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## The Content Marketing Analysis on Indonesian Local Brand Fashion on Instagram

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### Abstract

*The purpose of this paper is to analyze digital marketing strategy on Instagram among local brand fashion in Indonesia by assessing the content marketing and consumer engagement to build competitive advantages. This research is using content analysis method. A content analysis of 196 social media posts was conducted from the Instagram accounts of 2 local brand fashions in Indonesia during two months between December 2020 and January 2021. The data collected from each social media post generated by those brands were coded and analyzed in terms of their marketing content and consumer engagement. This research found that brand, product information, photo, and consumer appreciation were frequently appearing and effective for informative marketing content. Meanwhile, conversations about brand and product which are consist of quality, emotion, relations, and services were the frequently appearing topics in the comment column and its effective for consumer engagement.*

**Keywords:** Content Marketing; Consumer Engagement; Instagram; Local Brand

### Abstrak

Penelitian ini bertujuan untuk menganalisis strategi digital marketing Instagram di kalangan brand fashion lokal di Indonesia dengan mengkaji content marketing dan consumer engagement untuk membangun keunggulan bersaing. Penelitian ini menggunakan metode analisis isi. Peneliti melakukan analisis konten terhadap 196 postingan media sosial dilakukan dari akun Instagram 2 merek fashion lokal di Indonesia selama dua bulan antara Desember 2020 dan Januari 2021. Data yang dikumpulkan dari setiap postingan media sosial yang dihasilkan oleh merek-merek tersebut diberi kode dan dianalisis dalam bentuk konten pemasaran dan keterlibatan konsumen mereka. Penelitian ini menemukan bahwa merek, informasi produk, foto, dan apresiasi konsumen sering muncul dan efektif untuk konten pemasaran yang informatif. Sedangkan perbincangan tentang merek dan produk yang terdiri dari kualitas, emosi, relasi, dan layanan menjadi topik yang sering muncul di kolom komentar dan efektif untuk keterlibatan konsumen. Tulisan ini memiliki keterbatasan, hanya terfokus pada Instagram.

**Keywords:** Konten Marketing; Keterlibatan Konsumen; Instagram; Merek Lokal

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## **1. Introduction**

The rapid development of technology makes it easier for business people, to get information and communicate. Online and digital media have the opportunity to replace conventional media as a means of marketing. The advantages carried by online and digital media are real time and update. One of the most efficient and effective promotional media that companies can use today is social media via the internet. Social media is defined as an internet-based application that provides online information that is created, distributed, and used by consumers to create content and provide knowledge about products and brands on the market (Whiting & Williams, 2013). The examples of social media are Facebook, Instagram, Youtube, Whatsapp, Line, Tiktok, Pinterest, and various others.

In another study, (Kwok & Yu, 2013) also found conversational messages posted by marketers on Facebook were responded to better than information related to promotions or products. Meanwhile, brand content that emphasizes entertaining hedonic messages is more persuasive on Instagram (Casaló et al., 2017). Like social media users in other countries, users in Indonesia tend to learn about product information through social media and share this information through online friends and acquaintances (Jakarta Globe, 2017).

We Are Social, a British media company that works with Hootsuite, stated that the average Indonesian spends three hours and 23 minutes a day accessing social media. From the report entitled "Essential Insights into Internet, Social Media, Mobile, and E-Commerce Use Around the World" published on January 30, 2018, from the total population of Indonesia of 265.4 million people, active users of social media reached 130 million with penetration 49 percent. As many as 120 million Indonesians use mobile devices, such as smartphones or tablets to access social media, with a penetration of 45 percent. Within a week, online activity on social media via smartphones reached 37 percent. (Kompas, 2018). A recent study by Sprout Social showed that consumers tend to follow the social media of the brands they like for several motivations, including to get product information. By using this media, companies do not need to spend a lot of money to promote their products and their reach is wider. Awareness to establish and maintain relationships with customers (customers) through customer engagement will also increase.

The Marketing Science Institute (Marketing Science Institute 2010,) defines customer engagement as a manifestation of customer behavior towards a brand (company) outside of purchasing activities resulting from individual customer motivation such as word of mouth, recommendations, interactions between consumers, blogging, writing reviews and other similar activities. While So et al. (So et al., 2014) defines customer engagement as a marketing activity that is oriented towards customer behavior and psychology. This is reflected in the interaction of a customer with other customers or companies in a forum to obtain product information or anticipate the risks that will be accepted if he consumes the product (Brodie et al., 2011). This has increased company concerns about practices aimed at increasing customer engagement and relationships (Guesalaga, 2016; Hollebeek et al., 2016; So et al., 2016)

Companies are deliberately and increasingly turning to social commerce to enable social media-based sales channels. Customer engagement is classified as a significant transcendent relational notion and is demonstrated as an important tool for developing

and enhancing customer relationships (Jaakkola & Alexander, 2014; Klaus & Maklan, 2013). Thus, companies are increasingly seeking to stimulate customers to engage in non-transactional behavior to replace purchase intentions. In terms of this non-transactional behavior, companies use content marketing as a way to stimulate consumer engagement. To maintain a competitive advantage in the market, companies rely on content marketing and consumer engagement to maintain, maintain, and maintain their customer database (Tantalo & Priem, 2016).

The Content Marketing Institute (CMI) defines content marketing as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience - and, ultimately, to drive profitable customer action (Content Marketing Institute, 2018a). Based on empirical evidence, (Holliman & Rowley, 2014) define digital content marketing as activities related to the creation, communication, distribution and exchange of digital content that has value for customers, clients, partners, and companies and their brands (p. 287). Content marketing is considered a branch of traditional advertising, although it does not exhibit the same explicit selling intent (Content Marketing Institute, 2018a). Different from the obvious persuasive intent of advertising, content marketing aims to produce relevant and valuable content that meets customer needs (Barger et al., 2016; Holliman & Rowley, 2014). By continuing to offer valuable content, brands can generate electronic word-of-mouth (eWOM), build trust and credibility and achieve significant reach and impact (Muntinga et al., 2011) and build engagement and loyalty customers.

In particular, content marketing can be seen as an open conversation between a brand and its customers (Pulizzi, 2012). Research from Pulizzi states that content marketing is known to be effective, with the premise that compelling brand content or stories can go viral without involving a sales element (Pulizzi, 2012). This new phenomenon requires new research on its mechanism and effectiveness.

This study on consumer engagement and content marketing will identify and investigate the effectiveness of local Indonesian brands through social media Instagram on the competitive advantage of brands. The object of this research is the Instagram account of Erigo and Never Too Lavish, which are engaged in the fashion sector in Indonesia, which utilizes social media, especially Instagram as a marketing medium.

Erigo is a local brand that was first created in 2013, which uses Instagram as a social media for promotion. For sales, Erigo currently provides various platforms both offline and online. This product is aimed at the youth segment with a trendy personality and carries the theme of traveling and exploring new places. Until now the Instagram account from Erigo @erigostore has reached 2.5M followers (two point five million followers) and has received verification from Instagram, indicated by the blue tick symbol on the @erigostore account.

The second brand that will be explored is the account of the Nevertoolavish brand, which was initiated in 2017. In contrast to Erigo which positions itself as a “travel companion”, Nevertoolavish positions itself as an artsy fashion product, with a basic handpainting design. This uniqueness gives differentiation to the Nevertoolavish brand and strengthens the position of this brand in the minds of consumers. Currently Nevertoolavish already has 254K (two hundred and fifty four thousand) followers on Instagram and is also verified, indicated by a blue tick symbol on the @nevertoolavish account. The difference between the @erigostore and @nevertoolavish accounts

observed in the initial observation is that the Erigo brand in its content (Instagram feed) presents more product displays used by the model, whether it is one person in one frame, or several people in one frame. The content seems to communicate about lifestyle and social life. In further observations, the @nevertoolavish account in its content on the Instagram feed, focuses more on close-up products, does not highlight humans too much in presenting its content. From the explanation above, this study seeks to explore how consumer engagement is created through the presentation of content on social media so that it can create a competitive advantage for local Indonesian brands.

## **2. Method**

### **2.1. Concept Development**

#### *Content Marketing*

In their efforts to build a brand, marketers use content marketing to get closer to their audience and build relationships with consumers. Content marketing is an effort to build story telling about brands. Several studies on content marketing seek to explore how this content can be an effective marketing communication, what kind of content is in great demand by the audience, so that this will help marketers to design the type of content that suits their needs (Müller & Christandl, 2019).

Instead of invading consumers with advertisements, content marketing seeks to assist consumers in solving problems and answering questions that arise from potential consumers. From the literature on content marketing, it is found that content marketing can have a positive influence on consumer attitudes and behavior towards a brand that produces such content. On the other hand, some literature states that content marketing that contains persuasive elements is less attractive (Müller & Christandl, 2019).

(Müller & Christandl, 2019) in their research explains that there are three types of content, namely content marketing, sponsorship content, and user-generated content. From the research conducted, these three types of content produce different responses to consumer brand attitudes. Sponsorship content generates more negative brand attitudes than the other two types of content. This is in line with the findings written by (Boerman et al., 2012; van Reijmersdal et al., 2016) which states that sponsored content tends to be less liked.

#### *Consumer Engagement*

In the development of marketing strategies, when companies use digital media, companies need to pay attention to how much influence the media has to increase customer engagement. Customer engagement is defined as the extent to which a person is physically, cognitively and emotionally involved with the company (Patterson et al., 2006). The study conducted by (Lima et al., 2019) explores how customer engagement is in virtual brand communities, how interactions and dynamics are in the context of Facebook fan pages, on shampoo products.

From these findings, it is analyzed how the concept of engagement and its role in increasing brand value and creating competitive advantage is analyzed. (Ashley & Tuten, 2015) state that there is still a lack of understanding about the influence of content on social media user engagement, despite the general agreement that consumer

engagement is an important thing to pay attention to in the modern marketing era. Regarding its relation to engagement, (Dolan et al., 2019) proved that both persuasive and informative types of content positively affect passive engagement, namely actions to give "likes" to content, but both do not affect active engagement) namely with the action of the audience to provide "comments".

Ponder, Holloway, & Hansen (2016), and Van Doorn et al., (2010) state that the current marketing strategy focuses on improving public relations and consumer engagement is one good way to help reduce customer retention. Several platforms and features on these platforms allow consumers to interact with other consumers or to encourage interactions among consumers in real time such as giving thumbs up, love, sending gifts in the form of digital items, as well as e-WOM. build consumer engagement behaviors

## 2.2. Methods

This study uses a content analysis approach. Content analysis describes or explains a problem whose results can be generalized. Several steps will be taken to carry out this content analysis, namely: 1) Determine the unit of observation and unit of analysis; 2) Determine the variable; 3) Create categorization and coding guidelines; 4) Collecting data; 5) Doing data coding (data coding); 6) Processing data; 7) Presenting data and providing interpretation

The object local fashion brands used as observation units are Erigo and Nevertoolavish. Both local brands already have a blue tick symbol on Instagram account, means those accounts has been verified. Observation and content analysis will be carried out within two months of brand posting, on December 2020 and January 2021. Researcher use content analysis matrix on Table 1 adopted on Dolan, et al (2019).

Table 1. Content Analysis Matrix

CONTENT	CRITERIA	EXAMPLES OF ACTIVITIES
<b>CONTENT MARKETING</b>		
- Informative Content	In the form of photos, videos, poster designs, and the like Brand name, general information, product photos, website links or addresses, product reviews, awards, contact details, brand facts or news, services, events, product descriptions	Like, share, view, repost
- Remunerative Content	Offers, purchase instructions, competitions, sales and promotions	
- Entertainment Content	Emoticons, fun facts, history, celebrities, memes	
- Relationship Content	Questions, consumer appreciation, quizzes, games, events, quotes, employees, and fans	
<b>CONSUMER ENGAGEMENT</b>		
- Brand	Messages that contain brand associations	Comment and Conversation
- Product	Messages that contain elements of product, price, promotion, and place	
- Organization and Industry	Messages that contain elements of the company and career opportunities, and messages containing competitors and suppliers	

In this analysis, the researcher uses the Holsti formula to measure reliability between coders. This reliability is shown in the percentage agreement between coders when assessing a content. The reliability test will be carried out by 2 people as coders. Researchers as coder 1 and researcher 2 as coder 2 which will be used as a comparison

of the results of the calculation of research data. The minimum reliability number in the Holsti formula is 0.70 or 70% (Eriyanto, 2013).

$$\text{Inter-Coder Reliability} = \frac{2M}{N1+N2}$$

Researchers will use a table adapted to the matrix in Table X to perform coding. The number 1 (one) is used if the upload contains predetermined criteria, and the number 0 (zero) is used if the upload does not contain the criteria specified in the matrix.

Researchers uses secondary data collected from the Analysis.io tool to analyze coverage based on engagement calculations based on likes, views, and comments on both social media, Erigo and Never Too Lavish.

### 3. Result

#### 3.1. Finding

The results of observations made by researchers for two months on two social media to analyze the content used and categorize each post. Researchers compared the two social media. Reliability test was conducted to see the results between coders. The following results shows on Table 2.

Table 2. Result of Descriptive Marketing Content Analysis

<b>Content Marketing</b>	<b>Mean</b>	<b>StdDev</b>	<b>M</b>	<b>CR</b>		<b>Category</b>
Brand name	0.65	0.48	160	4	Reliable	Information
Information	0.57	0.50	142	3.55	Reliable	
Photo	0.58	0.49	144	3.6	Reliable	
Website Link	0.32	0.47	79	1.98	Reliable	
Product Review	0.21	0.41	52	1.3	Reliable	
Award	0.08	0.27	19	0.48	Not reliable	
Contact	0.25	0.43	62	1.55	Reliable	
Fact	0.08	0.27	20	0.5	Not reliable	
News	0.15	0.35	36	0.9	Reliable	
Services	0.18	0.38	44	1.1	Reliable	
Event	0.29	0.45	71	1.78	Reliable	
Product Description	0.22	0.41	54	1.35	Reliable	
Offer	0.31	0.46	77	1.93	Reliable	
Buying Instruction	0.17	0.38	43	1.08	Reliable	
Competition	0.06	0.24	15	0.38	Not reliable	
Sales and Promotion	0.31	0.47	78	1.95	Reliable	
Emoticon	0.32	0.47	78	1.95	Reliable	Entertainment
Fun Fact	0.04	0.21	11	0.28	Not reliable	
History	0.00	0.06	1	0.03	Not reliable	
Celebrity	0.08	0.28	21	0.53	Not reliable	
Meme	-	-	0	0	Not reliable	
Questions	0.12	0.32	29	0.73	Reliable	Relation
Apreciation	0.40	0.49	99	2.48	Reliable	
Quiz	0.04	0.21	11	0.28	Not reliable	
Games	0.03	0.17	7	0.18	Not reliable	
Quote	0.20	0.40	49	1.23	Reliabel	
Employee	0.03	0.18	8	0.2	Not reliable	
Fans	0.03	0.18	8	0.2	Not reliable	

From Table 2, it can be seen that the category of information content containing elements of brand name content has the highest reliability score, namely CR=4, as well as content containing elements of photos with CR=3.6. Content with informational elements has a CR=3.55.

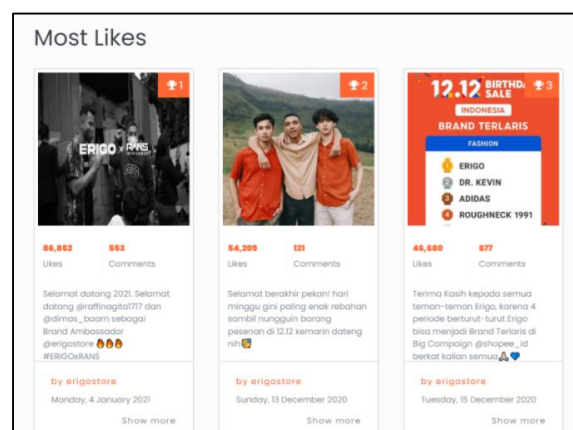
There are 11 types of not reliable content, based on minimum reliability number in the Holsti formula is 0.70. These content category are award, fact, competition, fun fact, history, celebrity, memes, quiz, games, employee, fans. This shows that the eleven types of content have a relatively low or infrequent upload frequency. From the entertainment content category, both social media do not use memes as content material, it can be seen from the results of CR=0.

Table 3. Result of Consumer Engagement Content Analysis

Consumer Engagement	Mean	StdDev	M	CR		Category
Quality	0.48	0.50	118	2.95	Reliable	Brand
Product	0.54	0.50	135	3.38	Reliable	
Emotions	0.57	0.50	141	3.53	Reliable	
Price	0.34	0.47	84	2.1	Reliable	Product
Innovation	0.40	0.49	99	2.48	Reliable	
Relations	0.41	0.49	102	2.55	Reliable	
Services	0.42	0.50	105	2.63	Reliable	
Promotions	0.28	0.45	69	1.73	Reliable	
Location	0.12	0.33	30	0.75	Reliable	Industry and Organization
Career	0.04	0.19	9	0.23	Not reliable	
Competitor	0.05	0.22	13	0.33	Not reliable	
Reseller	0.02	0.13	4	0.1	Not reliable	

From Table 3, it can be seen that the brand category content containing elements of emotions content has the highest reliability score, namely CR=3.53, as well as content containing elements of product with CR=3.38.

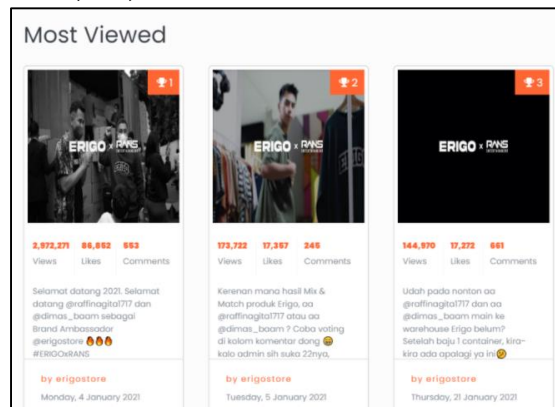
There are 3 types of not reliable content, based on minimum reliability number in the Holsti formula is 0.70. These content categories are about industry and organization, such as career, competitor, and reseller. This shows that the eleven types of content have a relatively low or infrequent upload frequency.



Source: Analisa.io Analytics, 2021

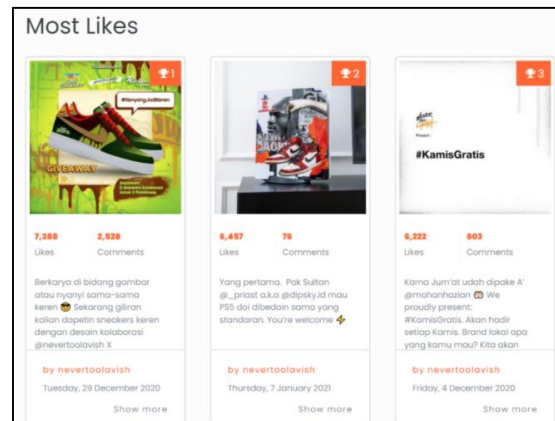
Figure 1. Erigo Instagram Profile Analytics Most Likes

From the Figure 1, it can be seen that the top three rankings got the most likes with the topic of celebrity posts with the number of likes 86,852 likes, promotion type content, with the number of likes 54,209, and award content with the number of likes 46,680.



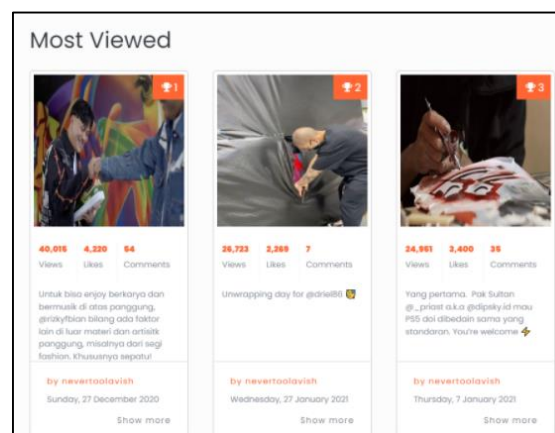
Source: Analisa.io Analytics, 2021

Figure 2. Erigo Instagram Profile Analytics Most Viewed



Source: Analisa.io Analytics, 2021

Figure 3. Never Too Lavish Instagram Profile Analytics Most Likes



Source: Analisa.io Analytics, 2021

Figure 4. Never Too Lavish Instagram Profile Analytics Most Viewed



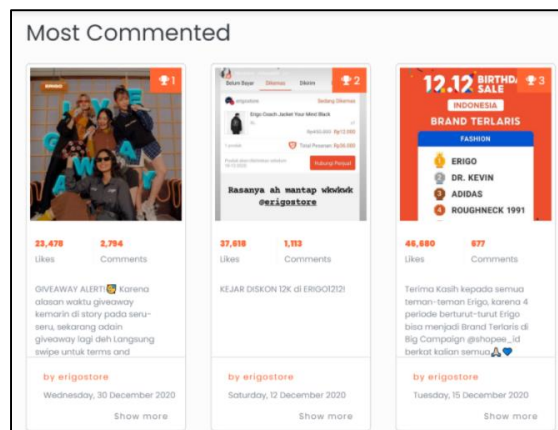
From the Figure 2, it can be seen that the top three rankings got the most viewed with all the post topic are videos containing celebrity with the highest number of views 2.972.271.

From the Figure 3, it can be seen that the top three rankings got the most likes with all the topic are about promotions (giveaway) posts with the highest number of likes 7.388, 6.457, and 6.222 likes.

From the Figure 4, it can be seen that the top three rankings got the most viewed with post video containing news and celebrity with the number of views 40.015, the second video is about product review with the number of views 26.723, and the third video is about offer, with the number of views 24.951.

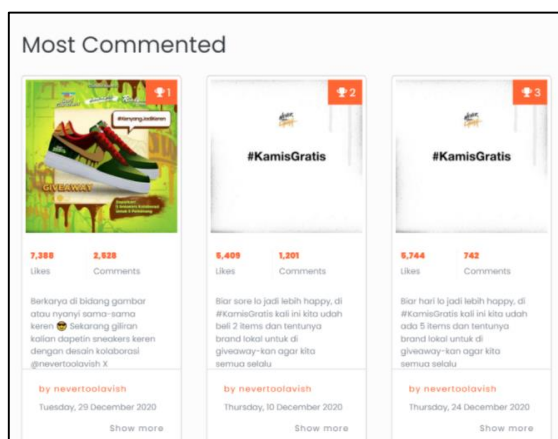
### 3.2. Consumer Engagement Analysis Content

In this analysis, consumer engagement is measured by looking at audience comment activity on Instagram using tools Analisa.io.



Source: Analisa.io Analytics, 2021

Figure 5 . Erigo Instagram Profile Analytics Most Commented



Source: Analisa.io Analytics, 2021

Figure 6. Never Too Lavish Instagram Profile Analytics Most Commented

From the Figure 5 above, it can be seen that the top three rankings got the most commented on Erigo Instagram profile are about product, price, and promotion, with photo post containing 2.794 comments, second post containing 1.113 comments, and third post containing 677 comments.

From the Figure 6 above, it can be seen that the top three rankings got the most commented on Never Too Lavish Instagram profile are about product and promotion, with photo post containing 2.528 comments, second post containing 1.201 comments, and third post containing 742 comments.

## **4. Discussion**

### **4.1. Marketing Content**

Arguably entertaining activities available on social-media platforms, such as games, video sharing and participation in contests, can lead to consumers enjoying the experience on social media and motivate their participation in social-media-based brand communities (Liu & Arnett, n.d.; Manthiou et al., 2013). For example, previous studies reveal that entertainment is a motivating factor in driving participation on social-media platforms (Ashley & Tuten, 2015), building a sense of intimacy with the brand and strengthening consumers' purchase intentions (Dessart et al., 2015; Kim & Ko, 2012)

### **4.2. Consumer Engagement**

Based on the results of content analysis conducted on consumer engagement, the results on Table X show that brands and products are the content advantages of 2 local Indonesian fashion brands. Social media has transformed previous one-way communication into two-way communication and is regarded as a means for marketers to promote their brands by communicating and interacting with consumers (Ismail, 2017). Consumer engagement is a way of interaction between consumers and producers that can create reactions, effects, or experiences for products or services. The interaction between the two parties appears when the brand variable and supporting variables in the form of quality, product, and emotion are discussed in the comment's column. With the conversation in the Instagram comments column about the brand, then it creates feelings about the brand message and persuades consumers by arousing feelings or reactions, or stimulating psychological, social, or emotional needs (McKay-Nesbitt et al., 2011) such as joy, warmth, passionate, happiness, pride, security, fear, guilt, and worry. Therefore, interaction represents the extent to which social-media platforms offer opportunities for opinion exchange, two-way interactions and information sharing (Dessart et al., 2015; Kim & Ko, 2012).

Meanwhile, conversations about products (price, innovation, relationships, services, promotions, and location) are also a point of interaction for two parties in the conversation in the Instagram comments column. Social media users can also show their response to information on social media by giving comments on the particular information posted. Comments can be created to sign support or approval regarding the information posted, or used to ask further questions, to refer the information to the roles of message appeals and orientation friends by tagging them in the comment section and to add more complete information related with the post. Commenting or replying tweets

on Twitter is a more active response than liking in social media environment and some studies suggest it strongly related with social ties (Bakshy et al., 2015; Rozzell et al., 2014).

Consumer engagement through commenting or mentioning friends on social media can also increase interaction and can create close relationships within consumers and brands. Given the importance of interaction, marketers are recommended to encourage social-media users to interact on specific topics and discussion available on social-media platforms (Zhu & Chen, 2015) thus incorporating the posting of information that fits the profile of their targeted social-media users and encouraging discussion and interaction to enhance a relationship between consumers and brands (Manthiou et al., 2013). The engagement activities on social-media platforms encourage delivery and sharing of brand-related information amongst consumers, strengthening interactions between consumers and their brands (Hanna et al., 2011). Such interactions are influential in strengthening consumers' exposure to information about brands, strengthening consumers' ability to recall the brands in their mind and, hence, brand awareness (Ashley & Tuten, 2015).

## 5. Conclusion

Based on the results of content analysis research on Instagram Erigo and Never Too Lavish, it can be concluded that marketing content that has a high level of reliability includes brand names, information, photos, website links, product reviews, contact, news, services, events, product descriptions, offerings, buying, instruction, sales and promotion, emoticons, questions, appreciation, and quotes. Brand name, photo, and information are variables that have the highest reliability.

Meanwhile, in consumer engagement, content that has a high level of reliability includes quality, product, emotions, prices, innovation, services, promotion, and location. The results of this research demonstrate that the effectiveness of different types of social media content have varying effects on social media engagement behavior.

### *Research Limitations and Suggestions*

Although every effort has been taken to minimize coding errors, it is difficult to eliminate all possible errors since coding was conducted manually. The limitations of this paper is it focused only on Instagram. From practitioners' perspectives, the findings can help local brands to enhance social media marketing effectiveness with content marketing and consumer engagement. Another potential limitation is the fact that the social media accounts observed in this study were contain two Indonesian brands. Future research may expand this study by examining brands from various Indonesian local brands.

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