not a strategy to market products or services directly but rather an effort to create content that aims to influence consumers to make purchases, or the content being marketed will influence consumers in purchasing decisions.

Using a content marketing strategy aims to attract and retain customers by consistently creating and curating valuable and relevant content. In this digital era, the

content of a message is very important. Content marketing itself is a marketing strategy where we plan, distribute and create content that is able to attract the right target audience, then encourage them to become customers. Where content marketing has 2 important goals, namely attracting audiences and encouraging audiences to become customers. Content marketing can attract consumers by creating engagement between customers through sharing content and creativity in content with content that is relevant, meaningful, valuable and capable of being an inspiration for potential customers of a company. (Limandono, 2018)

### **Factors that Influence Content Marketing**

In creating interesting and creative content marketing, several factors need to be considered, namely as follows: (Fahimah & Ningsih, 2022)

a. Design, Today's internet users are savvy, audiences have visited several websites, know what good design looks like. Additionally, different content categories are depicted by color, helping to further divide content into different groups. Interesting content will not have a big impact if it is not balanced with the design created. Typographic layout helps to guide the audience's attention with little additional encouragement or guidance. Good background design, color selection and layout ultimately create a psychological response commensurate with the topic being discussed. Color and design also speak about the brand (Hayu, 2019) b. Current Event, Good content is content that provides news about events and phenomena that are currently taking place. In this way, the content created will be read by Google and allow internet users to visit our sites and social media (Saraswati & Hastasari, 2020) c. The Reading Experience, Attractive design is not only about eye-catching colors and images, but also the layout and fonts used so that the content remains readable and effortless. d. Timing, After packaging the content attractively with an attractive and easy-to-read design, the next step that must be considered is when and how many times the content is uploaded. In building brand awareness among the public through the use of social media, there needs to be consistent intensity and frequency in uploading content, because not everyone immediately sees the content that has just been uploaded (Yunita et al., 2021)

Content Marketing is a marketing strategy for distributing, planning and creating interesting content with the aim of attracting the target market and encouraging them to become customers of a company. Where content marketing has dimensions, namely: (Agung, 2021) a. Reader Cognition, A response from a customer regarding a company's content, whether the content is easy to understand or digest, including visual, audible and kinesthetic interactions, is needed to reach all readers. b. Sharing Motivation, A very important thing in this social world. There are several reasons a company shares content. Apart from that, it increases company value, creates company identity, but also expands their market network. c. Persuasion, Where content can attract consumers to come and be encouraged to become customers. d. Decision Making, Every individual has the right to make a decision. Sometimes a decision is influenced by trust in a company, existing facts, and the emotions that arise. e. Factors, Other factors also influence the content presented, such as company, friends and family.

#### **Marketing and Social Media**

Interaction in marketing is something inherent in interpersonal services, marketing services must encourage interaction between producers and consumers, and between consumers and consumers. (Lampung) (Setiawan & Rachamawti, 2019)

#### **a. Consumer Interaction with Consumers**

Consumer Interaction with Other Consumers is defined as the interaction that occurs when a group of consumers is in the experience of a service that is consumed in a large group, where the behavior of other consumers influences consumers. Previous researchers, such as Brady and Cronin (2001) and Rust and Oliver (1994) also discuss the significance of interactions with other consumers when delivering services. (Indonesia, 2017).

Lovelock (1996) found that stimulated and interested customers can enrich the consumer experience. Researchers address influences in the service environment from

both cognitive and affective perspectives. Under the cognitive perspective, researchers assume consumers cognitively evaluate the behavior and presence of other consumers relative to their own behavior. The alternative path taken by researchers can be classified under the cognitive approach, namely by assuming that consumers compare the behavior of other consumers to assess ideal consumer behavior. The affective perspective, meanwhile, is strongly related to emotional contagion: where emotions displayed by other consumers in the service environment automatically evoke the same emotions in the reference consumer. (Indonesia, 2017)

#### b. Consumer and Producer Interaction

Hospitality services are typically consumed when the consumer and service provider are in a service environment, making the interaction possible for the candidate to influence the customer's service experience. Many researchers discuss the importance of consumer experience with employees when providing service. Hartline and Ferrell (1996) stated that interaction is "employee-customer face-to-face" and Zeithaml, et al (2006) named it "the long-awaited moment". Carbone and Haeckel (1994) refer to "humanists" and state that "they are engineered by defining and choreographing the desired behavior involved in employee-consumer encounters.

In this context, "humanist" describes how employee service makes consumers feel. emphasizes the importance of frontline employees, whose performance can influence consumer experience. In further development of the concept and output for customer service. Given the importance of interactions with staff, Walls, et al (2011) stated that service providers in the hospitality industry must focus on the human dimension of their interactions, in addition to the physical environmental dimension, and also develop the overall consumer experience. Due to the integral role of employee interactions, most researchers have observed that consumers' perceptions of service performance are based on employee attitudes, behavior, friendliness, and speed.

### **Interaction Through Social Media**

Interaction on social media can be divided into three dimensions, including (Ayuwardani, 2012):

- a. User to system. User-to-system interaction refers to the experience that users get when they interact with a computer system. The key word is human factor. Several studies that emphasize human factors in interactions between users and systems state that these interactions lead to the way a person responds to information provided by a computer. In relation to sites, the ability of user interaction to the system can be explained by looking at whether the features on the site can be easily used by site members.
- b. User to document. User interaction with documents can be seen from how users utilize features that allow them to express ideas or writing available on the site. One example of a feature that allows users to interact with documents is the comments column.
- c. User to user. User-to-user interaction refers to the way someone can interact with other people. One example of a site feature that allows users to interact with other people is a discussion forum or blog.

There are three types of user-to-user interaction, namely: (Winarto & Chandra, 2002)

- a. Interpersonal interaction. Interpersonal interaction does not refer to individuals, but rather to the syntactic relationship between one person and another person. Elements of interpersonal interaction that can influence communication such as gaze, gestures, and verbal and non-verbal elements.
- b. Symbolic interaction

Symbolic interactions are divided into three types, first, audiences act towards something based on something meaningful that they have. These two meaningful things are obtained and built from the social interactions that a person has with other people. Third, both meanings are modified through the interpretive process used by humans. In a site, symbolic interaction can be explained by looking at sites that offer interactivity but are not based on sophisticated technology.

- c. Social interaction. There are several definitions given by experts to explain social interaction, such as Shimanoff who says that social interaction is communication rules for collaborating or competing in a group. Meanwhile, Kelly and McGrath state that social interaction is the influence of limited time and quality on the interaction and performance of a group (Lubis, 2004).

### **Content Marketing Marketing Strategy to Increase Consumer Interaction with Social Media Users**

Social media is the easiest and cheapest place to promote merchandise. Therefore, many people start their business by utilizing technology that is currently developing, namely social media. One of the social media users who uses social media for marketing is Wike. Wike decided to market it through the help of social media. Even though doing business using social media Instagram and WhatsApp looks easy, convincing consumers to like the products being marketed is not easy (Alisy Putri Rabbani et al., 2020).

There are several strategies that Wike and several people in Content Marketing use to increase consumer interaction. The content marketing strategies that researchers found are as follows: (Suhairi et al., 2023)

- a. Uploading photos marketing content is easy to understand  
Selecting images to upload to Instagram is a form of promotion so that potential consumers are interested in the products being sold. As Wike said during the interview, Wike said: The first step so that people know and believe that I am selling, I have to upload photos on the social media that I use. Because when I want to look for consumers but there are no photos, what will people want to see on my Instagram account? Consumers' understanding of marketing content will encourage consumers to interact further with the goods being marketed. This is as stated by Widia Safitri that "I will be interested in asking further questions about a product if I know and understand the content of that product". This statement shows that increasing consumer interaction is also influenced by consumers' understanding of the content of a product.
- b. Upload photos with interesting and motivating captions  
The first step to market a product via social media is to upload a photo of the product being sold, because if you don't have a photo of the product then sales will not run (Suhairi et al., 2023)



## Figure 2.2: Upload photos with interesting captions

Caption is a piece of writing that represents or describes the uploaded photo or image. The contents of the caption must contain complete information, so that potential consumers have no difficulty describing the uploaded photo. Wike usually uses captions to describe his products, this information contains the name of the product, the materials used, the price, and words that are persuasive and attractive. potential consumers to be interested in buying it. As Wike said during the interview, he said: To make it easier for potential customers/consumers to see and read the products that I upload. So there I attached a description of the product which is usually called a caption nowadays (Hayu, 2019)

- a. Communicate with consumers Persuade and encourage them to become customers. Communicating with consumers is important, because apart from seeing the number of active followers, admins can get closer to consumers. So content is created to provide feedback from consumers to sellers. As Wike said during the interview, he said: Apart from my job of uploading product photos, I was also asked to upload some kind of content so that I know more about how many active followers there are. So from there I can monitor how many people are interested in the products I sell. (Feroza & Misnawati, 2021). This was also confirmed by Dela (as a consumer from Wike), she said: As far as I follow the Wiens.store Instagram account, this shop always updates the features provided by the application. From the researcher's observations, the researcher saw that the content on social media encouraged many social media users to become customers. So that the interaction of users who become customers increases, both with sellers and other customers (Priyambada, 2017)
- b. Supporting criteria / Posting product details. When marketing a product, it will be very helpful to explain the advantages of the product through content. Product detail photos are photos taken spontaneously and not through an editing process. So what is produced is an original photo that matches the actual condition of the item. This type of photo is usually posted in the story feature on Instagram. This method is believed to increase consumer interest in the goods they will buy because they already know the condition of the goods they will buy (Supradono & Hanum, 2011)
- c. Beautify feeds. Feeds are a series of content found on a website or on social media. The series is in the form of a small excerpt or review of the content contained in the feeds. To attract consumers, online shops usually create feeds with graphic designs or photos that can attract many consumers. Because if the feeds are not conceptualized, consumers will be very bored with the monotonous and unattractive appearance. With a concept in feeds, consumers will not feel bored when seeing posts that pass by on their Instagram timeline. As Wike said during the interview, he said: When uploading photos on Instagram, we have to create a concept first. So that the results obtained can be interesting and can make other people interested in buying products in our shop (Romla & Ratnawati, 2018)
- d. Providing discounts to consumers. Discounts are price cuts given by sellers to buyers. Consumers can buy goods at a cheaper price, because they have been reduced from the previous price. Apart from that, discounts can be in the form of buy 1 get 1 (buy 1 get 1 free) which is often used by many sellers.
- e. The influence of friends, family and the surrounding environment. Creating content for a product must also pay attention to other factors, such as friends, family and the environment. As a result of the researcher's observations on UNUJA students, the researcher saw that the campus environment influenced students to interact further about products. Researchers saw that many UNUJA students used phone cases, this influenced other students to look for marketing content about phone cases on social media

## Encouraging and Inhibiting Factors in Increasing Consumer Interaction with Social Media Users Through Content Marketing

There are encouraging and inhibiting factors in increasing consumer interaction with social media users through content marketing. The driving and inhibiting factors can be explained as follows: (Suhairi et al., 2023)

- a. Design. The choice of color and layout in content design has an emotional influence on consumers. Content is interesting to look at when the color and layout are used appropriately. Sometimes content creators don't pay attention to the design, whereas for me, when the design of the content is not pleasing to the eye, then I am not interested in knowing about the goods being marketed or the contents of the content (Fahimah & Ningsih, 2022). This opinion shows that someone will look at the design to improve interest in seeing the product
- b. Presenting the latest phenomena. The novelty of the phenomenon in the content will attract customers to take a look. Most of the content I come across is related to new things, so it sometimes appears alone on the homepage." This shows that content related to phenomena that are still hot will be easily seen by consumers.
- c. Consistency in uploading. The large number of content creators on social media requires content marketers to be more active in uploading their products. From researchers' observations on social media, researchers see that content creators frequently upload content will make customers stay and bring in new customers. On the other hand, content creators who rarely upload will be competed by other content and abandoned by customers. As researchers saw from social media users who were no longer active on social media, many of their followers no longer paid attention.
- d. Suitability to customers. According to Rosa, "the product content that I like is the one that suits my needs. For example, like clothes, I will see the clothes I need." This shows that content in marketing must know its consumers and adapt to the consumers' conditions.

## CONCLUSION

Content Marketing Marketing Strategies for Increasing Consumer Interaction with Social Media Users are Creating Easy to Understand Content, Sharing Motivations, Persuading and Encouraging Customers, Exposing Product Supporting Criteria, and Paying Attention to the Views of Friends, Family and the Surrounding Environment. Encouraging and inhibiting factors in increasing consumer interaction with social media users through content marketing are design, presenting the latest phenomena, consistency in uploading, and suitability for customers.

Product content that customers like is one that suits the customer's own needs. This shows that content in marketing must know its consumers and adapt to the consumers' conditions. The suitability of the content will influence customer purchasing decisions. Apart from that, frequently uploading content by creators will make customers stay and bring in new customers. On the other hand, content creators who rarely upload will be competed by other content and abandoned by customers. As researchers saw from social media users who were no longer active on social media, many of their followers no longer paid attention. Therefore, producers must determine the exact time when and how many times the content should be uploaded.

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