

Social Media Marketing Strategy Analysis And Implementation To Increase Customer Engagement (Case Study At PT. XYZ)

Sosial Media Marketing Strategi Analisis Dan Implementasi Untuk Meningkatkan Keterlibatan Pelanggan (Studi Kasus Pada PT. XYZ)

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ABSTRACT

Social media plays a significant part in marketing promotion techniques in the modern, digitalized corporate world. Because of its rapid growth, it is important to note social media's influence on marketing for both small and large businesses, using social media as a marketing tool necessitates the owner to develop customer connection with their follower(s) or member(s). Posting content to social media must have a clear concept and strategy to be successful, not only for promoting the business but also it can increase sales and dig up more information about their follower(s) by doing various kind of interactions and activities. This study attempted to investigate and explore the impact of Social Media Marketing Strategy Analysis and Implementation to increase Customer Engagement at PT.XYZ. This study uses a social media marketing strategy framework by Tuten & Solomon, and a qualitative method which data collection is done by interview and observation. The result showed that with maximizing the features and applying the concept social media marketing strategy, can increase the customer engagement and in the sales conversions as well.

Keywords: *Social-Media, Marketing, Customer Engagement, Sports Marketing Strategy, Digital Marketing.*

ABSTRAK

Media sosial memainkan peran penting dalam teknik promosi pemasaran di dunia korporat yang modern dan terdigitalisasi. Karena pertumbuhannya yang cepat, penting untuk diperhatikan pengaruh media sosial terhadap pemasaran baik untuk bisnis kecil maupun besar, menggunakan media sosial sebagai alat pemasaran mengharuskan pemilik bisnis untuk mengembangkan hubungan pelanggan dengan pengikut atau anggota mereka. Memposting konten ke media sosial harus memiliki konsep dan strategi yang jelas agar berhasil, tidak hanya untuk mempromosikan bisnis tetapi juga dapat meningkatkan penjualan dan menggali lebih banyak informasi tentang pengikut mereka dengan melakukan berbagai macam interaksi dan kegiatan. Penelitian ini mencoba untuk menyelidiki dan mengeksplorasi dampak dari Analisis dan Implementasi Strategi Pemasaran Media Sosial untuk meningkatkan Keterlibatan Pelanggan di PT. Penelitian ini menggunakan kerangka kerja strategi pemasaran media sosial oleh Tuten & Solomon, dan metode kualitatif yang pengumpulan datanya dilakukan dengan wawancara dan observasi. Hasil penelitian menunjukkan bahwa dengan memaksimalkan fitur-fitur yang ada dan menerapkan konsep strategi social media marketing, dapat meningkatkan customer engagement dan konversi penjualan.

Kata kunci: *Media Sosial, Pemasaran, Keterlibatan Pelanggan, Strategi Pemasaran Olahraga, Pemasaran Digital.*

1. Introduction

Every business and corporation focus on improving their marketing strategy to do their business more successfully in this competitive industry to suit their customers' expectations, and one of the strategies is social media marketing. According to Felix, R., P.A. Rauschnabel, and C. Hinsch, (2017), Social media marketing (SMM) is a key strategic activity that can achieve organizational goals and create

value for internal and external stakeholders. According to Bento, Martinez, & Martinez (2018); Kim & Yang, 2017; Larsson, (2017), Social media is one of the widely used tools in marketing communications resulting brand-related consequences including brand awareness and customer engagements

PT Berjaya Multi Sportindo – Rising Tigers Sports Academy agrees that the using of social media tools has generated a new dynamic in sports marketing. As we seen recently in Indonesia specially in Jakarta, many sports clubs and communities has contributed the growth of technology in many ways to promote their business. Social networks and social media ensure the rapid extension of posts on the Internet. There are billions of active users on these media every month (Chen et al., 2019). Users of the social media platform have access to a variety of open areas and tools for discussions and engagement (Mount & Martinez, 2014). Customer engagement is the right step to get closer to customer through interaction besides their purchase activities, with relevant content in social media to engage the audience by finding out what is needed, so then the company able to create strong bonds with the customers, especially by the pandemic situations where social media usage and social media users accessing the platforms is continues to increase.

As a first step, data from PT.XYZ social media account shows that from April to May 2022 for published content could reach 4,734 Instagram user accounts (down 8.9% from the previous month), with 62 Instagram user accounts engaged (down 28.8% from the previous month), while the number of followers did not increase or remain. From this data, it can be concluded that the content created and published has not been able to increase customer engagement. It is hoped that an effective social media marketing strategy can increase the customer engagement in the future.

The major goal of this study is to recommend the appropriate social media marketing plan analysis and implementation created by PT. XYZ to boost customer engagement, as can be inferred from the description of the backdrop given above.

2. Literature Review

According to Solomon and Tuten (2018), There is active participation in social media in the form of communicate, create, join, collaborate, work, share, socialize, play, buy and sell, and learn in an interactive network and depend on each other. Another idea is that social media can connect people across the divide between mass and personal media, allowing them to speak with one or more persons as well as thousands or even millions of other people.

Social Media is an internet-based application that allows the development, consumption and sharing of user-generated content. Meanwhile, according to Alhaddad (2015) social media is a phenomenon that has attracted a lot of attention from both organizations and individuals who interact on social media networks. Social Media has also changed traditional communication which can enable consumers to make positive and negative influences.

Currently, as the development of the Internet keeps progressing, promotion and marketing strategies via social media are a new development that makes it easier for businesspeople to achieve goals quickly. According to Seo & Park (2018), Social Media Marketing has received a lot of attention since the success rate of advertising through social media is more than 55% higher than conventional advertising.

The primary goal of social media marketing is to encourage consumers to make purchases through promotional efforts. Targeted stages for brand awareness, brand liking and image, brand equity, drive desire and move consumers to act (Solomon & Tuten, 2018, p. 60). Here is the role of social media marketing according to Solomon & Tuten (2018, p. 60):

1. **Increase awareness.** Marketing with social media can increase brand awareness by reaching audiences and integrating social media in the marketing mix.
2. **Influence desires.** On social media, promotions can be carried out in the form of advertisements, catalogs, and events that can encourage consumers to make a purchase.

3. **Encourage trial.** Social media is used as a tool in support or disseminate sampling and loyalty programs.
4. **Facilitated purchases.** Social media also has a function in distribute sales promotions such as certain offers and upon
5. **Cement brand loyalty.** Social media can create variety interesting activities to create brand loyalty Usually there are attractive offers or gifts for consumers.

According to Toor et al (2017), social media marketing is significantly related to customer engagement. As more people spend time interacting with online communities through social media platforms, it is hoped that there will be more interactions based on shared interests.

According to Time, Inc in Strauss & Frost (2011, p.183), customer engagement has 3 pillars:

1. **Content Engagement** Since content is the first thing that customers see, it is crucial to engage with it. Brands manage their social media material through content engagement to keep customers interested and motivated to join and interact.
2. **Media Engagement**, what media will be used to post the existing content. Because if the selected social media does not match the interesting content, it will be in vain.
3. **Engagement Marketing Activities** The items that are used to draw the audience to the media through the content are engagement marketing activities. When customers can customize their purchases, comment on blog entries, share uploads with friends, and other engaging marketing activities, they are able to form personal connections with brands.

Customer Engagement is very closely related to content marketing, as we know customer engagement is the purpose of creating a marketing content by business actors or companies to market their products and services. Content with good quality will be effective for getting intense interaction and will lead to the formation of customer engagement for a business.

By offering engaging content and enabling customers to take part in events, promotions, surveys, and other activities, companies can keep their followers engaged. Customers will continue to follow or connect to the company on social media in this way. To maintain their existing social media following as well as gain new followers, companies must continuously update their content.

From several studies, it can be concluded that by maximizing the features that exist on social media such as Instagram and Facebook when creating content, such as interesting and useful content, it will not only increase customer engagement but also increase product or service sales to the company.

3. Research Methods

Data Types and Sources

Qualitative data are the sort of data used in this study. Data that approaches and characterizes anything refers to what is meant by qualitative data, which can also be referred by this term. This information can be seen and captured. This type of data is not numeric. Focus groups, one-on-one interviews, observation, and other similar techniques are used to gather this kind of information. There are two data sources, first one is primary data that was collected officially from the key providers, in this case is a result of Instagram account PT XYZ insight overview. And the secondary data gathered via observations and interviews performed at the time this study was conducted, supporting research analysis that covers content, customer interactions on social media, as well as limitations on the use of social media marketing.

Data Collection Technique

The data collection techniques used in this study can be described as follows:

- Observation. Conduct direct observations of research objects in the field to determine the implementation of the activities offered.
- Interview. This method is used to get the essential information by conducting direct interviews with the parties involved.
- Literature Study. Data gathering methods include searching websites for relevant articles in journals, books, and other publications as well as collecting data from these kinds of materials.

This case study's aims to identify the suitable social media marketing strategy analysis and implementation for PT. XYZ. The method of collecting and analyzing information to identify the variables that will be study's primary focus is called as the research design. This study will use a qualitative approach, that generates detailed information by speech and writing as well as the behaviors of the subjects being observed.

The framework used in this study adopts the proprietary Social Media Marketing (SMM) framework by Tuten & Solomon (2018). This study was performed using qualitative methods. The use of narrative information generated from interviews, observations, document multiplication, and other source for which the qualitative research method is used for. Because the primary method used in this study is a question and the results are not derived by statistical methods or other types of calculation, it uses qualitative research methods. To develop qualitative data insights, information was gathered using 5 inductive semi-structured interviews. These interviews combined flexibility with some structure to allow for cross-case comparison. The positions held by the club representatives included those of Head of Marketing, Head of social media, and Existing customer of PT.XYZ.

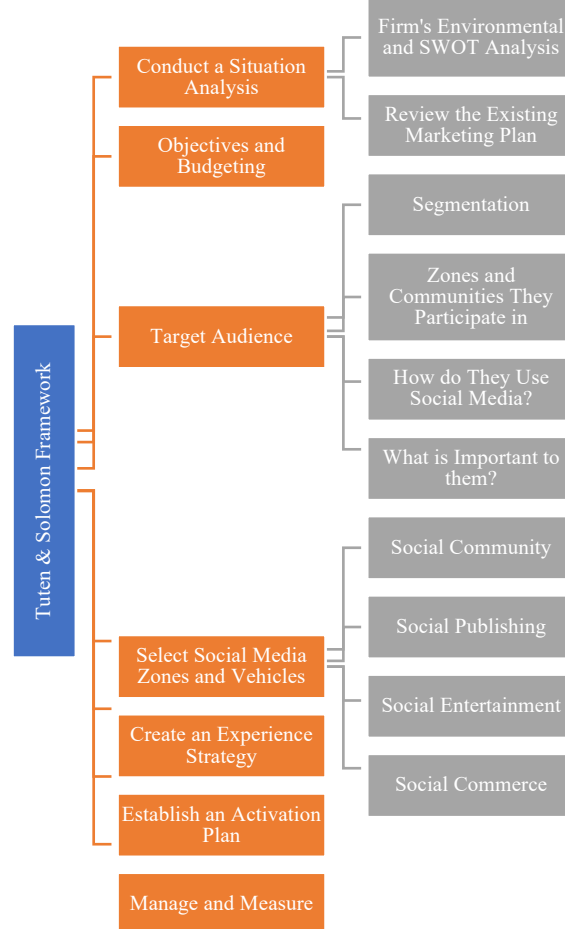


Figure 1. Tuten & Solomon Framework

Those questioned oversaw tactical implementation and strategy creation in social media marketing, digital marketing, branding, and customer relations.

Table 1. Research Data

Framework	Information Needed
Situation analysis	Competitors, Consumer segmentations
Objective and Budgeting	Develop SMART Objective (Specific, Measurable, Action oriented, Realistic, Time-lined).
Target Audience	The social activities and styles of the market like their level of social media participation, the channels they use and the communities in which they are active, and their behavior within the social community
Select social media Zones and Vehicles	Determine the zone and what platform to use to implement the SMM Strategy.
Create an experience strategy	What Content and the right Time to post.
Establish an activation plan	The person in charge for SMM Strategy and the budget allocation.
Manage and Measure	Data insight from Instagram account PT. XYZ

4. Results And Discussions

The results of direct interviews with two groups of informants are used in this study to undertake in-depth analysis in addition to secondary data in the form of Instagram social media insights from PT. XYZ. Informants are those who have knowledge of the details required for performing research.

The marketing and social media team of PT. XYZ and direct customers, namely parents whose family members actively participate in PT. XYZ activities and follow social media, were chosen as informants by purposive sampling in accordance with the research objectives.

Informant Characteristic

Table 2. Informant Characteristic

Informant	Profile	Number of Informant	Objective
Internal Informant	The marketing and social media team of PT. XYZ	2 persons	<i>Social Media Marketing (SMM) Strategy</i>
External Informant	Parents whose family members are actively involved in the activities of the PT. XYZ and follow social media.	5 persons	Customer Engagement from social media activities.

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Social Media Marketing strategy

PT. XYZ was founded in 2020, it was still during the pandemic's early phase. As a marketing tool, the company set up an Instagram account in the hopes of boosting customer engagement as well as business promotion.

Sports marketing has undergone a major transformation because of the use of social media platforms, according to PT. XYZ. Numerous sports clubs and communities have contributed to technological advancement in many ways to promote their businesses, as we have lately seen in Indonesia, particularly in Jakarta. Social media marketing is different from traditional marketing. Social media and social networks ensure the rapid expansion of posts on the Internet. There are monthly billions of active users on this platform (Chen et al., 2019).

Table 3. Interview Result with Internal Informant

Objective	Interview Result
What is the purpose of using social media?	<p>The management and social media team are aware that social media plays an essential role, specifically:</p> <ul style="list-style-type: none"> • As a media to enhance program awareness • As a medium to access clients directly • To build interaction. <p>Social media Instagram PT. XYZ launched in 2020. PT. XYZ's social media strategy and operations are entirely the responsibility of the social media staff.</p>
Target	<p>PT. XYZ's current focus is on:</p> <ul style="list-style-type: none"> • Parents with children aged 4-15 years who actively use social media. • School or Institutions with extracurricular programs in line with the PT. XYZ program. • Sports Community
Budget allocation	The management fully supports the initiative, and allocating a dedicated budget to develop social media marketing strategy
Social media channel	Instagram (Linked to Facebook), dan TikTok
The impact of social media and how to measure it	Unfortunately, PT. XYZ's presence on Instagram hasn't had much of an impact. The number of people who contact the admin to question about existing programs or request a trial is the metric used to measure the effectiveness of social media marketing.
Obstacles	Create a timeline with the precise posting and content producing times.

The table below displays the findings from the analysis of the social media marketing plan implementation during the research. The information was gathered from the Instagram account PT. XYZ Insight Overview before and after the implementation of Social Media Marketing Strategy:

Table 4. Analysis Report of Instagram Account PT. XYZ Insight Overview

Metrics		Preliminary Data	Final Data
Account Reached		4.734	3.672
Reached Audience	Top Countries	INA (97,5%), SG (0,5%), and others	INA (90,3%), INDIA (1,8%), and others
	Top Cities	JKT (68,2%), BKS (6,5%), Depok (5,6%) and others	JKT (56,1%), BKS (5,3%), Depok (4,1%), and others
	Top Age Range	25-34 (45%), 35-44 (45,44%), 45-54 (3,9%), and others	25-34 (36,2%), 35-44 (36,2%), 45-54 (4,8%), and others

Gender		Women (78,5%), and Men (21,4%)	Women (58,9%), and Men (41%)
Followers and Non-Followers (Based on Reach)		Followers (622) Non-Followers (4.112)	Followers (1.267) Non-Followers (2.405)
Content Reach	Reels	4.198	2.640
	Stories	549	1.038
	Post	420	1.493
	Videos	23	38
Profile Activities	Profile Visit	237	750
	Website Taps	27	69
	Business Address Taps	5	0
	Call Button Taps	3	0
Account Engaged		62	140
Content Interactions		119	298
Audience		Followers (29) Non-Followers (33)	Followers (82) Non-Followers (58)
Total Followers		2,054	2,161 (Dec 2022)

SWOT Analysis

SWOT analysis, according to Rangkuti (2018), is a strategic planning technique used to assess a project's strengths, weaknesses, opportunities, and threats. The SWOT matrix provides a clear description of how PT. XYZ's external opportunities and threats can be tailored to their strengths and limitations.

Table 5. SWOT Analysis

SWOT	Detail
Strength	<ul style="list-style-type: none"> • Lower marketing costs • Very broad and unlimited marketing reach • Social Media helps PT. XYZ disseminate information regarding the offered products and services (including promotions and other news)
Weakness	<ul style="list-style-type: none"> • Highly dependent on the quality of the content created by the social media and marketing team. • If you don't use additional features such as paid ads, the effectiveness will decrease, the reach will also be limited to followers only
Opportunities	<ul style="list-style-type: none"> • Many choices of platforms to be used according to the needs of the company. • Nearly everyone has an account and is active on social media. • Social media used can be utilized not only as a marketing tool but also to engage with customers
Threat	<ul style="list-style-type: none"> • Many sports clubs and communities have contributed to the development of technology in many ways to promote their businesses, and they can follow the social media marketing strategy implemented by PT. XYZ. • Be prepared to deal with any consumer complaints that may easily be shared on social media and harm the reputation of the business. • The increased cyber warfare that makes it simple to access and steal company information and use it for personal benefit.

Customer Engagement

According to Jaakkola and Alexander (2014, p.248), Customer engagement is a behavior that enables consumers to make voluntary contributions to a company's brand, where the contribution is not only limited to the transaction (purchasing) process. PT. XYZ, which was founded in 2020, uses a social media marketing strategy through Instagram account platform.

The implementation of social media marketing strategy used by PT. XYZ to increase engagement followers on their Instagram account has not had a good and effective plan, it can be discovered from the analysis data collected.

The data shows that there is greater engagement activity from non-account followers, which are 2,405, compared to account followers, 1,267, out of the total number of follower accounts, which is 2,161.

Table 6. Interview Result with External Informant

Objective	Interview Result
Interactivity	<ul style="list-style-type: none"> • PT. XYZ is sufficiently active on social media to post updates. Although the posting schedule is uncertain, it frequently offers advice on excellent swimming exercises skills that are not widely known by the common people. • All respondents confirmed that they had direct social media interactions with Rising Tigers, usually in the context of information regarding the club's training schedule and program. • PT. XYZ engages frequently with its audience, but sometimes the response time can be once a week.
Informativeness	<ul style="list-style-type: none"> • In terms of content, it is considered quite informative and easy to understand, PT. XYZ social media provides complete knowledge and information about the programs or classes. • All informants agreed that PT. XYZ delivered useful content so that it added insight about sports, especially swimming.
Personalization	<ul style="list-style-type: none"> • The information in PT. XYZ post about training schedules and required activities gives better understanding of the benefits in participating in the program, that will drives parents to get their children involved in. • Parents feel happy and proud to be able to always be connected to the PT. XYZ social media
Trendiness	The social media content of PT. XYZ is timely updated with the most recent trends, however since postings are infrequent, it should be improved and updated with the most recent developments, current issues, or popular conversations.
Word-of mouth	It is a good thing to suggest friends, acquaintances, and family to explore PT. XYZ social media because it is very informative especially to those who are interested in learning to swim, and the social media content is highly informative.

Social media allows people to interact freely with customers and offers many ways for marketers to reach and engage with consumers thereby increasing customer engagement and providing opportunities to increase company profits regardless of their location (Mayank & Zillur, 2018).

On this Instagram social media account, PT. XYZ makes various efforts to encourage interaction with customers. Based on audience reach, 57% live in Jakarta, 5.3% Bekasi, 4.1% Depok, 2.2% Tangerang and other cities <1%. Visitor aged 18-24 years 16%, 25-34 years 36.2%,

35-44 years 36.2%, while age >45 years 4.8%. Based on gender, there were more women than men, that are 58.9% and 41%.

Implication for Business (PT. XYZ)

PT. XYZ now have better understanding on how to engage with customer. By implementing the right social media marketing allows business owners to communicate quickly and easily with customers. The goals are to build a relationship with the customers as well as targeted market that can leads to sales and customer engagement in the future. Despite all the benefits of using social media marketing, there are some concerns which, if neglected, might be fatal to a business. These risks include content theft, identity theft, and others.

Theoretical Implications

This study investigates two approaches by analyzing and putting into action an effective social media marketing strategy that can increase customer engagement while also having an impact on sales. Things that must be considered in some existing content marketing theories, especially in this study, researchers must make the content marketing strategy as a goal to increase customers engagement and helping customers to connect with PT. XYZ through social media platform.

This study shows that rather than a company promoting their products, content must focus on the needs of the customer and be able to address their concerns.

5. Conclusions

The following conclusions can be gathered from the study that has been done:

- According to research data, the social media marketing strategy used by PT. XYZ on their Instagram account to increase customer engagement is still not effective.
- Social Media Marketing influences customer engagement. This indicates that social media marketing provides a significant number of opportunities to build relationships between customers and companies.

Recommendations

It is suggested that PT Berjaya Multi Sportindo - Rising Tigers Sports Academy use social media marketing with paid ads like Facebook and Instagram ads because these can reach a wider audience for promotion and distribution in addition to being managed in line with with the company's targeted customers.

The following actions might be taken by PT Berjaya Multi Sportindo - Rising Tigers Sports Academy to increase engagement with customers or the targeted market in such as Live Instagram with celebrities, doctors, teachers, and elite athletes. Giveaway with contest or sporting event.

By identifying the target market, Rising Tigers Sports Academy can raise brand awareness. Below are the targets that are suggested:

- Parents, Kids and Teenager Community
- Target: Athlete, Sports club, Teenager, Sports Enthusiasts
- Content: Viral trends, Education, Family friendly
- Commitment: Give the best experiences by joining Rising Tigers Sports Academy
- Collaboration: Exposure, Live Sports, Cross organizational collaboration

The analysis results gathered from this research can be used by PT. XYZ to plan a future social media marketing strategy that is more effective.

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