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The Role of Content Creators in Increasing Sales of MSMEs in the Children's Clothing Sector (Case Study on ADR Kids in Tangerang City)

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ABSTRACT

This study aims to determine the effect of social media on sales at ADR Kids MSMEs. MSMEs are included in the trade sector which plays an irreplaceable role and contributes tremendous contributions to the Indonesian economy. However, one of the problems experienced by MSMEs is not optimizing social media effectively. ADR Kids MSME is a type of business engaged in online children's clothing located in Tangerang City that does not optimize marketing strategies with social media to affect sales. The concept used is SMAC (Social, Mobile, Analysis, and Cloud) in social media projects. Social media platforms use Instagram, Tiktok, and Facebook as a means of promoting ADR Kids MSME products. Tools in content using Canva, Capcut, Google Drive, Google Spreadsheet, Microsoft Word, Mendeley, Power Point, and Publish or Perish. Types of content display and features in content creation planning include product knowledge, education, information, testimonials, and interaction. The results of the social media project show that the strategic role of content creators in designing and managing digital marketing strategies has a significant impact on increasing reach, customer engagement, and sales growth in ADR Kids MSMEs. By creating structured content planning and relevant and engaging content strategies, content creators can help MSMEs increase competitiveness, expand audience reach, and achieve higher sales targets amidst increasingly tight market competition.

Keywords: Content Creator; Marketing Strategy; Social Media Optimization; Increase Sales

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INTRODUCTION

Indonesia's economy as one of the developing countries continues to experience significant economic growth and improvement in order to achieve prosperity for its people. Economic growth can be interpreted as a continuous increase in a country's ability to provide various types of economic goods to its population.

One of the factors in the country's economy continues to grow and develop is the aspect of trade. Through trade, countries can access wider markets and increase economic growth. MSMEs are included in the trade sector that plays an irreplaceable role and contributes an extraordinary contribution to the Indonesian economy.

MSMEs or Micro, Small and Medium Enterprises are one of the units in business that has an important influence on economic development and growth in Indonesia. There are several reasons why MSMEs play an important role in the economy in Indonesia, including opening up investment opportunities, reducing the number of poverty, and opening up jobs to reduce the number of unemployed in Indonesia.

Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs now contributes to GDP of 60.05 percent or 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb approximately 117 million workers or 97 percent of the total existing workforce, and absorb a total employment of 99.9 percent and can collect up to 60.0 percent of total investment.

MSMEs are one of the sectors that are able to improve and improve the country's economy, when compared to other business elements and are able to build equity in society. The reality is that many MSMEs have to face problems in marketing their products effectively.

ADR Kids MSMEs are a type of business engaged in children's clothing online located in Tangerang City by providing products of various themes, sizes, and colors in order to attract and expand target consumers at affordable product prices. The problem in ADR Kids MSMEs is a decrease in sales in e-commerce of children's clothing products, irregular expenditure on goods, and a decrease in income resulting in increased costs such as salary burden, operations, and so on.

Another cause of this problem is the lack of optimization on social media, namely Instagram. ADR Kids MSMEs only have Instagram social media for marketing strategies that have not been converted into business professional accounts due to lack of attention and optimization in accordance with marketing strategies. This hinders the expansion of reach, insight, target market determination and so on. Another problem on Instagram ADR Kids is caused by several things such as inconsistent content ideas, unattractive content designs, and irregular feeds on Instagram which result in potential consumers feeling uninterested and not having a relationship with consumers.

With these problems, it is focused on managing and optimizing social media marketing strategies such as creating other social media accounts such as TikTok and Facebook to attract wider consumers and increase sales. Therefore, the ADR Kids MSME social media project effectively forms a team that each has duties and responsibilities including leaders, content creators and community engagement. The role of a content creator in a social media project is to create a content planner and content pillar followed by certain themes and trends, optimize

ads, and go live on TikTok social media to attract a wider range of consumer interest, build consumer interaction and increase sales targets.

LITERATURE REVIEW

a) Google Spreadsheet

(Zhilla et al., 2024) Google Sheets is one of the software in the Google Workspace ecosystem that makes it easy to create tables, calculations, and data processing.

b) Canva

(Resmini et al., 2021) Canva is an application that is present in the world of technology. Canva is a program used for online design by providing a variety of design templates that can be used to create content.

c) Capcut

(Syahmewah, 2023) Capcut is one of the most popular applications used for video editing, because it has a variety of excellent features in creating and managing videos.

d) Google Drive

(Safitri & Nasution, 2023) Google drive is a storage service that evolved from Google Docs.

METHOD

Social, Mobile, Analysis, Cloud (SMAC)

(Heggde & Shainesh, 2018). SMAC is a Social, Mobile, Analysis and Cloud concept that stands by combining the four technologies to create a consumer experience, more efficient business operations, and innovative business models on social media. The following are the components of SMAC on ADR Kids MSME social media:

a) Social

The component will begin by using social media to communicate, collaborate, and share information.

b) Mobile

Mobile is a mobile device used by people to access the internet and social media.

c) Analysis

Analysis is a combination of data with text and moves from static analysis to real-time analysis including two steps of integration of a technology in the field of analysis.

d) Cloud

And the last component, namely the Cloud, is an integration of technology in the context of storing through social media the operational results of content over a certain time to facilitate data properly in real time.

RESULTS AND DISCUSSION

Results

4.1 Writing and Crafting Content Ideas

Before starting the content creation process, the first step to take is to put together a good content idea. Here are some stages that need to be considered, namely:

1) Finding Ideas References

In looking for content ideas for ADR Kids MSME social media, I used various platforms such as Instagram and Tiktok to identify the latest trends that suit the audience's interests.

2) Compiling the Content Pillar

This content pillar aims to provide structure and direction in content creation, so that it is more organized, consistent, and in accordance with marketing goals. In ADR Kids MSMEs, there are five content pillars used, namely Education, Product Knowledge, Information, Interaction, and Testimonials.

3) Compiling Brief Content

Brief content is a very important element in content planning, which serves as a guide in the content creation process to be more directed, effective and in accordance with the marketing strategy.

4.2 Content Creation and Creation

After writing and compiling content ideas, the next stage is content creation and creation. These stages include:

1) Content Design and Creation

Content planner is the initial stage in content preparation that aims to determine themes, posting schedules, and marketing strategies that suit the target audience. With a detailed content planner, ADR Kids MSMEs can manage every upload on social media in a more structured and effective manner.

2) Create compelling Copywriting

Message copywriting aims to convey a concise and powerful message, so that it is able to attract the interest of the audience to like, comment, share, or even buy the products offered. Through copywriting, ADR Kids MSMEs can build wider brand awareness, increase audience engagement, encourage them to take certain actions such as purchases or site visits, and create a more personal and warm relationship between the brand and the audience.

4.3 Brainstorming Creativity

In ADR Kids MSMEs, brainstorming is used to design interesting and effective marketing ideas.

1) Conducting Marketing Campaigns

MSMEs ADR Kids runs a marketing campaign by utilizing promotions on twin dates such as 8.8, as well as flash sales that allow customers to enjoy special discounts or attractive offers for a limited time.

2) **Strategies to Increase Interaction**

One of the main strategies we use to increase engagement with audiences is through live streaming. Live streaming is an effective means of customer details in building live, engaging product information, and answering audience questions in real time.

4.4 Graphic Development and Design

In digital marketing strategies, graphics and designs are developed to form the visual identity of a brand.

1) **Color Palette Selection**

In graphic and design development for ADR Kids MSMEs, the selection of color palettes is carried out by referring to the brand identity reflected in the logo. From the ADR Kids MSME logo, we took a blue and beige color palette that matches the color elements on the logo.

2) **Designing Instagram Feeds**

The main goal in designing ADR Kids instagram feeds is to create a more professional, attractive, and structured look. So that it can increase visual appeal and audience engagement.

4.5 Social Media Essentials

Through the analysis of social media essentials, there are several main aspects that are the basis for the formulation of future marketing strategies.

1) **Ad Placement**

One of the key strategies in ADR Kids digital marketing is the use of paid ads to expand reach, attract more traffic to the website, and increase sales.

2) **Consistent and Quality Content**

In an effort to improve the quality of the ADR Kids MSME brand through creative content on various social media platforms, it is important to implement consistency and careful planning so that the main goals can be achieved optimally.

Discussion

The role of the content creator in this project is crucial, as they are responsible for creating content that is not only visually appealing, but also in line with the needs of digital marketing. The results of the evaluation conducted before and after the implementation of the strategy showed a significant increase in terms of audience engagement, reach, and sales conversions. With the implementation of the right digital marketing strategy and supported by the role of content creators to the maximum, ADR Kids MSMEs show significant potential to continue to grow and be able to compete in an increasingly competitive digital market.

CONCLUSION

From the results of the MSME social media project, the following conclusions can be drawn:

- 1) This project aims to increase sales and consumer reach of ADR Kids MSMEs through the implementation of digital marketing strategies on social media.
- 2) The SMAC (Social, Mobile, Analysis, Cloud) method can help in managing and analyzing marketing needs through social media.
- 3) The role of content creators is responsible for creating content that is not only visually appealing, but also in accordance with the needs of digital marketing.
- 4) The implementation of a structured digital marketing strategy is able to improve social media performance and encourage the potential of ADR Kids MSMEs to compete in the digital market.
- 5) The digital marketing strategy implemented needs to be developed in an ongoing manner by paying attention to the data from the evaluation results and adjusting to the trends that continue to develop in the digital world.

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