FORMULATION OF SOCIAL MEDIA CONTENT STRATEGY FOR BABYRAF JAKARTA TO INCREASE REVENUE GROWTH

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Abstract

BabyRaf Jakarta is a company engaged in the rental of children's toys and baby needs from birth to 8 years old. This company was founded in 2018. From the beginning until the end of 2021, the company experienced an increase in revenue. Even during the initial conditions of the pandemic. However, at the beginning of 2022, the trend of fluctuating income tends to decrease. As an effort to improve company performance, BabyRaf Jakarta is trying to focus on attracting customers according to its target market. Companies use social media Instagram to increase customer awareness. The company has a social media strategy, namely displaying several 4 types of content that are distributed through Instagram ads. After evaluation, the strategy is less than optimal in attracting customer interest to use products from BabyRaf. With the problem of social media owned by BabyRaf Jakarta, the author conducted various analyzes and then formulated a marketing strategy through social media Instagram, namely prioritizing the use of content that contains a portfolio of products and prices as well as informational content and its implementation. The analysis used is competitor analysis and root cause analysis. Competitor analysis aims to examine products, sales and marketing strategies of competitors from BabyRaf Jakarta. Meanwhile, Root Cause Analysis aims to identify the root causes of BabyRaf Jakarta's social media problems that are not performing well. The next step is to conduct a survey to find out the preferences of potential and existing customers in their interest in choosing Instagram content. There are 4 types of content studied, namely Informational Content, Product Portfolio & Price Content, Review Customer Content, and Promo & Discount Content. The survey results were processed quantitatively and analyzed using the Independent Sample T-test and ANOVA calculations. Based on the survey results, customers are more interested in the two types of content, namely Informational Content and Product Portfolio & Price Content. The solution to these problems is listed in the implementation plan which is outlined in the content schedule. In the content schedule, the content that is most in demand by customers according to the survey results, has more broadcast schedules than other types of content. Then, social media content recommendations are made as strategy implementation content.

Keywords: children's toy rental, digital marketing, social media content, root cause analysis

Introduction

The height of those born in Indonesia ranks fourth after China, India and the United States. Every year an average of 4.8 million children are born in Indonesia. The National Population and Family Planning Agency (BKKBN) estimates there will be an additional 500,000 new births in early 2021. Based on the BPS report, Indonesia's population in mid-2021 will increase to 272.68 million people (Penyususn 2021). Then, the population of Indonesia is reported to have increased again to 275.77 million people by mid-2022. That number is up 1.13%.
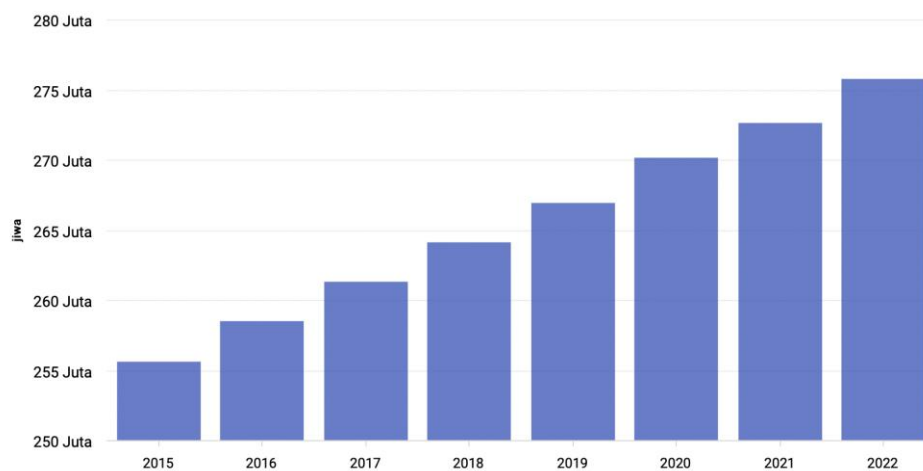

Figure 1. Indonesia's population in mid-year (2015-2022)
Source: Badan Pusat Statistik, 2021

Based on data from BPS, there are currently 30.83 million early childhood children in Indonesia (Penyususn 2021). Of these, 13.56% were infants (age < 1 year), 57.16% were toddlers (aged 1-4 years), and 29.28% were preschoolers (aged 5-6 years). The sex ratio of Indonesia's early childhood is 103.44. This figure shows that there are more boys at an early age than girls. Meanwhile, according to the area of residence, as many as 55.94% of early childhood children live in urban areas.
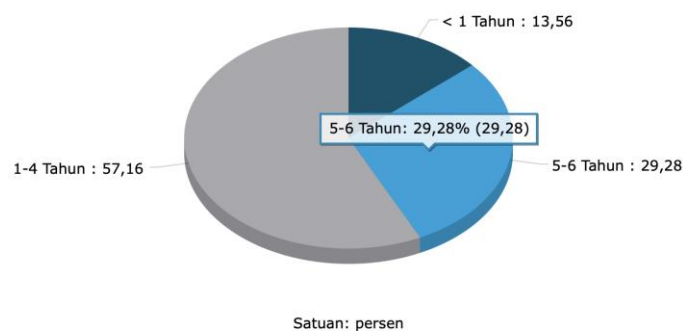

Figure 2. Percentage of early childhood (0-6 years) in 2021
(Source: Badan Pusat Statistik, 2021)

With population growth in Indonesia which is increasing every year, especially early childhood, it is an opportunity for the company to start a rental business for children's toys and baby equipment. Many children's needs are needed by parents, especially young families that must be met. Judging from the results of the population census according to BPS, the composition of the population is mostly Gen Z and Millennials at 27.94% and 25.87%, respectively (Penyususn 2021).
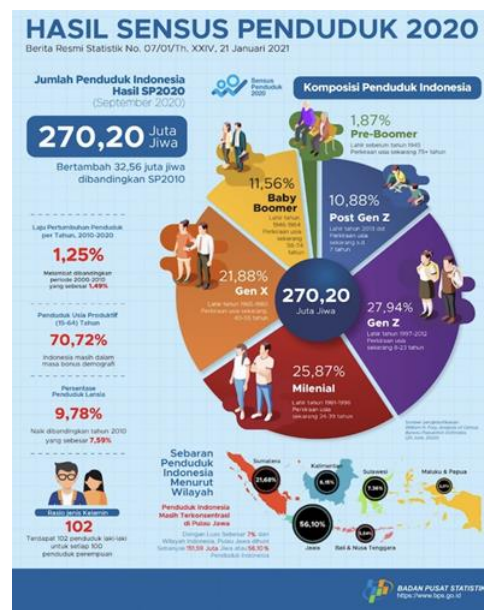
Figure 3. 2020 Population census results

In today's era, technology is very developed. Especially with the existence of social media which is a place to share stories, experiences, and even shop. It was recorded that in 2021, internet and social media users in Indonesia were 73.7% and 61.8% (Hootsuite 2021). Instagram is ranked third as the largest social media user in Indonesia with 86.6% of the population.

Figure 4. Data on internet and social media user trends in Indonesia 2021
(Source: (Hootsuite 2021))

Napoleon Cat's report shows that there are 91.01 million Instagram users in Indonesia in October 2021. It is noted that the majority of Instagram users in Indonesia are from the 18-24 year age group, which is 33.90 million. The age group of 25-34 years is the second Instagram user in the country. It is noted that 16.9% of the users of this application are female, while 15.3% are male.
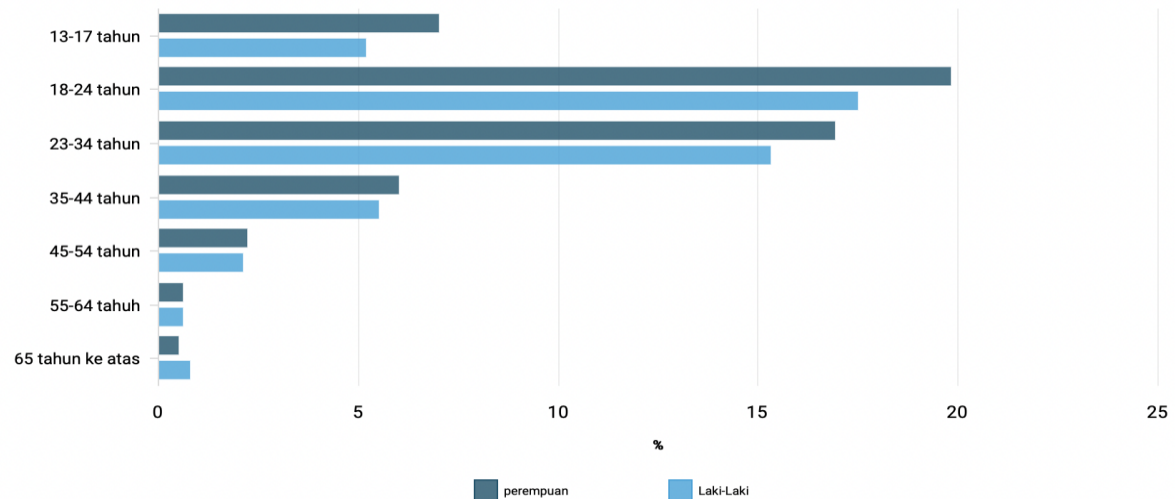

Figure 5. Instagram Users By Age Group & Gender (October 2021)
Source: Annur, 2021

BabyRaf Jakarta has been established since 2018. BabyRaf Jakarta offers various kinds of children's toys and baby needs from 0 - 8 years old. Currently, the company is formulating a marketing strategy using social media Instagram. The company has analyzed that the most important strategy today apart from raising capital is marketing and Instagram is the right social media to be used in BabyRaf Jakarta's marketing strategy (Demirer 2022). With this strategy, BabyRaf Jakarta achieved stagnant sales and has not yet achieved maximum results. The objectives of this research are as follows to analyze various factors that affect sales performance through social media analytics, to find out effective and optimal social media promotional strategies on Instagram that will increase BabyRaf's sales performance, and to determine the strategy used to keep customers loyal to BabyRaf Jakarta through social media marketing (Hasby, Armayuda, and Haq 2020).

Methode

Research at BabyRaf Jakarta was conducted using quantitative methods. This study uses a quantitative method because the data to be processed is ratio data and the focus of this research is to determine the magnitude of the influence between the variables studied. According to (Sujarweni 2014) quantitative research is a type of research that produces findings that can be achieved (obtained) using statistical procedures or other means of quantification (measurement). While the notion of Quantitative Research Methods, according to (Sugiyono 2017) is a research method based on the philosophy of positivism, used to examine certain populations or samples,

data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing hypotheses that set. One of the tools used in the quantitative method to collect data from this research is using scenario-based questionnaires. Scenario-based questionnaires is a survey method that aims to identify the respondents decision rules using their responses to a series of scenarios. By distributing surveys to BabyRaf Jakarta's target market segments, the company hopes to gain insight into how appealing BabyRaf Jakarta Instagram content affects their willingness to use its services.

Results and Discussion

1. Analysis

A survey was conducted to find out the preferences of potential and existing customers in choosing which content is more interesting. In addition, to determine the level of people's purchasing power when they see a product from the content strategy that the company conveys to customers. The questionnaire was distributed using Google Forms which was distributed to potential and existing customers, according to what has been explained in the data collection section. There are 216 respondents who have participated in this final project questionnaire. In this study, the authors used the single factor Analysis of Variance ANOVA method which is used when only one treatment factor is investigated. The following is the result of calculating the questionnaire using ANOVA.

RELIABILITY

Table 1. Reability Result Test

Factors	Chronbach's Alpha
Promo & Discount Content (A)	.834
Promo & Discount Content (B)	.833
Review Customer Content (A)	.825
Review Customer Content (B)	.823
Product Portfolio and Price Content (A)	.828
Product Portfolio and Price Content (B)	.833
Informational Content (A)	.852
Informational Content (B)	.834
Overall Image Factors	.850

Because the reliability is high (Chronbach's Alpha > 0.8), the factors are reliable enough to produce satisfied results and therefore worthy of proceeding to the next statistical analysis (Chang, Hong, and Lee 2022).

DESCRIPTIVE DEMOGRAPHY

Table 2. Demography Analysis

Type of Data	Category	Frequency (f)	Percentage (%)
Gender	Men	43	24.0
	Women	136	76.0
Age	21 - 25 Tahun	25	14.0
	26 - 30 Tahun	57	31.8
	31 - 35 Tahun	53	29.6
	36 - 40 Tahun	21	11.7
	> 40 Tahun	23	12.8
Occupation	ASN	3	1.7
	Karyawan Swasta	70	39.1
	Entrepreneur / Wirausaha	30	16.8
	Freelance	16	8.9
	Ibu Rumah Tangga	31	17.3
	Dokter/Apoteker/Petugas Kesehatan	4	2.2
	Guru / Dosen	7	3.9
	Pegawai BUMN/BUMD	18	10.1
Monthly Income	< Rp 1.500.000	8	4.5
	Rp 1.500.000 - Rp 3.000.000	14	7.8
	Rp 3.000.000 - Rp 6.000.000	42	23.5

	Rp 6.000.000 - Rp 10.000.000	51	28.5
	> Rp 10.000.000	64	35.8
Actively Using Instagram	Ya	171	95.5
	Tidak	7	3.9
Favorite Instagram Features	Instagram Feed	29	16.2
	Instagram Story	119	66.5
	Reels	27	15.1
	All of them	3	1.7
Number of Kids	1 - 3	175	97.8
	> 3	4	2.2
Time Spent on Instagram	< 1 jam	41	22.9
	1 - 4 jam	113	63.1
	4 - 8 jam	21	11.7
	> 8 jam	3	1.7
Time Active on Instagram	08.00 - 10.00	16	8.9
	11.00 - 13.00	28	15.6
	14.00 - 16.00	17	9.5

TOTAL ITEM

Table 3. Descriptuve Result Test

Category	Sum	Mean	Standard Deviation
Promo & Discount Content (A)	679	3.81	.977
Promo & Discount Content (B)	736	4.13	.929
Review Customer Content (A)	712	4.00	.957
Review Customer Content (B)	740	4.16	.888

Product Portfolio and Price Content (A)	694	3.90	.998
Product Portfolio and Price Content (B)	771	4.33	.772
Informational Content (A)	626	3.52	1.227
Informational Content (B)	771	4.33	.764

INDEPENDENT T-TEST

Table 4. Independent T-Test

Group Statistics					
	Scenario	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Promo & Discount Content	A	178	3.81	.977	.073
	B	178	4.13	.929	.070
Review Customer Content	A	178	4.00	.957	.072
	B	178	4.16	.888	.067
Product Portofolio & Price Content	A	178	3.90	.998	.075
	B	178	4.33	.772	.058
Informational Content	A	178	3.52	1.227	.092
	B	178	4.33	.764	.057

Based on the table above, the four types of content have different ranges of results. If the mean result is high, it means that the content is most in demand. When compared to the respective scenarios A and B, scenario B receives higher results than scenarios in each type of content. So, that scenario is better used.

Table 5. Indepentent Samples Test

Independent Samples Test		
	Levene's Test for Equality of Variances	**t-test for Equality of Means**

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Promo & Discount Content	Equal variances assumed	3.048	.082	-3.169	354	.002	-.320	.101	-.519	-.122
	Equal variances not assumed			-3.169	353.113	.002	-.320	.101	-.519	-.122
Review Customer Content	Equal variances assumed	.166	.684	-1.608	354	.109	-.157	.098	-.350	.035
	Equal variances not assumed			-1.608	352.057	.109	-.157	.098	-.350	.035
Product Portofolio & Price Content	Equal variances assumed	3.906	.049	-4.575	354	.000	-.433	.095	-.619	-.247
	Equal variances not assumed			-4.575	332.992	.000	-.433	.095	-.619	-.247
Informational Content	Equal variances assumed	43.491	.000	-7.518	354	.000	-.815	.108	-1.028	-.602

	Equal variances not assumed			-7.518	296.432	.000	-.815	.108	-1.028	-.601

Based on the table above, it can be seen that scenario B of all types of content is the most desired scenario by customers. Promo & discount content B contains several important elements so that the customer wants it more. The element is in the form of images of each type of product. Product images help customers to know more clearly what products are offered. In addition, the QR code contained in the content is useful to make it easier for customers to find information about ongoing promotions by directly contacting the WhatsApp admin and product catalog. In this content there are terms & conditions which contain provisions that apply to promos & discounts for a certain period. This element serves as a customer reference to find out what the conditions are for participating in the promo. Product portfolio & price content B which is more desirable than scenario A. In this content, there are several elements that help customers choose that scenario to be more informative. Pictures and explanations regarding the functions and uses of the product help customers to find out the functions that are suitable for use for their children according to their age and weight. Besides that, the name of the product matches the picture (Önder 2018). The product name is used to find out the selected product that suits the customer before choosing (Halbheer et al. 2014). The prices listed in the content help the customer know the amount of the budget or expenses that must be incurred if they want to rent a particular product, the budget will be in accordance with the customer's expectations of the product. As with promo & discount content, product portfolio content contains elements that make it easier for them to contact the BabyRaf Jakarta admin. Informational content B is wanted by customers because there are main elements that are interesting to read, namely content that discusses information or facts related to children, parents and families. To know that the news being discussed is valid, the content contains sources from trusted websites/articles/journals. So that customers can re-read the news through the sources listed in the informational content. For customer content review, there is no difference between scenarios A and B, the two scenarios can be used interchangeably.

ANOVA Test

The ANOVA test was carried out by comparing all 8 images from 4 scenario images. The requirement for an ANOVA test is the normality of the data. Because the data is normally distributed, the test is carried out using parametric rules. After carrying out the normality test (see Appendix), all data is declared normal and can be used for

the ANOVA test. ANOVA testing was then performed using Fisher's test or better known as Least Significant Differences (LSD) as a follow-up test.

Table 6. Anova Test

ANOVA					
Preferability					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	95.477	7	13.640	15.151	.000
Within Groups	1274.758	1416	.900		
Total	1370.235	1423			

If seen from the significance probability value (Sig.), the value of Sig. smaller than alpha (0.05 > 0.00), so it can be concluded that H0 is rejected. In other words, there are differences between each given scenario. After testing the ANOVA, it can proceed to Fisher's test.

Table 7. Fisher's test.

Descriptives								
Preferability								
			Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
	N	Mean			Lower Bound	Upper Bound		
Scenario 1B	178	4.13	.929	.070	4.00	4.27	1	5
Scenario 2B	178	4.16	.888	.067	4.03	4.29	1	5
Scenario 3B	178	4.33	.772	.058	4.22	4.45	2	5
Scenario	178	4.33	.764	.057	4.22	4.44	2	5

4B							
Total	712	4.24	.845	.032	4.18	4.30	1	5

Multiple Comparisons

Dependent Variable: Preferability

LSD

(I) Scenario	(J) Scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Scenario 1B	Scenario 2B	-.022	.089	.801	-.20	.15
	Scenario 3B	-.197*	.089	.028	-.37	-.02
	Scenario 4B	-.197*	.089	.028	-.37	-.02
Scenario 2B	Scenario 1B	.022	.089	.801	-.15	.20
	Scenario 3B	-.174	.089	.051	-.35	.00
	Scenario 4B	-.174	.089	.051	-.35	.00
Scenario 3B	Scenario 1B	.197*	.089	.028	.02	.37
	Scenario 2B	.174	.089	.051	.00	.35
	Scenario 4B	.000	.089	1.000	-.18	.18
Scenario	Scenario	.197*	.089	.028	.02	.37

4B	1B					
	Scenario 2B	.174	.089	.051	.00	.35
	Scenario 3B	.000	.089	1.000	-.18	.18
*. The mean difference is significant at the 0.05 level.						

It can be seen that Scenario 1B has a significant mean difference with 3B and 4B with negative mean differences. In other words, Scenarios 3B and 4B are preferred by customers compared to Scenario 1B. Scenario 2B does not have a mean value that is higher or lower than the three, in other words, Scenario 2B is not too significant when compared to Scenarios 1B, 3B, and 4B. The results of the above calculations draw the conclusion that scenarios 3B and 4B are the most desired content by customers. Scenarios 3B and 4B are content about product portfolio and informational content. The social media content strategy that will be used next is the two contents. In the implementation plan which will be discussed in the next session, there is a content schedule which contains a schedule of Instagram posts in 2023 for 3 months (Q1). Based on the above results, scenarios 3B and 4B will be added to the content schedule to suit the customer's wants and needs for content. For product portfolio & price content, it provides more detailed information regarding the products offered according to the age of children who are BabyRaf Jakarta's target market. while informational content discusses in depth about children, families and parents. To ensure that this information is appropriate for publication, BabyRaf can work with trusted parties such as pediatricians and others.

 2. **Solution and Proposed Implementation Plan**

Based on the research results obtained, the author formulated a content schedule to be posted as part of research implementation and implemented in 2023. The following is the formulated schedule:

Table 8. Formulated Schedule

No	Action Plan	Implementation Example	Key Performance Indicator (KPI)	Jan-23				Feb-23				Mar-23				Posting Hours
				1	2	3	4	1	2	3	4	1	2	3	4	
1	Upload review customer content	Review existing customer	1. Customer satisfaction (50%) 2. Number of people reach (15%) 3. Number of followers (> 100 followers)	X			X			X		X				
		Poll about satisfaction using BabyRaf services			X			X					X			
		Provide questions related to criticism and suggestions for services from BabyRaf		X												
2	Upload promo & discount content	Payday sale discount up to 30%	1. Number of people reach (15%) 2. Number of viewers (> 50 account) 3. Engagement rate (10%) 4. Number of traction (15%) 5. Number of sales (20%) 6. Number of linktree clicks on instagram story/bio (2.000 clicks)			X				X					X	
		Discounted price for reviewers on google review		X					X			X				
		Discounted price for new TikTok followers		X						X				X		
		BabyRaf promotion with influencer (including influencer code promo)							X				X			
3	Upload informational content	New year greetings & recommendations for beautiful places for new year holidays	1. Engagement rate (10%) 2. Number of people reach (15%)	X												Afternoon (14.00 - 16.00) - Evening (17.00 - 20.00)
		Facts about chinese new year				X										
		History about isra mi'raj								X						
		History about nyepi												X		
		Interview with a child psychologist regarding child development		X	X			X				X				
		Discussion about children's favorite toys		X	X			X				X				
4	Upload product portfolio & price content	Comparison between buying toys vs renting toys (various types of toys)	1. Number of people reach (15%) 2. Engagement rate (10%) 3. Number of traction (15%)	X				X				X				
		Best selling toys every month		X				X				X				
		How to assemble the product			X			X				X				
		Product bundling (Small toys and big toys product)			X			X				X				
		Products for the preparation of the baby's birth				X			X							

The implementation plan is in the form of a content schedule that must be posted every month. The content schedule is divided into 4 types of content. Each type of content has KPIs with almost the same goals depending on the content and schedule. Posting hour for all content starts from 14.00 - 20.00 WIB.

3. Justification of Implementation Plan

Justification is an argument that demonstrates the truth of a claim using previously accepted statements and a mathematical form of reasoning. Based on the implementation plan above, there is a justification for the research budget for content creation. Here are the details:

Table 9. Research Budget Justification

No	Type	Justification for Use	Quantity	Unit Price	Cost
1	Instagram Ads	Ads deployment	27	Rp100,000	Rp2,700,000
2	Mid-tier Influencer	Product brand ambassadors	1	Rp5,000,000	Rp5,000,000
3	Macro Influencer	Product brand ambassadors	1	Rp10,000,000	Rp10,000,000
4	Studio	Shoot product photos and videos	1	Rp200,000	Rp200,000
5	Child Psychologist	Valid source of information	1	Rp2,500,000	Rp2,500,000
6	Graphic Designer	Design all content	1	Rp500,000	Rp500,000

There are several resources used in this research. Mid-Tier and Macro Influencers are needed to present products to viewers and invite them to use company services. Micro influencers are Instagram influencers who have between 100,000 and 500,000 followers. While Macro influencers are influencers who have followers ranging from 500,000 to 1 million. Generally they have specific category specifications and content to upload only based on their main niche. The Mid-Tier influencer who will collaborate is Natasha Surya . This influencer has 140,000 followers with an endorsement fee of 5 million rupiah. While for Macro influencers, those who will be endorsed are Ruce Enanda with 583,000 followers. The two influencers often discuss their children and are active on Instagram and TikTok social media. Some content, including content from influencers, will be disseminated using Instagram ads at a cost of one hundred thousand per broadcast. The ads will be adjusted to BabyRaf Jakarta's target market (Ulfa and Djamaludin 2016). Instagram ad budgets can increase if the company wants to gain a wider market from its territory and of course it will affect the number of people who see the advertisement.

Besides that, BabyRaf needs videos and photos to be posted on Instagram and become one of the raw materials for several types of content. To offer more attractive products, a studio is needed to do photoshoots and shoot videos of using these products. Because the studio owner is one of the colleagues, so the costs incurred to rent the studio are not expensive. Apart from content with influencers, informational content is also supported by content with a pediatrician for more valid content. A pediatrician will discuss how children's toys have an important role for child development (Chawla and Mehta 2020). Pediatrician who collaborated with BabyRaf for the creation of this content is dr. Alinda Rubiati Wibowo, Sp.A (K). dr. Alinda Rubiati Wibowo, Sp.A(K) is a Pediatrician studying Neurology Consultant Pediatrician at the University of Indonesia. dr. Alinda Rubiati is a member of the Indonesian Doctors Association (IDI) and the Indonesian Pediatrician Association (IDAI). Currently dr. Alinda is active at the Kemang Medical Center Mother and Child Hospital and Brawijaya Hospital, Depok. The budget needed to involve pediatricians in informational content is 2.5 million rupiah. These expenses are not only for one content, but for several content with the same source according to a predetermined schedule. To design these contents, a graphic designer is required who will be hired according to the amount of content in a month.

The budget for the graphic designer is 500 thousand. This graphic designer is part time, they are only given the task of designing Instagram content.

After all the resources needed are calculated with the costs to be incurred, the total cost is IDR 20,900,000.-. This expenditure will be utilized as an optimization of BabyRaf Jakarta's Instagram social media. Also the predetermined KPIs can be achieved properly. The KPIs listed in the content schedule are success targets that must be achieved for each type of content. Predetermined KPIs consist of engagement rate, number of people reached, number of traction, number of sales, and others. Related to the entire content will be the responsibility of the graphic designer and digital marketing officer (Kurniasari and Budiatmo 2018). Besides that the sales officer also plays a role in increasing the number of sales each month from the engagement that the content gets. There are already specific targets for sales officers related to content posting.

Conclusion

BabyRaf Jakarta is a rental of children's toys and baby needs which is experiencing a decline in revenue caused by social media that is not optimal. Social media that is currently focused on is Instagram. In this study, researchers try to solve this problem by using several business analyzes and surveys that have been conducted. The results of the analyses that have been conducted resulted in several findings that answer the research question and the research objectives of this research. Researcher makes several conclusions as follows:

1. The researcher found the root of the problem that was being faced by BabyRaf in the last few months by using root cause analysis. the use of Instagram social media as the spearhead of BabyRaf's product offerings is not optimal. It can be seen from the root cause analysis that not all of the content used gets good results from customers or viewers. Most of them pay more attention to the elements of a content, as well as the content of the content. After surveying potential and existing customers, the desired content contains informational content about products and prices from BabyRaf. Respondents are more interested in informational content which is about children, families and parents compared to random discussions.

2. When viewed from the competitor analysis, researchers see that some of the competitors in this industry are easy to enter. Competitors also have various types of toys and sales channels that are the same as one another. A different approach is needed. from starting with more interactive and interesting content so that customers prefer BabyRaf products. Besides that, other competitors have offering prices that are quite similar to BabyRaf, this can be overcome with a more attractive offering language that makes customers feel that BabyRaf will be more economical than other competitors.

3. The content schedule plays an important role in the concept, idea and content delivery time. This can support loyal customers to stay informed about BabyRaf and remain loyal in using BabyRaf products. Customers prefer active social media over passive ones in terms of posting stories, feeds or reels. Active social media

gives a good impression for customers so they can choose which products they are interested in. The content schedule also keeps posts running according to plan. The content schedule as an implementation plan is also made based on the interests of the customer itself. so that it is hoped that the plan will be in accordance with the results obtained.

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