Analysis of Content Marketing Implementation Strategies in Enhancing Customer Engagement: A Case Study of Tsabine Official

Nabilah Fitria Kamaludin[1]; Syti Sarah Maesaroh[2]; Adam Hermawan[3]

[1,2,3] Digital Business, Indonesia University of Education, Indonesia
Email: [1]nabilafr@upi.edu; [2]sytisarah@upi.edu, [3]adamhermawan@upi.edu

ARTICLE INFO	ABSTRACT
Research Paper *Article history:* Received : Oct 2024 Revised : Nov 2024 Accepted : Dec 2024 **Keywords:** Triage, Guidelines and Standard of Triage, E-Triage	Tsabine Official, a Micro, Small, and Medium Enterprise (MSME) in the fashion industry established in 2020, leverages Instagram to enhance customer engagement through content marketing, with the objective of increasing engagement rates. The low engagement rate on Tsabine Official's Instagram account presents a significant challenge, undermining the effectiveness of their content marketing efforts. The limited interaction between Tsabine Official and its followers adversely impacts the visibility of Tsabine Official's posts among its audience. This research seeks to identify the strengths, weaknesses, opportunities, and threats faced by Tsabine Official, to understand effective content marketing strategies, and to examine the Instagram marketing strategies employed by the brand. The study reveals that the highest scores were recorded for strengths at 2.78, weaknesses at 0.7, opportunities at 2.02, and threats at 1.67, positioning Tsabine Official in Quadrant I, which suggests an aggressive strategy. The findings indicate that Tsabine Official excels in creating engaging POV (point of view) content targeted at teenage girls, supported by sufficient production equipment and facilities, as well as collaborations with influencers. However, Tsabine Official faces challenges such as low engagement rates that negatively affect account reach and sales, and a shortage of personnel that hampers optimal management of social media marketing. To improve the effectiveness of its content marketing on Instagram, Tsabine Official should focus on optimizing workshop content, regularly collaborating with brands or influencers, utilizing paid advertising, and increasing the number of personnel in the social media marketing team.

INTRODUCTION

Social media has undergone a transformation from being a platform for communication and information sharing for people separated by distance, to playing a significant role in our daily lives and being utilized by various sectors. One such sector is the industry, which has recognized the vast potential of social media to reach a broader and more diverse audience and market products digitally. Digital marketing is closely related to the new mindset emerging alongside technological advancements, where traditional marketing activities are being transformed into smartphone-based marketing (Maesaroh et al., 2022). According to Mahmudin (2022), the emergence of social media has opened up opportunities for individuals to start and grow a business. This has led companies that use social media to believe that information can be disseminated easily, smoothly, and quickly (Islami, 2021).

Instagram is one of the most popular and widely used social media platforms. According to a report titled "Digital 2024: 5 Billion Social Media Users" by We Are Social in collaboration with Hootsuite, Indonesia ranks fourth in using advertisements for marketing on Instagram, reaching up to 100,900,000 accounts. As shown in Figure 1.2, Indonesia has demonstrated a strong commitment to leveraging Instagram's marketing potential, turning it into an opportunity to build customer engagement.

Tsabine Official is a Micro, Small, and Medium Enterprise (MSME) in the fashion industry that has been operating since 2020. Tsabine uses Instagram to build customer engagement through content marketing, aiming to increase the engagement rate on their Instagram account, @tsabine_official, which has over 45,000 followers. Despite Tsabine's efforts to maximize the use of Instagram for content marketing, Figure 1.2 shows that their Instagram content engagement rate remains low, at only 0.07%. An Instagram account is considered to have good quality if it achieves an engagement rate of 3.5% to 6% (Amriel and Ariescy, 2021). Although Tsabine has implemented various strategies such as posting high-quality visual content and utilizing interactive features like Stories and Reels, as well as collaborating with well-known influencers, the low engagement rate indicates that there are still aspects of their marketing strategy that need to be optimized to achieve better and more effective results on the platform.

According to Kevin (in Tumundo, 2023, p. 16), customer engagement is crucial to a company's success as it fosters a strong relationship between consumers and the company, which in turn influences consumers' purchasing decisions. Meanwhile, a study by Winata and Alvin (2022) revealed that customer engagement occurs when consumers share their enjoyment or loyalty toward a brand, which requires building trust and confidence among followers through the creation of engaging content and influencer endorsements. Customer engagement can be measured through interactions in content marketing, with higher numbers of likes, comments, and shares indicating greater consumer interest (Wijayaningrum & Mustikasari, 2023). Therefore, by responding to customer feedback through content shared on social media, positive customer engagement can be created (Philip Kotler & Armstrong, 2017). This aligns with Mandler's view (in Pansari & Kumar, 2016) that customer engagement involves the emotional involvement of consumers with a company.

The low engagement rate on Tsabine Official's Instagram account is a significant challenge to the effectiveness of Tsabine Official's content marketing efforts. The negative impact of limited interaction between Tsabine Official and its followers is a reduction in the number of followers who see Tsabine Official's posts. Based on these issues, this research will examine in greater depth the role of content marketing through Instagram in influencing customer engagement for Tsabine Official. Thus, the researcher is interested in exploring

this issue under the study titled "Analysis of Content Marketing Implementation Strategies in Enhancing Customer Engagement on Instagram: A Case Study of Tsabine Official."

LITERATURE REVIEW

Strategic Management

Management is a science and art that involves a series of activities aimed at achieving a predetermined goal (Primasari, p. 6, 2014). According to Kenneth et al. (in Fattah, 2015, p. 4), strategic management is a framework for making decisions and taking actions to transform an organization's or company's future conditions in response to changes in the business environment. Factors in identifying a company's strategic management through the SWOT approach—strengths, weaknesses, opportunities, and threats—are outlined in the book Strategic Management and Business Policy: Globalization, Innovation, and Sustainability (Wheelen et al., 2018). The SWOT analysis is considered a strategic factor that can be leveraged to more effectively achieve a company's goals and mission.

Social Media Marketing

Social media marketing is a strategy that leverages social media platforms to promote products, services, or brands to a wide audience. According to Dewi and Darma (2021), as cited in the Edunomika journal, advancements in science and information technology have created sophisticated means of communication across distances through social media. The primary goals of social media marketing are to build and maintain customer relationships, known as customer engagement, and to increase sales. This strategy is not limited to organic methods; it also includes the use of targeted paid advertising and influencers to expand reach. According to Mazeed and Kodumagulla (2019), social media marketing provides an affordable way to offer products while interacting with audiences.

Content Marketing

Content marketing is a strategy that involves sharing information by leveraging technology to post videos and images (Nursyamsi et al., 2022). According to the book *Marketing 5.0* by Kotler, Kartajaya, and Setiawan (2021), content marketing aims to capture the audience's attention by creating engaging and relevant content. Unlike traditional advertising, content marketing is less intrusive as it uses entertainment to educate the audience without engaging in hard selling or direct sales tactics. Content marketing strives to build strong relationships with customers and increase engagement rates, ultimately leading to sales. This is supported by research from Limandono (2018), which states that content marketing is a marketing approach that plans, distributes, and creates content targeted at converting the audience into customers.

Customer Engagement

Customer engagement refers to the interaction between a company and its customers, aimed at strengthening relationships, building loyalty, and enhancing brand image. This aligns with Kotler and Armstrong's (2017) view that customer engagement fosters interactions between a company and its customers, with the goal of creating a dialogue and shaping a brand. According to research by Hollebeek (2014), there are several ways to evaluate the role of content marketing in customer engagement, including:

1. cognitive attachment, refers to the cognitive processes performed by customers, such as sharing experiences and information with others. This aspect is related to how customers understand, perceive, and remember information about a company or brand.
2. attitudinal attachment, describes the attitudes that influence customer engagement, including positive feelings, openness to new experiences, and social interactions that affect consumer attitudes.
3. behavioral attachment, involves customer behavior aimed at creating motivation to build a strong relationship between customers and a company. This strategy encourages two-way dialogue and interactions designed to provide social support for the brand.

METHOD

The research conducted in this study is qualitative, using a case study approach. According to Sugiyono (2019), qualitative research methods are techniques employed to collect data to achieve specific objectives. As Harahap (2020) explains, the aim of qualitative research is to understand the phenomena experienced by subjects, such as perceptions and behaviors, through descriptive information using words and language. The case study approach involves a comprehensive and detailed analysis of a phenomenon using various sources of information (Lutfiyah, 2017).

RESULT AND DISCUSSION

Company Profile

Tsabine Official is a local fashion brand based in Tasikmalaya, West Java, established in 2020. Specializing in women's fashion for ages 17-25, Tsabine Official offers a range of products, including overalls, skirts, blouses, and hijabs. The brand is recognized for its commitment to modern fashion trends, as reflected in its tagline, "complete your personality." The company operates through an offline store at Pabrik Space Tasikmalaya and an online store on major marketplaces such as Shopee, Tokopedia, and Lazada. Despite offering affordable prices, Tsabine Official maintains high quality standards, differentiating itself from competitors.

Currently, Tsabine Official features 20 unique fashion products, catering to various styles and trends. The overall is the most popular item, especially through sales on Shopee and TikTok Shop. The company leverages online marketing through e-commerce platforms and social media channels like Instagram, TikTok, and YouTube to reach a broader audience. Over the past five years, their Instagram account has gained over 46,900 followers and has accumulated 1,377 posts, with daily content updates.

Environmental Scaning

Environmental observation is the process of observing, monitoring, analyzing, and gathering information about both the internal and external environments of a company. The goal is to identify the company's environment and take appropriate steps to leverage opportunities with the company's strengths while minimizing weaknesses and avoiding threats.

The researcher selected two informants to obtain information about the internal and external aspects of the company through a structured interview sheet. The informants were chosen based on their positions, length of service, and in-depth knowledge of relevant internal and external aspects of the company related to the research problem. Below are the factors of strengths, weaknesses, opportunities, and threats faced by Tsabine Official.

1. **Strength**
   a) Creative Team with Flexible Work Culture: The company has a creative team with a flexible work environment.
   b) Experienced Team: The team is experienced in their field.
   c) Strength in POV Content and Teen Female Characteristics: The company excels in creating point-of-view content and understanding the characteristics of teenage girls.
   d) Support for Content Needs: The company supports content creation needs, including devices, tools, and dedicated spaces.
   e) Trend Integration: Tsabine Official follows trends and integrates them into its brand identity.
   f) Adaptability Across Platforms: The company can easily adapt to various platforms.
   g) Influencer Collaborations: They have established partnerships with influencers.
   h) Good Audience Connection: There is a strong bond with the audience.
   i) Attractive Talent: The company has appealing talent.

2. **Opportunities**
   a) Insufficient Human Resources: The organization has a shortage of staff.
   b) Low Engagement Rate: The engagement rate is below the ideal standard.
   c) Unoptimized Content Marketing Framework: The company has not yet found the right content marketing framework.
   d) Suboptimal Content Quality: The quality of the content is not optimal.
   e) Inconsistent Content Scheduling: Content creation is not scheduled appropriately.

3. **Weakness**
   a) Workshop Opportunities with Influencers: There is a chance to host workshops featuring influencers.
   b) Endorsement and Collaboration Opportunities: Potential for endorsements and collaborations with influencers and other brands.
   c) Target Market of Teenage Girls: The opportunity to cater to the teenage female market.
   d) Utilizing Instagram Features: Opportunities to use live streaming and reels on Instagram.
   e) Leveraging Customer and Content Analytics: Utilizing customer and content analytics for better insights and strategies.

4. **Threats**
   a) High Number of Competitors with Similar Content: Many competitors produce similar types of content.

b) Increased Taxes, Advertising Costs, and Administrative Fees: Rising costs related to taxes, advertising, and administration.
c) Changes in Instagram Algorithms: Changes in Instagram's algorithms affecting content visibility and engagement.
d) Unusable Instagram Features: Certain Instagram features that cannot be utilized.
e) Competitors Using Content Without Permission: Competitors appropriating content without authorization.
f) Rejection of Collaborations and Endorsements: Difficulties in securing collaborations and endorsements with influencers.

Strategy Formulation

This research is based on the internal and external analysis of Tsabine Official. After categorizing the strengths, weaknesses, opportunities, and threats of Tsabine Official, the analysis will be conducted using the IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) matrices.

IFAS

Based on the IFAS matrix analysis, Tsabine Official has a total IFAS score of 3.48, indicating a healthy condition according to Wheelen and Hunger (2018). The company's strengths score 2.78, with notable factors including strong support for content needs, excellence in POV content and understanding teenage female characteristics, adaptability to various platforms, and attractive talent. Research shows that POV content is popular and widely shared on social media, and the company's support for content creation, quality devices, and visual appeal contribute to engaging the audience effectively.

However, the company's weaknesses total a score of 0.7, primarily due to a low engagement rate compared to the ideal standard. To address this, Tsabine Official should leverage its strengths to enhance engagement. Implementing paid promotions, such as Instagram ads, could improve content reach and engagement rates. Research by Prim (2022) suggests that ads can highlight unique aspects of social media platforms and boost engagement, making it a strategic approach to overcoming the current challenges.

EFAS

Based on the EFAS matrix analysis in Table 4.2, Tsabine Official has a total EFAS score of 3.69. The company's opportunities score 2.02, with key factors including targeting the teenage female market, utilizing Instagram's live streaming and reels features, and leveraging content analytics. Relevant research shows that 71% of women globally shop for clothing online (The NPD Group, cited in Viva.co.id, 2024), and features like live streaming and reels facilitate purchase decisions through direct interaction (Mustika et al., 2023). Content analytics can help measure social media marketing effectiveness (Yuniar & Azizah, 2024). By capitalizing on these opportunities and strengths, Tsabine Official can enhance its content marketing strategy to boost customer engagement.

On the other hand, threats score 1.67, with the lowest factor scoring 0.44 due to the large number of competitors with similar content and the unauthorized use of content by competitors. To address these threats, the company should leverage its strengths and opportunities by adopting innovative strategies. Implementing measures such as using watermarks to protect content can help mitigate these threats and safeguard the brand against competitor infringement (Elfauz & Aristoni, 2024). Additionally, the company needs to develop a competitive advantage through innovation to remain dominant in an increasingly competitive market (Maesaroh, Hermawan, & Fauziyah, 2020).

The next step involves analyzing to determine the most effective strategy for Tsabine Official. Based on the calculations of internal and external factors, the resulting score differences and coordinates for Tsabine Official will be presented in the following diagram.
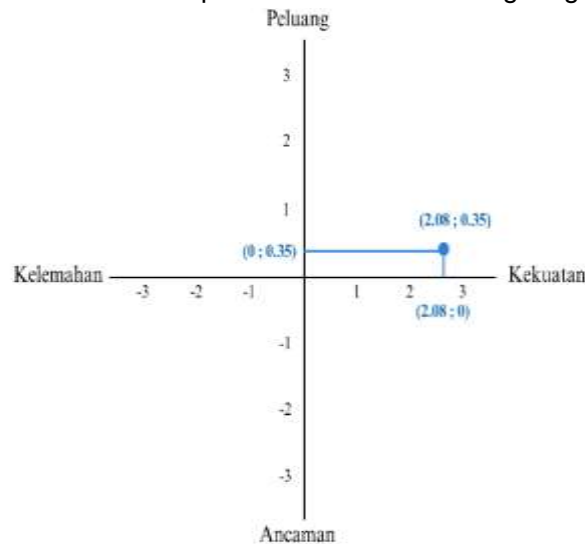

Figure 1 Position of Tsabine Official in the SWOT Quadrant

The diagram above shows that the score for strengths is 2.78 and for weaknesses is 0.7, resulting in a difference of 2.08. For opportunities, the score is 2.02, and for threats, it is 1.67, resulting in a difference of 0.35. With these differences, the coordinates are (2.08; 0.35), placing the company in Quadrant I.

Being in Quadrant I indicates that the company is in a highly favorable situation, with significant internal strengths and substantial external opportunities. The current strategy is to support an aggressive growth policy. According to Rangkuti (2015), an aggressive strategy encourages the company to maximize its strengths and opportunities to achieve greater success, progress, and achievements.

SWOT Evaluation

In the evaluation phase, the effectiveness of the strategies implemented by Tsabine Official to address the low engagement rate on their Instagram account will be assessed. This involves identifying the success of the strategies and any issues encountered. The evaluation will include analyzing engagement rate data before and after the implementation of content marketing strategies, as well as measuring the effectiveness of various types of posted content. This process will help determine which content types have been most successful in attracting attention and interaction from the audience.
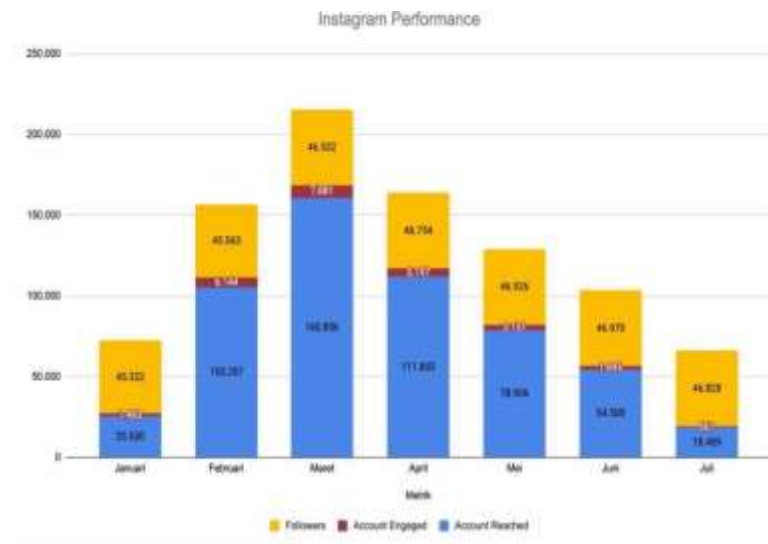
Figure 2 Analysis of Instagram Performance for Tsabine Official: January – July 2024

Based on the evaluation of Instagram performance for Tsabine Official from January to July, it is evident that various content marketing strategies had differing impacts on engagement rate and reach each month. Strategies such as workshops, collaborations with influencers, interactive content, and promotions for new products showed significant results in boosting audience engagement during certain months. However, there were declines in engagement in other months, indicating the need for more precise strategy adjustments. To improve the engagement rate consistently, it is recommended to enhance the quality and variety of content, increase interaction through user-generated content, and maintain relevant collaborations. With a more structured approach, Tsabine Official can achieve a higher engagement rate and sustain follower loyalty.

CONCLUSION

Based on the research, including the analysis and discussion of content marketing strategies to enhance engagement on Tsabine Official's Instagram, the following conclusions can be drawn:

The SWOT analysis and findings indicate that Tsabine Official is positioned in Quadrant I, which suggests an aggressive strategy. The total IFAS score of 3.48 and total EFAS score of 3.69 reflect this positioning. With this aggressive strategy, Tsabine Official has developed 15 alternative strategies. Out of these, 13 key strategies have been implemented in their content marketing approach.

Tsabine Official excels in creating POV (point of view) content that resonates with the target audience of teenage girls, utilizing adequate equipment and dedicated spaces for content production, and collaborating with influencers. However, a significant issue is the low engagement rate, which falls below the ideal standard, limiting account reach and affecting social media algorithms, potentially impacting sales. Additionally, a shortage of staff hinders optimal management of social media marketing strategies. On the positive side, Tsabine Official has opportunities to improve effectiveness by leveraging Instagram's live streaming and reels features with targeted content for teenage girls, based on available analytics. The company should remain cautious of threats from competitors producing similar content and the risk of content theft.

RECOMMENDATIONS

Based on the analysis of strengths, weaknesses, opportunities, and threats faced by Tsabine Official, several recommendations can be implemented to enhance the effectiveness of their content marketing strategy on Instagram and improve engagement rates. These recommendations are designed to help the company optimize its potential and address existing challenges. The suggested recommendations are as follows:

Optimize Workshop Content, The content generated from workshop events with influencers has shown good performance. Therefore, strategically distributing workshop content can help maintain better engagement.

Regular Collaboration with Brands or Influencers, Collaborating with brands or influencers who have a relevant audience and target market can increase engagement and build trust with the Tsabine Official brand.

Use Instagram Ads, Utilizing paid advertisements can help Tsabine Official increase their reach and engagement rate. With targeted audiences, ads can expand content visibility and enhance interaction with the brand.

Increase Human Resources, It is recommended that the company add more personnel to the social media marketing team. A larger and skilled team can manage the content marketing strategy more effectively.

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