



# Content Marketing Optimization to Increase Consumer Engagement at Brand Necerel on the Instagram platform

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## ARTICLE INFO

### Article History:

Received: 02 June 2024

Final Revision: 27 June 2024

Accepted: 08 July 2024

Online Publication: 09 July 2024

## KEYWORDS

Content Marketing, Consumer Engagement, Instagram platform

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## A B S T R A C T

Content Marketing Optimization to Increase Consumer Engagement at Brand Necerel on Instagram Platform. Introduction, Marketing 4.0 provides an important role for marketers to guide the customer journey from the initial stage to the final stage. Content Marketing is a marketing strategy that ensures definite identification with strong analysis to attract the attention of potential customers distributed through digital media. The main purpose of implementing content marketing is to increase customer engagement. Methods: MBKM Independent Internship activities for students of the National Development University "Veteran" East Java at Qurota Academy as Digital Marketers at @Necerel.id began on February 19 - June 19, 2024. Internship activities are carried out face-to-face (Offline) at the Office located at Jalan Selat Karimata Block E3/1, Sawojajar, District. Kedungkandang, Malang City, East Java, 65139. The results of this study help optimize Content Marketing to Increase Consumer Engagement at Brand Necerel on the Instagram platform.

## 1. INTRODUCTION

### 1.1. Background

A new approach to marketing in the digital economy is needed to adapt to the natural changes in customer pathways that demand a personal touch. Marketing 4.0 gives marketers the role of guiding the customer journey from the initial stage to the final stage. Marketing 4.0, also known as Digital Marketing, offers the latest knowledge on various marketing strategies, one of which is Content Marketing. A digital marketing effort is closely related to customer engagement. Customer Engagement is an action that can make consumers contribute to the business, the form of contribution is not only limited to product purchases but contributions can also be given such as feedback, suggestions, and ideas [1]. That way, the marketing communication carried out by the company can run well, which in turn builds a strong relationship.

Media development now uses computer and internet technology to combine text, photos and videos. The rapid development of communication technology has given birth to various social media, digital platforms that allow interaction and promotion of products and services effectively and quickly, such as Instagram. Ref. [2] state that social media offers additional options for marketers to monitor consumer attention, build brand awareness, and increase consumer engagement. Many companies also utilize social media as a platform to receive opinions, criticism, and feedback from consumers. Social media marketing also requires customer engagement, which is a psychological process that forms the basic mechanism for creating customer loyalty to new brands [3]. Customer satisfaction, trust, commitment, and value positively affect customer engagement, which in turn increases loyalty intentions. This suggests that customer engagement mediates the relationship between these factors and loyalty intentions.

MBKM Independent Internship is part of "Merdeka Belajar-Kampus Merdeka", providing an opportunity to contribute to a company with various benefits. This program replaces classroom



learning, especially for students who want to hone their digital marketing skills, and improve their skills in managing marketing projects. Internship cooperation with companies is the right choice for students of the UPN "Veteran" East Java Agribusiness

Study Program, creating a strong foundation for cooperation with companies. The Merdeka Learning Campus Merdeka (MBKM) program has a very important role in the development and progress of the nation. The role of MBKM is to organize cooperation between the fields of industry and education. There is continuity and cooperation in the fields of industry and education, the industry will support the need to develop the Indonesian economy. Meanwhile, the education sector will play a role in implementing the knowledge gained from the industry through students who have the opportunity to gain experience in the world of work.

Necerel is an Indonesian company located in Sawojajar, Malang Regency. It acts as a manufacturer, advertiser, and organizer of courses on making natural body care products. They aim to educate the public on the benefits of using natural-based products. Assisted by a team of pharmacists, Necerel produces body care and beauty products that are safe and scientifically tested. With a digital marketing strategy, the company believes it can reach many lovers of natural products who prioritize skin health. Necerel offers a wide range of courses on making complete body care products from head to toe. Their products include various types such as bar and liquid shampoos for hair, bar and liquid soaps and lip balms for the face, and bar soaps, liquid soaps, and deo balms for the body.

Ref. [4] Indonesia in 2020 had a population of 271.1 million, with 64.4% active internet users and 58.8% social media users. YouTube is the most popular platform (88%), followed by WhatsApp (84%), Facebook (82%), and Instagram (79%). These social media are used to share content in various formats, effectively as a means of content marketing. [5] Creating attractive advertisements with good and clear words can trigger impulse buying or sudden purchases from internet users (netizens) who see them accidentally.

The main goal of content marketing is to increase customer engagement by understanding customer needs and sharing them through informative content. It influences customer behavior, helps them make purchasing decisions, and plays an important role in effective communication that measures customer engagement. Customer loyalty can accelerate marketing growth as loyal customers are often the best marketers. Potential consumers tend to trust more positive recommendations about a product submitted by previous consumers. Ref. [6] state Loyal customers are individuals who make repeat purchases consistently recommend products to others and tend not to be interested in competing products. Ref. [7] State that customer satisfaction encourages their desire to repurchase and recommend the products and services used. Several previous studies have also shown that customer satisfaction has a positive impact on the intention to repurchase and recommend goods and services.

One strategy to increase customer engagement is by using content marketing on the Instagram platform. The Instagram social media account owned by Necerel is @Necerel.id with 13,200 followers and 309 uploads as of June 06, 2024. Every day create content and also monitor the Instagram account for interaction by replying to comments on content, replying to messages, and observing instagram analytic tools such as likes,

shares, impressions, engagement, and so on. this form of interaction is one form of customer engagement.

## 1.2. Literature Review

### 1.2.1. Digital Marketing

Digital marketing is defined as the use of technology to assist in marketing activities that aim to increase consumer awareness by adapting to consumer needs [8]. Digital marketing is marketing using the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). E-Marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategies can be important in following the development of digital technology and developing plans to attract consumers and direct them to a combination of electronic communication and traditional communication.

Ref. [9] Describes that digital marketing has the following characteristics:

1. Efforts to increase business interactivity with customers that depend on technology.
2. An electronic dialog (interactive technology) to provide access to information to customers (communities, individuals), and vice versa.
3. Efforts to conduct all business activities through the internet for research, analysis and planning purposes to find, attract and retain customers.
4. Efforts to increase the acceleration of buying and selling (certain) goods and services, information and ideas via the internet.

### 1.2.2. Content Marketing

According to Ref. [10], Content marketing is management that ensures precise identification, with strong analysis to attract the attention of potential customers distributed through digital media. Content marketing is a promotional strategy by creating and disseminating commercial content to provide written or spoken information to consumers through websites, social media, blogs, videos. [11] explain that content as a marketing strategy through websites, social media, blogs, videos and podcasts has an important role to convey company value.

### 1.2.3. Consumer Engagement

Customer engagement is an interaction that occurs repeatedly between customers and brands that can strengthen the emotional and psychological side of the customer against the brand [12]. Customer engagement focuses on satisfying customers by providing value or value that is superior to competitors to build customer trust and commitment in long-term relationships [13]. In the context of e-marketing, customer engagement aims to increase the time and attention given by customers to a brand on the website or social media. Social media interactivity can increase customer engagement and encourage the formation of commitment between sellers and buyers. There are seven stages in the process of building customer engagement, namely connection, interaction, satisfaction, retention, commitment, advocacy, and engagement.

### 1.2.4. *Bodycare*

Bodycare is a body skin treatment that is done to maintain the health and beauty of the skin so that it is well maintained. However, we also need to pay attention to the ingredients in the bodycare products that we will use. Bodycare contains several cosmetic additives such as coloring ingredients, sunscreen ingredients and preservatives. Preservatives are ingredients used with the aim of inhibiting the growth of microorganisms [14].

Product quality is a feedback obtained from consumers not from the company. So, after consumers buy the product, there will be factors that will affect the quality of the product, namely the product quality expected by consumers and what is felt after consumers use the product [15].

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## 2. MATERIALS AND METHODS

MBKM Independent Internship activities for students of the National Development University "Veteran" East Java at Quorota Academy as Digital Marketers at @Necerel.id Internship activities are carried out face-to-face (offline) at the office located at Jalan Selat Karimata Block E3/1, Sawojajar, District. Kedungkandang, Malang City, East Java, 65139. The expected result of this activity is that it can help optimize Content Marketing to Increase Consumer Engagement at Brand Necerel on the Instagram platform.

In this study, researchers used primary data sources, namely data sources that directly provide data to data collectors [10], and secondary data sources, namely sources that do not directly provide data to data collectors. Secondary data sources in this study were obtained from observation and documentation, in the form of field conditions from the research site and supporting documents.

In this study, the data obtained through (1) Observation: a method of data collection is carried out by directly observing, seeing and digging up the information needed from the object of research. Observations carried out by carrying out tasks that have been divided and implementing and evaluating (2) Interview / discussion: one of the data collection techniques carried out by researchers directly. Interviews/discussions were conducted during the Independent Internship MBKM activities with mentors and supervisors from necerel (3) Documentation: is a complement to data from observations and interviews conducted on the Instagram account @Necerel.id. Researchers obtained documentation directly in the field in the form of photos, weekly materials and power points.

## 3. RESULT AND DISCUSSION

Content marketing is considered to create closeness with the audience so that marketers can more easily achieve the objectives of marketing communication activities. However, the condition that must be met is the relevance of the content to the audience [11]. Content marketing can be distributed (published) through several mediums, such as websites, social media, blogs, vlogs, and applications on tablets and smartphones. The choice of media is tailored to the intended target market and the characteristics of the content and purpose of the message.

Necerel focuses on courses in making natural body care products such as shampoo, soap, deodorant, and others. Their target market is expanding due to increased demand, driven by building brand awareness through digital marketing. One of the ways is by holding online classes through Zoom, so that they can reach consumers outside Malang City. In increasing Customer Engagement through Content Marketing on the Instagram platform, there are several stages including the following:

### 3.1. *Content Planning*

Content planning is a detailed strategy for creating, publishing, and managing content consistently, which aims to attract and retain the target audience. The content plan consists of setting goals, mapping the target market, content planning and ideation, content creation, content distribution, content reinforcement, content marketing evaluation, and content marketing improvement. One aspect that is still not maximized in the content marketing strategy at @Necerel.id is content evaluation. Hopefully, the content presented can have an impact on the content that has been posted such as providing information and referring to orders for bodycare courses at Necerel.

Content planning on the Instagram platform by filling out a content creation schedule so that it is structured and planned, every day the content created is 2 content in the form of feeds, stories, and reels. Determination of the day of the content to be created, the topic / theme of the content to be raised, the content pillar where each content has its own purpose with this purpose the content prepared aims to promote, educate, or conversation, the type of content to be used so that the size or proportion used in the content is appropriate, Softsellig where the content will lead to the sale of products / courses in necerel or not lead to sales, CTA (Call To Action) on the content becomes the goal of the audience whether the content can be interesting so that it can be liked, commented on and shared, and determining the title of the content is very important because the title of the content can have a view of content creation. Some series of content plans need to be done so that the content produced can have alignment with the vision and mission of necerel.

No	Hari Posting	No	Topik/Tema Konten	Creator	Content Pillar	Tipe Konten	Softselling	CTA	Status Pembuatan Konten	Judul Konten	Review Tulisan	Review Desain
1	Senin	1	business project	Kel 3	Promosional	Story telling on-frame	Yes	Share	Done Edit	Tertang Kursus Kami	Unreviewed	Unreviewed
2	Senin	2	Pengenalan kelas	Kel 3	educational	Story telling on-frame	Yes	Share	Done Edit	A Day In My Life	Unreviewed	Unreviewed
3	Selasa	3	action Sport	Kel 3	Promosional	Story telling on-frame	No	Like & Save	Done Edit	Bisnis Solusinya III	Unreviewed	Unreviewed
4	Selasa	4	Cinematic	Kel 3	Promosional	Video Reels	No	Like & Save	Done Edit	Necerel on Frame	Unreviewed	Unreviewed
5	Rabu	5	review ulasan	Kel 3	conversation	Stay frame	No	Like & Save	Done Edit	Review Pelanggan/Konsumen	Unreviewed	Unreviewed

Fig. 1. Content Planning

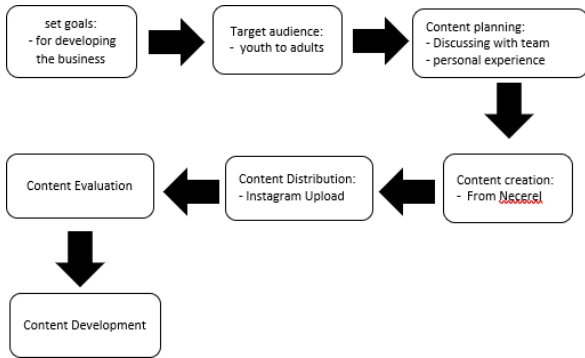


Fig. 2. Content Creation

3.2. Increasing Content

Increasing the reach of viewers at necerel uses two, namely organic reach and paid or advertising usually to increase the reach of accounts or social media posts from necerel itself. Organic Reach is a metric used in social media marketing that shows the number of unique accounts that have seen posts or content on social media platforms. Organic reach itself only relies on post hours, hastags, and captions that contain keywords. In other words, the number of eyes that have seen the post once. Meanwhile, paid/advertised reach is the number of people who see paid social media posts in their feeds and instastories. Paid reach options allow businesses to purchase increased exposure for their social media updates. They will often be shown to users with the term "sponsored"

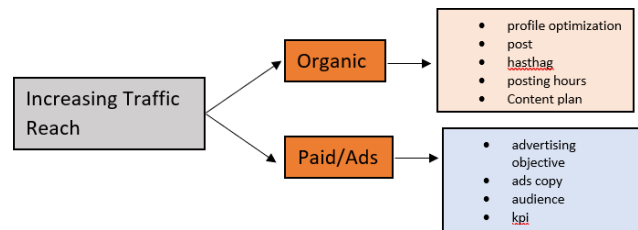


Fig. 3. Increasing Content

2.1 Content Evaluation

Content evaluation is the process of analyzing and assessing the performance of published content to determine its effectiveness in achieving marketing goals, by measuring metrics such as the number of impressions, interactions, conversions, and feedback from the audience. necerel to evaluate each content that has been published by looking at audience interactions with likes, comments, and shares made. after the the interaction is seen, the actions taken are in stages including.

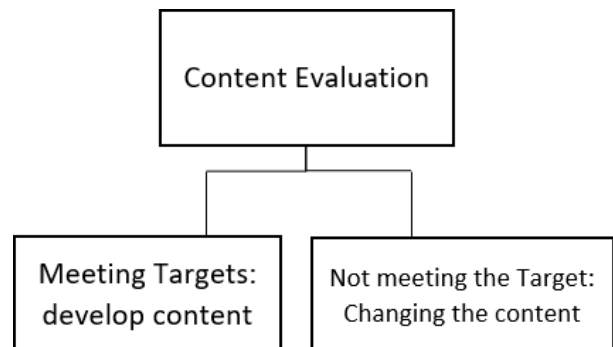


Fig. 4. Content Evaluation

A content will be evaluated in two stages, namely meeting the target and not meeting the target, when the target is met, the content will definitely be developed by advertising the content so that a wide audience can be covered and making the content more targeted at the planned target. when the target is not met, Necerel will change the content to suit the desired target market.

### 3 CONCLUSION

The conclusion of the journal "Optimizing Content Marketing to Increase Consumer Engagement with Brand Necerel on the Instagram platform" is that the Content Marketing strategy can increase consumer engagement with Brand Necerel on the Instagram platform. Necerel must continue to improve the quality of content and interaction with its customers to increase customer awareness and trust in its brand. This research shows that digital marketing strategies, including content marketing, are very important to keep up with the development of digital technology and develop plans to attract consumers and lead them to a blend of electronic communication and traditional communication.

### ACKNOWLEDGMENT

We would like to thank Mr. Risqi Firdaus Setiawan, SP, MP, as the Supervisor of the independent internship; Ms. Lilyan P N, SS, MBA, as the CEO of Necerel; Ms. Farida P N, S. Kom, as the CMO of Necerel; Mr. Raindiza S, ST, as the COO of Necerel; and all parties who have participated in the independent internship activities. Thank you for all the knowledge provided and the opportunity for us to develop our soft skills very well.

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