



# Marketing Communication Strategy Using Content Marketing on Cera Production's Instagram Social Media Account to Increase Brand Engagement

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## ABSTRACT

### Keywords:

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Cera Production Yogyakarta is a Yogyakarta-based business unit that produces souvenirs. A key factor in creating brand engagement with consumers and the company is the proper management of content marketing. This research aims to understand and reformulate the marketing communication strategy in the content marketing of the Instagram account @ceraproduction to enhance brand engagement based on gatekeeping theory. This research methodology employs a qualitative approach, incorporating observation methods on the Instagram content of @ceraproduction. The data collection techniques in this study include interviews, documentation, and observation. The research findings demonstrate that: 1) The Instagram account @ceraproduction utilizes audience segmentation by identifying targets through B2B (Business to Business) as the target audience for content marketing. 2) The use of call-to-action strategies in creating brand engagement entails interacting with the audience through Instagram features such as reels, posts, stories, polls, and quizzes. 3) @ceraproduction's content is identified based on consumer needs observations, thereby aligning and selecting the appropriate content marketing in Instagram meta ads. 4) The AISAS matrix (attention, interest, search, action, and search) is utilized to gather and identify the audience, thereby fostering robust brand engagement. The social media manager at @ceraproduction, with the Chief Executive Officer's approval, filters content issues in the gatekeeping process to assess its accuracy and alignment with the company's values.

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## 1. Introduction

The current millennium era, it cannot be denied, that all forms of human activity are never free from technology (Ashshidiqy & Ali, 2019). The entire universe and all its actions seem to be gathered and fall into a single grasp of a hand. Based on the Indonesian Internet Service Providers Association (APJII), the internet has reached an almost absolute level of penetration, with an achievement of 79.5%, which, when converted to the total population, amounts to 221,563,479 people connected to the internet out of a total population of 278.6 million (Ayu, 2024).

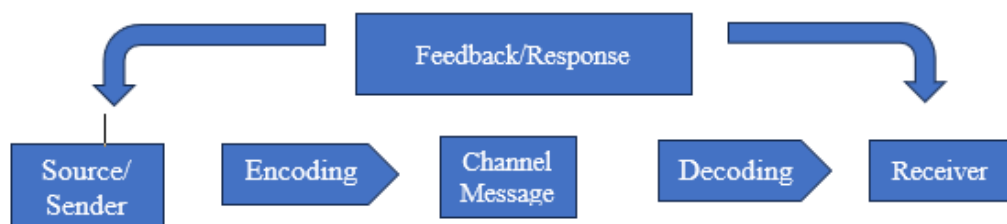
The dominance of technology that reigns over all aspects of human life, including the micro-levels of the economic framework. Implications in the economic field that can be seen with the naked eye of millennials themselves include the proliferation of businesses based on digitalism (Arifqi, 2021). One of the fundamental instruments in the digital economy business is social media. Speaking of social media, which can be understood as a platform that provides a virtual space for all humans to gather in

that virtual space (Aripradono, 2020). The author sees an opportunity in using social media platforms to leverage content marketing that can enhance brand knowledge for an entity or company.

In essence, content marketing is a marketing approach that involves the creation, curation, distribution, and enhancement of content to make it engaging, relevant, and beneficial for specific groups, thereby generating discussions about the content (Saraswati & Hastasari, 2020). The principle of content marketing is to offer content in print and digital media that is relevant to the target market. Promotion carried out through content marketing, with attractive digital packaging, allows potential buyers to stop at the corner of an offer for a product desired by consumers. Therefore, the motivation behind using social media to advertise a product is to increase the agreement on the purchase of the product. Starting from the expansion in the agreement on the purchase of the product through advertising services on social media, as per its causality, it will certainly affect the success of a business (Anggraini & Nawawi, 2022).

However, the use of social media platforms as a venue for content marketing has a dual aspect; if the writer has been discussing the perspective of economic actors, this time the writer wants to discuss the consumer side. The aesthetic stages that appear on the screens of social media are present as representations of a product being offered to consumers within a framework called advertising or promotion. Marketing communication strategies are one of the keys to marketing the goods being sold. The communication that occurs between business actors and their consumers, through advertisements or promotions on social media, from a very theoretical perspective, has an extraordinary impact, both from the side of business actors and consumers. In a very common and populist context, the implications of the communication that occurs between business actors and their consumers in the virtual space can create a new cultural value, or in more contemporary terms, what is called a "trend" (Aripradono, 2020).

The dual lenses of marketing communication that occur within social media then encounter their theoretical side. Based on a highly theoretical level, there is a theory proposed by Kurt Lewin, namely the Gatekeeping Theory, which discusses the flow of information, in all its forms and appearances, to the public (Shoemaker & Vos, 2009). Therefore, in the context of marketing communication, the company will utilize media to enhance engagement and the company's image. In this case, content marketing can be interpreted as the frontline in presenting content as an effort to do branding or market a product. Social media, as a tool for managing content marketing, also aims to bring consumers closer and even encourage them to follow the brand or company. This is called Brand Engagement. Brand Engagement has become important nowadays, especially because marketing is done online by various marketers, brands, and companies.



**Figure 1.** Marketing Communication Pattern

Cera Production Yogyakarta is a business unit engaged in souvenir production and based in Yogyakarta. Cera Production Yogyakarta offers services focused on custom souvenirs, printing, and garment manufacturing.



**Figure 2.** Instagram Account @ceraproduction

The author realizes that all the elements connected by that technology are not entirely easy to grasp as flipping a hand. The author feels that there should be intervention from the academic world. Therefore, in the effort to achieve success in the targeted world of knowledge, the author desires empirical data to serve as the foundation for all forms of actions in business fields centered around and related to technology, as explained above. According to previous research conducted by Mutiara Sukma Adilla titled “B2B (Business-To-Business) Marketing Communication Strategy in Increasing Product Sales at PT Cloud Hosting Indonesia (IDCloudhost) (Qualitative Descriptive Study at PT Cloud Hosting Indonesia),” it brings a paradigm shift in conclusion that in order to increase product sales, PT Cloud Hosting Indonesia utilizes three divisions within the company, namely the marketing division, sales division, and technical division, to collaborate in building communication with consumers with their respective roles.

The marketing division has the task of designing promotional strategies, content, and communication on the company's social media; the sales division has the task of establishing face-to-face communication with consumers and analyzing consumer preferences; and the technical division has the task of maintaining consumer comfort by ensuring service quality (Adilla, 2023). Furthermore, to strengthen the researcher's literary ideas, the researcher also presents previous research initiated by Muhammad Riva'i titled “Marketing Communication Strategy in Building Brand Awareness (A Descriptive Qualitative Study on Zianturi Music Course)”. From the research initiated by Muhammad Riva'i, a summary is found, namely that the Marketing Strategy Planning for Zianturi Music Course is based on STP analysis (segmentation, targeting, positioning) and then accelerated by the ownership of a relationship established through Zianturi Equipment as a place for music instrument repair and customization. In addition, Zianturi Music Course also has a communication mix strategy that utilizes its website and social media for advertising, promotion, and publicity (Riva'i, 2019).

The researcher realizes that the results of a study will have conclusions based on the conditions of the object being studied, and from this, the conclusions will differ from those of other researchers. Therefore, the researcher wants to factually understand the occurrences in the object of this study and compare them with the theory chosen by the researcher and present them in this research.

## 2. Methods

This research is a qualitative type with a descriptive approach in investigating social phenomena occurring in a specific object. The data collection techniques used are interviews, observations, and documentation. The object of this research is the social media platform Instagram in enhancing brand

engagement for the merchandise company Cera Production Yogyakarta. The interview was conducted with Liony Andam Sari, S.Psi, the Social Media Manager of Cera Production Yogyakarta.

### 3. Result and Discussion

#### 3.1. Audience Segmentation in the Instagram Account @CeraProduction

In the context of content marketing theory, this segmentation approach underscores the importance of delivering content that aligns with the needs and expectations of the audience. Content specifically targeted at the B2B segment must be informative and educational, so it can provide concrete solutions to the problems faced by the audience (Zhang & Du, 2020). For example, content based on case studies, white papers, and infographics that show concrete results from Cera Production Yogyakarta's products or services will be more appealing to B2B decision-makers.

Additionally, within the framework of gatekeeping theory, this segmentation serves as an initial step in the content filtering process. Social media managers must evaluate the content to be published to ensure that the information presented is not only accurate but also relevant to the B2B audience. This includes selecting themes, language, and formats that align with the expectations and needs of the target audience. This gatekeeping process not only maintains the quality of the information conveyed but also creates the professional image necessary in a business context (Ojennus, 2020).

Social media showcasing capability comprises four-layered capacities; the capacity to put, through lock in, co-ordinate and collaborate in interaction with commerce trade partners. It rests on social media's ability to make exercises and assets within the interaction between the entrepreneurial firm and its B2B accomplices (Drummond et al., 2020). Showcasing exercises and assets made may extend from a basic association to a modern B2B client or to the co-creation of a modern benefit or item through connection on social media. The capacity to put through and lock in as portion of social media promoting capability advancement is related to the way in which business people can communicate utilizing the innovation. Social media has reshaped communication strategies (Mehmet & Clarke, 2016). Social media is regularly characterized, and in this way, kept in this way as a utilization or communication apparatus to empower other exercises and assets to be enacted, for case, to move forward client engagement, client benefit, lead era and bolster promoting results (Leek et al., 2016).

For example, if Cera Production plans to publish content about a new product, it is important for them to present in-depth data and analysis regarding the benefits and applications of the product in a business context. Thus, Cera Production not only succeeds in attracting attention but also builds authority and trust in the eyes of the audience.

#### 3.2. Strategy Call-To-Action in Building Brand Engagement

The call-to-action (CTA) strategy implemented by Cera Production through various Instagram features such as reels, posts, stories, polls, and quizzes are an integral part of building effective brand engagement. In brand engagement theory, high involvement between the audience and the brand contributes to the creation of stronger and more sustainable relationships (Drummond et al., 2020). By inviting the audience to actively participate in the interaction, Cera Production Yogyakarta can create a more profound and meaningful experience.

For example, by using polling or quiz features, Cera Production not only increases the level of interaction but also gains valuable insights into the preferences and needs of the audience. Through this approach, Cera Production can tailor future content to better align with the audience's expectations. This is in line with content marketing theory, which emphasizes the importance of creating engaging and interactive content to capture attention and spark audience interest.

Furthermore, a well-designed call-to-action can guide the audience to take specific steps, such as visiting a website, signing up for a newsletter, or even making a purchase. Thus, Cera Production Yogyakarta not only builds brand awareness but also directs the audience to take the desired actions, which can ultimately increase conversions and sales. This shows that an effective CTA strategy can be a very valuable tool in optimizing the marketing process and achieving broader business goals (Zhang & Du, 2020).

In the B2B context, where purchasing decisions often involve multiple stakeholders, it is important for Cera Production to create content that not only educates but also facilitates discussions among

decision-makers. For example, content that encourages the audience to share their opinions through comments or discussions on social platforms can increase engagement and help build a community around the brand.

### 3.3. Content Adjustment Based on Consumer Needs

Cera Production demonstrates a deep understanding of the importance of content adjustment based on observing consumer needs. This is a key aspect of content marketing theory, where a good understanding of the audience can lead to the creation of more relevant and effective content by monitoring industry trends, audience preferences, and feedback from previous interactions. Cera Production can produce content that is not only engaging but also provides the right solutions to the problems faced by their clients.

This adjustment process also demonstrates the application of gatekeeping theory in practice. The social media manager and content team at Cera Production need to actively filter and select content based on data that shows what resonates most with the audience. This ensures that every piece of content published is not only relevant but also capable of driving the audience to engage further with the brand. For example, if the data shows that the B2B audience is more interested in articles discussing concrete case studies on how Cera Production's products have helped other companies, then Cera Production should focus on creating such content (Noorathasia, M. O., Octavianti, M., & Rahmawan, 2023).

Moreover, content adjustment based on consumer needs also includes the use of analytics to evaluate the effectiveness of the published content (Pittman et al., 2022). With precise analysis, Cera Production can iterate and continuously improve their content strategy. For example, if a certain type of content, such as tutorial videos, performs better than regular text articles, then Cera Production can adjust their content focus to create more videos.

### 3.4. The Use of the AISAS Matrix in Building Brand Engagement

The application of the AISAS matrix (Attention, Interest, Search, Action, and Share) in Cera Production Yogyakarta's marketing strategy demonstrates the systematic approach they take to build brand engagement. Each stage in this matrix serves as a guide to understanding the consumer journey and ensuring that the produced content can capture attention, generate interest, and encourage the desired actions from the audience. The AISAS matrix begins with Attention, where Cera Production strives to capture the audience's attention through engaging and informative visual content. This can be an interesting image, an informative video, or an easy-to-understand infographic. The next step is Interest, where the produced content must be able to spark the audience's interest to learn more. This includes elements that spark curiosity, such as surprising facts or relevant questions (Adjie & Fahmi, 2023).

The Search stage involves the audience seeking further information about Cera Production Yogyakarta's products or services. In the B2B context, decision-makers usually conduct in-depth research before making a purchase decision. Therefore, it is important for Cera Production Yogyakarta to ensure that the information they provide is easily accessible and can be found by the audience on various platforms. After conducting a search, the Action stage refers to the concrete actions taken by the audience, such as visiting the Cera Production website, signing up for the newsletter, or making a purchase. This is where the role of the call-to-action strategy becomes very important (Pittman et al., 2022). Finally, the share stage encourages the audience to share content with their networks, which in turn can increase the brand's visibility and reach.

In the context of brand engagement theory, the application of the AISAS matrix also emphasizes the importance of creating positive experiences that can encourage the audience to engage and interact further with the brand. Through a systematic and planned approach, Cera Production can not only build brand awareness but also create deeper relationships with their audience.

## 4. Conclusion

The results of this study highlight several important points regarding the marketing communication strategies implemented by the Instagram account @ceraproduction as follows: (1) The Instagram



account @ceraproductio utilizes audience segmentation by identifying targets through B2B (Business to Business) as the target audience for content marketing. (2) The use of call-to-action strategies in creating brand engagement involves interacting with the audience by utilizing Instagram features such as reels, posts, stories, polls, and quizzes. (3) The content of @ceraproductio identifies content based on observations of consumer needs, thereby aligning and selecting the appropriate content marketing in Instagram metaads. (4) The use of the attention, interest, search, action, and search matrix in accumulating and identifying the audience to create strong brand engagement. (5) Content issue screening in the gatekeeping process at @ceraproductio is carried out by the social media manager with the CEO's approval to determine the level of accuracy in alignment with the company.

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