

The Role of Social Media in Digital Marketing in the Creative Industry Case Study on Aico Creative Indonesia business

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ABSTRACT

This research explores the role of social media in digital marketing at AicoCreative, a creative agency in Makassar. Using a qualitative approach, data was collected through in-depth interviews and social media content analysis. The results showed that social media significantly increased brand awareness, audience engagement, and marketing campaign effectiveness. Despite facing challenges such as algorithm changes, AicoCreative managed to overcome them through adaptive strategies and in-depth data analysis. This research provides important insights for other creative agencies looking to maximise the use of social media in digital marketing.

Keywords: *social media, digital marketing, creative industry*

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1. INTRODUCTION

Van Dijk dalam Nasrullah (2015) Adi stated that social media is a media platform that focuses on the existence of users and facilitates them in engaging in activities and collaborating. Social media is a bold communication tool that allows people to socialize through technology. For its users, social media is used to share information such as photos, news, promotions, and others. Although traditional media such as television, radio, and newspapers are still relevant, their popularity has started to decline as social media has developed (Sulianta, 2015). Social media is also a means of online interaction between humans without spatial or temporal constraints (Maulana & Salsabila, 2020). Therefore, social media is a group of internet-based applications built on the foundation of web 2.0 ideology and technology, allowing users to create and exchange content according to their own preferences (content generated by users).

In its development, Castells (2007) refers to the social media that is known in the network society as having four forms of power. Firstly, the power of the network that becomes the strength of actors and organizations as a core component in the global network society. Secondly, the power generated by the network is able to coordinate various social interactions within the network. Thirdly, the power of social actors over other actors within a network. Fourthly, the power to program a specific network according to different interests and values, including following alliance strategies between dominant actors from various networks. Through social media, people also find many benefits in their daily lives, such as shopping for daily needs, finding old friends who have not interacted for a long time, and many more (Suhartono Chandra, 2018). Kotler and Keller (2016) state that the function of social media is to provide the ability to share information in the form of text, images, videos, and audio between individuals and organizations. The existence of social media provides support for product marketing efforts through various platforms (Aliami et al., 2018). Social media-based marketing communication takes advantage of digital information flows that can reach consumer potential at the right time, personally, and relevantly (Rony & Panuju, 2018). Social media allows users to exchange content and interact with each other using web-based applications (Lazuardi, 2019).

Social media has rapidly developed into a crucial tool for businesses to increase brand awareness, build customer relationships, and drive sales. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and Google+ have become the main channels to reach a wide audience and build a positive brand image. Social media has transcended its role as a social interaction platform and has become a tool for businesses to market and communicate with customers. The role of social media in the business world is irreplaceable, as it has proven effective in increasing brand awareness, building strong customer relationships, and driving sales.

The Technology Convergence Theory states that information and communication technologies, such as social media, have significantly changed human interaction and behavior. The development of technology has changed the way humans obtain information and shop, so businesses must adapt to new technology to remain competitive.

This study shows that social media has effectiveness in increasing sales during the implementation of community activities and has remained a highly effective marketing platform in this digital era. Effective marketing strategies using social media include using social media posting to facilitate consumers in making transactions.

Recent theories and research show that social media plays a crucial role in increasing brand awareness, creating relationships with customers, and driving sales. Effective marketing strategies using social media include using engaging, interactive, and relevant content for target audiences, as well as using features such as e-commerce and live streaming to increase customer attraction.

Digital marketing refers to the concept of basic marketing. Marketing is the process of managing customer relationships that benefit both the marketer and the consumer. The main goal of digital marketing is to attract new customers by offering superior value and making the relationship between the marketer and customer more intense through the use of social media. Digital marketing systems use the internet, which is part of the development of information technology, enabling direct internet-based marketing, allowing marketers to interact directly with customers in real-time and interactively to market products. The application of digital marketing provides several benefits. First, digital marketing systems can be run by small or large companies. Second, online advertising activities do not have a real limit in terms of space and time compared to offline media. Third, access to information can be faster. Fourth, the site can be visited by anyone, anywhere, and at any time worldwide. Fifth, transaction activities can be done more quickly and accurately.

AicoCreative, a creative agency based in Makassar, is dedicated to realizing innovative ideas and empowering branding to grow and compete in the dynamic market. With services that include creative concept and planning, professional video production, graphic design, and media management, AicoCreative has become a place where creativity is valued and developed. Social media plays a crucial role in AicoCreative's digital marketing strategy, helping to expand reach and increase brand visibility.

The current phenomenon in the digital marketing industry is the increasing use of social media as a primary platform for marketing campaigns. With more than 4.2 billion active users worldwide, social media has become an indispensable tool for businesses to interact with their customers. Platforms such as Instagram, TikTok, LinkedIn, and Facebook offer various marketing tools that enable companies to reach a wider audience, create engaging content, and measure campaign success in real-time. The latest trend shows that short videos, live streaming, and interactive content are becoming increasingly popular among social media users (Dewa & Safitri, 2021). In addition, there has been a significant increase in the use of influencer marketing, where brands collaborate with influential individuals on social media to promote their products. Changes in algorithm and privacy policies also play a crucial role in shaping social media marketing strategies. Furthermore, the COVID-19 pandemic has accelerated the shift to digital, prompting businesses to rely more on social media and other digital platforms to maintain customer relationships.

This creates a highly competitive environment where innovation and creativity in digital marketing strategies become the key to standing out among competitors. As a creative agency focused on empowering brands and innovation, AicoCreative faces the same challenges and opportunities. By using social media, AicoCreative can capitalize on this trend to increase client visibility and engagement, creating more effective and memorable campaigns. Based on the phenomena mentioned above, this study aims to investigate how AicoCreative uses social media in their digital marketing strategy and its impact on achieving their business

goals. This study will provide insight into the effectiveness of social media as a marketing tool and how AicoCreative can optimize its use to support business growth.

This study focuses on the main problem: how AicoCreative uses social media in their digital marketing strategy in the creative industry. Through a case study on AicoCreative, this research aims to analyze the role of social media in supporting digital marketing and its impact on achieving business goals. This study will provide insight into the effectiveness of social media as a marketing tool and how AicoCreative can optimize its use to support business growth (Mardian et al., 2022).

The purpose of this research is to understand how AicoCreative uses social media in their digital marketing strategy and the impact of social media use on achieving business goals. This study is expected to provide important insights into the effectiveness of social media as a marketing tool and ways to optimize its use to support business growth (Keinditia & Kustini, 2022).

This research has several benefits, both theoretically and practically. Theoretically, this research will add references to the field of entrepreneurship, particularly regarding the role of social media in digital marketing in the creative industry, with a case study on AicoCreative. Practically, this research can provide input for offline store owners to develop their businesses. Furthermore, this research is also useful for other business owners in the creative industry, who can learn and apply digital marketing strategies using social media platforms. Finally, this research provides additional information for AicoCreative to know the limitations and advantages of providing quality services, so that they can gain more trust from customers and generate profits for the company (Nuriyanti, 2019).

2. RESEARCH METHODS

This research uses a qualitative approach with a descriptive type of research and a case study method to understand the role of social media in digital marketing at AicoCreative. The case study method was chosen because it allows for in-depth exploration of complex phenomena in real-world contexts (Mtisi, 2022). Data was collected through in-depth interviews and participatory observation, as well as document analysis and social media content analysis (Afriandi & Anisa, 2023). Interviews were conducted with marketing team members, project managers, and creative directors at AicoCreative, while direct observation was conducted on digital marketing activities at the company. Document analysis and social media content analysis were also conducted to obtain additional insights into the marketing strategies and results achieved through social media (Utomo et al., 2023). By using these various data collection methods, this research aims to provide a deep understanding of AicoCreative's digital marketing strategies and the contributions of social media to its success (Ismail & Suryani, 2022).

3. RESULTS AND DISCUSSION

3.1 The Role of Social Media in Digital Marketing

This research aims to explore the development of social media technology and algorithms, which continually change, requiring companies to remain up-to-date to remain relevant and competitive in the market. As a result, the strategic use of social media has become essential for companies that want to maintain their existence and growth in the digital. The key role of social media in digital marketing is as follows:

- a. **Increasing Brand Awareness**
Social media allows businesses to reach a wide audience and increase brand awareness. Through attractive and interactive content, companies can build a strong brand identity and make it known to many people.
- b. **Engagement and Interaction**
Social media provides a platform for direct interaction with customers. Through comments, messages, and sharing content, companies can build closer and more personal relationships with their customers, as well as receive direct feedback.
- c. **Targeting the Right Audience**
Paid advertising features on social media, such as Facebook Ads and Instagram Ads, allow businesses to target specific audiences based on demographics, interests, and online behavior. This increases the efficiency and effectiveness of marketing campaigns.

- d. **Measurement and Analytics**
Social media provides advanced analytics tools to track the performance of marketing campaigns. This data helps businesses understand what works and what doesn't, and optimize their strategies in real-time.
- e. **Viral Content and Influence**
Social media has the potential to make content go viral, which can provide large exposure quickly. Additionally, collaborating with influencers can help reach new audiences and build brand credibility.
- f. **Increasing Traffic and Sales**
By leveraging social media, businesses can direct traffic to their website and increase conversion rates. Promoting products, discounts, and direct links to purchase pages can encourage consumer action.
- g. **Effective Cost**
Social media marketing is often cheaper than traditional marketing methods such as television or print advertising. This makes it a good choice for small and medium-sized businesses with limited budgets.

In summary, social media plays a very important role in digital marketing by offering various benefits that can help businesses grow and succeed in a competitive market.

3.2 Creative Agency Industry

One of the main goals in the creative industry is for creative agencies to act as a bridge between clients and content creators. They help clients find the right content creators for their needs and assist content creators in developing ideas that align with their business goals. Creative agencies also play a role in developing creative strategies that help clients achieve their business goals through the effective use of creative content.

Some examples of well-known creative agencies in Indonesia include:

- a. **Content Creator & Creative Agency:** They offer services such as illustration, caricature, and animation explanations that are used for various purposes, including marketing, media education, and community service advertising.
- b. **Ideoworks:** They offer creative strategy services, work, or promotions that help solve problems during implementation. They also have a creative team that can help create innovative and attractive content.
- c. **Digital Marketing Agency:** They offer digital marketing strategy services, especially SEO and lead generation. They also have a creative team that can help create innovative and attractive content.

In the creative industry, creative agencies play a role as a bridge between clients and content creators. They help clients find the right content creators for their needs and assist content creators in developing ideas that align with their business goals. Creative agencies also play a role in developing creative strategies that help clients achieve their business goals through the effective use of creative content.

The following is the result of an in-depth interview with Andi Muhammad Rizky Ramadhan, Creative Director, and Muhammad Faiz Alfarizy, Project Manager, at Aico Creative Indonesia. The interview was conducted face-to-face at Roket Backhaus Cafe in Central Point Indonesia - Makassar. The interview process took approximately 1 hour, including preparation time. During the interview, we asked several deep questions related to the role of social media in digital marketing at Aico Creative. The following are the questions and results from the respondents:

"How was AicoCreative established? Was there something special about AicoCreative's establishment? Why was AicoCreative founded? Was there another motivation?"

"AicoCreative was founded because of a hobby that kept meeting with friends who shared the same frequency or had the same hobby, and thus an idea emerged to create a company that was related to the creative industry and so the company was named AicoCreative". (Rizky)

The interview results show that AicoCreative had an idea to establish a company that emerged from interactions and discussions with friends who shared the same interests or ideas, which can be described as a collaborative process in forming a business idea.

"Why was AicoCreative named AicoCreative? Is there a meaning behind the name?"

"Aico means 'industri konsultan seni', which means that at AicoCreative, if someone comes with a problem or need, we can be their consultant".

The interview results show that AicoCreative provides consulting services if someone comes with a problem or specific need, and the company can act as a consultant to help solve those problems. The company plays a role as a provider of solutions for clients who have problems or needs in the creative industry or art field. This shows the company's goal to help clients overcome challenges and meet their needs through consulting services.

"How does AicoCreative plan its social media strategy for digital marketing?"

"AicoCreative plans its social media strategy by taking a word-of-mouth approach and spreading content through social media. We conduct market research to understand our target audience and industry trends. After that, we identify the most suitable social media platforms for our audience and develop relevant content for each platform" (Ramadhan)

The interview results show that AicoCreative has a structured approach to planning its social media strategy. They start by conducting market research to understand their target audience and industry trends, which is an important step in designing an effective campaign. Then, they select the most suitable social media platforms for their target audience and produce content that is relevant to each platform. This approach shows their awareness of the importance of personalization and segmentation in digital marketing.

"What are the main challenges in managing social media for marketing at AicoCreative?"

"One of the main challenges we face is the change in algorithms on social media platforms. Sometimes, these changes can affect our content's reach and interaction. Besides that, we also face difficulties in maintaining consistency in content and adapting it to different platforms" (Ramadhan)

The interview revealed that AicoCreative faces challenges in managing social media, especially related to algorithm changes and content consistency. Algorithm changes can affect the performance of their content, while different social media platforms require different approaches to content and marketing strategies. This emphasizes the importance of flexibility and adaptability in managing social media.

"How does AicoCreative measure the success of their social media campaigns?"

"We use various metrics such as Artificial Intelligence and Microsoft applications to measure the success of our social media campaigns, such as engagement rate, click-through rate, conversion rate, and follower growth. In addition, we also conduct sentiment analysis to understand the audience's response and perception of our content" (Alfarizy).

The interview results show that AicoCreative uses a range of metrics to measure the success of their social media campaigns. They not only focus on classic metrics such as engagement rate and click-through rate, but also consider conversion rate and follower growth. Sentiment analysis is also conducted to gain a deeper understanding of the audience's response to their content. This approach shows their awareness of the importance of understanding the overall impact of their social media campaigns.

"How does AicoCreative determine the type of content to be published on social media?"

"The project manager at AicoCreative says that before they upload content on social media, they will conduct an analysis first, analyzing the content they will upload and determining its pillar content. The pillar content itself is informative and educational content that can engage their audience, and if it matches their brand's branding, then the content will be uploaded"

The interview results show that AicoCreative places a great emphasis on creative industry as a key step in building an effective social media strategy. Attractive and relevant content for their target audience can help increase brand awareness and engagement, and AicoCreative prioritizes informative and educational content to increase brand awareness and engagement.

“How does AicoCreative create social media content?”

“AicoCreative has several workflow steps in creating content. First, they need to have an idea for a campaign posting, then create a visual, followed by copywriting, profiling, and finally scheduling the content.”

The interview results show that in creating social media content, AicoCreative plans or has an idea with determining their target audience and goals. They identify clearly what they want to achieve with their content and who they want to reach. They conduct market research and analyze their competitors' content to identify trends and opportunities. They plan their content schedule for a certain period and ensure consistent content flow.

Based on the data and interview results summarized above, this research reveals several important findings related to the role of social media in digital marketing at AicoCreative. The main findings are as follows:

- 1) **Brand Awareness:** Social media has significantly increased brand awareness for AicoCreative. Through the use of platforms like Instagram and TikTok, AicoCreative can reach a wider audience and build brand awareness effectively. Additionally, word of mouth also helps AicoCreative to reach their audience and customers (Huda, M., 2022; Setya, M. D. A, & Sirait, T., 2023).
- 2) **Audience Engagement:** AicoCreative's social media strategy has successfully increased audience engagement. Creative and relevant content, such as videos, infographics, and interactive posts, has attracted audience attention and encouraged them to interact with the brand (Choirunnisa, F., & Setyanto, R. P., 2024)
- 3) **Effective Campaigns:** Social media campaigns have shown positive results in terms of the number of portfolios presented, making potential customers want to learn more about AicoCreative's performance. Social media not only serves as a communication channel but also as an effective tool for measuring campaign success (Audina, D. Z., & Sudradjat, R. H., 2023).
- 4) **Platform Selection:** AicoCreative carefully selects the social media platform that is suitable for their target audience. The most frequently used platform is Instagram, which is used to reach a younger audience with visually appealing content (Laraskana, T. N., & Sakir, I. M., 2022; Yudha, A., Norsiva, R. I., Lestari, L., & Yasmin, A., 2024).
- 5) **Challenges and Adaptation:** One of the main challenges faced is the change in social media algorithm, which can affect content reach and interaction. However, AicoCreative has overcome this challenge through adaptive strategies and continuous updating of their approach based on in-depth data analysis (Prasetya, M. D., et al. (2023).
- 6) **Data Analysis:** AicoCreative uses various metrics to measure the success of their social media campaigns, including engagement rate, click-through rate, conversion rate, and follower growth. Sentiment analysis is also conducted to understand the audience's response and perception of their content (Moro, S., Ramos, P., & Esmerado, J., 2023)

4. CONCLUSIONS AND SUGGESTION

Based on the interview results with AicoCreative's marketing team, it can be concluded that the use of social media plays a crucial role in their digital marketing strategy. AicoCreative has a structured approach to planning and managing social media, starting from market research to understand their target audience and industry trends, to monitoring and analyzing content performance on a regular basis. The main challenges faced by AicoCreative are changes in social media algorithms and consistency in content across different platforms. However, they have overcome these challenges through adaptive strategies and in-depth data analysis.

AicoCreative can continue to monitor industry trends and changes in social media algorithms to be more responsive to market changes. Additionally, they can increase audience engagement by diversifying content and exploring interactive content. It is also important to improve their data analysis by expanding the

metrics used, such as sentiment analysis and audience segmentation, to better understand audience preferences and responses. Furthermore, investing in training and developing employees in social media skills and data analysis will ensure that their team always has the latest skills and is able to face challenges that arise in the future. By implementing these suggestions, AicoCreative can strengthen their position in the creative industry and increase the effectiveness of their digital marketing strategy through social media.

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