

# The Role of Content Marketing Implementation at Social Media Instagram @arswama.media

Deandra Hudry Rusfan, Donni Junipriansa  
Universitas Telkom, Indonesia

[deandrahudry@student.telkomuniversity.ac.id](mailto:deandrahudry@student.telkomuniversity.ac.id), [donnijunipriansa@telkomuniversity.ac.id](mailto:donnijunipriansa@telkomuniversity.ac.id)

## ABSTRACT

Arsana Swastika Prima or with the trademark Arswama Media is a company engaged in inde publishing and printing, in the midst of the unsteady publishing and printing business Arswama Media still maintains its business to help inde writers. So far, Arswama Media still relies on interpersonal promotion and without marketing strategies, plans and programs. This study aims to determine the planning and implementation of content management on Arswama Media's Instagram account. This research uses qualitative descriptive method. By the method of taking tricoagulation data collection. With the collection of data, the study produced Instagram content. Making insights from Arswama Media's Instagram account increase.

*Keywords : social media; instagram; instagram content*

## INTRODUCTION

The rapid development of technology today has a positive impact on the whole world, one of which can be used for business people in building their business, especially with social media to do promotion is very easy and does not require large costs. But not a few business actors who have been negatively affected by the development of social media and technology today, one of which is publishing and printing is one of the businesses that is experiencing a decline today, where technology takes over many functions that were previously used. For example, gadgets that have taken the role of physical books as a source of information and entertainment for the community.

Currently, people prefer to get information and entertainment in the form of film narratives from the internet and social media, although the validity of the information cannot necessarily be accounted for. This happens because information from the internet and social media is easily and quickly accessed anywhere and anytime, cheap, and attractive. This indirectly affects the purchasing power of people's books.

Quoted from Kompas, the Brand Publishers Association (IKAPI) shows that at least 58.2% of publishers have decreased sales by more than 50% due to the COVID-19 pandemic. In addition, as many as 63.3% of publishers experienced a decrease in demand for books by more than 50%. Therefore, many book publishing and printing companies have gone out of business, even publishing and printing major books such as Gramedia and Mizan have experienced a decrease in turnover. Although not doing well, many indie book publishers and printers still survive today. One of them is CV. Arsana Swastika Prima, an indie book publishing and printing company from Bandung under the brand Arswama Media.

In the midst of the booming business of publishing and printing indie books, Arswama Media is still surviving, although its sales value has suffered a very significant setback. Arswama Media maintains its business because it is committed to helping indie writers to realize their works into books that are worth reading and of equivalent quality to books from major publishers.

So far, Arswama Media's business has been running conventionally, relying on promotions using interpersonal communication with its clients without certain marketing strategies, plans, and programs. This is because Arswama Media did not do much meaningful expansion, only maintaining and serving existing clients. Whereas on the other hand Arswama Media has a fairly good commitment and an ideal for a publishing and printing company, providing the best and professional service.

In the future, Arswama Media must have a promotional plan in marketing in order to survive and be able to develop its business and market its products. The thing that is very possible to do is to have a marketing program by utilizing social media intensively. Now Arswama Media already has an Instagram account, it's just not managed properly and only relies on word of mouth. From interviews and research conducted by the compiler, Arswama Media's Instagram social media has promising potential.

Based on the above problems, this article aims to analyze Instagram content management at Arswama Media. Because with content management on Instagram social media, the compiler hopes to increase promotion and sales on Arswama Media.

### **Literature Review**

#### **Marketing**

According to Kotler and Armstrong (2012) in (Priansa, 2021), marketing is a social and management process in which individuals obtain what they want and need by creating, providing, and exchanging valuable products with others. According to (Tjiptono, Diana 2020), marketing is the process of creating, distributing, promoting and setting prices, services and ideas, satisfying exchange relationships with customers and building and maintaining good relationships.

#### **Marketing Management**

According to (Ariyanto, 2023), marketing management is a series of activities and communication processes that are systematically structured to convey information about products and services to others and create value that contributes to the achievement of organizational goals. Meanwhile, according to (Priansa 2021), marketing management is a science as well as in carrying out management tasks consisting of planning, organizing, actualizing, and controlling in order to convey products and the values contained in them. Based on the two quotes above, it can be concluded that marketing management is an activity of planning, organizing, and communicating the marketing activities of an organization. The main goal of marketing management is to achieve future organizational goals.

#### **Content Marketing**

Content marketing is called content marketing is (Pulizzi, 2013) in the journal (Wijayanti et., al 2024) defines content marketing or content marketing is a business process to create and provide value, obtain and invite target audiences that are clearly defined and understood with the aim of profitable customer actions. Meanwhile, according to (Sapiri and Nurhidayanti, 2023), content marketing is a marketing strategy where we plan, distribute and create content that is able to attract consumers and then encourage them to become customers. The form of a content is usually in the form of, images, videos, writing, audio, etc. A content must be interesting in order to be able to make others interested.

#### **Social Media**

According to Kotler and Keller in the journal (Hakim et al., 2022), social media is a medium used to share text, images, audio and video. Meanwhile, according to Kaplan and Henlim in (Riki et al., 2023), social media as a group of internet-based applications

that use ideology and technology 2.0 and allow users to create or exchange information through these applications. So it can be interpreted that social media is a place for users to interact with other users online.

### **Social Media Marketing**

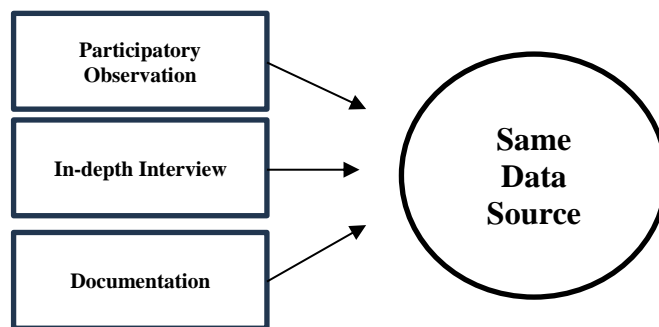
Social media marketing (SMM) or social media marketing, quoted from (Helianthusonfi 2019) is a form of internet marketing that involves creating and sharing content on social networks in order to achieve branding and promotion goals. According to (Tuten and Solomon 2017) in the journal (Irawan and Hadisumarto, 2020), Social Media Marketing (SMM) is a supporter of traditional and digital marketing communication tools, which monitors and facilitates customer communication, collaboration and interaction with the company, its brand and other customers, and encourages their engagement.

### **Instagram**

Instagram or better known as IG is an application that can be used to upload photos or videos, this application allows users to share their uploads in the public section, besides that users can browse other users' content and follow other users. According to (Sari & Siswono (2020) in (Dewi et al 2021), Instagram is a social media application that presents content in the form of photos and videos, the features owned by Instagram also allow users to easily interact such as captions, comments, messages, and others, easy access to the Instagram application that can be used on smartphone devices plus some interesting features that make this social media quite popular with the public.

## **RESEARCH METHOD**

The method used in this analysis is a descriptive method with qualitative techniques. The research approach method to be used is a qualitative approach. According to (Sugiyono 2022), qualitative research methods are research methods used to examine natural object conditions, where researchers are the key, and triangulation (combined) data collection instruments, data analysis, are inductive and require meaning. In this study the authors used triangulation in the search for data sources.



**Figure 1**

Triangulation of data collection techniques

*Source: Sugiyono (2022)*

## **RESULT AND DISCUSSION**

### **Observation**

Based on observations that researchers have made regarding the @arswama.media Instagram account as follows:

a. Logo Arswama Media

Arswama Media will replace the company logo, but still retain aspects of the previous logo such as triangles and blue colors by adding changes namely, gray color in Arswama's latest logo and using fonts tailored to Arswama Media's target market.



**Figure 2**

Logo Arswama Media

Source: Arswama Media Data



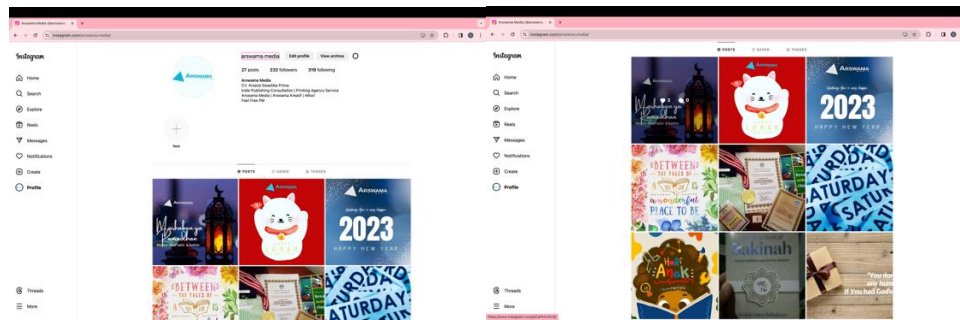
**Figure 3**

Arswama Media's New Logo

Source: Arswama Media Data

b. Instagram Arswama Media

The @arswama.media Instagram account currently has 232 followers and is not consistently active in uploading new content.



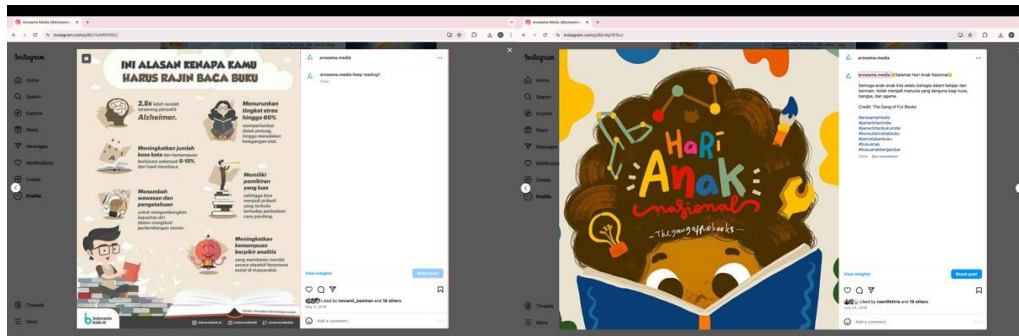
**Figure 4**

Instagram Arswama Media

Source: Instagram

c. Arswama Media uploads

Some of the content uploaded by Arswama Media still does not use personal content, besides that the content that Arswama Media designed has not highlighted the characteristics of the company itself.



**Figure 5**  
Arswama Media Instagram post  
*Source: Instagram*

**Interview**

**Table 1**  
**Description of Informers**

Report	Name of Informant	Department
Main Infoman	Fanny Nasril	Owner of Arswama Media

*Source: Author's Processed Data*

**Table 2**  
**Interview Results**

Question	Answer
Does Arswama Media already have a color characteristic in the content uploaded on Instagram?	Already. Incidentally, Arswama released a new logo even though it still uses the old colors, through this moment Arswama consistently uses the colors used in the logo, namely blue and ash for its content
Has Arswama Media been consistent in creating content on Instagram?	Not very active yet, but currently Arswama wants to commit to releasing content on national holidays.
Does Arswama Media already know what style of language will be used in creating content and captions on the @arswama.media Instagram account?	Along with the release of the new logo, arswama changed the language style for more relaxed content, but still in accordance with PUEBI and KBBI. The design change also changed, the concept was more relaxed, catchy, suitable for middle teenagers and adult teenagers.
Has Arswama Media built interaction with followers on Instagram?	Arswama still has minimal interaction with his followers due to admin constraints.
Is Arswama Media interested in giveaway content in the future to increase insights from the @arswama.media Instagram account?	Yes, in the future Arswama will release the GA program
In what form will the giveaway content be uploaded on the @arswama.media Instagram account?	Arswama plans to hold games with prizes and various to attract the attention of his followers. Arswama will also release a book


	review program, which will later be made into GA
How does Arswama Media connect with Instagram followers and customers? And how do you keep customers coming back?	The way Arswama connects with followers is different from that of customers. With followers, Arswama will usually create an engagement program through social media. While with customers, Arswama uses direct interpersonal communication channels (meetings, offline briefings) or uses whatsapp

Source: Author's Processed Data

**Implementation  
Content Ideas**

A. Rewarded Content


**Table 3  
Arswama Media Content Ideas**

Picture	Caption	Like	Comments	Share
	<p>Giveaway Time!</p> <p>Hello Arsers. How are you today?</p> <p>At the end of the month, your wallet will run low, so you can still snack, let's take part in the Arswama Media giveaway.</p> <p>The method is really easy, Arsers just 'like' this post, follow the @arswama.media account, and mention three accounts of Arsers' friends in the comment column.</p> <p>Arsmin provides an e-wallet of Rp50K for Arser.</p> <p>Gassss joined..... Arsmin will announce the winner on May 1, 2024.</p> <p>#ArswamaMedia #Giveaway</p>	74	36	8

Source: Author's Processed Data

B. Educational Content

**Table 4**  
**Arswama Media Content Ideas**

Picture	Caption	Like	Commentt s	Share
	<p>Hello, how are you Ars-ers?</p> <p>May on the 15th day of Ramadan we be given strength to undergo fasting until the day of victory later.</p> <p>Ars-ers ever heard the term "Paraphrase"?</p> <p>Paraphase is the rewriting of text with certain techniques so that it is more comfortable to read and easy to understand without changing the meaning.</p> <p>What are the characteristics of a piece of writing that has gone through the paraphrasing process?</p> <ul style="list-style-type: none"> <li>- Different speech forms.</li> <li>-The substance of the writing does not change.</li> <li>-The language used to convey is not the same as the original writing.</li> </ul> <p>How to make paraphrasing?</p> <ol style="list-style-type: none"> <li>1. Do not 'copy paste' directly Because it includes plagiarism activities.</li> <li>2. Pay attention to the core of the sentence so that there is no bias or change of meaning.</li> <li>3. Use merge or split techniques</li> </ol>	20	0	0

information as a variation of sentences and enriching writing.

4. Make use of synonyms to avoid plagiarism.

5. Change and play the sentence pattern to active-passive or Instead.



Let's try paraphrasing the writing around Arswers.

#ArswamaMedia  
 #Parafrese





Source: Author's Processed Data

C. Big Day Content

**Table 5**  
**Arswama Media Content Ideas**

Picture	Caption	Like	Comment	Share
	<p>Jeng.. Jeng.. Jeng</p> <p>There's a new show today:</p> <p>-Chinese New Year 2024                      -Arswama Media's latest logo</p> <p>Hopefully in the new year the wooden dragon colored with the new logo will burn like a Dragon!</p> <p>Gong Slag Female</p> <p>#ArswamaMedia                      #Imlek2024</p>	46	1	1
	<p>Happy Women's Day 2024 ❤️</p> <p>Let's be part of the women who are a source of inspiration for family, friends, colleagues, and the environment.</p>	42	1	0




	Indonesian Women.. CAN!			
	#ArswamaMedia #HariPerempuan			
	 Marhaban tiba.. Marhaban tiba.. Suddenly Ramadan.. Suddenly Ramadan.. 	22	0	0
	Welcome Ramadan, welcome holy month Please be sorry born and inward, I wish our worship a smooth run.			
	#ArswamaMedia #Ramadhan2024			
	Happy Nyepi Day 1 Saka 1946  #ArswamaMedia #Nyepi2024	19	0	0

Source: Author's Processed Data

D. Interaction Content

**Table 6**  
**Arswama Media Content Ideas**

Picture	Caption	Like	Comment	Share
	<p>Which team are you on? Folding sheets of paper as reading markers? Or spend a special budget to buy bookmarks?</p> <p>Write your answer in the comment field.</p> <p>Let's goooo.....</p> <p>#ArswamaMedia                      #ArsminBertanya</p>	15	8	0

Source: Author's Processed Data

**Documentation**



**Figure 6**

Content Creation

Source: Personal Documents

**Evaluation**

Based on insigh followers data in January, February, March and April @arswama.media Instagram account with a fairly good development, it can be seen that followers experienced a significant increase of 24.2% of the initial number of followers, March was recorded quite a significant increase, although in April it experienced a slight decrease but in the same month it increased.



**Figure 7**  
Arswama Media Instagram Insights  
*Source: Instagram*

## CONCLUSION

Based on research that has been conducted on the Instagram @arswama.media social media account that has been conducted by the author, it can be concluded that with the use of Instagram content management and the use of content content formats tailored to the target audience can increase followers and insights from the @arswama.media Instagram account. Especially rewarded content, is an effective way to increase insights on Instagram accounts. By understanding the needs and interests of the target audience, as well as engaging them through engaging content can achieve significant results.

## REFERENCES

- Ariyanto, A., Bangun, R., Ferlina, A., Sholihah, D. R., Aryanti, M., Widiati, E., . . . Bancin, J. B. (2023). *Manajemen Pemasaran*. Bandung: Widina Bhakti Persada.
- Chandra, C. N., & Sari, W. P. (2021). Pengaruh Content Marketing Terhadap Customer Engagement (Studi Pada Akun Instagram Lazadaid). *Prologia*.
- Dewi, A. C., Adi, E. P., & Abid, Z. (2021). Pengembangan Infografis Melalui Instagram Sebagai Penguatan Pemahaman Pokok Bahasan Sistem Pencernaan Manusia. *Jurnal Kajian Teknologi Pendidikan*, 2.
- Fadlurohman, F. (2023, Juni 23). Toko Buku Tetap Bertahan Di Tengah Disrupsi Digital. Diambil Kembali Dari Kompas.Id: <https://www.kompas.id/baca/foto/2023/06/23/toko-buku-tetap-bertahan-di-tengah-disrupsi-digital>
- Hakim, H. I., Ohorella, N. R., & Prihantoro, E. (2022). Strategi Komunikasi Pemasaran Angkringan Khulo Melalui Media Sosial Instagram. Mukasi: *Jurnal Ilmu Komunikasi*.
- Helianthusonfri, J. (2019). *Belajar Social Media Marketing*. Jakarta: Pt Elex Media Komputindo.
- Herdrianto, I. P., & Kristiyono, J. (2022). Strategi Produksi Konten Visual @Creativismstudio Di Instagram. *Digicom:Jurnal komunikasi dan media*.
- Irawan, A. D., & Hadisumarto, A. D. (2020). Pengaruh Aktivitas Social Media Marketing Terhadap Brand Trust, Brand Equity, Dan Brand Loyalty Pada Platform Social Media Instagram. *Jurnal Manajemen Dan Usahawan Indonesia*.
- Jonni, R. R., & Hariyanti, P. (2021). Pengaruh Konten Instagram Terhadap Minat Beli Konsumen Space Coffe Roastery Yogyakarta. *Jurnal Mahasiswa Komunikasi Cantrik*.
- Nafsyah, A. S., Maulidyah, S. R., Nurlia, A. S., & Adhyanti, W. P. (2022). Analisis Konten Media Sosial Instagram By.U Sebagai Media Penyebaran Informasi & Komunikasi. *Massive: Jurnal Ilmu Komunikasi*.
- Nur, I., Sapiri, M., & Nurhidayanti. (2023). Penerapan Model Konsep Digital Marketing Dalamreraup Segmentasi Pasar Melaluismart Digital Content Marketing. *Journal Of Economics And Business Ubs*.
- Paramitha, H., & Doho, Y. D. (2021). Pengaruh Konten Instagram Ads @Luxebarbershop Terhadap Peningkatan Brand Awareness. *Journal Of Research On Business And Tourism*.
- Priansa, D. J. (2021). *Komunikasi Pemasaran Terpadu*. Bandung: Pustaka Setia .
- Ramadhan, I. D., & Purnamasari, O. (2023). Pengaruh Konten Instagram Chatime Terhadap Keputusan Pembelian. *Jurnal Bincang Komunikasi*.
- Ramadhanty, P., & Malau, R. M. (2020). Pengaruh Social Media Marketing Content Instagram @Kedaikopikulo Terhadap Sikap Konsumen. *Linimasa : Jurnal Ilmu Komunikasi*.
- Riki, Kremer, H., Suratman, & Ari, V. A. (2023). Efektivitas Penggunaan Media Sosial Dalam Peranasebagai Sarana Komunikasi Dan Promosi Produk. *Jurnal Cafeteria*.
- Siporay, F. R., & Damastuti, R. (2022). Analisis Isi Konten Post Akun Instagram @Menantea.Toko Dalam Membangun Engagement Followers. *Jurnal Ilmiah Ilmu Komunikasi Communique*.
- Sugiyono. (2022). *Metode Penelitian Kualitatif*. Bandung: Alfabeta .

Tjiptono, F., & Dian, A. (2020). *Pemasaran*. Yogya: Andi.

Wijayanti, T., Savitri, C., & Faddila, S. P. (2024). Pengaruh Content Marketing Instagram Dan Celebrity Endorsement Terhadap Minat Beli Konsumen Bittersweet By Najla Karawang. *Management Studies And Entrepreneurship Journal*.