

Creativity of Social Media Marketing as a Digital Marketing Communication Strategy in Indonesia

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Abstract

One of the impacts of technological developments is the emergence of online platforms that can change the process of communication and social interaction. The existence of these online platforms also has an impact on business development in Indonesia. Many startup companies in Indonesia are using social media as a digital marketing communication strategy to attract consumers and increase brand awareness. This research method is a literature review that analyzes journals related to Social Media Marketing, Internet Marketing, and digital marketing communication strategies. The results show that the creativity factor in content creation is very influential in increasing customer engagement through digital marketing carried out by startup companies.

Keywords

social media; marketing
communication strategy;
startup company; instagram



I. Introduction

In developing their own business, every business person has a different marketing communication strategy in marketing products or services to consumers. An effective marketing communication strategy is needed to attract customer engagement to increase sales of a product or service (Julianti and Delliana, 2020). Business people must be able to implement marketing communication strategies that are under the times and must be able to adapt in the digital era, where technology cannot be separated from everyday life. One of the business actors experiencing an increase in the number of businesses in the digital economy sector in Indonesia is a startup company (Elita Tarihoran et al., 2021). Based on data from startupranking.com, Indonesia is ranked fifth with the most significant number of startups in the world, behind the United States, India, the United Kingdom, and Canada. Based on data obtained by the Financial Services Authority (OJK), the number of startups in Indonesia reached 2,319 (Suara.com).

Along with the development of science, technological developments and their effects on human life cannot be avoided. The story of technology and science provides various conveniences, positive benefits, and new ways humans live their daily lives (Febriyantoro & Arisandi, 2018). Technological developments also support the development of online social networks. Increasing growth and development of online is one of the most significant changes in human interaction and communication processes. This is because of the rapid growth of Internet-based platforms that support social behavior online communities online that allow the exchange of information, provide entertainment, and enable conversations between various cultures (Tiago & Verissimo, 2014).

Social media can be used as a means of advertising and marketing where there is interactive communication between companies and consumers, resulting in changes in the marketing communication process. Social media is a collection of internet-based applications designed following web 2.0 technology. Social media allows Internet users to exchange information and express opinions (Purwiantoro, Kristanto, & Hadi, 2016). Because social media is a space for internet users to socialize and interact, social media is considered to have a high potential for business owners to promote their products to consumers (Siswanto, 2013). Social media such as Facebook and Instagram are the most frequently used online platforms for sales promotion. This is because the two platforms can provide an interactive medium that can attract potential consumers to visit links related to information on a product being offered (Budiarto et al., 2021). In addition, Facebook and Instagram also allow business owners to carry out sales promotions in the form of text, images, and videos (Gumilar, 2015). This causes business owners to be able to package messages related to the products offered creatively to attract consumers to buy products. Utaminingsih (2016) also mentions that creativity is essential in marketing communication strategies through social media. The invention has a vital role in maintaining the effectiveness of business performance (Purnomo, 2019).

II. Review of Literature

2.1 Marketing Communication

Kotler (2006) in Shrivastava and Dawlee (2020) explains that marketing activities attempt to manage and implement relationships with customers to meet their needs. To establish relationships with consumers, of course, a communication process is needed to reach consumers, so marketing communication is a crucial tool. The application of marketing communications involves a combination of various communication tools, where the mix varies from company to company. It depends on a company's product, market, and marketing communications strategy. Kotler and Keller (2006) introduced a method regarding the marketing communication mix, which involves a combination of promotional methods, including advertising, sales promotion, direct marketing, public relations, word of mouth, interactive marketing, events and experience, and personal selling.

Advertising itself has a different definition from the definition of marketing or marketing. Kerr and Richards (2021) define advertising as "mediated communication paid for, owned, obtained, and activated by an identified brand, with the intention of persuading consumers to make cognitive, affective, or behavioral changes, now or in the future." Meanwhile, according to Phillip Kotler (2008: 18) marketing is "a social and managerial process by which a person or group obtains what they need and want through the creation and exchange of products and value."

One of the main goals of marketing communication is to introduce products to consumers so that the product can be remembered by consumers as a primary preference. The process of forming consumer preferences can increase high value for the company (Shrivastava & Dawle, 2020). It can be concluded that marketing communication aims to create value through a series of stages, from product packaging to product delivery to consumers.

2.2 Social Media

Based on research conducted by DataReportal, it was found that the number of Indonesian social media users reached 204.7 million in January 2022, with an Internet penetration ratio of 73.7% (datareportal, 2021). Reporting to data books, data obtained from

research conducted by Wearesocial Hootsuite shows that in January 2019, social media users in Indonesia reached 150 million, or 56% of the total population (databooks, 2019). As expressed by experts, "the medium is the message" (McLuhan & Fiore, 2001), shows that the medium or media is a communication tool that can change communication patterns, communication culture, to the language used in human-to-human communication (Harahap & Adeni, 2020).

New media is a term used for various communication technologies with the same characteristics caused by digitization and having wide availability for personal use as a communication tool (McQuail, 2010). Denis McQuail (2010) mentions that some of the main characteristics of new media are relatedness, access to individual audiences as recipients and senders of messages, interactivity, and diversity and openness of media use.

The trend of widespread use of social media shows that Youtube is the most frequently used online platform by social media users in Indonesia, at 88%, which is then followed by WhatsApp at 84%, Facebook at 82%, and Instagram at 79% (databooks, 2020). Mandibergh (2012) explains that social media are types of media that can accommodate collaboration between users who produce content (user-generated content). New media provides opportunities for social media users to contribute to content creation. With the existence of social media, interactivity between content providers and users exposed to content can occur (Amalia, 2021).

2.3 Internet Marketing

The Internet, as the most potent component of globalization, is a global system consisting of interconnected computer networks with millions of private, public, academic, business, and government networks (Bala & Verma, 2018). Therefore, being active in the digital world is a form of the way for business owners to be able to reach consumers and introduce products to them. Internet marketing, often referred to as online marketing, web-marketing, e-marketing, or i-marketing, is an activity of marketing products or services through the Internet (Bala & Verma, 2018).

By formulating an Internet marketing plan, companies can define specific e-marketing goals and develop strategies to ensure that resources are mobilized to take advantage of the business opportunities offered by the Internet (Bala & Verma, 2018). The focus of e-marketing is on how companies and brands use the web and other digital media, such as e-mail, to interact with their audiences to achieve their marketing goals. Bala and Verma (2018) conducted a study related to various Internet marketing techniques that are often used, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Creation, Social Media Marketing (SMM), Digital Display Advertising, Mobile Marketing, Interactive Marketing, Viral Marketing, Email Marketing, Affiliate Marketing, Online Public Relations, Digital Media Planning and Buying, and Web Analytics.

2.4 Social Media Marketing

In the digital era, people can determine market segments, so it can be said that the sustainability of a company cannot be separated from the public (Kotler & Keller, 2016). This causes companies that can convey positive messages effectively and efficiently through various existing communication channels can achieve a higher position in the market compared to companies that are less able to communicate messages effectively and efficiently. Communication channels that have great potential to reach consumers are various social media sites and platforms. Therefore, companies need to develop marketing activities through social media or what is commonly referred to as Social Media Marketing (SMM) as a business strategy (Vorkapić, Popović, oćkalo, Đorđević, & Minic, 2015). There are several essential steps in developing social media marketing, including defining social goals,

identifying business opportunities through social interaction, and tracking and developing market ventures (Kumar, Choi, & Greene, 2016).

In the marketing process through social media, business owners can take advantage of various functions of social media itself to develop business strategies, such as obtaining certain information related to product innovation and quality development (Kotler & Keller, 2016). Although QMS has many benefits for business strategy, there are also risks from marketing activities through social media, such as cyber-attacks, website hijacking, and various misuses of information by third parties, which can interfere with the effectiveness of social media marketing strategies. However, only high-profile companies are vulnerable to this risk, so they have very high-security systems to prevent attacks (Bakator et al., 2017).

2.5 Content Marketing

McPheat (2011) in Yusuf, Hendrayati and Wibowo (2020) defines content marketing as "A form of publishing content to an audience which then the content will attract them to participate and connect." The form of content that is distributed to consumers can vary. Examples include images, videos, infographics, podcasts, blog posts, and webinars (Bala & Verma, 2018). Content is distributed in various forms online. YouTube, Twitter, and Facebook are online and have a high potential to reach more consumers than others online (Kaplan & Hainlein, 2010).

2.6 Start-Up Company

A start-up company or start-up company is a company that has not been operating for a long time. Ries (2011) defines a start-up as "a human institution designed to produce a new product or service amid extreme uncertainty." A startup is a company that is also developing and experiencing growth, where the essence and purpose of start-ups are to grow (Patel, 2015). According to Yevgeniy Brikman (2015) in Kawengian and Rattu (2021), digital start-ups are defined as a group of individuals who form a corporate body as a start-up company that produces products in the field of technology. A start-up is a company that is still new and is looking for identity by continuing to grow (Hardiansyah & Tricahyono, 2019).

Start-ups as startup companies designed to create products and services amidst extreme uncertainty (Ries, 2011) and find the right and repeatable and scalable business model (Carter, 2011) are required to be able to take advantage of the five factors that are the key to a start-up company in research conducted by Bill Gross (Jaya, Mardi A. et al., 2017). In these five factors, the idea is also a factor that determines the success of a startup company. The ability of start-ups to create something new and different is an important asset that must be owned by a start-up to compete with its competitors. Companies Start-ups must be able to think creatively by combining various elements they already have into something new so that new ideas and innovations emerge (Himawan & Pratitis, 2019).

2.7 Creativity

Creativity, when viewed from a personality point of view, is defined as the individual's mental abilities, potential and creative processes of individuals (Solso, 1988; Sternberg, 1999) to generate new and exciting ideas or products (Villalba, 2008). Creativity is a process that involves the balance and application of three essential aspects, namely analytical, creative, and practical intelligence (Makmur, 2015). Creativity is a cognitive process in generating ideas (Suharnan, 2011) and creating a new and quality product (Stenberg, 1999 in Himawan & Pratitis, 2019).

Creativity is an important asset that must be owned by start-up companies in moving their business to the goals they want to achieve. With creativity, a company can provide innovation through creative thinking to produce a product that is the answer to market needs.

Creativity is also needed to compete with competing companies. Creativity is required in the process of marketing activities, especially marketing activities on social media, because social media has many features that users can use creatively, including in improving business performance (Utaminingsih, 2016 Purnomo, 2019).

III. Research Method

This study uses a qualitative approach, where a qualitative approach is a research approach that seeks to study a thing in its natural setting and interpret a phenomenon about a meaning (Aspers and Corte, 2019). The method used in this paper is a literature review or literature review with a qualitative approach. Liberati et al. (2009) in Synder (2019) explained that a literature review is a research method in the form of identifying and critically assessing relevant studies, as well as collecting and analyzing data from these studies. A literature review can be used as a way of developing research ideas and combining existing information related to a research subject, and identifying gaps between theory and science (Winchester and Salji, 2016).

This paper aims to analyze the marketing communication strategies of various types of startups in Indonesia that involve the creative use of social media. The steps taken by the researcher started from determining keywords and defining themes to collecting and identifying various literature sources through Google Scholar and the Google search engine. The data was obtained from journal articles, books, and articles from specific sites. The next step is to identify and analyze the ideas received relevant to creating marketing communication strategies carried out by startup companies in Indonesia.

IV. Discussion

This study found that the digital marketing communication strategy carried out by each start-up introduces products to consumers and attracts consumers to buy different products at each start-up. This is, of course, because each start-up has a different target market, so the consideration of each start-up in preparing a digital marketing communication strategy plan also varies.

The journal articles studied also explain the challenges each start-up faces in its marketing communication strategies. Researchers also found that there are elements of creativity that vary in each company discussed in each journal article that significantly affects marketing communication strategies.

4.1 Instagram as a Digital Marketing Communication Strategy

Datareportal shows that Indonesian social media users reached 204.7 million in January 2022, with an Internet penetration ratio of 73.7% (datareportal, 2021). Research conducted by Wearesocial Hootsuite shows that in January 2019, social media users in Indonesia reached 150 million, or 56% of the total population (databooks, 2019).

Social media provides opportunities for interactivity for its users and flexibility in creating and distributing content. The advantages of social media are, of course, also used by business owners to introduce their products to consumers to achieve company goals. A study conducted by Julianti and Delliana (2020) attempted to describe the digital marketing communication strategy carried out by a start-up company engaged in cosmetics, namely Mad for Make-Up. It was found that in carrying out a digital marketing communication strategy, Mad for Make-Up uses several social media channels so that consumers and potential consumers can reach the company. In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). The preferred social media

platform is Instagram. The use of Instagram is to share content that contains messages about information about products, campaigns, and content related to daily activities to increase loyalty to consumers. What is characteristic of Mad for Make-Up's marketing communication strategy is that they do not only focus on products produced for consumers but also focus on the brand community, especially during the Covid-19 pandemic.

Mad for Make-Up created a program called Rebel Together on Instagram to increase customer engagement. Research conducted by Julianti and Delliana (2020) observed content uploaded by Mad for Make-Up on Instagram @Madformakeup.co (Instagram Mad for Make-Up) related to Rebel Together. This program runs from April 22, 2020, to May 30, 2020, with activities such as donations, competitions (T-Shirt competition), online marketing branding, and uploading content related to daily exercises to strengthen the brand community. This program has proven to be successful in increasing customer engagement from 1.95% to 2.56% and increasing positive reviews from customers in the form of interest in the brand.

In addition, research on the marketing communication strategy of start-up companies in the cosmetic sector was also conducted by Evelina and Handayani (2018). They provided an analysis of the use of digital influencers by local cosmetic brand BLP Beauty. It was found that BLP Beauty used Instagram influencer Lizzie Parra (@bylizzieparra) to promote their product, namely local lipstick. In conducting marketing communications, the @bylizzieparra account applies 4C activities in social media, namely context, communication, collaboration, and connection. The 4C strategy used by Lizzie Parra is expected to build an image, increase sales, and change consumer behavior. In collaborating with influencers, of course, each brand determines the criteria for the influencers to work with, such as credibility, interactivity, and the number of likes and followers where the influencer's followers are organic (natural) followers.

The use of Instagram as a marketing communication medium is not only carried out by Mad for Make-Up and BLP Beauty as start-up companies in the cosmetics sector but also by start-up companies engaged in education, such as Ruangguru. Based on research conducted by Kartini Rosmalah and Agustianingrum (2019), Ruangguru has an official Instagram account, namely @ruangguru, which has 833 thousand followers in 2019, and now that number has increased to 1.3 million in 2022. Ruangguru uses Instagram as a medium to share information with the audience. Kartini Rosmalah and Agustianingrum (2019) describe in their research that there are several categories of uploads in the @ruangguru Instagram account, including PTN corners, product promotions, informative uploads related to Tryout, SBMPTN, SNMPTN, and practice questions, to graphic information related to education World.

It was also found that messages communicated by Instagram @ruangguru have dimensions of content and message structure which are factors that cause audience interest (Kartini Rosmalah and Agustianingrum, 2019). Ruangguru has creativity in packaging messages through message content which can be seen in rational appeal, moral appeal, and emotional appeal. Ruangguru shows a reasonable request to its message in the form of the quality of the products and services offered, such as the facilities provided by Ruangguru and the quality of teachers, which shows that Ruangguru can meet the needs of its consumers regarding education. Uploaded content also shows emotional appeal, such as offers in the form of discounts, promos, and others that show rewards for consumers. In addition, the content conveyed also has a moral appeal, where Ruangguru shares content related to images and texts that contain information, insight, and motivation associated with the world of education.

The digital marketing communication strategy through Instagram carried out by Vanilla Hijab succeeded in becoming a solution to the obstacles experienced by Vanilla Hijab at that time, namely not many people were familiar with the brand and its distribution was not yet widespread. With creativity in creating Instagram content, Vanilla Hijab managed to get positive feedback from the audience and increase product sales (Fakhriyah, 2021). Other

research related to digital marketing communication strategies for fashion brands in Indonesia was also conducted by Nurcahyo, Akbar, and Gabriel (2018) regarding the analysis of the characteristics of the marketing communication strategies of start-up local fashion brands comparing the marketing communication strategies of 6 start-up companies in the different fashion fields. It was found that of the 6 companies analyzed, 2 of them used Instagram as a market penetration strategy, in the form of marketing communication strategies in the form of contests on Instagram and the formation of forums or Instagram communities to obtain eWOM. Yesmail (2015) also stated that active Instagram users have high interactivity related to fashion brands when compared to brands in other fields.

The number of startup companies that use Instagram as a marketing communication strategy can be because the features offered by Instagram are very diverse and can improve the visual marketing of each company that focuses on images and videos (Alfian & Nilowardono, 2019). The use of Instagram features is carried out by the Mad for Make-Up brand (Julianti and Delliana, 2020) in building a brand community, such as creating Instastory content and uploading videos and images to Instagram feeds. Instagram interactivity is also utilized by the Mad for Make-Up brand where they always reply to comments and messages submitted by their followers to the @madformakeup.co Instagram account. Mad for MakeUp also utilizes advertising through Instagram Ads to advertise products or campaigns through Instagram stories.

Another factor that causes startups to use Instagram as a promotional medium is that Instagram is the online platform most frequently used by key opinion leaders or influencers (Casaló, Flavián, Ibáñez-Sánchez, 2020). This is shown by local brands such as BLP Beauty which utilize digital influencers in marketing their products on Instagram (Evelina & Handayani, 2018).

Instagram also allows its users to be creative with uploaded content. This requires every business owner to think creatively in presenting content in order to attract consumers and potential customers which in turn can increase brand awareness and sales. Studies conducted by Budiarto, Islamiyati, and Prabowo (2021) show that creativity plays a significant role in business performance, where the higher the creativity of a company, the better its business performance (Sari, 2013; Prabowo, 2021).

Based on the explanation above, it can be concluded that Instagram can help companies to increase brand awareness, customer engagement, and ultimately increase product sales. This is due to several factors, namely the interactivity of Instagram users, the variety of Instagram features that can be used by users, and the presence of digital influencers who are active on Instagram. However, every brand must have creativity in using Instagram features, such as planning concepts related to content to be uploaded, implementing a program to build a brand community, and packaging messages through content that involves the rational, emotional, and moral sides. The creativity of each brand is certainly a unique one that can create an impression for consumers so that the value of creativity can help increase the competitiveness of start-up companies in carrying out digital marketing communication strategies.

4.2 Audiovisual Content as a Digital Marketing Communication Strategy

It has been described previously that creativity plays an important role in the content creation process, especially in digital marketing communications. This causes each company to compete to package messages as creatively as possible to increase brand awareness. One of the efforts to create promotional content is to create audiovisual content such as short videos that have meaning that can increase consumer attractiveness. Based on research conducted by Hamzah (2018), one of the marketing strategies undertaken by Traveloka is to create content in the form of web series which have been proven to be successful in increasing customer engagement and developing the company. This web series consists of a story that has 6

episodes with comedic elements. The number of viewers of this web series is increasing with each uploaded episode. By inserting fictional stories in it, Traveloka also inserts a rational side regarding the ease of access to purchases in the Traveloka application and other Traveloka product promotions.

The web series content format itself is in great demand by young people, so that is one of the reasons why Traveloka uses web series as a promotional medium (Hamzah, 2018). Hamzah (2018) also said that by using a web series a company can promote a product or service using an emotional approach to its audience. Web series with an emotional approach is a creative way of packaging and delivering advertising messages for Traveloka. However, this web series does not stand alone. Relevant content is needed and can attract the interest of the audience. This is where the role of Traveloka's creative team is needed to continue to present story content that makes the audience curious. This digital campaign has succeeded in increasing engagement in the form of audience interaction, such as comments, likes, and shares, as well as increasing viewers for each episode (Hamzah, 2018). In addition, the use of video content as a promotional media is also carried out by PT. Indonesian Ice Tea to reach consumers. A study conducted by Novalia, Syifa, Balqis, and Ramadhana (2021) related to the use of TikTok as a promotional medium by PT. Es Teh Indonesia shows that delivering messages through video content can increase brand awareness. This is due to the large number of TikTok users, especially the millennial generation and generation Z. The videos made by PT. Es Teh Indonesia has content related to product information, such as product variants and testimonials from consumers.

In using TikTok media, PT. Es Teh Indonesia also uses a promotional mix, namely advertising, personal selling, sales promotion, direct marketing, and interactive marketing (Novalia et al., 2021). The creation of TikTok video content has also not only succeeded in increasing brand awareness starting with brand recall, but also creating a brand association and quality perception of Indonesian Es Teh. This is evidenced by the increase in the number of viewers in each uploaded video content so that the video becomes viral.

Based on the explanation above, it can be concluded that audiovisual content such as web series and short videos can be potential for business owners to increase brand awareness of consumers and potential consumers. Creative ideas and innovations are certainly needed in creating content that will later be poured into audiovisual media because media such as web series or short videos cannot stand alone without interesting content and make the audience curious.

IV. Conclusion

This study seeks to analyze various digital marketing communication strategies carried out by startup companies or start-up companies engaged in certain fields. The data is obtained through journals that conduct research on the digital marketing communication strategy of a brand. An analysis of the journal is carried out to achieve the research objectives.

In this study, it was found that every start-up company has a different application of digital marketing communication strategies in promoting their products. This difference in strategy can be caused by the product, market, and marketing strategy of each company which is diverse. Based on the analysis, Instagram is the most frequently used online platform by start-up companies in developing their business. The use of Instagram features plays a significant role in increasing customer engagement. This is certainly inseparable from the creativity of digital marketers to create unique and different content. The ability of digital marketers to creatively package messages and information determines consumer interest in the products or services offered. In addition, strategic planning and creative concepts are needed so that the company's message can reach consumers and potential customers. The use

of audiovisual content can also increase brand awareness, such as the creation of web series and short videos. The use of web series with an interesting storyline can make the audience curious and keep waiting for the next episode. Short duration videos such as content uploaded on the TikTok platform can also increase engagement because in a short duration the audience can get complete information regarding a product or service.

Each company also has its own uniqueness which is the hallmark of the brand. Based on the analysis, it was found that there are companies that use brand community development strategies to increase customer engagement and also use digital influencers. In addition, the creativity of digital marketers in combining artistic elements such as colors, stories, and the meaning behind the content can also be used as a hallmark of a company that can attract consumers' interest. This creativity is an opportunity for digital marketers to be able to increase competitiveness and be in a higher position than other digital marketers who do not utilize content creativity in digital marketing communication strategies.

Snoussi and Kasem (2020) say that the role of social media in the future is very important and significant, not only as a means of communication, dialogue, and information exchange, but also as a commercial, business and administrative tool. Instagram is an effective integrated tool that can help develop a business, both by increasing customer engagement, brand awareness, and as a forum for implementing an integrated marketing communication strategy.

Recommendations for further research from an academic and theoretical perspective, researchers can take more in-depth themes and issues related to digital marketing communication strategies by describing more clearly the obstacles experienced by business owners in carrying out digital marketing communication strategies, as well as their effects on sales more broadly detailed.

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