



# Implementation of the Content Marketing Process to Build Customer Engagement Through Instagram Social Media at Raja Pisang Keju Arjuna Pusat MSME

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**Abstract:** *The role of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is highly impactful on the economy. In 2023, MSMEs experienced significant growth, indicating increased competition within the sector. To remain competitive, utilizing social media as a marketing tool is crucial. Social media nowadays is not only being used for entertainment but has also become a key platform for business promotion. One commonly adopted strategy is content marketing. An example of an MSME applying this strategy on Instagram is Raja Pisang Keju Arjuna Pusat. This study aims to analyze the implementation of content marketing by Raja Pisang Keju Arjuna Pusat in building customer engagement. The research applied a qualitative method with a case study approach. Data were collected through in-depth interviews on 12 informants consisting of the management of Raja Pisang Keju Arjuna Pusat MSME and its customers, observation, and document analysis. The findings reveal that the content marketing process is conducted through ten stages: Identifying the Goal or Objective, Defining the Audience, Understanding How the Audience Buys, Choosing Your Content Niche, Developing Your Content Marketing Mission Statement, Building an Editorial Calendar, Creating and Distributing the Content, Promoting the Content, Measuring Content Performance, and Optimizing Content. This strategy effectively fosters customer engagement, which includes affective, cognitive, and behavioral dimensions. Affective engagement stems from consumer enthusiasm and satisfaction, cognitive engagement from an interest in the content and its information, while behavioral engagement is reflected in actions such as sharing and supporting the content.*

**Keywords:** *digital marketing; content marketing process; customer engagement; food and beverages*

## Introduction

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a crucial role in advancing the country's economy. This is evidenced by their contribution to Indonesia's GDP, accounting for 61% in 2023 (Kadin Indonesia, 2023). The growth of MSMEs in Indonesia from 2018 to 2023 has shown significant development (Kadin Indonesia, 2023). MSMEs dominate the business sector in Indonesia, highlighting their critical economic role (Zakiyah et al., 2022).

Five provinces in Indonesia had the largest share of Micro and Small Industry (IMK) value-added in 2023, with Java Island provinces dominating, including East Java as a key contributor. East Java accounted for 14.53% of the total IMK value-added in Indonesia, making it the second-largest contributor after West Java, which contributed 16.92% (Kadin Indonesia, 2023). This significant contribution underscores East Java as one of the main growth centers for micro and small industry, profoundly impacting the national economy.

East Java consists of 29 regencies and nine cities. In terms of regional economic contribution, the five regencies/cities with the highest cooperative and MSME value-added in East Java are Surabaya, Sidoarjo, Pasuruan, Gresik, and Malang (Suara Surabaya, 2022). Surabaya, the capital of East Java, had its MSME sector contributing 58.17% of the total turnover in 2023, far surpassing other cities/regencies (Tribun Jatim, 2023). To support MSME growth in Surabaya, the city government, through the Department of Trade, provides training and development programs for MSMEs (Masmira Dwijayanti & Prabowo, 2023).

Data analysis from Statistics Indonesia (BPS) in 2023 shows that the food industry ranked highest in value-added, followed by the apparel and wood industries. The Food & Beverages (F&B) industry, which primarily sells food and beverages, is a prominent business sector in Indonesia. This includes restaurants, cafés, and food stalls (Patrichia Mentang et al., 2022). By 2024, the F&B industry had become

a booming trend in various Indonesian cities and one of the most sought-after business sectors across different social classes. This was evidenced by the subsector's contribution of IDR 302.28 trillion (34.44%) to the industrial sector (Databoks, 2022).

According to BPS Indonesia (2024), the average weekly per capita consumption and expenditure on food in urban and rural areas included 2,761 pieces of fried snacks such as tofu, tempeh, bakwan, and bananas. One of the many ways to process bananas is by frying them, commonly known as "Pisang Goreng" (fried bananas). Pisang Goreng presents a substantial business opportunity (Sofwan Latif & Billah, 2023). According to DetikFood (2023), Pisang Goreng was named the world's top deep-fried dessert by TasteAtlas in 2023. Harian Kota (2023) reports that the serving style and variety of fried bananas have evolved over the years, with one of the innovations being cheese-fried bananas, or "Pisang Keju."

According to We Are Social (2024), WhatsApp was the most widely used social media application in Indonesia, with 90.9% of internet users aged 16–64 utilizing it. Instagram ranked second, with 85.3% of users. Instagram serves not only as a platform for sharing photos and videos but also as a communication and interaction tool among users. Additionally, Instagram provides opportunities for businesses to engage in e-commerce. Its features facilitate buying and selling activities (Nirwana & Khuntari, 2021).

To leverage Instagram as an online business platform, a well-structured marketing strategy is essential to attract consumers. This necessity is driven by a 56.3% increase in MSMEs using social media for business purposes in 2024 (Katadata, 2024).

In 2021, Hubspot released a survey indicating that 82% of marketers used content marketing. Content marketing has become an increasingly popular strategy for building customer relationships. According to a Get Craft (2017), content marketing implementation aims to enhance customer engagement. Additionally, HubSpot's 2023 survey revealed that engaging with audiences

was the primary goal for 33% of marketers utilizing content marketing. According to Joseph & Bindal (cited in Faradila et al., 2023), customer engagement represents the relationship between customers and brands.

Raja Pisang Keju Arjuna Pusat as food and beverage business specializing in cheese-fried bananas, was established in 2010. Initially, sales were conducted from home using a cart and marketed via word-of-mouth and traditional marketing. The business has since expanded, boasting over 50 franchise partners across Indonesia. The central branch, Raja Pisang Keju Arjuna Pusat, serves as the primary distribution hub for its key ingredient—flour. The name "Arjuna" derives from Jl. Arjuno in Surabaya, where the business was first established.

Raja Pisang Keju Arjuna Pusat stands out in Instagram content creation and follower engagement, amassing 2,853 followers and 139 posts as of 2024. Compared to five other MSMEs selling cheese-fried bananas on Instagram, Raja Pisang Keju Arjuna Pusat achieved an engagement rate of 0.26%, based on Phlanx.com calculations. With 3,959 followers and a 0.26% engagement rate, the brand still falls short of the "ideal" range for accounts with 1K-5K followers (Phlanx, 2024). However, this engagement rate suggests that Raja Pisang Keju Arjuna Pusat effectively attracts attention and builds deeper customer relationships compared to some competitors.

Raja Pisang Keju Arjuna Pusat is an MSME that initially relied only on conventional marketing channels. However, over time, the development of ICT has presented challenges that require a transition to digital marketing. This makes Raja Pisang Keju Arjuna Pusat a relevant subject for research.

The relevant studies concerning content marketing include those conducted by Sya'idah & Jauhari (2022), Ashari & Sitorus (2023), and Sihombing et al. (2022), which found that content marketing has an impact on customer engagement. Additionally, research by Faradila et al. (2023) indicates that the implementation of a content marketing strategy following the

eight stages outlined by Kotler et al. (2017)—including setting objectives, mapping the target market, ideation and content planning, content creation, content distribution, content reinforcement, content evaluation, and content improvement—is effective in shaping the dimensions of Customer Engagement, namely Affective Engagement, Cognitive Engagement, and Behavioral Engagement. However, most existing research explores content marketing strategies, whereas this study focuses on the implementation process content marketing.

This study examines the implementation of the content marketing process in building customer engagement through Instagram for Raja Pisang Keju Arjuna Pusat MSME.

## Theoretical Review

### *Digital Marketing*

Digital marketing has evolved from a specialized term referring to the promotion of products and services through specific channels into a broad concept that encompasses the use of digital technology to acquire customers, build customer preferences, promote brands, retain customers, and increase sales (Kannan & Li, 2017). Businesses that implement digital marketing enjoy numerous advantages, including the ability to interact with consumers directly, even in real-time (Dimitrios et al., 2023).

Digital marketing covers various aspects of marketing, including content marketing, influencer marketing, content automation, marketing campaigns, e-commerce marketing, social media marketing, social media optimization, direct email, display advertising, e-books, optical discs, games, and many other forms of digital media (Hartanto et al., 2022). Businesses can engage their audience through a wide range of marketing aspects, thanks to the diversity of available tools and methods.

### *Content Marketing*

In the digital era, companies require an effective marketing strategy to capture attention and build relationships with customers. Content marketing, which focuses on content creation and distribution, has

become a popular solution for adding value through relevant and engaging content.

Pulizzi & Piper (2023) defines content marketing as a marketing and business process for creating and distributing valuable and engaging content to attract, acquire, and engage a well-defined target audience with the goal of driving profitable customer action.

Meanwhile, Kosuniak (2021) describes content marketing as a series of activities designed to create and deliver valuable content that attracts potential customers and ultimately enhances sales efficiency.

Additionally, Holliman & Rowley (as cited in Sawaftah et al., 2021) define content marketing as the process of "creating, distributing, and sharing relevant, engaging, and timely content to engage customers at the right point in their purchase consideration process, thereby encouraging them to transition toward business development outcomes."

According to Kotler et al. (2017), content marketing has two primary objectives: sales-related goals (e.g., increasing sales) and brand-related goals (e.g., brand awareness, brand association, and brand loyalty). In practice, these goals are achieved through various tactics and content types tailored to each objective.

Furthermore, Dilys et al. (2022) state that the primary goal of content marketing is engagement in content development (expanding content topics) and behavioral change (transitioning from individual value perspectives to communal value perspectives) through the use of digital content. Companies strive to develop content that enhances brand awareness, nurtures strong relationships, and increases customer loyalty.

### *Content Marketing Process*

Pulizzi & Piper (2023) consists of ten steps that cover the entire content marketing process, from identifying the goal or objective, defining the audience, understanding how the audience buys, choosing your content niche, developing your content marketing mission statement, building editorial calendar, creating and distributing the content. Promoting the

content, measuring content performance, and optimizing content. This model also emphasizes the importance of content promotion and the use of an editorial calendar, which helps in planning and distributing content in a more structured and effective manner.

On the other hand, the Jami Pour & Karimi (2023) model consists of only six stages, making it more concise. It includes essential elements such as content creation, publication, evaluation, and optimization. However, this model does not place as much emphasis on initial strategies, such as defining objectives, understanding the audience's purchasing process, or developing a content mission statement. Additionally, content promotion is not specifically addressed in this model, even though promotion plays a crucial role in expanding audience reach and engagement.

Based on this comparison, the Pulizzi & Piper (2023) model was chosen because it provides a more detailed and structured framework. With its well-defined stages, this model is better suited for analyzing content marketing strategies comprehensively. Furthermore, it offers greater flexibility, as it includes optimization steps that allow content marketing strategies to be continuously refined based on the results obtained. Therefore, this model serves as the primary foundation for this study.

#### *Customer Engagement*

Customer engagement is defined in marketing as the level of active relationship between customers and a company (Pansari & Kumar, 2017). This concept includes all consumer interactions, such as posting brand-related content on social media, participating in product discussions, and making repeat purchases. Customer engagement is also defined as the emotional relationship experienced by customers during ongoing interactions (Bansal, 2016). Consumer interaction in the context of content marketing can be achieved by producing content that is both educational and emotionally engaging, such as inspiring stories, motivational videos, or interactive advertisements.

According to Żymkowska (2019), most proponents of the multidimensional interpretation of customer engagement identify its dimensions (sometimes referred to as components or elements) using terms related to cognitive, affective (emotional), and behavioral aspects of consumer attitudes.

#### *Dimensions of Customer Engagement*

According to Hollebeek et al. (2014), the impact of content marketing on customer engagement can be measured in three ways: First, Cognitive – Describes how content marketing influences consumers in terms of concentration, focus, and interest in the brand. Second, Affection – Reflects how consumers feel and express emotions related to the brand during interactions, such as love, joy, or emotional attachment. Third, Activation – Refers to the level of consumer activity and engagement with the brand. This includes how frequently consumers use the product, follow the brand's social media accounts, and participate in brand-related activities.

According to Dessart et al. (2015), customer engagement consists of three dimensions: First, Affective – Consumer engagement with a product or brand involves emotional feelings that accumulate and persist over time. Second, Cognitive – Customer engagement as a psychological state that occurs over a specific period, in which consumers actively engage with the product or brand that captures their attention. Third, Behavioral – Consumer actions or behaviors related to their engagement with a product or brand. This extends beyond purchasing behavior to include various forms of interaction driven by specific motivations, such as sharing information with others or learning more about the product.

#### **Method**

This research was conducted using a qualitative research method with a case study approach. The case study approach is beneficial when researchers aim to gain an in-depth understanding of a particular problem or situation, especially when identifying cases that contain significant information (Assyakurrohim et al., 2022).

This study selected informants, namely the owner of the Raja Pisang Keju Arjuna Pusat SME, along with the Chief Marketing Officer (CMO) and Chief Operational Officer (COO). The owner, CMO, and COO were chosen because they contribute to the content marketing process. Additionally, other informants were selected from customers of Raja Pisang Keju Arjuna Pusat who had purchased the products at least twice and followed the SME's Instagram account. Nine informants were chosen from Raja Pisang Keju Arjuna Pusat's customers, categorized as those who engage by liking and sharing on the brand's Instagram. The data collected from 12 informants in this study was carefully considered and has reached the point of saturation, where no new information emerged from the conducted interviews.

This research was carried out using data collection techniques through in-depth interviews. The data analysis technique in this study applies qualitative descriptive analysis. Once the data is collected, it will be analyzed through three components: data reduction, data presentation, and conclusion drawing and verification.

This study employs thematic analysis based on Pulizzi & Piper (2023) and Dessart et al. (2015) identify patterns in the implementation of content marketing process at Raja Pisang Keju Arjuna Pusat. The data was analyzed through stages, including transcription, initial coding, and categorizing codes into ten key themes. Afterwards the data analyzed according to Customer Engagement Dimensions: affective, cognitive, and behavioral engagement. The findings were then reviewed to ensure consistency before being systematically presented.

## Results and Discussions

The list of informants who were successfully interviewed for this study shown at Table 1. The informants' demographics include both male and female participants, with ages ranging from 19 to 50 years.

*Implementation of the Content Marketing Process at Raja Pisang Keju Arjuna Pusat*

The implementation of the content marketing process at Raja Pisang Keju Arjuna Pusat MSME aligns with the theory proposed by Pulizzi and Piper (2023) regarding content marketing planning, which consists of the following steps:

First, identifying the goal or objective. According to Lopes & Casais (2022) every form of content should have measurable goals and objectives to provide the necessary focus. The primary objective of Raja Pisang Keju Arjuna Pusat's content marketing strategy is to expand brand reach through promotion and maintain customer loyalty. The published content is not only aimed at introducing products to potential new customers but also at ensuring that existing customers feel valued and remain connected to the brand.

**Table 1. Research Informants**

No	Gender	Age	Status
1.	Male	50	Owner
2.	Female	24	Chief Marketing Officer
3.	Female	24	Chief Operational Officer
4.	Female	23	Customer and Instagram Followers @rajapisangkejuarjuna.id
5.	Female	22	Customer and Instagram Followers @rajapisangkejuarjuna.id
6.	Female	22	Customer and Instagram Followers @rajapisangkejuarjuna.id
7.	Female	23	Customer and Instagram Followers @rajapisangkejuarjuna.id
8.	Male	21	Customer and Instagram Followers @rajapisangkejuarjuna.id
9.	Female	24	Customer and Instagram Followers @rajapisangkejuarjuna.id
10.	Female	50	Customer and Instagram Followers @rajapisangkejuarjuna.id
11.	Female	22	Customer and Instagram Followers @rajapisangkejuarjuna.id
12.	Female	19	Customer and Instagram Followers @rajapisangkejuarjuna.id

Second, defining the audience. Determining the target audience is based not only on social media data and current trends but also on discussions and meetings involving the marketing manager, operational manager, and business owner. Research conducted by Ashley & Tuten (2015) which shows that the use of social media data in understanding audience demographics and behaviour is essential for designing effective marketing strategies.

Third, understanding how the audience buys. Chaffey & Smith (2022) also point out that observing consumer habits, both in person and through online data analysis, is crucial in building a data-driven marketing strategy. Carried out by Raja Pisang Keju Arjuna are monitoring customer purchasing habits is done by observing direct store activities and analyzing online transactions.

Fourth, choosing your content niche. Choosing the right content niche is a crucial strategic step in digital marketing, especially for businesses aiming to build long-term relationships with their audience. Focusing on specific topics, such as daily vlogs of the owner visiting franchise locations, not only attracts an audience with similar interests but also creates opportunities to enhance engagement. Personal content showcasing the owner's daily activities adds a human touch, which is increasingly relevant in today's digital marketing era that prioritizes transparency and authenticity. Niche marketing can successfully create a lasting impact by combining product or service uniqueness, deep understanding of consumers, and meaningful personal interactions with customers in more focused market segments (Razak, 2024).

Fifth, developing your content marketing mission statement. A content mission statement is a fundamental element of the content marketing process, serving as a guideline to ensure content consistency and relevance to the company's strategic objectives. According to Mion et al. (2024) mission statements with rich content are associated with better social impact performance, highlighting the role of the mission statement in creating identity and imprinting

differentiation. However, Raja Pisang Keju Arjuna Pusat MSME has not fully adopted this practice. Although there is an awareness of the importance of a content mission statement, it has yet to be implemented.

Sixth, building editorial calendar. Implementing an editorial calendar is a key component of the content marketing process, serving as a tool to plan and organize the production and publication schedule. Imani et al. (2024) revealed that editorial calendars are used to organise the publication schedule of various types of content that have been prepared. Its functions include monitoring and controlling the content to be published, and being a key element in the overall management of the marketing programme being run. In this process, the marketing team is responsible for scheduling management.

Seventh, creating and distribution the content. In content creation, coordination between the creative team and the marketing team is essential to producing relevant content that meets audience needs. The content strategy does not rely solely on material creation but also on distribution strategies and platform selection. Focusing on platforms like TikTok and Instagram aligns with current trends, as these platforms have high engagement rates, especially among younger generations (Munir et al., 2022). Branding also plays a significant role in content creation.

Eighth, promoting the content. Content promotion is a strategic step to expand audience reach; however, the approach used must align with business resources and needs. Promotion has the highest and significant value. E-promotion can be improved by paying attention to the searchability indicator (Pidada & Suyasa, 2021). The business prefers an organic approach to content promotion. Organic promotion through social media platforms such as Instagram and TikTok helps build a more personal relationship with the audience, though it often has limitations in reaching a wider audience.

Ninth, measuring content performance. After content has been distributed and promoted, the next crucial step is to measure its performance effectiveness to determine

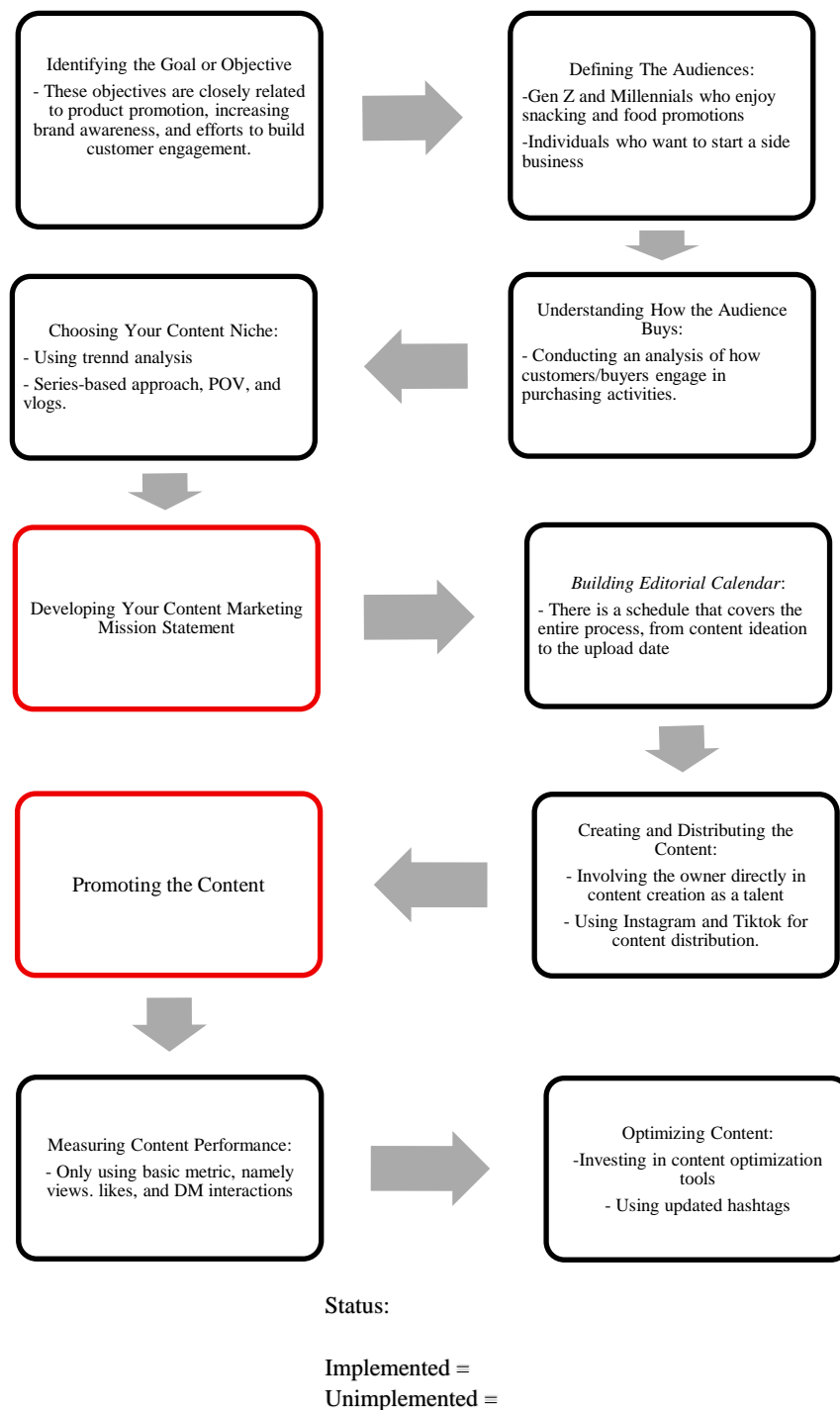


Figure 1. The implementation flow of the content marketing process at Raja Pisang Keju Arjuna Pusat

whether the desired objectives have been achieved. According to Golab-Andrzejak (2023), measuring content performance can use AI as a marketer assistant in order to provide effectiveness in measuring content performance. However, based on interviews conducted, the measurement process applied is still very basic. Although metrics such as the number of viewers, likes, and direct message

(DM) interactions provide an initial overview of content performance, this approach remains limited.

Tenth, optimizing content. Content optimization efforts at Raja Pisang Keju Arjuna Pusat MSME focus on improving production quality through investments in supporting equipment for content creation. This includes

cameras, microphones, tripods, and other tools. A study by Kumar & Gupta (2022) shows that investment in digital content production equipment contributes significantly to customer engagement, especially on social media platforms where visuals are highly emphasized.

The implementation flow of the content marketing process begins with defining objectives, which involve utilizing social media to attract audiences such as Gen Z who enjoy snacking, side business owners, and millennials interested in food promotions. This audience is analyzed through purchasing behavior research, followed by selecting a content niche based on trends such as vlogs or POV formats to enhance engagement, as suggested by De Vries et al. (2012). The team then develops a content mission statement to align objectives with audience needs (Pulizzi & Piper, 2023) and creates an editorial calendar to maintain publishing consistency (He et al., 2015). Content creation involves the business owner to add authenticity, and distribution is carried out through Instagram and TikTok, in line with the findings of Casaló et al. (2020), which highlight the importance of personal connections. Afterward, content performance is measured using basic metrics such as likes and views, followed by data-driven optimization, including the use of supporting tools and hashtags, as recommended by Constantinides (2006) to enhance strategic effectiveness.

#### *Customer Engagement Dimensions Based on the Implementation of the Content Marketing Process at Raja Pisang Keju Arjuna Pusat*

The dimensions of customer engagement aim to provide businesses with insights into how customers interact with the company, particularly in using social media as a marketing tool. According to Dessart et al. (2015), customer engagement consists of three dimensions: affective engagement, cognitive engagement, and behavioral engagement.

First, affective engagement among customers is evident, where visual elements and promotions can increase attention and engagement. However, a lack of creativity and content diversity can reduce customer

satisfaction and loyalty. Research by Kannan & Li (2017) and De Vries et al. (2012) indicates that content focusing on customer needs, including visually appealing and engaging promotions, can strengthen affective engagement and brand loyalty.

Second, the intensity of content marketing carried out by Raja Pisang Keju Arjuna Pusat MSME has enhanced customers' cognitive engagement by improving attention and information absorption. Consistently uploading relevant and varied content on Instagram not only strengthens brand awareness but also encourages customers to pay more attention to and learn from the presented content. Promotional content, creativity, and activities involving franchise locations attract customer attention and increase their understanding of the offered products and services. As suggested by Alanazi (2023) and Chaffey & Smith (2022), consistency and content variation can reinforce cognitive engagement, where customers are not only exposed to information but also actively process and absorb it.

Third, the tendency of customers to share and engage with the content presented by Raja Pisang Keju Arjuna Pusat MSME demonstrates a strong correlation with behavioral engagement. This is particularly evident with relevant and engaging content, such as promotions and new menu information. This aligns with research findings stating that relevant promotional content can trigger organic sharing behavior and highlights the importance of positive emotions in driving engagement (Nurcahyadi, 2024 & Saputra et al., 2023).

#### **Conclusions and Recommendations**

This study has explained the content marketing process implemented by Raja Pisang Keju Arjuna Pusat MSME through Instagram, which is designed to enhance the relationship between the brand and its audience. After understanding the implementation of the content marketing process at Raja Pisang Keju Arjuna Pusat, the next step is to examine the forms of customer engagement resulting from this content marketing strategy.



The steps taken by company reflecting a strategic approach to reaching the audience, particularly millennials and Gen Z, who are the primary target groups. This qualitative research of content marketing process serves depth of understanding of strategy by MSMEs to build customer engagement which is lacking from previous studies that done mostly in quantitative.

Overall, although the content marketing steps carried out by Raja Pisang Keju Arjuna Pusat MSME are already well-structured, there is still significant room for improvement, especially in terms of content diversification, enhancing creativity, and utilizing more effective evaluation tools. By developing a more innovative strategy focused on customer engagement dimensions, this MSME can strengthen customer relationships, increase loyalty, and drive more sustainable marketing success.

For future research, it is recommended to have deeper research on cognitive aspect, affective aspect, and behavioural aspects on customer engagement. The exploration of communication on content marketing, the coordination of content marketing, and evaluation of content marketing also needs to be further researched. The use of more advanced social media analytics tools, such as Hootsuite or Meta Business Suite, is also suggested to measure content performance in greater detail.

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