

**THE STRATEGY OF SMALL AND MEDIUM ENTERPRISES (SMEs)
IN UPGRADING SOCIAL MEDIA MARKETING TO CONTENT MARKETING**

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ABSTRACT

The era of the internet is moving and developing very fast. The use of social media that had only been used to communicate and socialize turned into a marketing campaign tool. On the other hand, the use of the internet to develop content can also be used as a marketing campaign tool and is known as content marketing. It will be seen how social media marketing is also related to content marketing. Data collection was carried out using a qualitative methodology approach, carried out by interviews and data collection online. The resulting conclusions show how content marketing will complement social media marketing so that it can be used for the development of small and medium businesses.

Keywords: Content Marketing, Social Media Marketing, Small Business, Medium Business, SMEs

ABSTRAK

Era internet bergerak dan berkembang sangat cepat. Penggunaan media sosial yang tadinya hanya digunakan untuk berkomunikasi dan bersosialisasi berubah menjadi alat kampanye pemasaran. Di sisi lain, penggunaan internet untuk mengembangkan konten juga dapat digunakan sebagai alat kampanye pemasaran dan dikenal sebagai pemasaran konten. Akan terlihat bagaimana pemasaran media sosial juga terkait dengan pemasaran konten. Pengumpulan data dilakukan dengan menggunakan pendekatan metodologi kualitatif, dilakukan dengan wawancara dan pengumpulan data secara online. Kesimpulan yang dihasilkan menunjukkan bagaimana pemasaran konten akan melengkapi pemasaran media sosial sehingga dapat digunakan untuk pengembangan usaha kecil dan menengah.

Kata kunci: Pemasaran Konten, Pemasaran Media Sosial, Bisnis Kecil, Bisnis Menengah, UMKM

INTRODUCTION

In this modern developing era, this new marketing approach is needed. Marketing 4.0 was introduced as a development of Marketing 3.0. New scientific fields cause marketers to adapt the changes of customer decision making in the digital economy. The role of the marketer is to guide customers in to customer's buying decision journey through awareness and advocacy. Marketing Changes 4.0 or also referred digital marketing provides the latest knowledge about a number of strategies in conducting marketing activities, one of which is content marketing, which is marketing activities that involve the creation, curation, distribution, and strengthening of interesting, relevant and useful content for specific groups, in order to create a conversation about content. (Philip Kotler, Hermawan Kartajaya, 2017)

The growth of internet users in 2018 has increased, this is seen based on the results of the Indonesian Poll study in collaboration with the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia grew 10.12 percent. According to the Secretary General of APJII, Henri Kasyfi, this survey involved 5,900 samples with a margin of error of 1.28 percent. This field data was taken during the period from March to April 14, 2019, the result of a total population of 264 million people of Indonesia, there were 171.17 million people or around 64.8 percent who had been connected to the internet.(Pratomo, 2019)



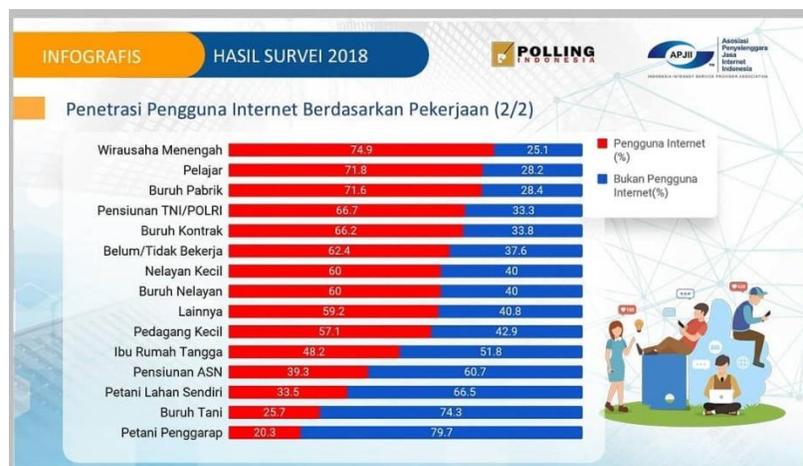
Source: (Pratomo, 2019)

Figure 1. Infographic of internet user penetration based on population in Indonesia.

Among various types of information technology, social media applications are the choice for business people. Social media opens up opportunities for business people to increase innovation by sharing, collaborating and co-creation (Vasileiadou & Missler-Behr, 2011). The size of the company is one of the determinants of the use and utilization of ICT. Large companies tend to adopt more ICT use than small companies or SMEs (Newby, Nguyen, & Waring, 2014).

Research conducted by (Cesaroni & Consoli, 2015) also revealed that micro, small and medium scale companies have not been able to make the most of social media in their business. The use of social media in business on a micro, small and medium scale (MSME) is only limited to follow the trend. Social media is used by micro, small and medium businesses of MSME because it is currently very popular among the people. However, these business actors apparently have not been able to make the most of their social media to provide business benefits (Srirejeki, 2016)

From the results of the 2019 APJII survey that said that in 2018 medium-sized entrepreneurs already used the internet at 74.9% and small traders / small entrepreneurs 57.1%, this shows the active in doing business using the internet more than 50%. (Pratomo, 2019)



Source: (Pratomo, 2019)

Figure 2. Infographic of internet user penetration based on profession in Indonesia

Content marketing is a strategy designed to attract new audiences with the aim of getting to know the business that has been run. After the audience recognizes the business that is run by the company, then the next goal of Content marketing is to encourage or attract the audience to become customers. Another

goal is that customers who have become buyers can remain loyal to the products or services that the company offers.(Darmawan, 2019)

Various literatures on content marketing have shown how content marketing is implemented by large-scale companies. But What about small and medium sized companies (SMEs)? Why small and medium businesses become a separate subject for this paper because there are often limited information and knowledge experienced by small and medium business actors. These limitations are often becoming doubts and obstacles in brand development also can minimize marketing opportunities. Other limitations such as costs are assumed not to be an obstacle in this article.

Many small and medium businesses use marketing technology, especially online marketing through the internet. From creating simple websites to using social media which is relatively more easily accessed and managed independently such as Instagram, Facebook and Twitter or certain e-commerce / B2C websites such as Tokopedia, Bukalapak or Shopee. Generally they market the product by providing information about it, selling prices and contacts that can be contacted as well as financial transaction facilities. Indirectly they have done social media marketing but with Web 2.0 (user involvement pouring information and communicating) like that there are actually many things that can be explored for the benefit of sales and often overlooked.

Social media in some cases or in some businesses can indeed bring benefits but the simple question is when you have a lot of followers in social media, what you want to be presented so as to add value to your brand or product? Is there a long-term plan or an in-depth strategy considering the business is very dynamic even it has a product life span especially in the current era where changes can occur quickly and the use of technology is basically easy to master. This is where content marketing plays an important role. Thus the formulation of the problem in this study is how Bandung City SMEs carry out an upgrade from social media marketing to content marketing.

In analyzing this matter, this study uses a method by conducting in-depth interviews with the aim of finding out the perceptions of SMEs about the benefits of social media for their business and how upgrade it into content marketing.

The purpose and benefits of this paper are to get an overview of how SMEs utilize social media and how they change to content marketing (upgrade) for their business. In addition, this research is also useful to find out the perceptions of SMEs about social media applications for their business. The implications of this study are further expected to be input for policy improvement, especially related to the upgrading strategy from social media marketing to content marketing.

LITERATURE REVIEW

Small and Medium Enterprise (SMEs)

Small and Medium Enterprises (SMEs) are the most dominant form of business in Indonesia. According to the State Ministry of Cooperatives and SMEs and Bank Indonesia, micro-businesses are defined as businesses that have net assets of less than Rp.50 million and less than Rp.300 million for total annual sales. While small businesses are businesses that have net assets of between Rp. 50 million to Rp. 500 million or have total annual sales of between Rp. 300 million to Rp. 2.5 billion. Medium Business is a business that has a net asset of Rp. 500 million to Rp. 10 billion or total annual sales of Rp. 2.5 billion to Rp. 50 billion. In Indonesia there are approximately 57 million SMEs with absorption of around 108 million workers. (BPS, 2014). Not only in Indonesia, in most countries in Asia, SMEs also have a central role. Based on research conducted by the Asia Development Bank (2014) in the Asian region, SMEs control an average of 96 percent of the total number of companies with a growth rate of 5 percent each year (Srirejeki, 2016)

Table 1. SMEs criteria based on UU No.20 Tahun 2008 (Indonesian constitution) about SMEs

Business scale	Net worth (Rupiah)	Annual year sales (Rupiah)
<i>Usaha Mikro</i> (micro enterprise)	up to 50 juta	up to 300 juta
<i>Usaha Kecil</i> (small enterprise)	up to around 50 juta – 500 juta	up to around 300 juta – 2,5 milyar
<i>Usaha Menengah</i> (medium enterprise)	up to around 500 juta – 10 milyar	up to around 2,5 milyar – 50 milyar

Source: (Undang-Undang, 2008)

SMEs also absorb a large number of workers in the Asian region. SMEs in Asian countries are able to absorb an average of 62 percent of the total workforce (Asia Development Bank, 2014). In Malaysia, for example, in 2015 it was able to absorb 65.5 percent of the total workforce there (Department of Statistics Malaysia, 2015). SMEs in Singapore are also able to absorb 67 percent of the total workforce (Department of Statistics Singapore, 2015). Not only in Asia, in Europe, the United States and Japan, SMEs play a role in absorbing labor in the range of 55 percent to 80 percent. Furthermore, the European Union considers SMEs to have a very important role in absorbing labor. Every year as many as 1 million new SMEs appear in the European Union region and contribute 99.8 percent of the total companies in the European Union (Katua, 2014). The results of empirical research conducted by (Hamdar, Najjar, & Karamah, 2017) also stated that SMEs have a very significant role in employment. A large number of SMEs can absorb a large workforce. The role of MSME also does not stop at its ability to absorb a large workforce but also increases the welfare of the community. With the income

earned by the community can increase its purchasing power. This increase in purchasing power will encourage an increase in products and services. In meeting this increasing demand from the community, more production activities are needed so that economic productivity in a country will indirectly increase.

In a survey conducted by Deloitte Access Economics (Deloitte, 2015) of 437 SMEs in Indonesia, digital SME involvement can be divided into four groups, namely offline business (36 percent), basic online business (37 percent), medium online business (18 percent) and online business continued (9 percent). Offline business is a business that is carried out without broadband access, without a computer or smart phone and does not have a networking site. Whereas a basic online business is a business that already has broadband access, has a digital device in the form of a computer or smart phone and has a static online presence, which is a standard networking site with limited access to information. Medium-sized online businesses have direct involvement in social networking by combining network sites that are integrated with social media, live chat with customers. Finally, i.e. advanced online businesses have sophisticated connectivity, integrated social networking and e-commerce.

Table 2. Digital involvement in business activity by SMEs in Indonesia

Kelompok	Persentase
Offline business	36 %
Basic online business	37 %
Intermediate online business	18 %
Advance online business	9 %

Source: (Deloitte, 2015)

Globally, digital technology especially using the internet has also been widely used in business on a massive and intense basis by customer because it provides opportunities for wider business reach and is also able to connect with more people both through websites and social applications (Jung et al., 2013). Based on research conducted by Pick (2013) shows that 93 percent of marketers use social media for business. Bennet et al., (2012) also stated that approximately 73 percent of small businesses in the United States have used social media. The emergence of social media is certainly a very good opportunity for SMEs, especially because it does not need a large capital to be able to use social media and the various benefits that can be obtained if you can use it optimally. The scope of SMEs businesses is usually only limited to the region where the SMEs are located, but with social media there are no longer any obstacles to promoting products or services in a wider area.

SMEs can use forums, blogs, groups and other social media to establish relationships with customers, suppliers and other important parties (Eid and El-

Gohary, 2013). According to Jones, Borgman and Ulusoy (2015) one of the biggest advantages of using social media for business is that business people can attract the attention of customer widely with very minimal costs when compared to conventional media. These cost savings are the main attraction that can be offered by social media for business people, especially beginner businesses with limited capital. In addition, the use of social media is also very easy and has high accessibility (Smith and Wollan, 2011). Jung et al. (2013) even states that websites and social media are the most important tools for building relationships with customer and also with other business people. Durkin et al., (2013) also stressed the importance of maintaining relationships with external parties, especially customer, as the basis for SMEs competitive advantage.

Social Media Marketing

Social Media Marketing is the utilization of social media technologies, channels and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. (Tuten, 2017)

Initially facebook as a pioneer of popular social media on personal computer hardware (PC) platforms was a means to market products (buying and selling interactions and advertisements). The development of cellular telephone technology that facilitates social media applications accessible anytime and anywhere is a new opportunity to market a product.

Content Marketing

A formal definition of content marketing: Content marketing is the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience—with the objective of driving profitable customer action. (Pulizzi, 2014)

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. ((CMI), 2018)

From the two definitions of content marketing above the emphasis is clearly on making content that has a very high value and relevance to the product being marketed so that people do not just understand but continue to buy or even distribute.

Social media marketing and content marketing have similar functions because in them there is almost the same use of technology as well as providing information, but what distinguishes social media marketing and content marketing?

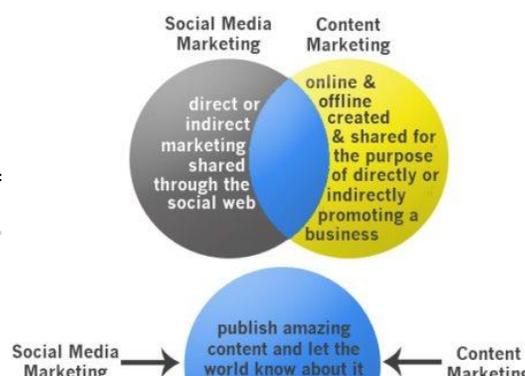
Table 3. Differentiations between Media Marketing and Content Marketing

	<i>Social Media Marketing</i>	<i>Content Marketing</i>
Center of gravity.	The focus of the marketing activity—is located within the social networks themselves. When marketers operate social media campaigns, they are operating inside of Facebook, Twitter, Google+, and so on.	The center of gravity for content marketing is a brand website whether it be a branded web address or micro website such as forum.
Types of content.	Content is built to fit the context of the chosen social platform: short messages in the 140 characters range for Twitter; contests, quizzes, and games for Facebook; and so on.	The context of websites permits much longer forms of content. Brands can publish blog posts, videos, infographics, and e-books, just to name a few formats.
Objectives.	-Brand awereness: generating activity and discussion around the brand -Customer retention and satisfaction: brands can use social channels as an open forum for direct dialogues with customers.	-Demand or Lead Generation. -Quality content brings prospects to a brand’s site, that brand can develop a relationship with the prospects and nurture them toward a lead conversion or purchase.

Sumber: (Pulizzi, 2014)

Even though there are several differences, some literature associates between social media marketing and content marketing. The examples are following.

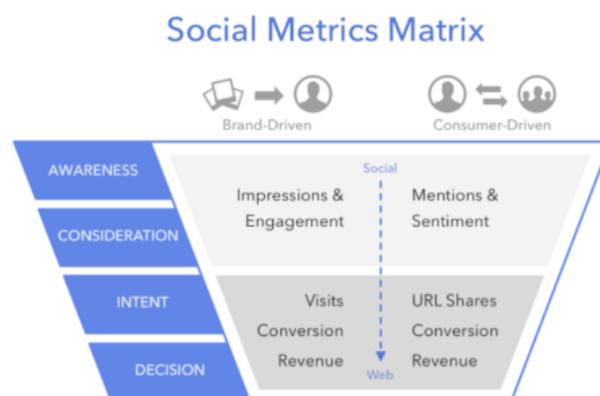
Content marketing and social media marketing are two separate entities with some overlapping characteristics. The Integration of content and social media marketing is the best way of promoting blogs, businesses, and brands. Social media marketing vitally supports content marketing. The goal of content marketing is to acquire a large number of subscribers to the original content for lead conversions.(Braun, 2019).



Source: (Braun, 2019)

Figure 3. Social Media Marketing VS Content Marketing

Furthermore, Braun said: Social media is a great source of publishing content. It can potentially amplify the brand and guide people towards your content. As far as marketing strategies, social media is a great way to start marketing for any brand. This plays a significant role in making and keeping a particular business successful. The effectiveness of content marketing for goal achievement takes time, but in order to start the business immediately, you can start marketing through social media marketing strategies. (Braun, 2019)



Source: (Braun, 2019)

Figure 4. Social Media Matrix

Using Content Marketing

Here are a few things why Small and Medium Enterprises should start using or upgrading their social media marketing to Content Marketing. (Mccoy,

2019). (1) Content Marketing Increases Brand Awareness. If customers forget who your brand is and what it does, you can kiss success goodbye. In today's world, it's difficult to be a successful company unless you cultivate brand awareness. How do you do this, you ask? Through content marketing. (2) Content Marketing Boosts Your Authority. Here's an example: there are five dog-grooming businesses in your town, but only one has a blog that publishes helpful information on everything from how to stop skin itching in older dogs to how frequently you should bathe puppies. The other has no content. Which do you think customers will choose? (3) Content Marketing Drives Customers to Take Action One of the most important aspects of content marketing is that it inspires customers to make a move. Through compelling calls-to-action and helpful answers, great content helps tip customers over the edge and encourages them to take that next step – whether it's scheduling an appointment or making a purchase. (4) Content Marketing Helps You Earn New Customers. Say you publish a blog that several of your existing customers like and share on their Facebook pages. From there, their friends and family see the blog post and read it because someone they trust recommended it. These people learn more about your brand and get answers to their questions through the post. The next time they need pet grooming, they remember that place their friend shared the post from, and they call you up. (5) Content Marketing Boosts Your SEO. Did you know that every page you publish is another opportunity for Google to index your business? The more content you create, the more you uplift your SEO.

RESEARCH METHODOLOGY

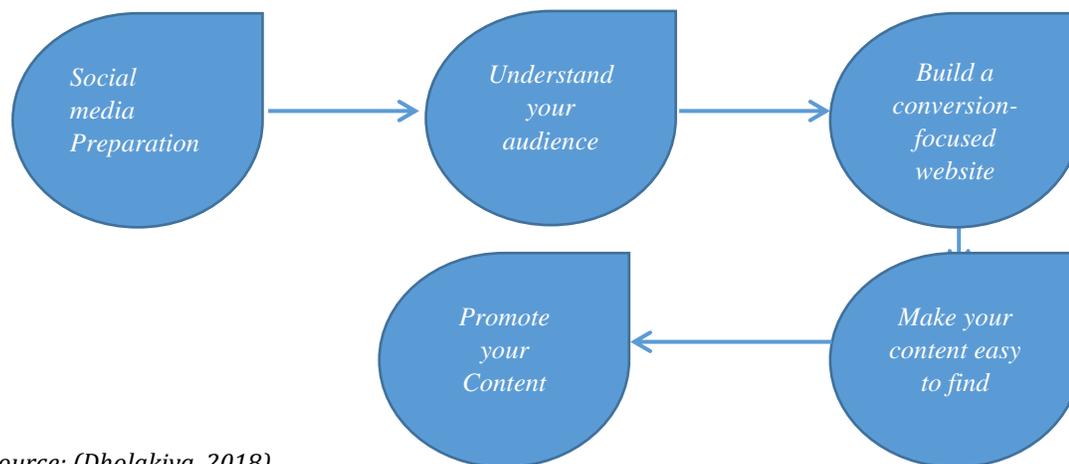
In this research, social media platform the we focused to observe to is in the form of websites, blogs and microblogs (Twitter), content (Youtube, Instagram), and social networking sites (Facebook). The reason why we focus on the social media platform listed above is because it is the most commonly used social media platform in Indonesia. Data collection was carried out using a qualitative methodology approach, carried out by interviews and data collection online. The research data that have been obtained qualitatively then analyzed, this can answers how the strategy carried out by SMEs in Bandung to upgrade their marketing function from Social Media Marketing to Content Marketing.

RESULTS AND DISCUSSION

The Strategy of Small and Medium Enterprises (SMEs) in Upgrading Social Media Marketing to Content Marketing (SMEs in Bandung)

The role of Micro, Small and Medium Enterprises (MSMEs) in the national economy is quite large. The Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) 2018 shows that the total number of MSME actors in Indonesia reaches 59.2 million people. This amount is certainly able to make the economy of a region and even the country increase. One of the biggest MSME producing areas is Bandung. The city of Bandung is famous for its crafts that can make a profit. The latest data, there are 300 thousand MSMEs in Bandung. (Liputan6.com, 2019).

As the flow of SMEs Content Marketing in the city of Bandung this is in accordance with the theory explained by (Philip Kotler, Hermawan Kartajaya, 2017) regarding Content Marketing planning strategies which consist of setting goals, audience mapping, content design and ideation, content creation, distribution content and content development, and carry out content evaluation, and content development. And the results of this study are supported by research results from (Djoukanova & Georgieva, 2014) which states that there are three phases in the content marketing planning process that are identified as content planning, content creation, and content distribution. The diagram of content marketing strategy that can be used by SMEs is shown in figure 5:



Source: (Dholakiya, 2018)

Figure 5. Process of Content Marketing

According to Dholakiya, content Marketing Strategy are: (1) Understand your audience. You don't want to waste your time producing content of which is uninteresting or irrelevant to your customer base. You must conduct in-depth research on your audience to make sure you truly understand them, their interests, and their buying habits. There are a lot of ways to collect data to get a better feel for your core audience. One way is to conduct questionnaires with current customers. Ask them about their opinion on your business, service, and

overall message. In this process, try to learn as much as you can about who your customer base is. Getting information in relation to the average age, sex, income, and purchasing habits will help provide inspiration for your content creation.

(2) Build a conversion-focused website. Your website is essentially the home base for your entire content marketing strategy. Cutting corners here can easily turn people away. With more than half of all customers researching specific businesses online before making a purchase, having a high-quality, reliable platform is vital for tiny start-ups all the way to giant enterprises.

Building a great website is not easy, especially if you are not trained in copywriting, coding or web design. So bring in professionals if you can. There are lots of little details of which can make or break your site. For example, speed is a big one. If your website takes longer than three seconds to load, a lot of visitors will leave. Other reasons for high website bounce rates include no mobile optimization, uninteresting web copy, broken functionality, and unclear navigation. (3) Make your content easy to find. Whether you want your small business content marketing to increase sales, attract new customers, or grow brand awareness, the best way to accomplish your goal is by providing content your customers can use to improve their lives. Once you have determined your audience base and you've set up a great website, it's time to create content that draws people to your platform. (4) Promote your Content. Use as much as possible your email, do not hesitate to advertise. Be social: use social media tools, don't be afraid to ask for help for the distribution and amplification of your content on social media for bloggers or influencers.

Keys for producing good quality content: *Original, Actionable, Informative, Accurate, Thoughtful, and Diverse Content through* video, infographics, etc. (Dholakiya, 2018)

In this case the authors take a sample of the city of Bandung SMEs represents from three different industry, namely Warunk Upnormal, NAH Project Shoes and ARTCH Bags, Apparel and Accessories below, below - the steps - the strategy of upgrading social media marketing into content marketing. Start with review the social media and the readiness describing the condition and the will or purpose to use it for content marketing campaign using Kotler's content marketing strategy theory collaborating with Dholakiya's theory the SMEs strategy tables are formed as follows.

Table 4. The Strategy of Warunk Upnormal in Upgrading Social Media Marketing to Content Marketing.

Review and Readiness of Brand Social Media Activity

Warunk Upnormal has prepared several social media that have been used for the promotion of their food. The use of Instagram which is very popular has become an obligation for them to use. In addition, they also have a Facebook and Twitter account. To communicate with their customers using the LINE platform. As time goes by Instagram followers increase rapidly, this platform is the main means of connecting with customer and utilizing all the features that can be done by the platform.

Audience Mapping

1. "We change the characteristics of young people who want to know look the most recent, so that from the selection of brand names and menus, we choose those that are easy to understand and can be shared as well," (Tirto.Id, 2019)
2. "Just like a cafe but affordable in a student pocket. The needs that we have caught up to now are those who want to exist. Finally, we made the design instagramable. We woke up to the perception of contemporary indomie stalls. After that perception is awakened, high school and college kids come," (Supriadi, 2019)

Based on the Monitoring agreement above, the Warung Upnormal customer target is for young people who are high school kids, currently studying and beginner workers.

Content Design

Creating a main website with the name www.warunkupnormal.com and supported later by several social media. On this website links have been provided for their social media accounts. Warunk Upnormal Management displays YouTube social media video channel links which are able to present videos with a long duration. In addition they share text / blog content on Facebook. They also have a review page of their stall listed on their website. This brand is very concerned with what their customers will share through social media. Therefore created content that is suitable for their audience.

Making the Content

1. Youtube Upnormal Warunk Content created with the series title #InspirasiUpnormal. Is a documentation web series that gives inspiration to young people who are mostly the audience or customer of Warunk Upnormal. In addition to the series there are also videos that illustrate the profile of superior products and customer stories when visiting Warunk Upnormal.
2. Warunk Upnormal also creates blog / text type content on their Facebook page or on their Instagram.
3. Besides that they also make short videos for Facebook and Instagram content with shorter duration. This video content contains unique videos, funny or that are directly related to their products.
4. Collaborative video content is created in such a way with partners who hold events at their place or culinary media that has made a coverage about the brand.

Content Distribution

For Youtube video content they distributed using Instagram also their Instagram account frequently releasing video content of smaller duration version that has been created which suitable for Instagram.

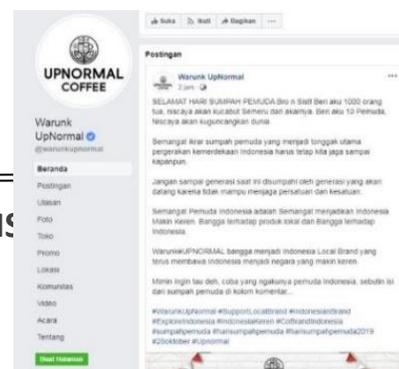


Figure 6 & 7. One of the Warunk Upnormal video content at their Youtube Account (6), and Facebook (7)



Figure 8 & 9. One of Warunk Upnormal Instagram account post that promoting the content video at Youtube (8) and Instagram Account (9)

Table 5. The Strategy of NAH Project in Upgrading Social Media Marketing to Content Marketing

Review and Readiness of Brand Social Media Activity
<p>NAH Project already has social media to market their shoe products. Instagram is already very actively used. This brand is very aware of the use and function and features of social media. They even claim being born from social media. Purpose more customer prospect by using social media furthermore.</p>
Audience Mapping
<p>This brand shoe concept is aimed at young people in the age range of 17-30 years with professions ranging from school children, students and office workers. After Indonesian President Mr. Joko Widodo used it, it could be that the market segment did not follow the concept but widened in its age range so that the creation of content material became a little wider.</p>
Content Design
<p>The NAH Project brand has a website at www.nahproject.com and is supported by displaying 4 social media links namely Facebook, Twitter, Instagram and YouTube. NAH Project is a brand that promotes openness of the industry because it is important for them to create content honestly. Youtube content is also made but more to support new product campaigns. In addition there is content in the form of QnA and Giveaway which are published through their Instagram accounts.</p>
Making the Content
<p>This brand always provides detailed and best information. One content is made for customers to determine the size of their shoes. Although youtube content is only used as a supporting product, but there is something quite interesting about this brand that is making infographics for the launch of its newest product. Infographics is a form of content marketing. (Dholakiya)</p>
Content Distribution
<p>Content is published through 2 active social media accounts namely Instagram and Facebook while Twitter only supports or actively communicates with customer.</p>

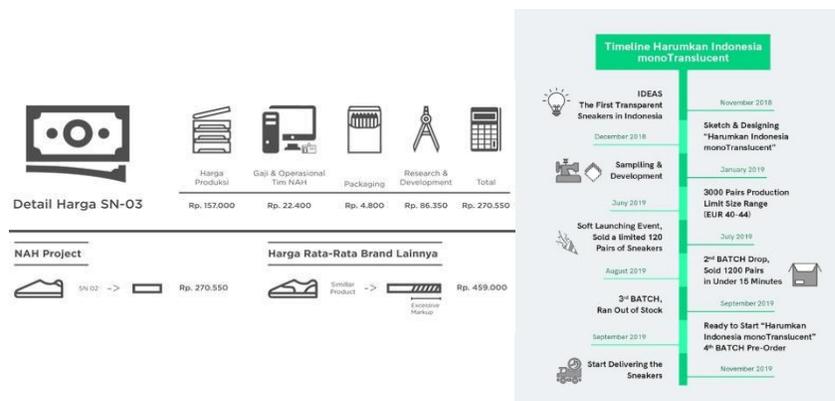


Figure 10. Appearance of two different Infographics that created by NAH Project.
Tabel 6. The Strategy of ARTCH Bag, Apparel and Accessories in Upgrading Social Media Marketing to Content Marketing

Review and Readiness of Brand Social Media Activity
ARTCH already has complete social media by providing accounts on 4 social media platforms namely Instagram, Facebook, YouTube, and Twitter and completes it with 3 communication channels namely by using the Whatsapp, Line and e-mail platforms. They care enough about their input and communication with their customers.
Audience Mapping
Carrying the theme "take a walk on the wild side" and represent it on products and models that are made depicting the activities of young people with an age range (17-28 years) that have quite large outdoor activities.
Content Design
This brand already has a website at www.artch.store. For some content they use figures that are considered to be popularizing their products. In addition they also create a blog content on their website containing information about young people and a bag or repetition of existing news. Instagram content is created specifically for their products with user models and their product catalogs.
Making the Content
<p>Create content related to production and products and certain events. The content is presented on the Youtube and Facebook video platforms.</p> <p>Create product content that contains specifications and ingredients of products made and models that follow the tastes of young people.</p> <p>Create Production content to make sure that the bags and products are truly high quality products.</p> <p>Some Youtube content uses celebrities, sportsmen and artists.</p>
Content Distribution
Content is published and disseminated through the facebook and youtube pages. ARTCH The use of celebrities and artists is expected to increase opportunities to be seen and spread.

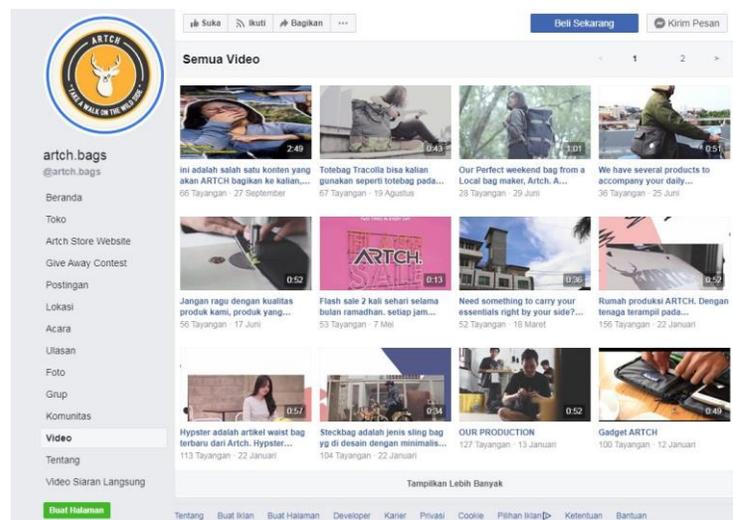


Figure 11. Several Content Videos in ARTCH Facebook Account.

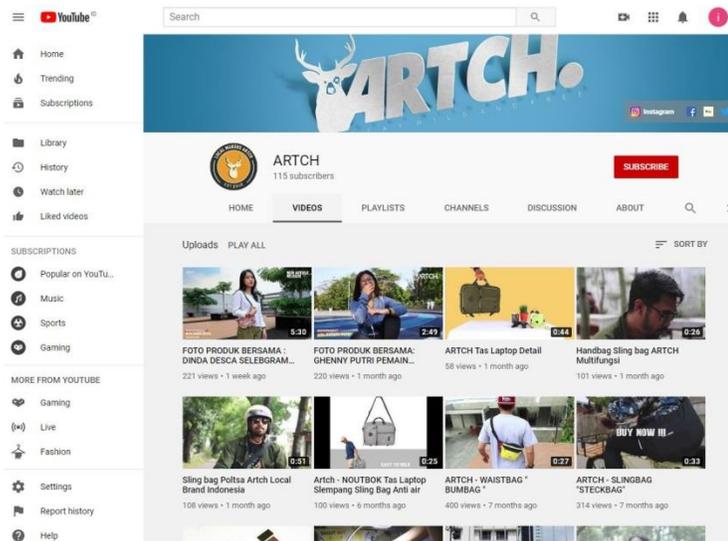


Figure 12. Several Content Videos in ARTCH Youtube Account.

CONCLUSION

It's easy for small and medium businesses to start using content marketing especially since they already have a basis in social media marketing because they truly understand the importance of using social media. The use of content as content marketing with material and design derived from the principles of each brand and the emergence of ideas and ideas of creativity to arouse customers and potential customers. Input data content to various social media applications is believed to be very easy to do. What has been done with social media marketing is complemented and refined with content marketing.

In addition to increasing brand awareness, by implementing a content marketing strategy, it is expected to increase the value of the company or brand and increase opportunities to attract new customers which will lead to increased sales.

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