ANALYSIS OF DIGITAL CONTENT MARKETING TREND OF LOCAL START-UP BUSINESS IN NORTH SULAWESI

ANALISIS KONTEN TREN PEMASARAN DIGITAL BISNIS START-UP LOKAL DI SULAWESI UTARA

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Abstract: Content marketing evolves to be a powerful marketing tactic in the digital, fast moving, information driven world. It is not a new strategy but more and more enterprises begin to engage in content marketing gradually. So what are the reasons of the rise of content marketing in today's society? According to Rowley (2008) content marketing can be defined as a management process where a firm identify, analyze and satisfy customer demand to gain profit with the use of digital content distributed through electronic channels. There is a close relationship between marketing research and consumer behavior. They collect information about customers and potential customers in order to enhance the value of the market exchange for the customers. Customers today are smart and intelligent. They know they have the rights to choose what information to receive, in what kind of format that information is in and whether to believe the content (Hipwell & Reeves, 2013). This paper discusses about the use of content marketing in businesses and how it brings benefits to the companies. The conclusion summarizes six strategies companies use during the implementation of content marketing in their businesses.

Keyword: *content marketing, implementation, benefits, information*

Abstrak: *Pemasaran konten berkembang menjadi taktik pemasaran yang kuat di dunia digital yang bergerak cepat dan didorong oleh informasi. Ini bukan strategi baru tetapi semakin banyak perusahaan mulai terlibat dalam pemasaran konten secara bertahap. Jadi apa alasan maraknya pemasaran konten di masyarakat saat ini? Menurut Rowley (2008) pemasaran konten dapat didefinisikan sebagai proses manajemen dimana perusahaan mengidentifikasi, menganalisis dan memenuhi permintaan pelanggan untuk mendapatkan keuntungan dengan menggunakan konten digital yang didistribusikan melalui saluran elektronik. Pelanggan saat ini cerdas dan cerdas. Mereka tahu bahwa mereka memiliki hak untuk memilih informasi apa yang akan diterima, dalam format seperti apa informasi itu dan apakah akan mempercayai isinya (Hipwell & Reeves, 2013).Studi ini membahas tentang penggunaan pemasaran konten dalam bisnis dan bagaimana hal itu membawa manfaat bagi perusahaan. Kesimpulannya merangkum enam strategi yang digunakan perusahaan selama implementasi pemasaran konten dalam bisnis mereka.*

Kata Kunci: *pemasaran konten, implementasi, manfaat, informasi*

INTRODUCTION

Research Background

Extensively digital marketing help to support products and services to communicate with customers using broad digital networks, it makes room for social media marketing. Digital marketing is always broad to bring up various promotional methods that can be used to reach clients through digital. The rapidly increasing digital economy demands the importance of existing marketing practices. In Indonesia, digital marketing has been highly developed given the increasing number of internet users in Indonesia. According to a survey conducted by the Association of Indonesian Internet Service Users (APJII), it shows that the penetration and behavior of internet users in Indonesia are always increasing by 10% each year and Indonesia's own digital content marketing has become one of the most important platforms for many business people in Indonesia, especially for business start-ups nowadays. And there are several digital marketing platforms that are now used by many business people in Indonesia such as Instagram, Facebook, Youtube and website, and etc. For now, Instagram is one of the social media that have businesses interest because as we can see nowadays businesses making an Instagram account as one of a must platform for promoting their business for a digital content marketing platform.

Therefore digital content marketing is very important for business especially for business start-ups because the bias is very helpful in increasing customer interest and in this new era everyone is familiar with the new technology provided, everyone is looking for everything via the internet, and even many people can become more confident with a business because they see a lot of reviews from one digital marketing platform. Business is not going to be a good start-up business if it doesn't giving the customer good service and know what the customer needs and wants , the better a business know about their market needs and wants the bigger their customer opportunities. A trend is a general direction into which something is changing, developing, or veering toward. In the world of business, a trend is a pattern of gradual change in a process, output, or condition. It is an average or general tendency. Therefore, this research will observe about digital content marketing trend of local start-up in North Sulawesi and the object are 50 contents from 10 business of local start-up in North Sulawesi.

Research Objective

The objective that would be achieved through the research process is to analyze digital content marketing trend of local start-up in North Sulawesi.

THEORETICAL REVIEW

Marketing

According to Kotler and Armstrong (2010) mentioned marketing as the process by which companies create value for customers and build strong customer relationships to get value from customers in return. Marketing refers to the activities that a company carries out to promote the purchase or sale of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some of the marketing is done by affiliates on behalf of the company.

Marketing Mix

Marketing involves a number of activities. To begin with, an organization can decide on the target customer group to be served. Each company strives to build a 4'P composition, which can create the highest level of customer satisfaction and at the same time fulfill its organizational goals. Every producer or company that wants to apply the marketing mix, must consider the needs of target customers. The marketing mix varies from one organization to another depending on available resources and marketing objectives.

Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc (Kotler and Armstrong, 2012). Digital marketing is a way to help business through this digital era by promoting the business in digital way. Help many business for promoting the business and for expand the business.

Social Media Marketing

Social media marketing or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.
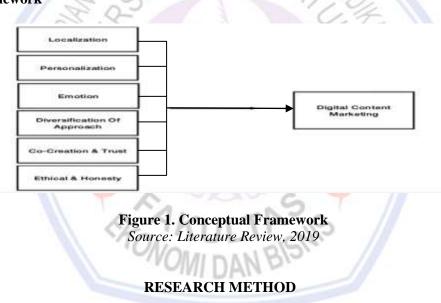
Previous Research

Yogesh and Sharaha (2019) found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilise the digital marketing in an effective way, the companies are required to design an effective platform. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of newspaper from the printed version to the online version has been exemplified the current trends of the digitalisation.

Ruggieri (2018) found that digital platforms is a collective term associated with technologies such as mobile devices and applications, cloud computing, in-memory technologies, and social media. They have been widely recognized as ''revolutionary'', ''innovative'', and at the same time ''cost- effective''.

Rachmahwati (2018) found that marketing communication strategy through digital marketing carried out by UKM Diah Cookies and UKM Pawon Cake, namely the delivery of positioning statements in each post Facebook and Instagram and have a relationship with customers in fast respond (fast response) on social media. These strategies can build and influence awareness brands on consumers or potential consumers so they are familiar with the existence of the brand (brand) of Diah Cookies and Pawon Kue.

Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review, 2019

RESEARCH METHOD

Research Approach

This research use qualitative methodology to explore digital content marketing trend of local start-up in North Sulawesi. According to Punch (1998), qualitative research is empirical research where the data are not in the form of numbers.

Population, Sample and Sampling Technique

The target population and sample are explained below, include the sampling technique and sampling size, in order to describe the respondents or informants criteria before doing the research. In a research, population can be defined as the target of the research, respondents or participants that help the researcher by giving information that is related with the research topic. According to Sugiyono (2014:117), population is geographic generalization there are object/subject has quality and certain of characteristic that set by researcher to learning then make the conclusion. The researcher's target of this research are the local start-up business in North Sulawesi. According to Sugiyono (2014), sample is the part of number and characteristics of the population. In qualitative research, sample is not a statistical sample but theoretical and constructive sample because the purpose of it is to gain theory

and the source of data is the source of constructed phenomenon that was previously unclear before. The size of sample in this research is in line with the number of 50 contents local start-up business in North Sulawesi.

Data Collection Method

Data collection method is important by providing useful information to understand the process before gaining the result. Data collection method divided into primary and secondary. Primary data is the information that the researcher gathered in first-hand. The needed data for this research will be collected through interview on the social situation in the workplace. Interviews are particularly useful for getting the story behind an informant's experiences.). Secondary data is the data that have been already collected by and readily available from other sources. The secondary data in this research were gathered from articles, several journals as the literature review, books regarding to the study of this research.

Data Analysis Method

This research using qualitative data analysis. In qualitative research, analyzing the data does not use the statistical measurement because it is a type of research that develops a theoretical concept. Data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that were accumulated in order to increase the understanding of them and to enable the researcher to present the result to others. Qualitative data analysis is a typical of inductive which when the data are being gathered, the next step is the data are to be developed to find pattern or model.

Content Analysis

Content analysis is distinguished from other kinds of social science research in that it does not require the collection of data from people. Like documentary research, content analysis is the study of recorded information, or information which has been recorded in texts, media, or physical items. There are several steps in conducting a content analysis method:
1. Identify and Collect Data
2. Determine Categories
3. Code the Data
4. Analyze and Present Results

RESULT AND DISCUSSION

Result

The result contains explanation in detail about the information that has been gained from the informants through in-depth content analysis.

Description of Research Object

The research object is about the digital content marketing trend in North Sulawesi. Digital content marketing is a forum where business people develop or promote the products or services offered, usually content marketing is served through digital platforms which are now widely accessible to the public, with new technology people can be more connected to digital technology at this time, With so many people using smartphones today, it is easy for the public to sort out the content that is served by business people. Digital content marketing research is aimed at researching what content marketing trends are widely used, researching content marketing trends is very important, from there business people can sort out what to create new content. The research target is local business in North Sulawesi so that later it can be useful for many other local start-ups in North Sulawesi.

Description of Research Limitation

On this research the limitation that we are using are from social media platform, local start-up business that using social media platform for making content for their business and the local start-up business in this research refers to a business that has just been established and is still in the development phase, the development is carried out in order to obtain a target market that suits. Start-up business refers to companies that have not been operating for a long time and most of these companies are newly established companies so that they are still in the research and development phase to get the right target market, Therefore this research been conducted.

Table 1. List of Contents

No.	Businesses	Contents
1.	WarunkBendito	1. Gunakan hak suara (free coffee/tea) 2. Delivery service 3. Selamat merayakan Hari Raya Nyepi 4. Buy 1 get 1 free 5. Food pics
2.	EtsukoKitchenMdo	1. Kami Disini Untuk Kamu. Kamu Dirumah aja. 2. Jam Operasional 3. Custom cake 4. Promotion on stories 5. Ready cake everyday
3.	Esspecto_coffee	1. Stay Safe and Health 2. #ngopidirumah 3. buy 3 cup free 1 cup 4. 1 liter = 1000 ML 5. New normal protocal
4.	Kopituya_sariomanado	1. Sambut Buka Puasa 2. Stay safe and drink tuya 3. Stay at home, stay safe 4. Promo merdeka 5. Product pics
5.	Bakost.id	1. Bakost Bingo Challenge 2. Dirumah aja special 3. Special buka puasa 4. Happy Vesak Day 2564 BE 5. Food pics (perkedel milu)
6.	Moffee.coffeestore	1. Opening hours 2. Special menu 3. Dirgahayu Indonesia 4. Parkir sepeda 5. Views pic
7.	Van.ommen.coffee	1. Paket VanOmmen Coffee 2. Food pics (mie ayam) 3. Info update jam operasional 4. Merry Christmas 5. Food order
8.	Madness.merch	1. Bundle T-Shirt + Masker for stay safe,stay health 2. Happy Eid Mubarak 3. Madness Tokopedia 4. Info product & discount 5. Request produk next artikel
9.	Strivedesign	1. Tips mencuci tangan 2. Thank you for your trust 3. Promotion extended 4. Review customer 5. Product pics
10.	Harvofficial	1. #stayathome Challenge 2. Independence day promo 3. Free mask giveaway 4. New product collaboration 5. Season 2 set

Source: Data Processed, 2020

Description of Research Variable

This research has six variables in order to analyze digital content marketing trend in North Sulawesi, many business people in North Sulawesi who have entered into digital content marketing for their business, including local start-up businesses also know about the content marketing required for their business. This research is to find out which of the six variables which are Localization, Personalization, Emotions, Diversification of Approach Co-Creation & Trust, and Ethical & Honesty, this research is to look at trend digital content marketing and learn which ones are commonly used by business people In North Sulawesi so that later for local start-ups they can compare and see which content has the potential to be used or from this research can see which variables are already widely used and for local start-up businesses can make new and fresh ideas to make digital content marketing trend.

Discussion

The trend of digital content marketing, digital content is a new technology that is emerging in this new era, a new era and the emergence of new technology that really helps people today to connect with each other without the limitations of distance and time, we are with everyone Can be easily connected with new technology in this digital era, it is very easy for life in the current era and therefore from a business perspective also in this digital era it is very important to use it with good marketing intermediaries or with good research. Using technology in this digital era helps business marketing with great promise. Therefore, studying the most effective digital content for marketing for our business is very good, to find out what marketing trends and content is most effective for our business, it is very important to do research so you can find out what digital content marketing is and most importantly. Also in this research we can see what trends in digital content marketing are and which are often used, by knowing what digital content marketing is most widely used, and by knowing which digital content marketing is trending, we can find out what are the advantages and disadvantages of each. the current trend of digital content marketing, with that business people can be more selective about which digital content is currently trending in marketing from here also can find out which one you want to use and which content is effective to use, whether many people are already using it and from this research businesses can see which ones are still rarely used and with that it can help business people to use new and fresh digital content marketing for their business, therefore this research has been conducted with the results as above.

Localization

Based on the definitions, researchers are looking for the relationship between the localization elements used in the marketing content of a business, how important the placement of language is in the digital marketing content of a business. Localization is the process of adapting content, products, and services to specific local markets. Localization does not simply mean translating texts. While translation is the practice of changing a text from one language to another while preserving the meaning, localization encompasses much more. Localization may also include adaptations to images or colors, formatting, UI, or design, and even payment methods, to name a few. Localization and translation makes content effective for respective market and culture. The importance of having localized content is to make certain that message is in the language and form that local customers can understand (Kutlu, 2008).

Personalization

Based on the definitions, the researcher is looking for the relationship between the personalization elements used in the marketing content of a business, how important it is to place the personalization of the business itself so that customers can feel more familiar with the brand business itself. Customers want to be treated well as individuals and want to feel part of the group. This is called the need for "inclusive individuality." They try to feel independent and dependent on one another at the same time. They want to feel respected as individuals and they want to have this feeling with a group of people. Businesses in North Sulawesi use localization elements in their content to attract engagement from their customers and the localization element can be seen as an important and useful element for use in digital content. Personalization is used in digital content marketing for start-up businesses in North Sulawesi, personalization is one element that almost every digital content marketing is used because it is one of the important things to have in content of a business, personalization makes it easy for customers to know where the trademark that sells a product or service comes from.

Emotions

Based on the definition, researchers are looking for the relationship between the emotional elements used in the marketing content of a business, how emotions play a role in a digital content marketing business, emotions in content really help the content to be better understood by people who see digital content marketing, emotions in content makes people who see the content sympathize or feel the content created because the elements of emotions are One of the success indicators of content marketing is for the content marketing message to go viral. The elements of emotions attract customers when used in a digital content marketing of a business, because the emotions that are created in content even though only seen by customers through digital content marketing are created, but this emotion is what attracting interest from customers, because something that contains elements of emotion or feelings will definitely attract the attention of customers, as in the research above, a lot of content by businesses that have been researched above they use attractive colors.

Diversification of Approach

Based on the definition, the researcher looks for the relationship between the elements of the diversification of approach, from the above research it is analyzed that what content makes a difference with other digital marketing content and it can be seen that a lot of the same content is used by several businesses, for example in the research above at North Sulawesi many businesses celebrate promos on Valentine's Day. Indeed customers are interested but when viewed from a content perspective, the content created by start-up businesses in North Sulawesi is not fresh for their customers so some businesses only focus on creating content if there is a celebration - certain celebrations. There are still very few businesses in North Sulawesi that actually make their digital content out of the box or different from the others, from the above research it can be seen that the content created is practically nothing is different from the others and it can be concluded that businesses are still needed to create different, new and fresh content for their digital content marketing business.

Co-creation and Trust

Digital technology enables online users with similar interest to build their own communities globally and exchange ideas on goods and services. Second area is that firms encourage customers to participate in business operation because they want to have better understandings towards customers and create a sense of belongingness in them. Based on the above definition, researchers are looking for how the elements of Co-Creation & Trust have important relationships with digital content marketing, by building good relationships with customers through Co-Creation, it will greatly help businesses that are being run as well as a business to load content. The elements of Co-Creation created by businesses in their digital content marketing can help to make customers more trustworthy in the business because one of the Co-Creations is when businesses create content about how they care about the selection and make several discount promotions so that customers become more empathetic to the business, and also the Co-Creation that is often used is to create collaboration products with other businesses in North Sulawesi, this content also builds customer trust because the element of Trust is wrong an important element and it can be seen from the results of the above research that the businesses apply it.

Ethical and Honesty

Based on the definition, researchers find out how ethical & honesty elements play a role in the digital content marketing of a business, in ethics, of course it has been explained above that in business ethics is very important as well as creating content, digital content marketing that is made by businesses. What has been researched above average is content that celebrates holidays or the grand opening of their business and by following business ethics like that in their content the community also benefits because with the business ethics that business people make with it they also include attractive promos and also business ethics is important in a digital content because as we know that marketers must make disclosures clear and visible to customers throughout the ad. Sponsorship must be made as transparent as possible to avoid misunderstandings or problems. Some businesses in North Sulawesi have applied ethical & honesty elements in their digital content marketing and seen from the research that has been researched above, it turns out that the average business in North Sulawesi applies ethical & honesty in their digital content marketing because content with ethical & honesty elements in it is very common in business content and can also be appreciated through the content created and also by creating content about ethical & honesty this business makes a good impression on their customers as well as makes them be good business. From the above research, it can be concluded that ethical & honesty is one of the elements that must be in a content because customers can see from that point of view the ethical & honesty of the business.

CONCLUSION AND RECOMMENDATION

Conclusion

From the content analysis result and discussion in the previous chapters, it can be concluded that:
1. The trend of digital content marketing from local start-up businesses in North Sulawesi is more inclined towards localization, personalization, and emotion, which are elements that focus on the first impression that customers can see and feel, from the localization element that are able to make customers feel familiar with how the content being deliver, personalization that can make it easier for customers to know and differentiate between existing brands and elements of emotion that attract customer attention from an emotional point of view, therefore it can be concluded from the above content that it can be said that business people are more focused on creating content which can attract the attention of customers from the first thought or the first impression from where they see the content, content that is made to immediately attract customer attention with elements of familiar localization, personalization that shows their branding and emotions that can make customers interested are the trend of digital content marketing nowadays.
2. Even if the result that we see the localization, personalization and emotion that are most made the digital content marketing nowadays but if we can go deeper as a businesses the element of Co-Creation & Trust and Ethical & Honesty also can be one of the main elements that can attract customer deeper, because as we can see on the research above Localization, Personalization and Emotion are only element that mostly contain with attraction, first attraction in order to impress customer to buy the product but in other hand the element Co-Creation & Trust and Ethical & Honesty can build an attachment with the customer and the business itself because it bring much more than an interest from the surface, it is element that contain with relationship, trust and ethical code that of course could make an attachment with the customer rather than just an interest from the surface as a first impression.

Recommendations

For the local start-up business, and the future researchers that would like to do a similar research are to focus more on making content based on the Co-Creation & Trust and the Ethical & Honesty content because it can be seen from the research results above that the trends in digital content marketing are found by local start-up businesses in North Sulawesi are localization, personalization and emotion while the diversification of approach element is rarely used even though it can be seen that the elements of Co-Creation & Trust and Ethical & Honesty if being focus on can also attract customers, it is recommended for local start-up businesses to further utilize the elements of Co-Creation & Trust and Ethical & Honesty.
1. Localization: The target market of local start-up businesses in North Sulawesi is local people who of course can easily access social media and of course with the age limitations provided by social media, for example, Instagram is at least 13 years old and above, therefore because of that There are several generations who can access Instagram. There is a good idea that the localization element is still used in making digital content marketing so that it can be understood by many people.
2. Personalization: Digital content marketing made by business people must be conveyed properly to show the personalization of their brand, it's good to always create content that accentuates the characteristics of their brand and don't forget to make sure in every post their brand logo is in the content so that people who seeing this content can be easier to find out this content was created by the brand and it can also be recommended to make personalized content specifically for their loyal customers, it can also improve the personalized brand of a business.
3. Emotion: people are more likely share an contents on social media the one that make them feel an emotion, for example a feeling of anger or empathy, therefore it is recommended for businesses who want to start creating content that starts creating content with elements of emotion because it attracts the attention of customers, it can be suggested to create content that adapts to current viral events to attract customer attention.
4. Diversification of approach: As already examined in the previous chapter, the content created by businesses in North Sulawesi is still not completely different and attracts the attention of customers, so it is recommended for future businesses who want to make content, the most important elements to use are personalization and emotion because of the customer are more likely to form deeper relationship with a brand when the message is personalized and contains strong emotion.
5. Co-Creation & Trust: customers are often more able to trust businesses that can build the trust of their customers, therefore it is advisable for businesses that will make digital content marketing for their business it is recommended to be able to create members via online so they can find out their customer profiles and be

able to build stronger relationships. Be closer to customers and at the same time build customer trust in the business.

6. Ethical & Honesty: The existence of ethics & honesty so that business people still pay attention to how to maintain the level of consumer trust in their business, therefore as a businessman must remember to treat consumers well and not try to take more profit from customers but still be 100% honest in business with their customers and don't forget to appreciate and serve customers well because if the business itself treats customers well and honestly, considering that in accordance with the existing code of ethics, customers will naturally trust and be loyal to the business because they have a good code of ethics towards customer

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