

CONTENT PRODUCTION PROJECT TO INCREASE SOCIAL MEDIA REACH FOR BANYU MINUMAN

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Abstrak – Banyu Minuman, UKM di Kota Bandung, berfokus pada industri minuman, menyadari pentingnya memperkuat merek melalui media sosial, terutama Instagram dan TikTok. Tujuan proyek ini adalah merancang strategi produksi konten efektif untuk meningkatkan jangkauan media sosial Banyu Minuman di kedua platform tersebut, khususnya di kota Bandung. Data diperoleh dari wawancara dengan konsumen dan analisis konten Banyu Minuman di Instagram dan TikTok. Metode meliputi peta empati, persona pembeli, kalender konten, dan strategi pilar konten. Hasilnya menunjukkan peningkatan kesadaran merek dan interaksi, serta jumlah suka, pengikut, dan jangkauan di kedua platform. Rekomendasi termasuk peningkatan promosi pemasaran, terutama di media sosial. Penelitian ini menyoroti penggunaan strategi produksi konten kreatif oleh Banyu Minuman untuk memperluas kehadirannya di Instagram dan TikTok. Meski berhasil meningkatkan kesadaran merek, strategi yang sesuai dengan tren konten dan karakteristik audiens perlu terus dikembangkan. Dengan menerapkan strategi produksi konten yang efektif, Banyu Minuman dapat memperkuat mereknya dan meningkatkan penjualan di pasar lokal.

Kata Kunci: Pemasaran Media Sosial, TikTok, Instagram, Produksi Konten, Banyu Minuman.

Abstract– Banyu Minuman, an SME in Bandung City, specializing in food and beverage, recognizes the importance of strengthening its brand through social media, particularly Instagram and TikTok. The aim of this project is to design effective content production strategies to enhance Banyu Minuman's social media reach on both platforms, especially in Bandung City. Data were obtained from interviews with consumers and analysis of Banyu Minuman's content on Instagram and TikTok. Methods include empathy maps, buyer personas, content calendars, and content pillar strategies. The results show an increase in brand awareness and interactions, as well as likes, followers, and reach on both platforms. Recommendations include enhancing marketing promotions, especially on social media. This research highlights the use of creative content production strategies by Banyu Minuman to expand its presence on Instagram and TikTok. Although successful in increasing brand awareness, strategies aligned with content trends and audience characteristics need continual development. By implementing effective content production strategies, Banyu Minuman can strengthen its brand and increase a reach in social media.

Keywords: Social Media Marketing, TikTok, Instagram, Content Production, Banyu Minuman.

INTRODUCTION

The digital era has significantly transformed the business landscape, compelling small and medium enterprises (SMEs) to swiftly adapt to technological advancements. The rapid development of the internet is a key factor driving this transformation. According to a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 221.56 million in 2024, highlighting that the internet has become essential for society.

Beyond being a tool for socializing and daily activities, the internet has opened new opportunities for SMEs, particularly in the food and beverage sector. The Association of Food and Beverage Producers (Gapmmi) projects the growth of the national food and beverage (mamin) industry to be 7% in 2023 and 2024. This potential growth is driven by the expanding middle class, which numbers around 53 million people, indicating that

SMEs can leverage the internet and content production-based business strategies to capture an increasingly evolving market.

Social media marketing, especially on platforms like Instagram and TikTok, has become a relevant strategy for SMEs to reach a broader audience. Data from Datareportal.com (2023) shows that Instagram and TikTok are leading platforms with a high percentage of active users in Indonesia, particularly among younger generations. Hence, utilizing social media like Instagram and TikTok can be a strategic move for SMEs to expand their market reach and enhance brand awareness.

Banyu Beverage, an SME in the food and beverage sector in Bandung, West Java, faces challenges in leveraging social media's potential. The COVID-19 pandemic forced Banyu Beverage to adjust its marketing strategy, including utilizing content production on Instagram and creating a TikTok account. However, challenges persist in enhancing the effectiveness and reach of their marketing content and in structuring social media management.

In this context, this final project aims to develop an effective strategy to increase Banyu Beverage's social media reach through content production on Instagram and TikTok. Concrete steps include increasing the frequency of content posting, focusing marketing efforts on consumers in Bandung, and using paid ads with content on TikTok.

Thus, this research contributes not only theoretically to the understanding of social media marketing and content production but also provides practical insights for SMEs like Banyu Beverage in optimizing their marketing efforts in the digital age. By implementing the proposed strategies, it is anticipated that Banyu Beverage can enhance their online presence, reach a broader audience, and improve their overall business performance.

METHODS

Digital Marketing Project

In writing this final assignment report, the author used a method to obtain certain data as a strategy for increasing social media reach in the city of Bandung for UKM Banyu Drinks through content production on Instagram and Tiktok social media. According to Creswell (2018) Qualitative research is descriptive research that focuses on in-depth understanding of the experiences of certain individuals or groups, as well as the processes, meanings and social interactions they experience in certain contexts. The research method in this final assignment report is qualitative research. By carrying out 3 methods, namely interviews with 5 people, and distributing questionnaires to Banyu Drinks consumers, where the results of distributing the questionnaire obtained answers from 22 respondents, and using several content strategies. The author used this data collection to create a strategy to increase social media reach.

LITERATURE REVIEW

Marketing

Marketing involves steps taken to convey a coordinated message aimed at providing information about a product or service, focusing on fulfilling human needs and desires (Kotler & Keller, 2022). Marketing can be divided into two types: traditional marketing and digital marketing. Traditional marketing involves strategies like billboard placements, advertising materials, magazines, and electronic media such as TV or radio commercials (Kotler & Keller, 2022). Conversely, digital marketing leverages social media platforms and other digital technologies to reach the target market (Chadwick, 2020).

Marketing Strategy

Effective marketing strategies should be based on a thorough understanding of the market, customers, and competitors (Kotler & Armstrong, 2021). The fundamental steps of marketing strategy, known as segmenting, targeting, and positioning (STP), play a crucial role in directing marketing efforts. Segmenting involves dividing the market into several segments based on specific characteristics such as age, gender, and interests (Kurtz, 2023). Targeting is the process of selecting market segments to focus on based on factors like market size and profit potential (Kurtz, 2023). Positioning, on the other hand, involves determining the company's product or service position in the market by considering product uniqueness, quality, price, and brand image (Kurtz, 2023).

TOWS Analysis

The TOWS analysis helps companies identify threats, opportunities, weaknesses, and strengths that can shape business strategies (Kotler & Keller, 2022). This approach allows companies to optimize their strengths and opportunities while addressing potential threats and weaknesses from their external environment.

Business Model Canvas

The Business Model Canvas (BMC) is an effective tool for describing and analyzing a company's business model (Naim, 2023; Rifani & Sadikin, 2020). The BMC approach enables SMEs to refine their business models, uncover new opportunities, identify weaknesses, and optimize existing assets (Sadin, 2020).

Marketing Mix

The marketing mix, or marketing blend, is a set of variables used to achieve a company's marketing objectives (Rangkuti, 2021). The marketing mix consists of seven interrelated variables, including product, price, place, and promotion (Rangkuti, 2021).

Buyer Persona

A buyer persona is a fictional representation of the ideal customer that reflects the actual characteristics, preferences, and behaviors of consumers (Hubspot in Revou, posting year). Understanding the buyer persona is key to directing marketing efforts more effectively.

Social Media Marketing

Social media marketing utilizes social media platforms to build closer relationships with customers and promote products or services (Kotler & Keller, 2020). Instagram and TikTok are two popular and effective social media platforms for marketing (Kotler & Keller, 2020).

Reach

Reach in digital marketing refers to the number or audience that a campaign or content can reach through social media platforms (Smith, 2019). Advertising is a critical marketing tool used by companies worldwide to reach a large audience (Kotler & Keller, 2022).

Content Marketing

Content marketing is a marketing strategy focused on creating, curating, and distributing engaging, relevant, and valuable content for the target audience (Kotler, Kartajaya, & Setiawan, 2020).

Content Production

Content production is a vital process in marketing that helps businesses increase visibility and build relationships with the audience (Neil Patel in Kemenkominfo information).

Rebranding

Rebranding is the process of changing an existing brand identity to make it more relevant to the target audience and achieve new business goals (Muzellec & Lambkin, 2023).

Empathy Map

An empathy map is a visual tool that helps product teams understand the needs and desires of users in product development and business strategy (Dave Gray & Sunni Brown, 2020).

CONCLUSION

The chapter presents the outcomes of the project, in which the author successfully developed an effective content production strategy to enhance Banyu Minuman's social media reach on Instagram and TikTok. Through comprehensive analyses including company background, TOWS analysis, marketing mix, creation of buyer personas, STP analysis, empathy mapping, and competitor analysis, the strengths, weaknesses, opportunities, and threats faced by Banyu Minuman were identified. Additionally, the project included content planning, creation of a content calendar, and use of TikTok Promote Ads to extend the reach to a broader target audience. Active content production was implemented on both Instagram and TikTok platforms as part of the recommended strategy.

The findings suggest that Banyu Minuman can further optimize their social media presence by consistently posting engaging content, actively interacting with their audience, and enhancing employee skills in social media management. It is also recommended to establish a dedicated marketing division, analyze competitor social media strategies, and develop a content calendar for the next year to be implemented by Banyu Minuman's management. These recommendations aim to bolster Banyu Minuman's online presence, broaden their audience engagement, and improve overall customer satisfaction.

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