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Creative Advertising Strategies On Social Media For Growing Brand Awareness PT. Waysata Indonesia Bahagia

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Abstract

This research aims to examine the implementation of strategies to increase creative advertising on PT's Instagram social media. Waysata Indonesia Bahagia to grow brand awareness for company customers. This research is based on the phenomenon of fluctuations in Instagram visitors and impressions obtained on Instagram during a certain period. This study uses a qualitative approach with data collection methods through interviews with analysis units and direct observations in the field carried out through an internship process. The findings from this research concluded that the indicator for measuring brand awareness is through the number of visitors or impressions generated on content each month. Referring to this, the creative content strategy implemented by the company has proven to be effective in increasing brand awareness in terms of the total number of visitors and content impressions obtained each month during the internship period.

Keywords: Marketing strategy, social media, creative advertising, effectiveness, brand awareness.

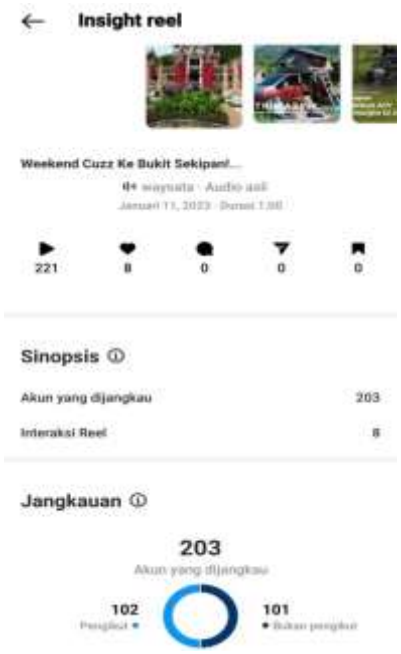
INTRODUCTION

Using advertising with posters and video content can grow a company's brand awareness because brand awareness can help differentiate a brand from competitors and help win market share. This makes a known brand have strong recognition so that it can help the company differentiate itself from competitors. In addition, a brand that is known and has strong recognition will have a higher value and can increase the overall brand value. If the more consumers are aware of a brand, the more valuable the brand will be. Overall, brand awareness helps build a reputation and strengthen a company's position in the

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market, helps build a loyal customer base, and helps increase long-term business profits (Jaya et al, 2020).



Pictures 1. Instagram Insights Problem

Brand Awareness is considered important for companies because it can strengthen the company's position and reputation. In Indonesia there is a phenomenon of quite tight industrial competition. This causes manufacturers to compete to create new innovations so that their products are in demand. This research lies in the creative strategy in utilizing social media used by PT Waysata Indonesia Bahagia in promotional activities. The selection of this research object was based on several reasons, namely, the creative strategy concept presented by PT Waysata Indonesia Bahgia in photo and video content media presented on its Instagram social media still has many shortcomings, Pt. Waysata still uses simple advertisements by choosing content design by only making monotonous photo or video edits and making potential customers not glance at advertisements from PT Waysata Indonesia Bahagia. The research object is focused on finding or uncovering creative advertising strategies on social media from PT Waysata Indonesia Bahagia to grow the company's brand awareness. PT Waysata Indonesia Bahagia uses social media Instagram as a promotional medium.

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Because PT. Waysata Indonesia Bahagia utilizes Instagram social media as a promotional medium to grow the company's brand awareness and in Instagram social media it has a display, namely the Instagram feed which can be interpreted as the main profile page which contains photos and videos that have been uploaded by an Instagram user. As someone who works in the creative industry, of course they will consider and pay attention to the arrangement of works, photos and videos on their Instagram feed, so that the appearance of their Instagram feed will look more beautiful and attractive. In order to display a neat and attractive Instagram feed, Instagram users usually pay attention to the color tone of the photos and videos they upload so that they look harmonious and harmonious. According to Rustan (2020), there are 4 design principles that need to be considered when managing digital and print media layouts, namely; 1) Emphasis or emphasis, 2) sequence or social hierarchy, 3) balance or equilibrium and 4) unity or oneness. And below I am attaching a display of the Waysata Instagram feed from the 4 principle categories explained, PT. Waysata Indonesia Bahagia has not paid attention to these four indicators in creating content, so it is necessary to create a creative advertising strategy.

LITERATURE ANALYSIS AND METHODOLOGY

Marketing is a business strategy carried out by companies to promote product sales. There are several things that include marketing, one of which is advertising and sales. By using marketing techniques we will introduce products to customers starting from promoting them to product development strategies, but in practice marketing itself often starts with conducting market research and also analyzing consumer needs according to personal buyers. Meanwhile, the Internet is a media created digitally. In life, the internet makes it very easy to find the information you need, purchase goods, and much more that can be done via the internet. From this explanation, the name digital marketing has emerged in the current digital era (Putri & Rahayu, 2022).

So digital marketing is the marketing of products and services carried out using digital media, all efforts to market a product and service via internet media. Marketing in internet marketing is not only about increasing sales, but also includes promotion of new products and services, branding, and building relationships with customers to reach as many target customers as possible efficiently, personally and relevantly (Suprayogi, 2019). The development of digital technology allows business actors to market their products and develop their business online.

According to Rafiah (2019), there are two main points of the benefits of digital marketing, namely:

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A. The cost is relatively cheap

Digital marketing costs much less and reaches potential consumers further compared to traditional advertising which is cheaper and also reaches potential consumers very widely compared to conventional advertising.

B. Large information load

Digital marketing provides large amounts of information compared to traditional media such as print media, radio and television. Business stakeholders can store the data their business needs and support business expansion.

So according to the definition and benefits of digital marketing above, it can be concluded that digital marketing needs to be carried out by companies because it has an effect on increasing company brand awareness.

The term "creativity" is frequently used in the world of advertising and is often associated with advertisements that are considered creative for various reasons such as humanistic ideas, ability to trigger thought, emotional impact, impressive visualization, use of relevant brand ambassadors, and so on. Thus, advertising creativity includes the ability to produce fresh, unique and relevant ideas as solutions in communication (Oktafiandi, 2018).

Forming a creative strategy or message requires documented planning, which includes a Creative Brief as a creative guide. This document discusses details ranging from problems that can be solved with communication, target audience, brand positioning, communication objectives, sales ideas, media considerations, to creative direction to stimulate audience response. In creative strategy, there are elements such as Creative Brief, Message Objective, Targeting, and Branding. Targeting and branding decisions play an important role in shaping message strategy, with the brand being the main consideration in building the desired image.

Branding is an activity to maintain and strengthen brand identity in order to provide a positive perspective to others. According to Susanti et al (2021), branding includes various activities to build brand identity, involving aspects such as trade names, logos, characters and consumer perceptions of the brand. Branding is also considered a company strategy to get and retain consumers. The benefits of branding involve giving an identity to a product or service, conveying value, and establishing communication with consumers. A good branding strategy must be able to convey a clear message, confirm the brand owner's credibility, connect personally with marketing targets, motivate buyers, and create customer loyalty.

Thus, it can be concluded that branding is an activity or way to build a good and attractive image so that consumers always remember the brand. Success in branding

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involves understanding the needs and desires of a company's customers and prospects, which can influence their experiences and perceptions.

Brand awareness is the ability of consumers to identify brands under different conditions, as reflected by their brand recognition or recall performance. Brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category (Ariyanto et al, 2021). Brand awareness measures how many consumers in the market are able to recognize or remember the existence of a brand in a particular category and the more consumers become aware of a brand, the easier it is to make purchasing decisions. Anything that causes consumers to observe and pay attention to a brand can increase brand awareness, at least in terms of brand recognition (Pradipta et al, 2016).

Brand awareness is defined as the ability of a potential buyer to recognize or recall that a brand is part of a certain product category (Riangga et al, 2023). Brand awareness is the ability of potential customers to recognize and remember a brand in a certain category (Apriany & Gendalasari, 2022). Consumer awareness of brands can be used by companies as a means to provide consumers with a deeper understanding of a brand. This awareness is in the form of consumers' tendency to buy a brand that is already known, because by buying a brand that is already known, they feel safe and avoid various risks of use.

RESEARCH AND RESULTS

The process of implementing a creative advertising strategy involves several stages carried out through discussions and monthly meetings by management, especially the social media marketing section. Evaluation of the effectiveness of strategies that have been implemented is a routine step in ensuring results. Creative advertising strategies on the Instagram platform are expected to have a positive impact on increasing brand awareness among the audience. PT. Waysata Indonesia Bahagia adopts certain steps in the advertising process, including:

Marketing Plan

Market Analysis is used to understand customer trends and find target markets in the Special Region of Yogyakarta and its surroundings.

Market segmentation is carried out based on behavior and geography, with a focus on communities that often hold gatherings and parents who are active in tourist visits with their families.

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The Promotion Strategy was established with the aim of increasing brand awareness, brand awareness and sales, especially in the Special Region of Yogyakarta. Content on Instagram social media is structured with a combination of text, images and videos that are informative, educational and contain a call to action.

Editorial Plan

The Editorial Plan is prepared by considering the context of the content, location and purpose of the content to be addressed. Develop topics and themes in a planned manner to maintain consistent brand values, content relevance and appeal to the target audience.

Content Plan

The Content Plan is focused on the concept and objectives of the editorial plan, including branding, marketing and advertising. Content with partners such as Grand Puri Waterpark is structured to provide information about tourist destinations and include promos to attract customers.

Calendar Content

Calendar Content helps align content plans with daily upload schedules each month. The evaluation and correction process is carried out before content is uploaded, ensuring an organized and structured content plan and avoiding spamming.

In initial observations, PT. Waysata Indonesia Bahagia focuses on interaction with the audience via social media Instagram as the main approach in advertising strategy. These steps include creating content that is informative, educational, and contains a call to action, and is arranged in a content calendar to maintain consistency and evaluate continuous improvement.

Social media marketing strategy with creative advertising on the Instagram platform by PT. Waysata Indonesia Bahagia is prepared through monthly evaluation meetings and strategy formulation. Intensive steps are implemented in creative content strategies to increase engagement. Some of the creative advertising strategies described include:

Use of Content Hashtags:

The use of hashtags such as #waysata and #yogyakartaistimewa has not been effective in reaching the target audience, causing a lack of views on the content.

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Collaboration with Influencers:

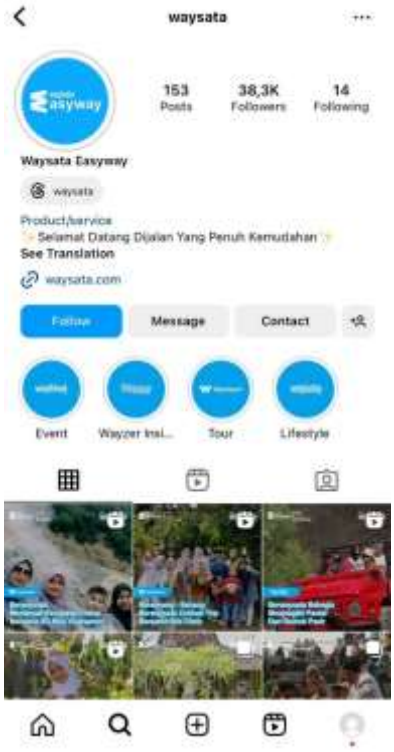
Promo or advertising programs have not received much interest from the audience because the talent used does not yet have a large enough market share. Collaboration with local influencers such as Tri Aji Suaka, Nabilla, and others, as well as media partners such as the East Java event, was implemented to increase the effectiveness of conveying messages and information via Instagram.

Paid Advertising

The use of paid advertising is done to introduce the brand to new audiences and expand the scope of advertising. Location targeting with a focus on the Special Region of Yogyakarta helps optimize advertising for the right audience.

Use of Color Palette or Color Templates

The use of white and blue templates has its own philosophy, such as purity, cleanliness, clarity and calm. The goal is to give a professional impression and build a consistent brand identity.



Pictures 2. Instagram Display and Color Palette

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Improved Content Design and Storytelling:

Improving content design involves image quality and adjusting advertising language for the target audience of 15-35 year olds. Attractive design and a strong story are applied to attract attention and build a strong brand identity.

However, there are problems related to the lack of audience interest in the advertised content, especially due to a lack of creativity in storytelling and choosing the right hashtags. PT. Waysata Indonesia Bahagia took steps to improve advertising promotions with the help of DBM technology and made adjustments to content design and advertising language to increase audience attraction and interaction on Instagram social media.

Several creative advertising strategies that have been implemented by PT. Waysata Indonesia Bahagia, especially Instagram social media marketing, is the focus of research. This research aims to evaluate the implementation of strategies to increase creative advertising carried out by companies and their impact on brand awareness felt by audiences on the Instagram platform. Every creative advertising content presented on marketing media provides certain impacts and benefits that contribute to business success, especially in terms of sales and income.

Brand awareness felt by the audience on Instagram social media has the potential to generate purchasing interest in the products and services offered in advertisements. Therefore, increasing the effectiveness of creative advertising strategies on social media is crucial for business actors and companies. PT. Waysata Indonesia Bahagia chose to optimize its social media marketing through the Instagram platform, guided by the understanding that the audience in the 15-35 year age range who are active on Instagram are highly mobile and like to vacation.

Analisa	Februari	Maret	April	Mei	Juni
Impresi	14,378	19,684	2,745	36,660	30,701
Jangkauan	8,618	14,474	581	22,924	22,348
Profil	399	377	216	979	455
Tautan (waysata.com)	371	357	193	908	428
IC (%)	60	74	21	63	73
CTA (%)	2.58	1.81	7.03	2.48	1.39
Keterangan					
IC	Indeks Convertion (>80%)				
CTA	Call To Actions (0,3%)				
IC berpengaruh pada digital brand awareness					
CTA berpengaruh pada omset					

Pictures 3. Instagram IC and CTA Data Per Month

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Assessment of the effectiveness of creative advertising strategies is carried out through audience statistics, reach and impressions on PT's Instagram story content. Waysata Indonesia Happy. Data analysis shows fluctuations that tend to be unstable in the number of impressions and conversion index (IC) during the research period. Even though initially the company only received relatively small impressions, the fluctuation picture shows Waysata's commitment to continuing to improve the effectiveness of creative advertising to improve IC. Even though there are fluctuations, the effectiveness of the strategy can be seen in the increase in the number of impressions and reach on Instagram stories and Instagram ads. This indicates that the strategy implemented by Waysata has been effective, although consistency and further research is still needed regarding market trends, Instagram content design algorithms, and other supporting factors.

An increase in brand awareness, especially as measured by an increase in total visitors, shows the audience's interest in the company's creative content on Instagram. Creative content strategies have proven successful in increasing brand awareness and growing brand awareness felt by consumers. Although adjustments are still needed, the research results show that Waysata's creative advertising strategy has the potential to have a positive impact on the company in expanding coverage and increasing interaction with its audience on social media.

CONCLUSION AND RECOMMENDATIONS

PT. Waysata Indonesia Bahagia has taken several optimization steps in the process of implementing creative advertising strategies, especially on the Instagram platform. This implementation process includes creating a marketing plan, editorial plan, content plan, and calendar content. In the marketing plan, the company carries out market analysis, market segmentation, and designs promotional strategies with a focus on behavioral and geographic segmentation. The use of the Instagram platform was chosen based on understanding the target audience and their presence on social media. Editorial plans, content plans, and content calendars are used to plan, organize, and schedule content with a focus on branding, marketing, and advertising. Additional strategies, such as the use of hashtags, collaborations with influencers, and paid advertising, are also implemented.

In implementing creative advertising strategies, companies face several problems, such as a lack of creativity in creating video content, less effective hashtag selection, and a lack of interest from the audience in the promo programs or advertisements that are distributed. Improvement efforts were made by using a special color palette, improving content design, and implementing interesting storytelling. Although there are fluctuations in

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instastory and Instagram ads statistics, overall, the implementation of creative advertising strategies is considered effective with an increase in impressions and reach.

The company recognizes the need for consistency and further adjustments to increase the effectiveness of creative advertising strategies, especially in overcoming problems that arise during the implementation process. The main focus of the research is to examine the effectiveness of creative content strategies implemented by companies to increase brand awareness felt by consumers. Therefore, companies need to continue to optimize their creative advertising strategies, focus on developing interesting and relevant content, and adapt to changing trends and audience needs. Based on the research results, it can be concluded that the indicator for measuring brand awareness is through the number of visitors or impressions generated on the content each month. The creative content strategy implemented by the company proved effective in increasing brand awareness, as reflected in the total number of visitors and content impressions during the research period.

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