ANALYZING CONTENT MARKETING OF KIMIA FARMA PHARMACY IN MANADO

ANALISA KONTEN PEMASARAN OLEH KIMIA FARMA FARMASI DI MANADO

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Abstract: This research examines the content marketing strategies employed by kimia farma pharmacy in manado, focusing on how these strategies influence consumer behavior, enhance engagement, and contribute to business growth. utilizing a qualitative approach. The study gathers data through interviews and surveys with followers of kimia farma's social media platforms, particularly instagram, to gain insights into consumer perceptions and experiences with the brand's content. The findings aim to identify the strengths and weaknesses of kimia farma's current content marketing efforts, providing practical recommendations for improvement. Ultimately, the research underscores the critical role of strategic content marketing in the pharmaceutical industry, emphasizing its potential to foster stronger consumer relationships through reliable, valuable, and engaging content.

Keyword: Content Marketing

Abstrak: *Penelitian ini mengkaji strategi pemasaran konten yang digunakan oleh kimia farma pharmacy di manado, dengan fokus pada bagaimana strategi tersebut memengaruhi perilaku konsumen, meningkatkan keterlibatan, dan berkontribusi pada pertumbuhan bisnis. Dengan menggunakan pendekatan kualitatif, penelitian ini mengumpulkan data melalui wawancara dan survei dengan pengikut platform media sosial kimia farma, khususnya instagram, untuk mendapatkan wawasan tentang persepsi dan pengalaman konsumen dengan konten merek. Temuan ini bertujuan untuk mengidentifikasi kekuatan dan kelemahan upaya pemasaran konten kimia farma saat ini, memberikan rekomendasi praktis untuk perbaikan. Pada akhirnya, penelitian ini menggarisbawahi peran penting pemasaran konten strategis dalam industri farmasi, menekankan potensinya untuk membina hubungan konsumen yang lebih kuat melalui konten yang andal, berharga, dan menarik.*

Kata Kunci: *Konten Pemasaran*

INTRODUCTION

Research Background

The pharmaceutical industry is witnessing a major shift in marketing strategies, with the increasing use of online platforms to attract consumers. Parekh et al (2016) uncovered that computerized promoting in any segment may be a more cost-effective and less time-consuming strategy to communicate with clients compared to conventional promoting. Pharmacies, especially Kimia Farma in Manado, realize the importance of using online marketing content to reach and engage their target audience effectively. Most individuals use advanced marketing and social media as consumers to seek information and share experiences about products and services (Salloum et al., 2018).

In data of 2021, the number or the percentage of the population aged 5 years and over who stated that

they had accessed the internet in the last three months was around 62.10 percent and increased to 66.48 percent in 2022. This increase in internet use occurred in both urban and rural areas. In urban areas, the percentage of internet users in 2021 is around 71.81 percent and will increase to 74.16 percent in 2022, while internet users in rural areas in 2021 will be around 49.30 percent and will increase to 55.92 percent in 2022 This increase in the percentage of the population accessing the internet is occurring in all regions in Indonesia (Statistik Telekomunikasi Indonesia, 2022). The surge in internet users presents a remarkable opportunity for digital marketing initiatives, as businesses adapt to capitalize on shifting consumer behaviors and preferences in the digital landscape.

Manado, located in the Indonesian province of North Sulawesi, has a dynamic economy and growing population, with a total 47 pharmacies in Manado (Badan Pusat Statistik Sulawesi Utara, 2020), making it an ideal location for pharmacies to explore digital marketing opportunities. The North Sulawesi economy in the third quarter of 2023 experienced growth of 5.40 percent (y-on-y). (Badan Pusat Statistik Sulawesi Utara, 2023). The rapid growth of the economy correlates strongly with the expanding opportunities in digital marketing, as businesses harness digital platforms to capitalize on the burgeoning consumer market and drive further economic expansion.

Content marketing is the advancement and dispersion of pertinent and valuable content-blogs, pamphlets, white papers, social media posts, emails, recordings, and the like-to current and potential clients. According to We Are Social's latest report, WhatsApp is the most used social media application in Indonesia in January 2024. Of all internet users in Indonesia aged 16-64 years, the majority or 90.9% are recorded using the application. Instagram took second place with a proportion of 85.3% users, followed by Facebook 81.6%, and TikTok 73.5%. Then those who use Telegram are 61.3%, and X (formerly Twitter) 57.5%. There are also those who use Facebook Messenger, Pinterest, Kuaishou (Kwai and Snack Video), and LinkedIn with smaller proportions as shown in the graph. Overall, We Are Social recorded 139 million social media user identities in Indonesia in January 2024. This is equivalent to 49.9% of the total national population.

However, there remains a gap in the literature regarding the specific implementation and impact of online marketing content by pharmacies in localized contexts. Specifically, there is a lack of detailed analysis on how pharmacies like Kimia Farma in Manado utilize digital marketing strategies to effectively target and engage consumers. The effectiveness of these strategies in influencing consumer behavior in the pharmaceutical industry, particularly in cities like Manado, has not been comprehensively studied. This gap indicates a need for research that delves into the practical application of content marketing by local pharmacies, evaluating their strategies and their direct impact on consumer engagement and behavior. This study aims to fill this gap by providing a focused analysis of Kimia Farma's online marketing efforts and their outcomes, offering valuable insights that could benefit similar businesses in the region and beyond.

This study focuses on Analyzing Content marketing of Kimia Farma Pharmacy in Manado and provide valuable insight into the evolving pharmaceutical marketing landscape in the region. This research aims to contribute to a broader discussion regarding the intersection between digital technology, consumer engagement, and health services through a comprehensive analysis of the strategies implemented by Kimia Farma Pharmacy and their impact on consumer behavior.

Research Objective
To analyze the Content Marketing are implemented by Kimia Farma Pharmacy in Manado.

THEORITICAL FRAMEWORK

Marketing
Marketing is a term that is used to describe news, entertainment, and advertising (Ali and Anwar, 2021). Another definition, marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto et al., 2020).

Integrated Marketing Communication (IMC)
According to Blakeman (2023), IMC also known as relationship marketing, works to interactively engage a specific individual, using a specific message through specific media outlets. The goal is to build a long-term

relationship between buyer and seller by involving the targeted individual in an interactive or two-way exchange of information. Expertly placed media efforts and the use of computer databases play a big role in getting the message to the right target audience, as does the development of a consistent visual/verbal image for the product or service.

Content Marketing

The notion of "content" has its root in the publishing world where words, images and motion graphics have to be sufficiently interesting for the target audience to seek out the publishing platform whether it is a newspaper, magazine, TV or radio channel. However, the concept of content as used in B2B digital content marketing is less familiar, and hence less clearly defined. For example, Handley and Chapman (2010) define content as "anything created and uploaded to a website: the words, images or other things that reside here". Halvorson and Rach (2012), suggest that content is "what the user came (to your website) to read, learn, see or experience", and Wuebben (2011) sees content as the key component to telling a brand's story, "the story of your product or service and propels your brand into the hearts and minds of your prospect, customers and others".

Previous Research

Human et al. (2018) aimed to to consider the effect of content marketing on sponsorship-response favorability in the South African energy drink market. It is theorized that in an FGC environment, sponsor factors, sponsorship factors and event factors drive sponsorship favorability. This notion is tested using a structural equations model among 18- to 35-year-olds. The results show acceptable model fit and confirm the usefulness of understanding the effects of content marketing on sponsorship favorability.

Pour and Karimi (2023) aimed to design a new comprehensive framework of DCM implementation that integrates its antecedents, process, and consequences in the tourism industry. The mixed method was applied to achieve the research goal. The initial criteria and main components of the framework were identified with a comprehensive literature review to develop the framework. To enrich the initial criteria, some semi-structured interviews with experts were conducted; then, the extracted criteria and sub-criteria were prioritized and weighted using the quantitative best-worst method (BWM). The results indicate that the proposed integrated framework contains three categories of antecedents, processes, and consequences and 12 main concepts. The weights and ranks of the extracted concepts and their sub-criteria are calculated using BWM

Yaghtin et al. (2020) aimed to identify the key factors in planning digital content marketing (DCM) strategy in line with the corporate's main marketing objectives in the B2B sector. In order to identify the different content types and their corresponding marketing goals, content analysis method was served to analyze the content of Instagram pages of 24 top-ranked corporates from three different industries. SPSS version 22 was used to investigate the significant difference levels and the mean ranks of identified content types. The findings uncovered the twelve content types which are commonly published by the corporates in line with their main marketing goals in the B2B sector. Furthermore, the results revealed the most valuable content types from the B2B audiences' viewpoint and the most efficient content types in persuading audiences to participate in conversations.

RESEARCH METHOD

Research Approach

This research employs the qualitative approach to investigate the topic about analyzing content marketing of Kimia Farma pharmacy in Manado. Information regarding life stories, introspection, interviews, observations, historical events, interactions, and visual texts that are important and meaningful to people's lives is gathered for qualitative research projects. This study employs descriptive research design. According to Best and Kahn (2006), "Descriptive research describes the involvement, the description, recording, analysis and interpretation of conditions that now exist. It involves some type of comparison or contrast and may attempt to discover relationships that exist between existing non-manipulative variables".

Population, Sample and Sampling Technique

A research target, responders, or participants who assist researchers by offering data pertaining to the research topic are examples of the population in research. According to Netra (1976), Population is overall general or general individuals who have characteristics that tend to be the same. The whole of the research subject

(Arikunto, 1998). The target of this research is the social media followers of Kimia Farma's digital marketing platform, Instagram. According to Sandelowski (1995). Determining the sample size in qualitative research is a complex process that requires judgment and experience. While larger samples may be required for positivist-oriented research, in-depth qualitative research may require smaller samples. However, the focus should be on the quality of the information collected and its pertinence to the inquiry under investigation (Sandelowski, 1995). The sample of the size of this research would be Customers of Kimia Farma Pharmacy in Manado who access its online marketing content through Instagram. Sampling Technique According to Margono (2004), sampling techniques are a means of figuring out how many samples, after the sample size, will be used as the real data source. This is done by taking into account the characteristics and population distribution in order to obtain a representative sample. Therefore, researchers took 13 informants to know participants' experiences, perceptions, and behaviors related to online marketing content of Kimia Farma Pharmacy in Manado

Data Collection Method

The data that is used for this study are primary data and secondary data. The primary data is collected by distributing questionnaires to people within the mentioned aged ranged and through observation. The secondary data collected are from books, previous study and expert opinion.

Operational Definition and Indicators of Research Variables
Table 1. Operational Definition and Indicators of Research Variables

Variable	Definition	Indicators
Content Marketing	Content marketing is a targeted form of repeated commercial activity involving purposeful, high quality content creation and promotion to identified audiences, with an intended return on investment tied to perceived relevancy and value delivered.	1. Informative 2. Uniqueness 3. Reliability 4. Value

Data Analysis Method

This qualitative data analysis includes a thorough description of the steps taken to arrive at a conclusion after the data was collected. Miles and Huberman (1984) state that qualitative data analysis often involves the following steps: Since qualitative research focuses on developing theoretical concepts, statistical measurements are not used in data analysis. The process of methodically looking through and arranging field notes, interview transcripts, and other materials that have gathered to improve comprehension and make it possible for researchers to share their findings with others is known as data analysis. Qualitative data analysis is an inductive process that often involves collecting data and then developing the data to identify patterns or models. In order to perform data analysis for this study, Instagram was chosen as the internet marketing material to be examined. Researchers will then create data that they acquire using the concept of secondary data analysis. Researchers will be able to identify patterns and connections among all of the data with the aid of this procedure.
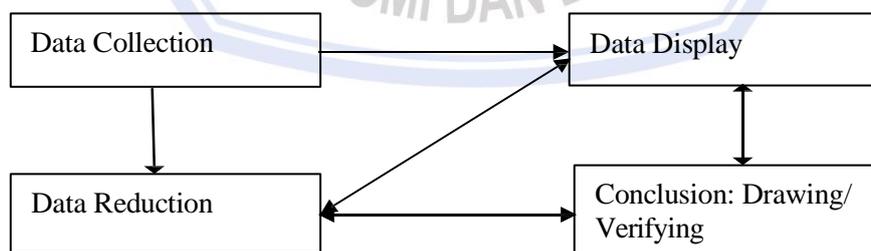
Figure 1. Step in Qualitative Data Analysis
Source: Research Methods for Business (2007)

a. The process of gathering data involves the researcher looking for information or data from any kind of source, including books and online, and then interviewing informants to get more detailed information.
b. Data reduction is the process of choosing, streamlining, and altering the data to make it easier to handle and comprehend.

c. Data display facilitates the organization and viewing of information by qualitative researchers, allowing them to locate connections and create explanations that connect their findings to accepted beliefs.
d. Selecting the themes and patterns and how they contribute to the resolution of the research issue is the process of drawing and verifying the conclusion. Verification entails double-checking the facts to make sure the preliminary findings are sound, tenable, and reasonable.

Research Instruments

Research instrument useful for obtaining the data needed when researchers are conducting research information gathering in the field. Instruments that used in this research are direct communication and observation. And for the location of this research is held at Faculty of Economics and Business, Sam Ratulangi and Whatsapp App.

Data Credibility Test

Validity testing is synonymous with credibility testing. Reliability and validation testing can be used to conduct validation tests. The degree of accuracy that exists between the data presented and the data that occurs in the study object is known as validity. Achieving consistency and stability in data is the goal of reliability. This study increased persistence, triangulation, and reference usage in addition to using the validity test.

a. Increase persistence. In order to ensure that data is captured with precision and that events are sequenced sequentially, observations must be made with greater attention and sustainability. With persistence that increase can be used to check return whether the data that has been found is wrong or not so that can provide accurate data about what is observed. In order to increase the persistence reading various related literature references with research can help. By reading literature, the insights will be wider and sharper so that it can be used to examine the power found can be trusted or not.
b. Triangulation. Triangulation is the process of verifying information at different times and from different sources. In order to ensure that the data collected is more objective and accurate, source triangulation involves gathering data directly from the subject being studied (instruction) and from the participant as well. This process of testing will be carried out over the phone.
c. Using Reference Materials. Reference material is a support to prove the data that has been found. This research uses documentation in the form of photos when finished interviewing the informants, so the data is more reliable.

RESULT AND DISCUSSION

Table 4. 1 Categorization

Indicator	Description	Informant
Informative	Trustworthy and Useful	I1, I4, I6, I7, I9, I12,
	Interesting	12, 13
	Better Understanding and Good enough	I5, I7, I10, I11, I13
Uniqueness	Creative / Variation of Content	I1, I2, 14, I5, I6, I8, I9, I12
	Well Designed	I3, I4, I5, I8
	Up to Date	I3, I4, I7, I10, I11, I13
Reliability	Dependable	I1, I2, I3, I4, I5, I6, I7, I8, 19, 10, I11, I12, I13
	Consistent	I1, I2, I3, I4, I5, I6, I7, I8, 19, I10, I11, I12
Value	Good Quality	I1, I2, I3, I4, I5, I6, I7, I8, 19, I10, I11, I12, I13
	Worth to watch	I1, I2, I3, I4, I5, I6, I7, I8, 19, I10, I11, I12, I13

Informative

According to Bertrand et al. (2010), businesses employ random experiments to improve their content strategy since non interpretable advertising content has a negative impact on demand. According to Gagnon (2014), informative information presents a chance to engage and persuade readers. Potential clients can learn about the company's expertise, capabilities, and production procedures from the content. Consumer decision-making is influenced by content and language usage (Ludwig et al., 2012). There are several ways to disseminate information about a business, but it costs money and takes a lot of effort. Those that can effectively, succinctly,

and clearly communicate their business information to clients in a fair and practical manner are in charge of the best of these processes. Kimia Farma Manado builds trust and engagement with their consumers by providing trustworthy and useful content that offers accurate and beneficial information, such as explaining the correct way to use medicine or providing health tips. This trust is the foundation that allows consumers to feel comfortable and confident in the products and services offered by Kimia Farma. Additionally, interesting content is key to keeping the audience's attention. Kimia Farma creates engaging content using visuals, inspiring patient stories, and surprising yet informative health facts, ensuring that consumers are both informed and entertained, which encourages them to continue following their accounts. Furthermore, content that enhances understanding ensures that consumers grasp the information being conveyed by simplifying complex medical concepts into easily understandable formats, such as infographics or tutorial videos. This approach increases consumer satisfaction and trust in Kimia Farma. Content rated as good enough ensures that the information provided is detailed and relevant without being overwhelming, making consumers feel informed and capable of making informed decisions without being overloaded with unnecessary details. Previous studies support these strategies. Enyinda et al. (2018) revealed that customer engagement, communication, and trust are crucial relationship marketing tactics in the pharmaceutical industry, and social media significantly enhances these tactics, positively impacting consumer perceptions of transparency and honest. Therefore, Kimia Farma's approach not only increases consumer loyalty but also reinforces its position as a trustworthy source of health information in Manado.

Uniqueness

Another important element of content is uniqueness. First of all, companies using content exclusivity, can win the battle for consumer's attention in the competitive online space. According to Gagnon (2014), unique content could be foreseen as a positioning tool of the company in order to become a unique and desirable market participant in com parison to its competitors. Secondly, the unique content cannot only draw the attention of consumers, but also spreads the word of mouth about the company's unique skills (Gagnon, 2014). The uniqueness of content is achieved through the detailed analysis of competitors, creativity and innovation. According to Berkley (2010), a company has only ten seconds to attract consumer attention with the offered content. Therefore, every possible way should be used to tell the client why he needs the company. Previous research emphasizes the importance of uniqueness in content marketing as a crucial element that differentiates a brand from its competitors. For Kimia Farma, incorporating unique elements such as creative content variations, well-designed visuals, and up-to-date information is vital for attracting and retaining consumer attention. Creative content variations, such as health articles, educational videos, infographics, and patient stories, engage the audience and encourage frequent visits for fresh and diverse content. Creativity in presenting information makes it more engaging and easier for consumers to understand the messages conveyed. Well-designed content is visually appealing and facilitates the delivery of information. Using clean and professional designs with effective use of colors, typography, and layout helps capture the audience's attention and reflects Kimia Farma's commitment to quality, enhancing consumer trust. Up-to-date content ensures relevance to current developments. In the health industry, providing the latest information on drug innovations, health guidelines, and new services helps consumers receive the most current and relevant information, showing that Kimia Farma is active and responsive to changes and consumer need. By combining creativity, good design, and the latest information in their content marketing strategy, Kimia Farma can create attractive and unique content that adds significant value to consumers. This approach helps Kimia Farma stand out in a competitive market, build strong relationships with consumers, and maintain its position as a leader in the pharmaceutical industry.

Reliability.

Failure or lack of the marketing specialists' ability to ensure the reliability of information makes the in formative content negligible. Reliability is one of the key elements of high-quality content. In order to ensure reliability, companies should carefully evaluate data processing procedures and use appropriate techniques (Ružkevičius and Guseva, 2006). Information provided by a company must be reliable and adequate. Reliability determines correctness of information whereas adequacy of information is determined by completeness (Chasser and Wolfe, 2010). A previous study relevant to the reliability and consistency of content marketing in building consumer trust in the healthcare industry is discussed by KNB Communications (2023). The study highlights the importance of providing accurate, evidence-based information and maintaining consistency 51 in content delivery to build trust and long-term relationships with consumers. It emphasizes that healthcare marketing must prioritize transparency, respect patient privacy, and ensure that marketing claims are supported by credible research.

Consistent and reliable content helps healthcare providers establish themselves as trustworthy sources of information, thereby enhancing consumer confidence and loyalty (KNB Communications, 2023 Gray Group International). By integrating dependable, evidence-based information with consistent and high-quality content delivery, Kimia Farma can effectively build deeper trust with their consumers. This approach not only enhances the brand's credibility but also strengthens long-term relationships, leading to increased consumer loyalty and a stronger market presence (KNB Communications, 2023 Gray Group International).

Value

Content creation should be implemented through the functional and emotional values. By implementing and succeeding in this goal, companies can achieve high conversion into sales rates (Limba and Jurkutė, 2013). According to Gagnon (2014), the quality of content is addressed to the needs of potential customers and shows them how a product proposed by a certain company can help in solving customers' problems. Some Lithuanian authors (Ružkevičius and Guseva, 2006) perceive valuable content as an ability of the given content to com ply with the consumer's aspirations, goals and interests. Therefore, this aspect is primarily dependent on the users' needs and interests which are constantly changing. However, the authors of this paper believe that the value of content should be independent from the chosen dissemination and regarded as one of the essential principles of content marketing. A previous study relevant to the role of high-quality and valuable content in healthcare marketing highlights the importance of creating content that is accurate, informative, and engaging. High-quality content refers to well-produced information that includes accurate data, clear writing, and professional visual presentation. This level of quality demonstrates a brand's commitment to delivering reliable information, thereby enhancing consumer trust. For Kimia Farma, this would mean ensuring that all content is not only visually appealing but also factually accurate and professionally crafted. Content that is worth watching provides tangible benefits to consumers, such as health education, practical tips, or updates on the latest products and services. This type of valuable content keeps consumers engaged and encourages them to return for more, thereby increasing brand loyalty and consumer satisfaction. By combining high quality and real value in their content marketing strategy, Kimia Farma can create a positive consumer experience that fosters trust and long-term loyalty. This approach helps differentiate Kimia Farma from competitors and establishes the brand as a trusted source of health information.

CONCLUSION AND RECOMMENDATION

Conclusion
1. The findings highlight the importance of informative, unique, reliable, and high-value content in their strategy. Informative content builds consumer awareness and trust, while unique content differentiates Kimia Farma from competitors and strengthens brand identity.
2. Reliable content, supported by scientific evidence and delivered by health experts, meets high consumer expectations and builds trust in the health sector.
3. High-value content engages consumers in decision-making, builds loyalty, and strengthens Kimia Farma's reputation as a trusted health information source. This comprehensive strategy helps Kimia Farma grow and expand its market reach in Manado.

Recommendations
1. Kimia Farma should focus on creating informative content to educate consumers and build trust. They should maintain a unique brand identity by highlighting distinctive services and success stories. Ensuring content reliability through scientific evidence and expert opinions is crucial. Collaborations with healthcare professionals can enhance credibility. Lastly, providing high-value content such as product reviews and health advice will engage consumers and foster loyalty. These strategies will help Kimia Farma sustain and enhance its market presence in Manado, building a loyal customer base and a strong brand reputation.
2. Future researchers should broaden their studies to include multiple regions for comparative analysis and conduct long-term studies to understand the impact on customer behavior and loyalty. Gathering consumer feedback through surveys or focus groups will provide valuable insights. Comparing Kimia Farma's strategies with competitors can highlight best practices and areas for improvement. Analyzing the impact of various social media platforms and exploring advanced technologies like AI and data analytics can enhance content

personalization and targeting. Investigating the effectiveness of different content formats, such as videos and podcasts, will create more engaging campaigns.

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