



Ciptadana Asset Management Manages Instagram Social Media Accounts to Increase Brand Awareness

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ABSTRACT

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Marketing through the Instagram social media platform has become a valuable tool for businesses to build closer relationships with customers and drive overall business growth, including increased brand awareness. Ciptadana Asset Management, one of Indonesia's investment management companies, uses Instagram to increase brand awareness. This study aims to investigate how Ciptadana Asset Management's Instagram social media management can improve brand awareness. This research uses a qualitative method with a case study approach. The data sources for this study come from documentation and interviews with several relevant informants. The results of this study demonstrate that Ciptadana Asset Management's Instagram social media management is effective in increasing brand awareness. Ciptadana Asset Management achieves this through message management, monitoring, evaluation, and interaction with consumers on the social media platform Instagram.

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1. Introduction

The advancement of technology and the internet has given rise to social media platforms. More people are connecting online and spending more time on various social media platforms (Tuten, 2021). Social media platforms have become the main centres for information exchange and communication in the digital era (Gottlieb & Dyer, 2020). The amount of funds allocated for digital marketing on social media has increased more than threefold since 2009, indicating that the influence of social media on businesses is becoming increasingly clear (Vaynerchuck, 2018). Marketing through social media has become a very useful tool for businesses in building closer relationships with customers and driving overall business (Chatterjee et al., 2021).

Marketing no longer focuses solely on commercial aspects, such as product sales, but is also increasingly paying attention to social aspects (Powell & Osborne, 2018). The main goal of social media marketing is to build strong relationships with customers, increase loyalty, and ultimately drive sales (Wibowo et al., 2021). To remain relevant and competitive in an ever-changing market, businesses must adapt quickly (Raniya et al., 2024). Similar to Ciptadana Asset Management, Ciptadana Asset Management is an investment management company in Indonesia. This company acts as an intermediary between investors and various investment instruments, such as stocks, bonds, mutual funds, and other investment products. In the digital era, consumers desire a more personal and informative shopping experience. To meet this need, businesses must focus on personalization, quality content, and deeper interactions with customers (Slijepčević et al., 2020).

The development of an effective social media management strategy requires a structured approach (Li et al., 2021). This includes message delivery, monitoring, evaluation, and response to interactions that occur on social media (Parsons & White, 2018). With the increasing number of available social media platforms, companies have more options to reach consumers. The SoMe model, which consists of four stages (Share, optimize, Manage, engage), provides a comprehensive framework for planning and executing effective social media strategies (Luttrell, 2021).

Instagram, with its features that support visual content and storytelling, has become the ideal platform for building brands and increasing audience engagement (Georgakopoulou, 2022). Branded content on Instagram is very effective in building a positive reputation and increasing consumer engagement (Butkouskaya et al., 2020). With its visual nature, Instagram provides space for brands to build emotional connections with consumers through images and videos (Singh, 2020). By leveraging the visual power of Instagram, companies can create added value for their brand in the minds of consumers (Park & Namkung, 2022). Brands can create content that stimulates consumer responses with short-term goals such as awareness, leads, or sales (Funke, 2019).

The Instagram social media platform allows brands to attract more followers and gain more interactions (Ha et al., 2019). This is due to the high rate of content consumption on Instagram, which includes content promoted by brands. This provides opportunities for brands to interact with the audience effectively (Singh, 2020).

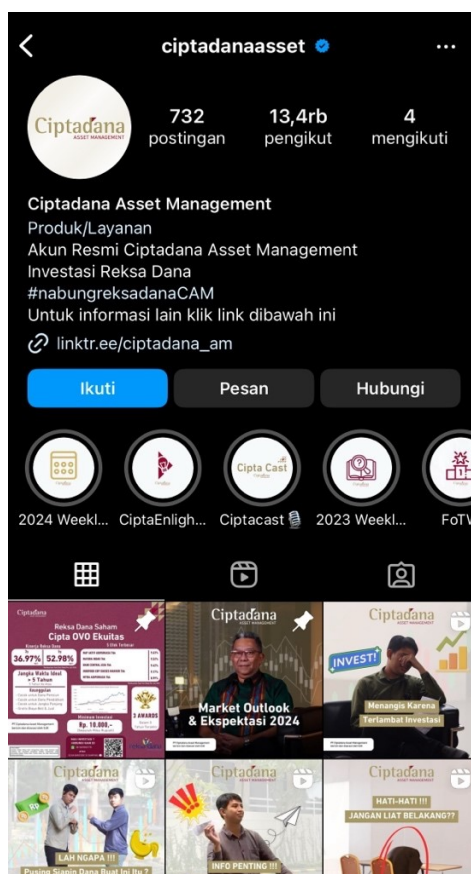


Figure 1. Ciptadana Asset Management Instagram Account
(Source: Instagram account @ciptadanaasset)

Brand awareness is the ability of consumers to recognize and remember a brand. Brand awareness plays an important role in marketing strategies and consumer behavior (Zhao et al., 2022). Recent trends show a significant increase in efforts to build brand awareness among companies and digital marketers (Pallavi & Sowmya, 2023). For that reason, these brands compete fiercely to ensure

consumers remember and consider them. They are more focused on creating a strong impression in the minds of consumers rather than just presenting the overall company image (Fuller et al., 2023).

Based on the above discussion, this research aims to examine how Ciptadana Asset Management manages its Instagram social media to enhance brand awareness. The Instagram account of Ciptadana Asset Management has 13.4 thousand followers as of October 7, 2024. Ciptadana Asset Management entrusts the management of their Instagram account to the creative digital agency, Kenapa Creative, which specializes in social media management.

2. Method

This research is qualitative research. Qualitative research is a naturalistic research method that uses non-numeric data to investigate human behavior, social interactions, and experiences. This aims to understand and interpret phenomena rather than manipulate variables, using methods such as interviews and document analysis (Nassaji, 2020). The aim is to offer a profound comprehension of the mechanisms and interpretations underlying an occurrence, emphasizing personal encounters within their societal setting (Schneider et al., 2017).

This research uses a post-positivist paradigm as a framework for understanding the phenomenon that is the focus of the study. This paradigm prioritizes qualitative descriptions to understand phenomena in depth. Post-positivism also acknowledges the plurality of realities and the constructive nature of knowledge, influenced by the values and perspectives of the researcher (Sundaro, 2022). This research uses a case study method on a single case, Ciptadana Asset Management, in the management of Instagram social media.

3. Result and Discussion

3.1. Result

Based on an interview with Lufi Dian Pratiwi, Strategic Planner – Kenapa Creative, stated that the management of Ciptadana Asset Management's Instagram social media includes content planning, production, performance analysis, reporting, account handling, and special campaign management. The goal is to enhance Ciptadana Asset Management's brand awareness and cultivate a favorable consumer perception of the brand. In its social media strategy on Instagram, Ciptadana Asset Management has divided its target audience into two main groups, families as the primary target and Generation Z as the secondary target. To reach families, they use special campaigns during family celebration moments and content that highlights issues often faced by families in the context of investment. Meanwhile, the content produced for Generation Z focuses on enhancing financial literacy in a fun and relevant manner.

Initially, Ciptadana Asset Management had set Generation Z as the main target. After conducting performance analysis and reporting, Ciptadana Asset Management shifted its main focus to the family segment aged 25 and above. However, Ciptadana Asset Management continues to closely monitor and give special attention to Generation Z as a target. As the social media manager for Ciptadana Asset Management's Instagram, Kenapa Creative regularly conducts performance evaluations every month. This evaluation includes an in-depth analysis of the performance of the published content and the extent to which it has met the predetermined targets. It also identifies which content has been successful and which has not. The results of this analysis are then compiled into a report and submitted to Ciptadana Asset Management. The goal is for Ciptadana Asset Management to gain a clear understanding of the development of their Instagram account and to take strategic steps to improve performance in the future.

3.2. Discussion

The data presented in this research was collected through interviews with relevant parties from the Instagram social media manager of Ciptadana Asset Management, namely the creative digital agency, Kenapa Creative. Additional supporting data was obtained through documentation from the Instagram social media account of Ciptadana Asset Management. The data collected will be presented and analyzed according to the theoretical framework established in the introduction.

1. The Circular Model of SoMe

The SoMe Model (Share, optimize, Manage, engage) is a framework used to understand and implement social media strategies effectively. This model illustrates how an organization can interact with its consumers through various social media platforms sustainably (Luttrell, 2021). Through their Instagram account, Ciptadana Asset Management has successfully increased brand awareness among their target audience, namely families and Generation Z, about their presence and the services they offer through message management, monitoring, evaluation, and consumer interaction. In this analysis, we will explore every aspect of managing the Instagram account of Ciptadana Asset Management to achieve success in building brand awareness.

a. Share

Through the interview results, Ciptadana Asset Management has identified the family segment as their primary target market. In an effort to reach them, Ciptadana Asset Management created video campaigns that highlighted significant family moments, promoting their investment products in a more personal and relevant manner. To celebrate significant family moments, Ciptadana Asset Management created 3 campaigns on Instagram social media, namely #CiptaDariAyah to celebrate Father's Day, #CiptaKasihIbu to celebrate Mother's Day, and #CiptakanKebersamaan to commemorate National Family Day.



Figure 2. Campaign #CiptaDariAyah dan #CiptaKasihIbu
(Source: Instagram account @ciptadanaasset)

In addition to the family segment, Ciptadana Asset Management has also identified Generation Z as a potential market segment to develop. To attract the interest of Generation Z, Ciptadana Asset Management creates engaging content that aligns with their lifestyle while also providing education on financial management. Authenticity in content narration demonstrates that the narrative not only serves as a marketing strategy but also mirrors the brand's original values and identity. Brands that have a clear and consistent story tend to receive better responses from customers. This consequence builds strong trust and changes the way customers perceive the brand. In addition to authenticity, open and honest communication is key to building consumer trust. Consumers feel confident every time they interact with the brand because of this transparency (Raniya et al., 2024). By creating relevant and engaging content, brands can attract users' attention and increase awareness of their products or services (Tuten, 2021).

b. Optimaze

Ciptadana Asset Management has implemented a comprehensive strategy to maximize the reach and effectiveness of their content on Instagram. One of the keys to their success is optimally utilizing the features provided by this platform. They employ pertinent hashtags (Gu et al., 2021), run focused advertising campaigns (Hughes et al., 2019) and consistently produce content that adheres to the most recent trends (Hussain et al., 2022).



Figure 3. Content that follows the latest trends
(Source: Instagram account @ciptadanaasset)

Ciptadana Asset Management successfully built a strong brand image and attracted a wider audience. Ciptadana Asset Management strategically uses hashtags to better categorize their content, making it easier for users interested in topics like investment and financial planning to find it. Additionally, by following trending hashtags, they can increase content visibility and reach a larger audience (Iglesias-Sánchez et al., 2020). The visibility of content on social media is a significantly influential factor in increasing brand awareness (Hughes et al., 2019).

c. Manage

Based on the interview results, Ciptadana Asset Management measures the success of their campaigns based on the number of impressions, reach, and follower growth. If the target is not achieved, they will make adjustments, such as a new promotional campaign or changes to the content strategy. Instagram provides real-time analysis of campaign performance, allowing businesses to make dynamic adjustment (Visser et al., 2019). One of the advantages of the Ciptadana Asset Management approach is its flexibility.

Strategic flexibility is a significant factor in the company's success (Yousuf et al., 2022). Ciptadana Asset Management is also actively involved in interactions with its followers. They monitor every incoming comment, respond to every message quickly, and provide personal and informative feedback. Managing online customer interactions is very important to maintain a good relationship with the brand and the company's reputation (Hernández-Maestro, 2020).

d. Engage

Ciptadana Asset Management strives to build strong relationships with its audience through various means. One way is to provide a quick and personal response to every incoming comment. The interactive characteristics of social media enable the creation of effective two-way dialogue between brands and consumers (Visser et al., 2019). Based on the interview results, Ciptadana Asset Management understands the importance of providing clear information to the audience, so they create video content that answers questions in detail and is easy to understand. Short videos created by brands can increase interaction with consumers by providing useful information and touching their emotions (Dong et al., 2024).



Figure 4. CAMTALKS Content
(Source: Instagram account @ciptadanaasset)

Additionally, Ciptadana Asset Management regularly organizes engaging giveaways or quizzes that offer prizes to consumers. Analysis of Instagram metrics shows that giveaways are a very powerful strategy to boost engagement on the Ciptadana Asset Management Instagram account. Social media engagement not only fosters interactions between consumers and brands, but also shapes consumers' perceptions of the brand's value and quality (Razmus, 2021).

4. Conclusion

Ciptadana Asset Management has utilized the SoMe principles (Share, Optimize, Manage, Engage) to implement systematic and efficient Instagram social media management. With a focus on the family and Gen Z segments, Ciptadana Asset Management has successfully built brand awareness among its target audience through the presentation of relevant and authentic content as well as active interaction with its followers. They successfully achieved their marketing goals by using an integrated approach that combines various digital strategies and continuous evaluation.

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