Content pillar and content planning management on the Twitter account of the sports development Institute - Muhammadiyah Central Board

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ABSTRACT

Keywords

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The Muhammadiyah Central Board Sports Development Institute (Lembaga Pengembangan Olahraga Pimpinan Pusat Muhammadiyah, or LPO PP Muhammadiyah– in Bahasa) is one of the supporting leadership units under the Muhammadiyah Central Board. LPO is a new institution from the Muhammadiyah Congress in Solo in 2022. This research aims to determine how the Muhammadiyah Central Leadership Sports Development Institute manages content pillars and content planning on Twitter. The research methodology used in this research is a qualitative descriptive approach using the case study method. The subject of this research is the Twitter or X account manager, and the object of this research is content pillar management and content planning based on research indicators. The location of this research was carried out at the LPO PP Muhammadiyah office. The data collection technique for this research uses interviews, observation and document study. The results of the author's research show that the new media used by LPO Muhammadiyah, namely Twitter or X, have yet to obtain significant results for developing social media accounts. The use of content pillar management and content planning that has been applied is relevant to using the social media management theory that the researcher describes. Threads are still the main content on Twitter from the LPO PP Muhammadiyah account. The authors recommend that content pillar management and content planning activities be focused on adapting to trends and using hashtags relevant to what is happening at that time. So LPO PP Muhammadiyah can get a broader reach in reaching a wider audience.

1. Introduction

Sports Development Institute Muhammadiyah Central Board or in *Bahasa, Lembaga Pengembangan Olahraga Pimpinan Pusat Muhammadiyah* (LPO PP Muhammadiyah) is one of several institutions under the auspices of the Muhammadiyah Organization (Faisal & Rifai, 2020). This institution aims to develop and advance sports within Muhammadiyah circles (Anjarwati et al., 2019). LPO PP Muhammadiyah still needs to be widely known by the Indonesian public. Social media use is necessary so that the wider community knows more about LPO PP Muhammadiyah (Fadillah et al., 2022). In this case, Twitter is a valuable medium to help LPO PP Muhammadiyah reach large audiences. Effective implementation of content pillars and planning can improve the quality of content shared on the LPO PP Muhammadiyah Twitter account (Putra & Ochirov, 2020).

Utari In Setya Watie (2012) said the new media combines interpersonal communication and mass communication as they reach audiences scattered around the world. On the other hand, because messages are created, directed, and consumed individually, interpersonal communication is also considered.

The new media has evolved into a major means of communicating messages, which includes mass communication activities related to human activities (Azeharie & Kusuma, 2014). The new media has three main features: integration (full), interactive (two-way communication), and digital (membuat banyak lambang menjadi binary digits) (Putri, 2022).

Based on data quoted by dataIndonesia.id sourced from We Are Social, presenting data on Twitter users in January 2023, 556 million people worldwide use Twitter, with 24 million coming from Indonesia. With this, it is essential to research Twitter as a platform with many users in Indonesia. Twitter LPO PP Muhammadiyah can exploit the potential to develop social media (Pittman & Reich, 2016).

In this case, LPO PP Muhammadiyah can maximize content pillar management and content planning in building Twitter social media accounts. Implementing social media management can achieve the institution's desired goals (Nada rahmi et al., 2022). The aim of social media management for the LPO PP Muhammadiyah Twitter account is to analyze content creation from concept to content creation.

This subject also investigates technological developments and even media's philosophical, methodological, and practical aspects. According to (Gómez-Rico et al., 2023), it is crucial to understand that media management raises many questions about general management, leadership, content production, marketing, human resource management, technology management, organizational culture, and others (Bharata et al., 2018).

Effective content pillar management and planning can help the LPO PP Muhammadiyah Twitter account build better relationships with followers, increase visibility, and increase trust and participation (PP Muhammadiyah, 2001). Twitter is an effective communication channel for LPO PP Muhammadiyah to interact with its followers. The content pillar concept involves identifying and grouping core topics or themes relevant to the organization. It allows organizations to consistently produce quality content that is easy for Twitter audiences to remember (Qorin Munandiyal & Fajar Junaedi, 2022). Meanwhile, content planning involves planning and organizing content based on context, platform and target audience to be right on target (Amanova & Andryani, 2023).

Content pillars are the main topics that will be the foundation for the institution's overall social media content strategy. Content pillars help LPO PP Muhammadiyah to focus on one topic and ensure that every content posted has purpose and relevance to the company's mission and vision (Ryzki Mega Mentari & Nanang Sulaksono, 2018). Content pillars make it easier to plan social media content by providing a core framework that contains the main themes or topics of a piece of content. Meanwhile, content planning involves focusing on the right things and following a predetermined structure to promote and provide helpful information to the audience—understanding of content types in content planning (Gupta & Singh, 2017). A content matrix is a simple yet effective infographic that helps understand content types and plan content accordingly. Content planning takes a much narrower tactical approach than content strategy, which highlights long-term goals and includes a vision and mission for the future (Khalaliyah, 2019).

According to Vecchio et al., (2020), content strategy is used as a map to direct the content to achieve and fulfil the website's and its users' goals. This strategy ensures that the information conveyed through content can be conveyed clearly and meet visitors' needs regarding the information they are looking for so that the content can be considered useful and of high quality for the purpose and society (Ricko & Junaidi, 2019).

Content pillar management and content planning are methods used to organize content concepts, strategies and tactics to achieve predetermined marketing goals (Ricko & Junaidi, 2019). It is related to the need for quality, helpful content that is more attractive to the audience. In the context of LPO PP Muhammadiyah's Twitter, content pillar management and content planning are crucial to increase awareness about the LPO PP Muhammadiyah. Based on the background above, the formulation of this research problem is about how to manage content pillars and content planning on the LPO PP Muhammadiyah Twitter account?.

2. Metode

Ryan In Henderson (2011) argues that the value of post-positivism is a narrative presentation that balances personal and professional experiences and theoretical interpretations with convincing stories. Post-postivism allows researchers to reflect on their positions in relation to topics they find interesting (Iqbal, 2020).

This research design is a qualitative descriptive approach using the case study method. A qualitative approach was used to understand the meaning of the phenomenon studied and provide detailed descriptions regarding the management of content pillars and content planning on LPO PP Muhammadiyah's Twitter account (Wenerda, 2022). The case study was carried out because using qualitative descriptive methods through case studies can enable researchers to study phenomena and processes that occur in a specific environment, namely the LPO PP Muhammadiyah Twitter account.

The principles of case study research design lend themselves to encompassing many strategies that promote data credibility (Utami, 2022). Trianggulation of data sources, data types or researchers is the primary strategy that can be used and will support the principle in case research that phenomena can be viewed and explored from various perspectives (Baxter & Jack, 2015). Starman (Nurahma & Hendriani, 2021) states that case studies are qualitative research examining various real-world situations' complexity. Case studies have different epistemological bases depending on the research, such as the purpose, level, period, or context. According to Sugiyono (Wiksana, 2017), qualitative research studies natural things using researchers as the primary tool; Data collection techniques were used in combination, data analysis was carried out inductively, and findings emphasized meaning rather than generalization. Case studies study complex actions or processes that cannot be separated from the social context in which they occur (Prihatsanti et al., 2018).

The subject of this research is the Twitter or X account manager, and the research object is content pillar management and content planning for LPO PP Muhammadiyah. The location of this research was carried out in the office at the LPO PP Muhammadiyah office in Yogyakarta. Data collection techniques in this research used interviews, observation and document study. The analysis technique is carried out using a series of single case studies.

3. Result and Discussion

3.1 Result

LPO PP Muhammadiyah is an institution under Muhammadiyah, Indonesia's largest modern Islamic organization. In this case, it is inevitable that the institution has transparent and managed standard operating procedures. Management is the process of planning, organizing, directing and controlling existing resources. The planning stage involves setting goals, strategies, and work plans; organizing includes resource allocation, division of tasks, and formation of organizational structures; and directing involves motivation, communication, and supervision of team members. Management aims to increase productivity, efficiency, and goal achievement in a dynamic work environment.

However, as an organization oriented towards Islamic teachings, LPO PP Muhammadiyah must pay attention to Islamic aspects in content planning and content pillar management, such as in terms of use and words reinforced with Islamic values. Not only that, LPO PP Muhammadiyah must also be able to position itself as an organization that is credible, trustworthy and integrated in every content it produces.

In this case, LPO PP Muhammadiyah must carry out excellent and effective content pillar management and planning. It is done by paying attention to the trends and needs of Twitter users, developing a structured content plan, and managing all content well. With compelling content pillar management and content planning, it is hoped to increase the involvement and positive image of LPO Muhammadiyah on Twitter.

In the research process carried out, the results found in this research using interviews, observation and documentation obtained results that still needed to be significant. The new media used by LPO PP Muhammadiyah, namely Twitter or X, has yet to provide significant results in

developing social media accounts. The use of content pillar management and applied content planning is relevant to the social media management theory outlined.

In interviews conducted with the team managing the Twitter account. The first LPO development program is to formulate a road map for improving the quality of Muhammadiyah organization and charity services in the sports sector. Second, Develop dialogical, strategic and collaborative concepts to strengthen sports activities. Finally, develop a system for coaching, developing and advancing the sports sector at all levels of organizational leadership.

Determination of content pillars is carried out by discussing directly with team members and several high-ranking institutional officials. Institutional officials determine targets and hopes for LPO PP Muhammadiyah's social media development, especially LPO Twitter. Social media management team members discuss and adjust the content pillars to meet the expectations and targets requested. The results of the team discussion are then presented with a campaign deck. The campaign deck contains social media development objectives, main content types, social media identification, target audience, campaign ideas, key messages, hashtags, planned promotion, segmentation, targeting and positioning (Xu, 2020). Content planning is carried out after agreeing on the content pillars and adjusting any impromptu content that needs to be created.

3.2 Discussion

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Manajemen Content Pillar

One of the essential concepts in social media management and content strategy is content pillars, a collection of topics that a brand focuses on and uses to create content on various social media platforms. Brand social media strategies rely on content pillars to ensure that messages are consistent, coherent and relevant. Lee Thomas of Brain Traffic (Halvorson & Rach, 2012) helps organizations define their core strategy using a concept he calls "Achieve-Be-Do". This approach helps answer a fundamental question:

1) Achieve: What your content strategy should achieve

The content strategy that LPO PP Muhammadiyah wants to achieve is content that is still relevant or in line with Muhammadiyah and follows sports developments in Indonesia—giving appreciation to Muhammadiyah athletes who excel. Maximize social media with content that has been worked on. The content pillars are adapted to social media platforms, especially Twitter. The use of threads and hashtags varies but is still relevant to the content being distributed. The main aim of implementing the content pillar strategy is that social media content development can proceed according to the desired path so that it does not deviate from the goals of social media development itself.

2) Be: What "content product" will be created

The content that will be and has been created has been adjusted to the vision of Muhammadiyah and LPO PP Muhammadiyah so that content harmony can be accounted for. Content is created based on discussions with the team until an agreement is reached. Content is created using supporting tools such as Canva, Photoshop, Capcut, Adobe Premier, etc. Content that has been created and has been approved will begin to be distributed on social media based on a predetermined date (Handini & Dunan, 2021).

3) Do: What the organization needs to do to support content efforts.

Developing content on the LPO Twitter account begins with determining the date and type of content to be created. There are challenges in managing LPO PP Muhammadiyah's Twitter accounts, namely adjusting the Twitter algorithm. Different from the Instagram platform, Twitter is a platform that focuses on writing and hashtags so that the content matches the captions created. The technique used in distributing Twitter content is using the concept of threads and hashtags. Content is distributed based on predetermined dates.

Content Planning Management

The following important concept in social media management is content planning. A social media content plan is essential for businesses to ensure that their accounts are organized and functioning well. After determining the content pillar, the next step is to design the content posted on social media, after setting the content pillar. Meghan Casey (2015) explains that content strategy helps organizations deliver the right content to the right people at the right time and for the right reasons. "For the right reasons" is the most important phrase in that definition. It is nearly impossible to meet user needs or achieve business goals without clarity on the why- the purpose. Content strategy defines the purpose of the content and then guides planning for the creation, publication, and maintenance (Keathley, 2014). The quad framework has much meaning because it connects everything that goes into creating a successful content experience with purpose. The inner circle of the quad is the core content strategy – the content goals. Surrounding the core strategy are four quadrants:

1) Subtance: defining what content the organization should produce, how it should sound, and why it is meaningful or relevant to users.

Adjusting content to trending topics or current issues is carried out by updating content planning such as football arrangements, results of football matches, and the like. Content planning is carried out after agreeing on the content pillars and adjusting any impromptu content that needs to be created. The content plan is created using a 'content calendar' model and adjusting content types to make it easy to read and understand. If there is an urgent event or issue, the content planning created will be adjusted, and what is urgent will be prioritized and then included in the content planning.

2) Structure refers to how content is organized and displayed so that users can find and use the content they need.

Content planning management is created with the team by adjusting the content pillars that have been determined and then provided to the institution's leadership as a report. The target audience for the LPO Muhammadiyah Twitter account is women and men aged 15-45 years, located in Indonesia (especially the western part). Students-workers-sports activists who have social media habits, are active in sports issues and are interested in sports issues. Content planning with the target audience is manageable, so there are no obstacles to adjusting content.

3) Workflow: how content flows through the organization – from idea to publication to ongoing maintenance.

They are determining LPO Muhammadiyah's Twitter content three times a week. Based on the determined content pillars, Mondays are for historical content, Wednesdays are for sports activist profile content, and Fridays are for coaching content and sports achievements. However, there will be changes to suit the issues or phenomena related to sports—considerations in determining upload time and frequency according to related content. For example, Eid al-Adha content is distributed when the Eid al-Adha prayers and the like are finished. However, we usually distribute content at 9 a.m. and 1 p.m. Content is created based on capabilities related to the content needed, such as

creating video content and photo/image design content tailored to the abilities of several team members. Obstacles when creating content include needing more supporting or supporting elements for image/photo content. Then, look for material for making a video script.

4) Governance: details how the organization decides about content to ensure it is on strategy (Casey, 2015).

The content created will be given first to the institution's top officials so that the content can be adjusted according to the institution's wishes and expectations. There is an evaluation for content depending on the response found in the content that has been posted.

4. Conclusion

In conclusion, Twitter LPO PP Muhammadiyah has implemented pillar content management and content planning to maximize its social media development. Social media management using achieve-be-do theory for content pillar management and substance-structure-workflow-governance for content planning management. However, the LPO PP Muhammadiyah's Twitter account has yet to develop significantly. It is hoped that this research can contribute to further research development and can be used as insight in carrying out content pillar management and content planning. The author recommends that pillar content management and content planning activities focus on adapting to trends and using hashtags relevant to what is happening at that time. So that LPO PP Muhammadiyah can have a broader reach in reaching a wider audience.

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