

Analysis of Kampoeng Radjoet's Content Marketing Strategy

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Article

Information

Received July 2022

Accepted September 2022

Published September 2022

Keywords :

content marketing, fashion,
Kampoeng Radjoet

Abstract

Fashion is one of the characteristics of a person showing his lifestyle, especially for women who are more concerned with appearance than men. The fashion trend that is back in popularity in 2020 is the knitted fashion trend, where the age range who likes knitting fashion starts from teenagers to the elderly. The impact of the Covid-19 pandemic has made knitted fashion trends have an effect on sales of Kampoeng Radjoet products because it is seen based on product innovations launched by Kampoeng Radjoet using the concept of handmade manufacture, as well as quality materials so that this knitted product becomes a positive value among the public. Society, especially among young people who no longer view knitting as clothing for the elderly or the elderly, but make this knitting a fashion that has high value and is beautiful to look at. In addition, the existence of less intense competition has made Kampoeng Radjoet products a unique product so that sales during the Covid-19 period have increased compared to before. Objective of this research to analyze the content marketing strategy of Kampoeng Radjoet that has been carried out and its effect on the level of sales. The research method used is qualitative research methods. The data collection technique used is using 4 kinds of data collection techniques, namely observation, interviews, documentation, and triangulation. The triangulation used consists of 3 techniques, namely, participatory observation, in-depth interviews, and documentation. The results of the study show that the content marketing strategy carried out by Kampoeng Radjoet has had an influence on sales, but there are still many shortcomings that need to be corrected, especially in the content marketing on social media that it uses.

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ISSN 2548-9909

1. Introduction

Fashion, especially clothing, is one of the developing lifestyles (Trisnawati, 2016). This makes appearance the most important thing in social life, especially for women, where the old fashion trend which is now popular again in 2020 is the knitted fashion trend. This knitted material is considered as elderly clothing because of the material that warms the body, as well as the model that seems old-fashioned. However, over time with product innovations that follow today's clothing models, making knitting a fashion that has good and high value. So this trend of knitwear in particular, sweaters are becoming popular among women.

One of the famous Knitting Industry Centers in Bandung is the Binong Jati Knitting Industry Center with its branding name, namely Kampoeng Radjoet. During this Covid-19 pandemic, Kampoeng Radjoet is one of the industrial centers whose sales have increased compared to similar industrial centers/other industrial centers.

In the digital era, content has an important role in marketing activities where content is interpreted as a means to convey messages and can influence the audience with various kinds of messages that are designed. The variations of this type of content vary from text, audio, and visual. Not only that, the development of the times, both technological advances and the existence of new media and technology, makes content change too. The term content is a king has also become very relevant today, where the power of content can influence the audience, whether in the attention, interest, desire, or action phases.

Content marketing is a marketing approach that involves the creation and distribution of content that can strengthen the content to be interesting, relevant, and useful for certain groups in order to create discussions about content (Kotler, 2017).

Based on a brief discussion of these variables, content is a very influential thing in developing a business, especially during a pandemic like this. With the Covid-19 pandemic, people are using social media more

often. Not only that, the high percentage of social media use makes content marketing one of the ways for organizations or companies to develop their business, whether in the form of products or services.

Previous research related to this research is research conducted by Pertiwi and Gusfa (2018). The study concludes that there is an influence between content marketing on the Kalbis Institute's Instagram on the Kalbis Institute's brand awareness. Another related research conducted by Amalia (2020). The study concludes that there is an influence on consumer buying interest.

Researchers hope that this research can provide benefits for people who read it, especially to Kampoeng Radjoet who has provided a lot of access and told the obstacles that are currently happening and hopes for the author to be able to help solve Kampoeng Radjoet's problems by helping to develop content marketing on social media, involved with all events held by Kampoeng Radjoet, designing the contents of the content to be displayed, helping to find access to things needed by Kampoeng Radjoet, and so on.

Authors can help solve the problems of Kampoeng Radjoet, so that these problems can be resolved and get results that are in line with Kampoeng Radjoet's expectations. Authors hope that with this research, authors can develop his own regional business to be better known by the public and can even make Kampoeng Radjoet an industrial center destination favored by tourists, both local and foreign tourists.

2. Methods

The method used in this research is a qualitative research method, namely a research method that emphasizes more on the aspect of in-depth understanding of a problem. This research method uses in-depth analysis techniques, namely discussing problems from case to case because the nature of one problem will be different from the nature of other problems.

Qualitative research has 2 data that must be collected completely, namely in the form of

primary data and secondary data. Primary data is data in the form of verbal or spoken words, gestures or behavior carried out by reliable subjects, in this case the research subjects (informants) relating to the variables studied. While secondary data is data obtained from graphic documents (tables, notes, minutes of meetings, etc.), photos, films, video recordings, and others that can enrich primary data.

The process of collecting data with qualitative research methods has 4 kinds of data collection techniques in Fig. 1.

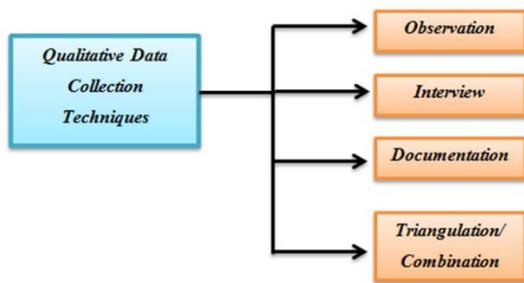


Fig. 1. Qualitative Data Collection Techniques
Source: Hardani (2020)

In this study, authors also include this research instrument as a basis for mapping the interview questions to be conducted. The following are the research instruments:

Table 1. Research Instruments

Variable	Dimension	Indicator
Content Marketing is a marketing technique that involves the creation and dissemination of valuable content from the point of view of the content recipients with the goal, which is to attract attention by engaging a community gathered around a specific target group.	1. Content	1. Information 2. Design 3. Number of content created 4. Number of interests (number of views, number of likes, number of comments, etc.) 5. Media
	2. Customer engagement	Brand relationship quality with customers
	3. The purpose of content marketing (Content marketing)	1. Brand awareness 2. Customer acquisition 3. Sales 4. Purchasing decisions 5. Consumer loyalty

3. Results and Discussion

Content is a very important thing today, because content is one of the bridges that connect producers with consumers (Hermawan, 2021). The content that has been done has had a major influence on sales, especially during the Covid-19 pandemic, all business sectors are required to have moved to an online-based period.

According to Teo Fadli Mubaroq, the content produced has an influence on sales in Kampoeng Radjoet, because it is one of the marketing strategies to increase consumer attraction to Kampoeng Radjoet. Today many people see something from the photo first, not from the description. Meanwhile, according to Eka Rahmat Jaya, the content carried out has an impact, because 90% of Kampoeng Radjoet has started moving online and 10% is offline. Offline consists of exhibitions, purchases to the store. Currently content is number 1, so it's not just selling knitted clothes but now selling content, such as photos, videos, reels on Instagram, stories, there are influencers for product photos (Hermawan, 2020).

Therefore, every content that is done must have information to be conveyed. According to Teo Fadli Mubaroq, the information that can be conveyed is in the form of product descriptions, vouchers, events, flash sales with content that is always different, because the content that is created depends on the moment, for example the moment is Chinese New Year means Chinese New Year ornaments, and so on. -other. Meanwhile, according to Eka Rahmat Jaya, the information that is usually conveyed is not just photos, videos but includes making captions and hashtags, because people tend to see that. Then, the content of each content must be different, because you have to create a timeline first to post at the beginning, so from the timeline there are not only photos but there are others.

Based on what Eka Rahmat Jaya has previously stated, he said that there is an ideal time to post Kampoeng Radjoet content, which is crowded during lunch time, then 6 to 9 pm. just posted in the afternoon, the second at 5 at 6, the last if there is still a post at 9 before bedtime, because usually before 9 o'clock the person takes

a break to hold the cellphone first, so the next day you have to start again because a lot of orders have come in. These results are seen based on the analysis of insight reports on Kampoeng Radjoet's Instagram social media.

Next is design. According to Teo Fadli Mubaroq, the designs he did were made by himself, but some took references from other people, such as the template. the design depends on the difficulty of the content itself. Usually the colors used for Kampoeng Radjoet are white, black. Meanwhile, according to Eka Rahmat Jaya, the design means returning to the vision and identity of the brand, such as Kampoeng Radjoet in white and black with the writing resembling thread. The content design is carried out according to the color, then from that color the content is just made where it wants to go, or there is full color, so it adjusts the brand identity.

In addition to information and design, the role of the media is also needed to distribute the content. Media is not only for social media in the form of communication, but the role of the media today is as a place for business sector actors to develop their business through content marketing carried out on the media used (Hermawan, 2018).

According to Teo Fadli Mubaroq, the media used by Kampoeng Radjoet consisted of Instagram, Youtube, TikTok, Facebook. The reason for using this media is because Instagram has become a habit for people, TikTok is more for young people, YouTube is usually for adults. While Facebook is rarely used as a marketing medium. Meanwhile, according to Eka Rahmat Jaya, the media used consisted of 5, namely: Whatsapp (WA) as a chat and communication medium, Instagram (IG) as a marketing medium or a place to sell, TikTok as an educational medium, YouTube as a production education medium such as the process method. production, maintenance, life values so that YouTube is not used for selling but is used for storytelling. Facebook has not been used for a long time because it is not optimal.

Based on the results of the analysis, customer engagement is how the involvement of a brand/brand with consumers is where

according to Teo Fadli Mubaroq, consumer involvement with Kampoeng Radjoet is around 85% in the marketplace and consumer involvement in social media is around 79%. This happens because consumers who are involved in reviewing purchased products, unboxing videos on consumer social media accounts, and others on Instagram social media are still lacking, most consumers do reviews and other things on marketplaces such as Shopee and others. Meanwhile, according to Eka Rahmat Jaya, the quality of Kampoeng Radjoet's relationship with customers is more related to resellers, agents, distributors and end consumers with a composition of 40% resellers, 15% agents, 15% distributors, 30% final consumers.

Before creating content marketing, you must have a purpose for what the business sector is doing content marketing. According to Teo Fadli Mubaroq, Kampoeng Radjoet's brand awareness is known by consumers and is remembered by consumers based on the brand first. Then just go to the logo and others. Meanwhile, according to Eka Rahmat Jaya, Kampoeng Radjoet's brand awareness starts with the brand first, then continues with the logo, although the Kampoeng Radjoet logo is not yet a brand awareness, but the Kampoeng Radjoet brand is the main determinant.

In addition to brand awareness, a marketing content needs to pay attention to customer acquisition, where customer acquisition is a process in attracting new consumers/customers to our business products/services which in turn creates a relationship between the business sector and consumers/customers. According to Eka Rahmat Jaya, Kampoeng Radjoet has special strategies for customer acquisition, for example for subscriptions, CRM (Customer Relationship Management) is made first, then managed by existing customers, before entering new customers. Meanwhile, new customers can be given discounts, free shipping.

In viewing content, the brand of a person's product, will inevitably lead to a purchase decision, namely buying/not buying. Usually someone will see the brand first, if the brand is

not known by the consumer, the consumer will see the marketed content, be it videos, photos, and other content. This purchase decision is one of the keys to the success of the content.

According to Teo Fadli Mubaroq regarding purchasing decisions, before buying a product, consumers usually look at the product and its content first. Usually for new consumers, first look through Instagram (IG), after that the purchase is made in the marketplace/purchases directly to the store. Meanwhile, according to Eka Rahmat Jaya, all purchases have been directed towards online, namely through the marketplace/e-commerce because other media are only intended for content and branding and education.

Kampoeng Radjoet is currently implementing the four dimensions of innovation, namely product innovation, process innovation, position innovation, and paradigm innovation. However, from the four innovations, it is necessary to pay attention to the dimensions of process innovation which include:

1. Creativity and productivity

Creativity usually involves elements of imagination and creation in the creation of new things. Therefore, when it comes to content marketing, this creative process is very important, considering that potential consumers see everything visually. Creativity can be seen based on various aspects, namely marketing, production, product display, and other aspects. Creativity that emphasizes marketing, especially content marketing in the industrial era 4.0, can help companies increase their branding through interesting content.

2. Offline and Online

The Covid-19 pandemic has forced entrepreneurs, the business sector, and companies to have the ability to market their products online. Understanding and knowledge of digital media is very much needed during a pandemic with the aim of getting wider opportunities to reach markets, both domestically and abroad. In addition, digital marketing is said to be successful in attracting potential consumers to buy when displaying attractive product photos, updating product

collections regularly, good interaction with potential consumers through the features available on the media used. However, the most important thing is that the content delivered can attract consumers or not.

Local capability-based innovation internally discusses the need for copywriting training in the content marketing process, because through content marketing which is carried out in the form of transitional narratives and the power of storytelling, it can provide answers to the esteem needs of consumers through the content that is carried out. In addition, the development of digital media also encourages someone to better tell their products through storytelling and then adapt the work to the platform (Jaya, 2018). A content that is done in the form of storytelling will make it easier for potential consumers to get information about aspects of products and tourist destinations that they cannot see, such as culture, history, local wisdom, product reviews, and other things.

The increasing number of social media users during the digital era creates a new opportunity in the world of marketing, where the role of influencers is also a bridge or communication medium that connects companies with consumers. Therefore, the presence of influencers can be influential in increasing sales through content marketing, where one form of digital marketing is collaboration with influencers or social media users who have a major influence on their followers (Trisnawati, 2016)

Another important thing on social media is that using hashtags can make it easier for potential consumers to find content in the search field. Świeczak (2012) suggests that using the right hashtag or combination of hashtags will expose the brand or destination to a larger audience and provide a good opportunity to attract potential consumers. Emphasis on content creator as a profession that creates content, whether in the form of writing, images, video, sound, or a combination of two or more materials, becomes the most important asset when doing content marketing because a successful content creator is expected to be able

to manage schedules, know the industry that is created. Content, has an up-to-date writing style, thinks like an audience, and has a wide network (Tajrobehkar, 2019).

Therefore, based on the results of interviews that have been carried out by testing the credibility of the data, namely the extension of observations, using reference materials, and triangulation with the method, several issues related to content marketing and other factors were found, namely:

1. The mastery of the field carried out by Teo Fadli Mubaroq is still lacking, judging by the way he answers the interview questions briefly.

2. The content of the interview presented by Eka Rahmat Jaya, revolves around discussing

4. Conclusion

Based on this research, the content marketing strategy that has been carried out by Kampong Radjoet is considered to have an influence on the sales of Kampong Radjoet's products. This can be seen based on the number of consumers who are interested in seeing content that has been done by Kampong Radjoet through social media Instagram, TikTok, and YouTube. Therefore, before creating content, it is necessary to pay attention to the marketing strategy first. Marketing strategy includes 3 components, namely market segmentation, target market, and positioning.

The content marketing that has been carried out by Kampong Radjoet is based on the correct marketing strategy mapping, so that the content marketing process can be carried out. However, it should be noted again that content marketing is not only for sales promotion, but there are many things that content can do, for example content as education, entertainment, comedy, conversation, reviews, news, challenges, and others according to the media used. .

The content carried out must be based on the right and appropriate media, so that the message that will be conveyed through the content can be channeled. The content creation process also needs to be considered for the

more online/marketplaces than mastering the content.

3. The content of Instagram is still less attractive and structured.

4. Still using product photos from resellers, so they don't have their own characteristics.

5. In the highlight catalog, production, and Shopee on Instagram there are still no additional posts.

6. The arrangement of highlights on Instagram is still not neatly arranged.

7. The TikTok content created is still using another account, not from your own account.

8. Hashtags are still too few.

9. Lack of TikTok and YouTube followers.

design, starting from the color, background, writing, and others.

Content marketing is not only related to what content will be sold, displayed, marketed, but content marketing requires knowledge of what marketing is, such as giving promotions, giveaways, cashback, free shipping on the marketplace, and other things related to marketing elements.

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