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The Use of Content Planning and Social Media Copywriting to Increase Brand Awareness and Engagement on MSME Parissa Fashion in Tanah Abang

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ABSTRACT

This study aims to determine the effect of social media on brand awareness and sales of Parissa MSMEs. One of the factors that the country's economy continues to grow and develop is the aspect of trade. MSMEs are included in the trade sector which plays an irreplaceable role and significantly contributes to the Indonesian economy. However, one of the problems MSMEs face is not optimizing social media effectively. MSMEs that have this problem, one of which is Parissa MSMEs. UMKM Parissa is a type of business engaged in online and offline adult women's clothing located in Tanah Abang which does not optimize digital marketing strategies using social media to affect sales. The concept used is SMAC (Social, Mobile, Analysis, and Cloud) in the social media management project. The final result obtained is optimizing social media to increase sales of Parissa Fashion MSMEs.

Keywords: Optimizing Social Media; Increasing Brand Awareness; Increasing Sales; SMAC (Social, Mobile, Analysis, and Cloud)

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INTRODUCTION

Indonesian industry has grown rapidly in recent years from all angles, particularly from a macroeconomic perspective. Purchasing decisions, namely consumer behavior, are heavily influenced by Indonesia's macroeconomic conditions. Indonesian industry has evolved through several vital stages. Since 1993, there have been several changes within the Ministry of Cooperatives, from the Ministry of Cooperatives and Entrepreneurship Development to the Ministry of Cooperatives and Small Enterprises in 1998. Name changes have continued since then, until 2020, when Presidential Regulation No. 96 was issued on September 23, 2020, concerning the Ministry of Cooperatives and Small and Medium Enterprises. Furthermore, in Indonesia's industrial sector, macroeconomics also refers to consumer choices in purchasing goods and services and directly influences the marketing efforts of business actors. Micro, small, and medium enterprises have contributed significantly to Indonesia's economic recovery after the 1997 monetary crisis (Munthe et al., 2023). In this context, macroeconomics is crucial for understanding the dynamics of Indonesian industry and assisting in observing future trends..

MSMEs represent a much larger percentage than large businesses, which only account for a very small percentage, around 0.01%. The country's economic performance is also reflected in their crucial roles in supporting the stability of the domestic economy. One particularly visible role is the rapidly increasing number of MSMEs. This is reflected in the contribution of Micro, Small, and Medium Enterprises (MSMEs) to Indonesia's Gross Domestic Product, which exceeds 60.5%. Furthermore, MSMEs have also successfully contributed to employment, with a total employment of up to 99.9%.

National MSME investment has reached 60.0%, indicating a relatively high level of participation in national economic development (KEMENKOPUKM, 2023). Therefore, MSMEs have become a strategic force in Indonesia's economic development process and play a significant role in ongoing efforts to improve the quality of life.

The main challenge for MSMEs in adapting digital technology is that 30.9% of them experience difficulty implementing digital technology to improve business efficiency and productivity. Furthermore, efficient cash flow management is also a challenge in improving the finances of established businesses. Another challenge faced by MSMEs is product sales strategies, for example, a lack of knowledge in creating a positive brand image, which is crucial for competing with competitors. A lack of knowledge in digital marketing among MSME owners and employees also limits the maximum application of technology.

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LITERATURE REVIEW

Content Planning

(Haryati et al., 2024) TImproving MSMEs' knowledge of using and optimizing visual content strategically in social media and e-commerce platforms, the results showed an increase in knowledge from 20% to 90% after the training.

Social Media Copy Writing

(Babu et al.,2022) The main benefits of social media marketing are reaching a wider audience and increasing consumer engagement. However, the main challenge faced is producing high-quality, relevant content.

Brand Awwarness

(Pratama et al,2023) With this training, the Saung Farm Market MSME can improve its understanding and skills in utilizing online media to expand its market reach, increase its product sales, and hopefully compete more effectively.

METHOD

System Development Life Cycle (SDLC)

According to (Juliar, Eka, Usfuriya, 2021). In implementing social media projects for MSMEs, Parissa Fashion uses the System Development Life Cycle (SDLC) to manage time effectively and achieve targets.. There are several stages in the SDLC concept including:

a) **Planning**
   Increase their engagement and attract a wider consumer base, thereby building consumer interaction by optimizing social media.

b) **Analysis**
   We do this by running campaigns such as flash sales, discounts, various advertisements, and so on. In addition, we will create creative content that can attract a wider audience.

c) **Design**
   We will be live streaming on TikTok so we can interact directly with consumers. We will also be joining communities or groups on social media that will discuss children's fashion trends, style tips, and more.

d) **Implementation**
   Increased number of followers, reach, impressions and likes.

e) **Maintenance**
   This stage is the last stage. The overall operational performance of the members can be summarized through the results of the teamwork to see the strengths and weaknesses.

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RESULTS AND DISCUSSION

Results
Planning
a. Writing and Organizing Content Ideas

As a content creator, the process of writing and developing content ideas is a crucial initial step in managing Parissa's social media presence. It serves as the foundation of the overall digital communication strategy, helping to reach audiences effectively, consistently, and in alignment with brand values. I perform three key activities at this stage: brainstorming ideas, developing content pillars, and developing a content brief.

b. Content Creation and Compilation

Content development and creation for Parissa's MSMEs is a crucial next step in enhancing Parissa's digital presence, building engagement, and forging emotional connections with its audience in the digital realm. This activity encompasses not only technical content production but also attention to distribution strategy, upload timing, and relevance to the nature and characteristics of the audience. With this approach, Parissa's digital presence aims to build a strong, consistent digital presence that provides value to its audience.

A content planner is designed and structured to manage the content production workflow efficiently and in an organized manner. A content planner is a planning document that outlines weekly themes, upload schedules, and marketing strategies tailored to the platform and audience demographics. In this project, the content planner was used for three main platforms: Instagram, TikTok, and Facebook.

c. Brainstorming Activity

Brainstorming activities are an integral part of the creative idea development process in the Parissa MSME social media project. Through structured team discussions, various ideas are explored to formulate innovative content concepts and marketing campaign strategies that are relevant to market needs. At this stage, brainstorming activities involve all team members exchanging ideas, selecting the best ideas, and agreeing on the most effective content ideas and communication styles to increase engagement and build brand awareness.

Initial presentations of marketing campaign ideas and content are presented to the team after the content brief has been created, allowing each member to provide suggestions, feedback, or critique the content online.

One of the results of this brainstorming process was a social media campaign themed #FormalTanpaRibet. This campaign aims to increase Parissa's visibility in the digital realm, while strengthening the brand's position as a brand that provides formal clothing that is comfortable and practical to wear. This campaign also aims to address the needs of the young, active professional market of women who want formal style without feeling uncomfortable and saving time when they want to travel daily or formal events.

Analysis
After determining strategic planning, the next step is to analyze social media performance in the form of matrics and conduct competitor analysis.

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a. Competitor Analysis

In order to develop an effective and sustainable business strategy, competitor analysis plays a key role. This process not only provides in-depth insights into the current market position but is also crucial in helping brands formulate appropriate strategies to face intense competition. Parissa, which operates in a highly dynamic and competitive fashion industry environment, can utilize this analysis systematically and in-depth to identify the strengths and weaknesses of competitors, as well as identify opportunities and threats that could significantly impact Parissa's market position. In this way, Parissa can adapt and refine its strategy to not only survive but also become a superior brand in this competitive market

b. Social Media Achievements

Digital success is a key indicator of brand success in managing and developing a brand on digital platforms. This project achieved this through my role as a content creator, responsible for developing content plans, copywriting, and creating materials to enhance engagement on social media platforms.

All content is designed based on industry trend research to support brands in expanding their audience reach, increasing engagement, and building strong, lasting relationships with consumers through relevant content. Metrics measured can vary, including follower growth, increased reach, and engaging audiences with content produced to engage with them.

Design

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All content is designed based on industry trend research to support brands in expanding their audience reach, increasing engagement, and building strong, lasting relationships with consumers through relevant content. Metrics measured can vary, including follower growth, increased reach, and engaging audiences with content produced to engage with them. After optimizing Parissa's Instagram account, the brand's account experienced improvements in various aspects. Changes to content layout, varied content, and content distribution have made it more engaging for the platform's audience. This increased follower count, making analytics easier to monitor as the account surpassed 100 followers. Analytics features can now be used to more accurately monitor account and audience growth.

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Implementation

After designing the strategy and setting the schedule for the ADR Kids MSME social media project, this stage is a form of implementation that I do as a leader in directing and ensuring the smooth implementation of the project throughout the activities.

a. Consistent and Quality Content

Consistency in content publication is a key factor in building trust and long-term relationships with audiences. Therefore, each piece of content is produced with attention to visual quality, the message conveyed, and alignment with brand identity to optimally achieve the primary goal.

b. Visual Quality and Message

When producing consistent, high-quality content, audiences pay close attention to visual quality, and clarity of the message is crucial in capturing their attention.

High-quality visuals in content production can engage audiences, while clarity of the message conveyed in the content ensures that the information is easily understood by the audience.

In this content, visual quality and messaging play a crucial role in ensuring the information is easily understood by the audience. This is evident in the visuals, which convey an informative and interactive feel, attracting attention in the digital realm. The selection of colors that fit the color palette and combine them with other colors creates a balance of elegance, simplicity, and modernity, in keeping with Parissa's brand image.

Furthermore, the language used is professional and conversational, encouraging easy-to-understand interaction with the audience.

c. Content Scheduling

Content scheduling ensures that content is uploaded on optimal days and times, tailored to audience habits on each platform. Using an organized content planner ensures consistent content distribution. Scheduling also helps the team manage content production times, minimize delays, and maintain audience engagement with each piece of content. To manage content uploads for Parissa's MSMEs, we use Canva to schedule content publication dates. This content schedule ensures consistent weekly uploads to each platform, allowing content to reach a wider audience and generate optimal engagement by consistently engaging with and engaging the brand.The types of content are designed and organized based on the implemented content pillars: fashion, promotion, and education. Each pillar has a strategic objective, such as the fashion pillar, which serves to strengthen Parissa's visual style and appeal. The promotion pillar aims to support digital consumers' purchasing interest by presenting these pillars in an entertaining narrative.

Meanwhile, the education pillar aims to provide relevant and applicable insights to provide added value to the audience. By combining these three pillars, Parissa's content can be more varied, informative, and valuable for her audience or followers on social media. This way, the audience not only learns about the products offered but also understands the values we offer through light, informative, and applicable content that can provide benefits in the short term.

d. Evaluation

To evaluate Parissa's content, we compile a monthly report detailing audience activity and interactions on social media. Metrics assessed include content visualization, message clarity, and user engagement, such as likes and comments. These evaluation results serve

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as the basis for content development, which will then be designed and produced to ensure the strategy remains adaptive to changing trends and audience needs.

Content evaluation is carried out periodically to assess the effectiveness of uploaded content in achieving the established communication objectives, both in terms of visuals, messages conveyed, and interactions between the brand and the audience.

Maintenance

After project implementation, the leader conducts performance evaluation assessments of team members in accordance with KPIs and evaluations together in the first quarter to the third quarter. This evaluation aims to overcome and prevent mistakes. The following are the results of the teamwork of the ADR Kids MSME social media project from quarter I to III.

- Parissa's Instagram account has been the primary platform developed since the beginning of the social media project. Prior to social media management, Parissa's account had not been optimized, preventing the full use of analytics features to monitor the account's progress. Consequently, the content she uploaded focused primarily on products and lacked variety, preventing the brand from engaging with a broader audience on Instagram. Furthermore, a poorly organized feed and an unclear and engaging bio made Parissa's Instagram account less engaging and clear to the audience, creating a less professional impression.

  Furthermore, the lack of interaction on Parissa's social media accounts resulted in a low engagement rate. As a result, content failed to reach a wider audience, profile activity declined, and it became difficult to measure the effectiveness of previous social media marketing strategies. Consequently, Parissa's account's potential to reach the right audience and build a digital community was less than optimal.

- After optimizing Parissa's Instagram account, the brand's account experienced improvements in various aspects. Changes to content layout, varied content, and content distribution have made it more engaging for the platform's audience. This increased follower count, making analytics easier to monitor as the account surpassed 100 followers. Analytics features can now be used to more accurately monitor account and audience growth.The uploaded videos also managed to reach more audiences and interactions through a short video content strategy that was adapted to trends and relevant copywriting, proving that this informative, communicative, and relevant digital marketing strategy was effective in attracting the audience's attention.

Discussion

The crucial role of content creators in this activity can be seen from their responsibility in presenting creative ideas and creating interesting and strategic content that aims to support digital marketing that focuses on Parissa MSME's social media. Content creators not only present creative ideas and create various content, but also design a communication system that is adaptive to the needs of the audience to have an impact on increasing visibility and audience engagement through content design, copywriting, and visual design, as well as ensuring that every uploaded content can attract the attention of the audience so that Parissa MSME can reach a wider audience, form a stronger brand perception, and become a relevant brand in the digital realm. Overall, this project demonstrates that successfully planned social media marketing can be an effective and appropriate tool for developing Parissa's MSME in the digital era, while also demonstrating an increase in key metrics, such as likes, comments, and impressions,

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compared to previous levels. The strategic role of content creators, 133, provides answers to the challenges of the modern marketing industry and communications world, enabling them to continue to grow and compete in the competitive digital market.

CONCLUSION

This project demonstrates that managing social media content is inextricably linked to digital marketing theory, visual communication design, and consumer behavior in the digital realm. Therefore, future research and similar projects are recommended to pay greater attention to key aspects of successful social media projects, such as more structured project planning, consistent and adequate guidance, and intensive support in implementing digital marketing strategies, particularly in the realm of social media marketing.

Furthermore, a more in-depth exploration of key topics such as branding, content planning, and communication effectiveness across different social media platforms could be conducted. Furthermore, it is recommended that students be more intensively guided in the practical approach of this project. This could include further academic study focused on more detailed analysis of content performance metrics, the influence of real-time interactions on consumer loyalty, and a study of the effectiveness of content pillars as a social media marketing strategy.

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