

## **CHAPTER III**

### **COMPANY PROBLEMS**

#### **3.1 Analysis of Company Problems**

Like other business people, the marketing department of the IIB Darmajaya private university also has a sales target every year. This makes the IIB Darmajaya marketing department need to carry out effective promotions by implementing creative and innovative marketing strategies especially in Digital Marketing strategy. As time goes by, social media has become a platform that is used as a digital promotional medium, for example Instagram, X (Twitter), Tiktok, Facebook, Youtube and others.

##### **3.1.1 Problem Finding**

The implementation of practical work precisely in the marketing division of IIB Darmajaya has several problems, namely:

1. Lack of strengthening branding on social media on the Instagram, Tiktok, and YouTube platforms.
2. Still havenot posting the content regularly on the platforms Instagram, Tiktok, and Youtube.
3. The aesthetics of content on social media are not yet consistent on the platforms Instagram, Tiktok, and Youtube.
4. The content of the existing content does not follow the trends running on the Instagram, Tiktok, and Youtube platforms, so the content becomes less attractive to the target market.

### 3.1.2 Problem Formulation

The problem formulation regarding research in the marketing division of IIB Darmajaya is as follows:

1. How do you strengthen IIB Darmajaya's branding on social media (Instagram, Tiktok, Youtube?)
2. How do you maintain to post regularly on the platforms Tiktok, and Youtube?
3. How do you improve the aesthetics of content on social media (Instagram, Tiktok, Youtube?)
4. How do you create content that is attractive to your target market?

### 3.1.3 Problem Solving Framework

To solve this problem, the problem solving framework is as follows:

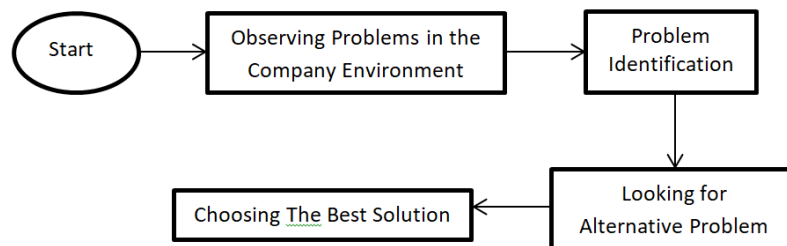


Figure 3.1.3 Problem Solving Framework

## 3.2 Theoretical Basis

### 3.2.1 Digital Marketing

Digital marketing is a marketing strategy using digital media and the internet. The concept and application of digital marketing are things that are used to support the sale of products and services. As is digital marketing, marketing of products and services can be done very broadly.

Digital marketing or it can also be called digital marketing is all efforts made in terms of marketing using devices connected to the internet, various strategies and media digital, whose goal is to be able to communicate with potential customers with online communication channels (A. Gunawan, 2019).

According to A. Gunawan (2019) various access digital marketing that you can try with the aim that potential consumers can see the offer, namely: Website, Blog, Social Media (Instagram, WhatsApp, Line), Interactive Audio Video (Youtube, Video), Interactive Audio (Podcast, Soundcloud, Spotify), and Display Ads.

### **3.2.2 Social Media Marketing as part of Digital Marketing**

Social Media is content containing information, created by people who utilize publishing technology, is very easy to access and is intended to facilitate communication, influence and interaction with each other and with the general public. Social Media Marketing consists of efforts to use social media to persuade a company's consumers to use a valuable product or service. According to (Ratnasari et al., 2019) Social Media Marketing is an interactive marketing communication activity between companies and customers and vice versa to create sales of products and services from the company. According to (Limandono et al., 2017) social media marketing consists of efforts to use social media to persuade consumers by a company, product or service which means, social media marketing is marketing that uses online communities, social networks, marketing blogs and other.

According to (Limandono et al., 2017) social media marketing is measured through 4 (four) dimensions, namely:

1. Online Communities, namely where a company can use social media to build a community for the product or business it offers. Where a group can create loyalty and encourage business development.

2. Interaction, by using social networks you can create interaction by broadcasting up to date information, and consumers can easily get the information they want.

3. Sharing Content, a dimension used as a medium for exchanging information, distributing and obtaining content through social media such as newsletters, message features and so on

4. Accessibility, social media can be accessed easily and at a relatively cheap cost and you don't even need to spend money to use it, apart from that, social media also doesn't require skills or knowledge to access the site.

5. Credibility, regarding how a company creates and communicates clearly to consumers, and builds credibility regarding what is said in accordance with existing reality.

### **3.2.3 Social Media Marketing Instagram**

Instagram is a social media in the picture-sharing category which not only provides convenience in uploading photo files and digital images to the internet via website pages from web browser applications or mobile applications. To use Instagram, users simply access the Instagram address from the web or application, and then users can enter

the system via the login menu, after that users can immediately use Instagram services (Pratama, 2020:129-130). Currently, marketers can use Instagram as a marketing medium which is usually called Instagram Marketing.

Instagram marketing is the practice of using Instagram to grow your brand awareness, audience, leads, and sales. As the favorite social media platform of people ages 16-34, Instagram is a highly effective marketing platform for brands, entrepreneurs, and creators. Instagram marketing strategies include:

- 1) Organic content: Photo, video, or carousel posts, Reels, Stories
- 2) Paid content: Instagram ads, including Stories ads, Shopping ads, and more
- 3) Influencer marketing
- 4) Shopping tools: Shop tab, Product tags and catalog, Live shopping, Instagram Checkout, Shopping ads

There are several Instagram Marketing strategies that marketers can apply:

1. Optimize Profile

Optimizing your business account profile is very useful for attracting the attention of your target market when they open your profile. There are several layers that must be done here to optimize your Instagram profile, such as Create a compelling Instagram bio that sums

up your brand, provide an action call by providing the website link in bio, use a high-quality profile photo, and organize story highlights and covers well.

## 2. Improve aesthetic content graphic design

It is important for marketers to be able to attract the attention of their target market in just seconds when they open your business profile. The design of the content presented has the effect of attracting their interest, whether your content is appropriate or not. But 85% of Instagram users say they prefer when brands share honest and respectful content. So not only aesthetics, originality is also an important aspect here.

## 3. Make good use of Instagram features

Instagram has many features that can be used to support our Instagram Marketing activities. Reels can be used to increase engagement. Instagram Stories can be used to share content stories and interact informally with the potential for large reach. Cheerful highlights are also great for communicating information quickly in the format that most people prefer today, namely short videos. 61% of Gen Z and Millennials prefer videos less than one minute long. The live feature on Instagram can also be used to increase conversation efficiency and engagement. Of course, these tools must be created emphasizing the aesthetic function and the function of providing practical information. If the appearance is not attractive, then the target market is likely not interested in seeing our content.

#### 4. Up to date with the latest trends

Apart from being informative, the content you present must also be up to date-with the latest trends. Gen Z and Millennials tend to have the Fear of Missing Out (FOMO) character, so if you correlate what is trending with your product. This has great potential to attract the attention of the target market, increase the number of profile visits, and also increase engagement on Instagram. Using hashtags can increase the number of visits because it is integrated with the Instagram algorithm.

#### 5. Interact in Comments and DMs

Replying to comments and DMs is a way to engage with your target market. The level of engagement will be higher and this also encourages the target market to determine their perception of your brand and greatly influences purchasing decisions.

#### 6. Partner with influencers

Marketing using influencers is still strong in 2023 and is projected to grow more every year. Influencers have a big impact on your business's brand awareness so this is important to support Internet Marketing. Of course, the selection of influencers must be appropriate by using references to who your target market likes and admires.

Choosing the wrong influencer will only result in damaging the target market's perception of your brand.

#### 7. Posting regularly and Choose the right time to posting

Positng your content regularly in social media is imortant to show brand awarness to the audiences. You can start by posting 1 content per day within you feed and also actively posting in Instagram story. Based on research, the right timing to posting is on weekdays (i.e., Monday, Tuesday,Wednesday, Thursday, and Friday) instead of onweekends (i.e., Saturday and Sunday) to receive more likes.

### **3.2.4 Social Media Marketing Youtube**

YouTube marketing is the practice of promoting a brand, product, or service on YouTube. It can involve a mix of tactics, including (but not limited to) creating organic promotional videos, working with influencers, and advertising on the platform. There are a few startegy you can implement for Youturbe Marketing, such as:

#### 1. Optimize the video

Optimizing your videos on YouTube is also important. When YouTube shows search results they will take you to accounts whose keywords are similar to what Google is searching for. Personalization plays an important role so that your videos appear at the top of searches.

#### 2. Scheduling

Choosing when to upload is also important. You should research about when is the right time to post your videos to reach your audience.



**Table 3.2.4 Best Time To Upload On YouTube**

### 3. Optimize the channel

Optimizing your channel to attract the attention of new followers is important. Make sure your channel has a sad profile photo that reflects

<b>Day</b>	<b>Best Time To Upload On YouTube.</b>
Monday	2 PM to 4 Pm
Tuesday	2 PM to 4 PM
Wednesday	2 PM to 4 PM
Thursday	12 PM to 3 PM
Friday	12 PM to 3 PM
Saturday	9 AM to 11 AM & after 5 PM
Sunday	9 AM to 11 AM & after 5 PM

your brand and also make the thumbnail and everything look interesting.

### 4. Influencer Marketing

The use of influencer for marketing will still be widely used in 2023. The influence of influencers is still very large in attracting the attention of the audience.

### 5. YouTube Ads

With YouTube Ads, you can advertise videos from your channel to your target audience.

### **3.2.5 Social Media Marketing Tiktok**

TikTok marketing is the practice of using TikTok to promote a brand, product or service. This can include different tactics, such as influencer marketing, TikTok advertising, and organic viral content creation. The power of TikTok cannot be underestimated. In addition to being the procrastination tool of choice for many teens, the app has had a huge impact on sound and culture in the modern world and savvy businesses everywhere are looking to get in on the action (and the money, of course) through TikTok marketing. TikTok marketing can help businesses increase brand awareness, build an engaged community, sell products and services, get feedback from customers and audiences, provide customer service, and advertise products and services to target audiences.

There are several ways to improve the performance of your Tiktok Marketing business, such as:

1. Post regularly

Creating a content calendar and sticking to it is the key to a successful social media strategy. Your TikTok content calendar will look similar to a real-life calendar, but instead of “Dinner with Dad” and “Half Dog's Birthday,” you'll plan things like “Go Live” or “New Video.”

By posting regularly, your brand can reach various target markets and also increase brand awareness of your account.

2. Create quality TikTok videos, short and sweet and following trends

If you want to increase your chances of going viral to increase brand awareness and so on. You need to pay attention to audio clicks, challenges, and trending video types. If you can use popular trends to create videos that are relevant to your business, then do it. This can increase the number of viewers and also your account engagement, considering that Gen Z and Millennials prefer videos under 1 minute long. The optimal length for videos on TikTok is 21-34 seconds. Videos longer than 1 minute can make viewers stressed.

3. Increase engagement by interacting in Comments and DMs

Similar to Instagram, you also have to interact with your audience in Tiktok. Replying to comments and DMs is a way to engage with your target market. The level of engagement will be higher and this also encourages the target market to determine their perception of your brand and greatly influences purchasing decisions.

4. Tap into TikTok influencer marketing

Another popular TikTok marketing tactic is to work with influencers. Thousands of influencers and content creators partner with brands on TikTok to create fun, engaging video content that both spreads the word about new brands and provides said brands with user-generated content to share on their social media channels. A few TikTok influencer marketing tactics include:

- Sending your product to influencers. Brands with low budgets but tons of products can reach out to influencers and ask if they can send them free products. While this doesn't guarantee a

feature on their channel, if you reach out to enough influencers consistently, you might get a spotlight in an unboxing or merch video.

- Collaborate on a video. Collaboration on a video or series of videos that spotlight your brand exclusively. These are more expensive, but you can always partner with micro-influencers with a lower reach until you have more of an influencer marketing budget.
- Partner on a new product line. Partner with a mega influencer or celebrity and create a product line together that they'll get a cut of and promote to their audience. This is a great win-win, but you'll want to make sure you're only working with influencers that are hyper-relevant to your niche. For example, beauty brands would only want to partner on a project like this with a highly well-known makeup artist.

5. Incorporate live video into your strategy

TikTok is one of the many platforms that offer a live-streaming feature on its app. Brands should take advantage of this as live videos pop up in viewers' For You pages so interested users can tune in. Plus, With live features, you can interact with your audiences and improve the perception of your business.

### **3.3 Methods**

The method used in the practical work report is a descriptive research method in which the author uses previous literature references and also observation methods to find out problems and also solve company problems.

According to Nazir (1988: 63) in the "Research Method Example Book", the descriptive method is a method for researching the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. The aim of this descriptive research is to create a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena being investigated

### **3.4 Program plan to be made**

Based on the problem solving framework explained above, the program design that will be created is:

1. Strengthen branding on social media by filling in bio and also content on Instagram, Tiktok, Facebook,
2. Improving the aesthetics of feeds on the Instagram, Tiktok, Facebook, watching short, aesthetic videos and also reading short text in images rather than reading captions. Aesthetics
3. Create content that is linked to things or events that are trending at that time so that it can attract the attention of the target market and also provoke interaction.
4. Make content that follow the trend on the Instagram, Tiktok, and Youtube platform.