

# Analysis of Content Marketing Strategy Implementation to Increase Customer Engagement

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## Abstract

This study aims to analyze and implement a content marketing strategy to increase customer engagement at Kawamala, a small and medium-sized enterprise (SME) producing handmade crochet bags. Prior to the implementation, Kawamala lacked structured marketing strategies, resulting in low interaction. By planning a strategic content marketing program—utilizing Instagram features such as Feed, Reels, and Stories—this study adopted four content pillars: Awareness, Engagement, Education, and Promotion, targeted at women aged 18–30. After implementation, engagement metrics significantly improved: content interactions increased from 14 to 558, accounts reached from 24 to 903, and profile visits from 24 to 393. These results confirm that structured content marketing is effective in increasing engagement and brand awareness. The findings also highlight the importance of understanding consumer behavior to craft relevant and interactive content for MSMEs.

*Keywords: Content Marketing, Customer Engagement, Digital Strategy, Instagram, MSMEs*

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## 1. Introduction

The rapid advancement of information and communication technology has significantly transformed marketing practices[1], [2]. Traditional marketing methods have evolved, now leveraging various digital technologies and media, such as e-commerce, social media, and websites. These technologies provide businesses with easier and more effective ways to reach consumers[3], [4]. Digital Marketing, defined as marketing using digital technologies, particularly the internet, has become a key strategy for achieving marketing goals[1], [2]. In Indonesia, the rise of digital marketing has been notable, especially among Micro, Small, and Medium Enterprises (UMKM), driven by the COVID-19 pandemic[5], [6]. According to data, the digital population in Indonesia has increased from 37.80% in 2022 to 43.18% in 2023, highlighting the growing role of digital platforms, including those used by UMKM[7]. Digital marketing allows local businesses to compete on a larger scale, enhance sales, and build personal relationships with customers, thereby boosting customer engagement. This engagement is a measure of customer enthusiasm, including loyalty, trust, and long-term value[8], [9].

Content Marketing, a branch of digital marketing, focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a defined audience[10], [11]. This strategy not only helps attract customers but also maintains long-term relationships by offering educational, entertaining, and valuable content[12]. As consumers become more discerning, content must go beyond mere advertisements to provide real value[13]. Previous studi argue that content which is easy to understand and informative is key to driving customer engagement, making Content Marketing a vital tool for businesses[14]. However, many UMKMs in Indonesia still struggle with digitalization and creating effective content for promotion[15]. Kawamala, an UMKM in Makassar, has faced difficulties in developing content that effectively engages its audience despite utilizing Instagram for promotion. The lack of structured and disciplined marketing efforts has hindered its success in digital marketing. This research aims to help Kawamala develop a tailored Content Marketing strategy to enhance customer engagement and evaluate its success post-implementation, contributing to the growth of UMKM in the digital age.

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Digital Marketing has become an essential tool for businesses in today's digital age, where consumers rely heavily on digital platforms for researching, evaluating, and purchasing products[1], [2], [16]. As highlighted by previous research, companies must continuously research and understand the behaviors of digitally connected consumers[17]. Utilizing platforms such as websites, social media, and e-commerce, businesses can expand their reach, target specific markets, and engage directly with their audience[12], [18]. One of the key advantages of Digital Marketing is its ability to provide real-time performance metrics, allowing businesses to measure the effectiveness of their campaigns and refine their strategies. It offers flexibility, creativity, and cost-efficiency, which are vital for staying competitive in the ever-evolving digital landscape[1], [17]. Digital marketing includes various tactics, such as Search Engine Optimization (SEO), search advertising, online advertising, affiliate marketing, video marketing, social media marketing, and email marketing. Each tactic presents unique strengths and challenges, and businesses must choose the appropriate ones based on their goals. Social media marketing, for instance, is instrumental in building brand identity and fostering collaboration, allowing companies to engage directly with their audience and strengthen relationships. These digital tools enable companies to reach a global market, enhance brand visibility, and foster customer loyalty[3], [12], [19].

Content Marketing is another critical strategy, focusing on creating and distributing valuable, relevant, and consistent content aimed at attracting and retaining a clearly defined audience. Unlike traditional advertising, content marketing is about providing consumers with value—be it information, entertainment, or solutions to their problems. Previous Research emphasizes that content marketing aims to move customers toward desired actions, building long-term value[20]. The success of content marketing lies in its ability to engage consumers in meaningful ways, creating experiences that drive long-term loyalty and strengthen the brand[9], [12]. The role of storytelling in content marketing is crucial, as it helps create emotional and intellectual connections with the audience. Previous Research suggests that content marketing should go beyond mere information sharing, making the content both informative and entertaining[21]. By understanding the target audience's needs and interests, companies can create content that resonates, builds trust, and fosters loyalty. This approach to content marketing enhances the customer experience, ultimately resulting in stronger brand relationships and better customer retention[13].

Content Marketing is also closely linked to Customer Engagement, as it directly influences how customers interact with a brand[20]. According to previous study, content marketing drives customer engagement by capturing attention, generating emotional responses, and prompting actions like commenting, sharing, and following[8]. These interactions strengthen the relationship between customers and brands, leading to deeper engagement and higher loyalty. Customer engagement is not just about transactions; it's about building lasting relationships that go beyond sales and creating emotional connections that foster long-term loyalty. The integration of Content Marketing within the broader scope of Digital Marketing is essential for creating a comprehensive and effective marketing strategy[1]. Digital marketing includes various strategies aimed at building brand awareness, and content marketing plays a critical role by creating and distributing valuable content. By combining these strategies, businesses can develop a cohesive approach that builds a strong online presence, fosters customer engagement, and drives long-term growth. Effective content marketing requires a well-defined strategy, including content creation, distribution, and ongoing evaluation to ensure it meets the company's goals and resonates with the target audience[1].

In summary, both Digital Marketing and Content Marketing are indispensable in the modern business landscape. As businesses strive to stay competitive, they must leverage these strategies to reach and engage customers effectively. Content marketing, in particular, allows companies to build meaningful connections with their audience by offering valuable and engaging content. By integrating digital tools with content strategies, businesses can enhance brand visibility, foster customer loyalty, and ensure sustainable growth in the digital era.

## **2. Method**

This research adopts the Action Research approach, chosen for its suitability in implementing sustainable changes in the marketing strategy of UMKM Kawamala, specifically in the development of a Content Marketing Strategy. Action Research involves a participatory process where the researcher is actively involved with the subject of the research in planning, implementing, and evaluating the actions designed to improve or alter a specific situation. In this study, the Action Research approach allows for direct collaboration between the researcher and UMKM Kawamala, enabling the development, implementation, and evaluation of a social media marketing strategy aimed at increasing brand awareness. The process of Action Research includes several cycles, each consisting of planning, implementation, observation, and reflection. This cyclical process allows the researcher to continuously improve and adapt the marketing strategy based on feedback and responses from users. By utilizing this iterative process, the researcher is able to engage directly in making meaningful and ongoing improvements in the marketing efforts of UMKM Kawamala. The research

is scheduled to take place over a period of three months, with each phase of the research designed to align with specific tasks such as planning, implementation, observation, and reflection. The focus of the research is on the social media platforms, particularly Instagram, and the customers of UMKM Kawamala, leveraging the use of technology and digital tools. The research is set to be conducted on social media platforms, specifically Instagram, and utilizes Canva as a design tool for creating marketing materials. A detailed timeline, as shown in Table 3.1, will guide the phases of the research.

The population for this study consists of all followers of the UMKM Kawamala Instagram account, @kawamala\_crochetbag. Each individual who follows the account is part of the relevant population for this research. A sample will be carefully selected from this population to ensure that it reflects a diversity of demographics, interests, and behaviors of the customers of Kawamala. Criteria for selecting the sample include factors such as the level of interaction with content, frequency of purchase, or customer loyalty. This method of sampling ensures that the sample is representative of the broader population, making the research results more applicable and reliable. The sample will help gain insights into the preferences, needs, and satisfaction levels of customers, which will assist in enhancing customer engagement and strengthening the relationship between UMKM Kawamala and its customers.

The research focuses on two main areas. Initially, it will concentrate on the development of a Content Marketing strategy tailored to the needs and characteristics of UMKM Kawamala, particularly in the context of the handicraft industry in Makassar. This includes identifying the most effective social media platforms, particularly Instagram, for creating engaging content that aligns with the target audience's preferences. The study will also involve planning content distribution schedules and assessing the impact of Content Marketing strategies on customer engagement, specifically focusing on interaction levels, customer responses to published content, and the application of Customer Engagement Value metrics. By focusing on these two key points, the research aims to provide a deeper understanding of how Content Marketing strategies can enhance customer loyalty for UMKM Kawamala. The findings are also expected to offer valuable insights for other small businesses facing similar marketing challenges in the digital era.

The procedure for implementing a Content Marketing strategy to enhance Customer Engagement at UMKM Kawamala involves several steps, which include data collection through interviews with UMKM Kawamala business owners, direct observations of their digital marketing activities, and documentation of relevant materials. Next, we create content marketing strategy planning, implementation of content marketing strategy, and analysis of content marketing implementation using Key Performance Indicators (KPIs) such as likes, comments, shares, reach, and conversions will be tracked. The data collection techniques used in this study include interviews, observation, and documentation. Data analysis will be conducted iteratively, with a focus on identifying emerging patterns and key findings. Social media analysis, particularly the "Action Layer" in social media analytics, will be used to evaluate user actions such as likes, comments, shares, saves, and follows. The research will also include descriptive analysis, where interviews with both UMKM business owners and customers will help understand how the content affects customer engagement and loyalty.

### **3. Results and Discussion**

#### *3.1. Results*

The research began with data collection, aimed at identifying the issues Kawamala faced in its digital marketing efforts. Through in-depth interviews and social media analysis, it became evident that Kawamala lacked a solid content marketing strategy. Instagram insights from April 2024 revealed that only 24 accounts were reached, 12 accounts engaged, and there were only 14 content interactions. This data served as a baseline for measuring the impact of the newly implemented content marketing strategy. Furthermore, the lack of structured content, poor understanding of target audiences, and the absence of effective evaluation tools were identified as major obstacles hindering the business's growth.

A critical step in the research was the development of a content marketing strategy tailored for Kawamala. The goal was to increase customer engagement by creating content that would resonate with the target audience. The target audience was defined as primarily women aged 18-40, with a strong preference for handmade, fashionable products. The first step was to devise a content calendar that included various content pillars: Awareness Content, Educational Content, and Engagement Content. The strategy involved regular posts on Instagram, with varied content types such as feeds, stories, and reels, aimed at driving interaction and providing value to the audience. The primary objective of the data collection phase was to identify the challenges faced by UMKM Kawamala during its business operations, particularly those related to Content Marketing for enhancing customer engagement. Based on in-depth interviews and social media activity analysis, it was found that the main issue faced by UMKM Kawamala was the poor understanding

and ineffective implementation of Content Marketing strategies. This can be seen in the Instagram insights data from UMKM Kawamala.

In April 2024, the Instagram Insight data from the @kawamala\_crochetbag account recorded several important metrics before the implementation of the Content Marketing strategy. It was recorded that the number of accounts reached was 24, profile visits were 24, the number of accounts interacting was 12, and the content interaction reached 14. This data will be used as a reference to compare the effectiveness of the Content Marketing strategy in increasing user engagement and interactions with the content posted on Kawamala's Instagram. Before the implementation of the Content Marketing strategy, Kawamala used traditional word-of-mouth marketing techniques. This marketing strategy was only able to create a small market, particularly in Makassar. This led the owner of UMKM Kawamala to express a strong desire to develop their marketing strategy, particularly focusing on Content Marketing. However, their efforts were still insufficient due to their lack of understanding of Digital Marketing. Previous study state that the lack of understanding of digital marketing among SMEs causes them to fail in implementing digital marketing effectively [22], [23]. Several issues were identified during the company's operations, as outlined below: lack of structured content strategy, limited understanding of the target audience, lack of eEvaluation tools and methods, lack of attractive visuals and design, and limited interaction with user.

Based on the findings above, the researcher gathered initial data, including product images, product descriptions, prices for each product, and the development strategy plan to be implemented by UMKM Kawamala. The researcher then developed a structured and effective Content Marketing strategy aimed at increasing customer engagement, based on the strategy developed and designed by the UMKM Kawamala owner. A strategy involving content planning, interactive campaigns, and the use of consumer behavior data can increase customer loyalty and satisfaction sustainably. By making proper plans, understanding the target audience, using evaluation tools, improving visual quality, and strengthening user interactions, it is hoped that UMKM Kawamala can achieve higher customer engagement levels and strengthen its presence on social media. Initially, Kawamala's approach to digital marketing was rudimentary, with social media, particularly Instagram, being used solely for uploading product images without a clear strategy or objectives. However, the owner recognized the need to develop a more structured content marketing strategy to increase customer engagement. As a result, the researcher was brought in to assist in the planning and creation of content, with a focus on building a more consistent and targeted approach.

Kawamala's marketing goal on Instagram is to strengthen its brand by lifting Customer Engagement, translated into clear SMART targets and KPIs: e.g., raise the engagement rate by 20% within three months, increase meaningful interactions (comments, saves, shares), expand reach and qualified followers, drive more clicks to conversion channels (WhatsApp/marketplace), and improve overall sentiment. To achieve this, the content strategy prioritizes storytelling, strong visuals, clear calls-to-action, and a consistent posting cadence so each post goes beyond product display to build a narrative that resonates with audience needs and interests. Execution is guided by real-time performance monitoring and A/B testing to quickly refine what works. Together, these practices create a cohesive online presence, deepen engagement, and ultimately support sustainable brand growth.



Fig. 1. Kamawala Logo

Kawamala's target market comprises primarily women aged 18–40 in Makassar and surrounding areas, with flexibility to include adjacent segments as needed. The brand focuses on women's bags and maintains a strong presence on Instagram and WhatsApp. Interview-based profiling for this study yielded detailed demographic and behavioral insights that underpin the following primary customer personas include women aged 18 to 40 years, with a specific focus on those residing in Makassar and Manado. Customers value aesthetic appeal, product quality, and detailed information, often making decisions based on social media interactions, promotions, and peer recommendations. Instagram remains a dominant platform for product discovery and customer engagement.

At present, Kawamala does not yet have a defined design format or structured content on its Instagram account. The existing content on the Instagram page @kawamala\_crochetbag is disorganized, consisting mainly of random photos and uploads. Therefore, the first step for the researcher is to plan and establish a design format (Brand Guideline). Below is the design format proposed for Kawamala. The Kawamala logo is heart-shaped, with a pink color scheme and the word "Kawamala" at its center. The researcher has decided to maintain this logo as it is officially registered with the Intellectual Property Rights (IPR).

The heart-shaped design, encircling the "Kawamala" lettering, carries significant meaning. It symbolizes love and affection, values that are embedded in each product and service offered by Kawamala. This logo also reflects the strong bond between Kawamala and its customers, as well as the artistry of crochet. The text "Kawamala" at the center highlights the brand identity, which is strongly associated with the quality and excellence of the products. In essence, this logo represents Kawamala's commitment to delivering products full of love and aimed at inspiring happiness and beauty for each customer. This aligns with an interview statement from Kak Mala, the owner of Kawamala. *"The inspiration behind the heart logo comes from my deep affection for crochet and the comfort it brings. I want to share that sense of love and comfort with Kawamala's customers."*

Kawamala has not yet defined a layout setting. Therefore, the researcher has developed one with a size of 4000x5000 pixels, which is suitable for Instagram feeds on @kawamala\_crochetbag. The logo is placed at the top left of the layout, ensuring better recognition of the Kawamala brand by viewers. This section is referred to as the Header. The tagline is positioned at the top right for the same reason, helping viewers become more familiar with the Kawamala brand. The Footer section includes the Instagram handle @kawamala\_crochetbag and the WhatsApp contact number. Visual representation of the layout setting shown in Fig. 2.

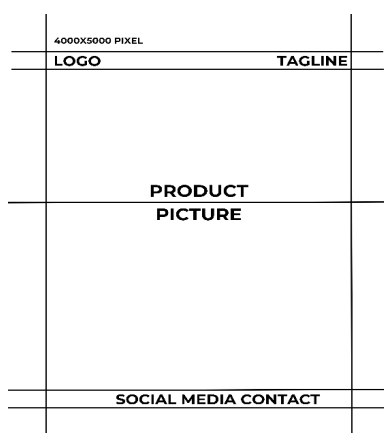


Fig. 2. Kamawala Social Media Layout Setting

## FONT TYPE

**Montaser**

**Arabic**

ALPHABET				NUMERIC & SYMBOLS				TYPE BOLD			
Aa	Bb	Cc	Dd	1	2	3	4	<b>Aa</b>	<b>Bb</b>	<b>Cc</b>	<b>Dd</b>
Ee	Ff	Gg	Hh	!	@	#	\$	<b>Ee</b>	<b>Ff</b>	<b>Gg</b>	<b>Hh</b>
Ii	Jj	Kk	Ll					<b>Ii</b>	<b>Jj</b>	<b>Kk</b>	<b>Ll</b>
M	Nn	Oo	Pp					<b>Mm</b>	<b>Nn</b>	<b>Oo</b>	<b>Pp</b>
m											

Fig.3. Kamawala Social Media Font Type

This layout setting has been specifically designed to optimize the visibility and recognition of the Kawamala brand across Instagram posts. The strategic placement of the logo at the top left ensures that it is one of the first elements that viewers see, reinforcing the brand's identity. Similarly, positioning the tagline at the top right further emphasizes the brand message, creating a balanced and cohesive visual structure. The inclusion of the Instagram handle and WhatsApp contact in the Footer ensures easy access to communication channels, encouraging customer engagement and making it simple for viewers to get in touch with the brand. This layout aims to provide a clean and professional look, while maintaining consistency in every post to enhance brand recognition and user interaction.

Kawamala previously used varying fonts in their posts, which led to inconsistency. The researcher has chosen to standardize the font to Montserrat Arabic. This font is commercially licensed and safe for use in social media marketing designs as show in **Fig. 3**.

The use of Montserrat Arabic as the primary font in the Content Marketing strategy brings several benefits. As a sans-serif font, Montserrat is known for its clean, modern appearance and readability, which enhances the professional image of the brand. Consistency in font usage will strengthen the brand's visual identity and help build brand awareness. When the audience consistently sees the same font, they are more likely to remember and recognize the brand. This is an essential factor in establishing an emotional connection with customers and increasing engagement with the brand.

Previously, content creation for Kawamala's Instagram was managed solely by the owner, without a structured posting schedule. However, establishing a content schedule allows business owners to plan and manage time more efficiently. It creates space for crafting high-quality content without rushing, which ultimately enhances audience engagement. Therefore, the researcher has developed a content scheduling system using a template that they created themselves. The researcher plans to implement a Content Marketing strategy for a month, with four posts each week, organized into a content calendar for Kawamala. The content calendar consists of various content types, designed to improve customer engagement on Kawamala's social media platforms. This calendar will include relevant data that aligns with the goals and target audience of the content.

Kawamala's content calendar consists of elements designed to optimize user interaction and engagement on social media. The calendar includes three main content formats: Feeds, Reels, and Stories, each with distinct characteristics and objectives in the content marketing strategy. Feeds are used for image posts, Reels for short videos that grab attention quickly, and Stories for temporary content that provides real-time updates and short-term interactions. Each content entry in the calendar has a clear and relevant title to ensure it remains focused and connected with the audience. The content pillars in this calendar consist of three main categories: Engagement Content, Awareness Content, and Education Content. Additionally, every piece of content includes engaging captions and appropriate hashtags to maximize reach and visibility. This structured approach to content scheduling will ensure that each post is strategically aligned with the brand's marketing goals and audience engagement objectives.

In this study, the researcher managed the content creation for @kawamala\_crochetbag's Instagram account and provided training to the owner. The content creation process utilized Canva for graphic design and CapCut for video editing, ensuring engaging and professional content. The content strategy includes three main content types: Feeds, Reels, and Stories. Feeds consist of images, videos, and carousels on the main timeline, Reels are short, dynamic videos up to 60 seconds, and Stories offer temporary content for quick updates and interactions. The content pillars are Awareness Content (brand-building), Engagement Content (boosting interaction), and Education Content (providing valuable knowledge). Captions and relevant hashtags are used to enhance visibility and engagement. This approach not only focuses on creating high-quality content but also aims to empower the Kawamala owner to independently manage and produce effective digital content in the future.

The implementation phase of the Content Marketing strategy for Kawamala took place over one month, from May 20 to June 20, 2024. This phase followed the content calendar previously developed. The table below shows the content, content type, likes, comments, and shares for each post during the implementation stage.

**Table 1.** Content Marketing Implementation Stage

Date	Content	Format	Content Pillar	Likes	Comments	Shares
20/05/2024	Content 1	Feed	Awareness	48	5	1
22/05/2024	Content 2	Feed	Education	44	1	0
24/05/2024	Content 3	Feed	Engagement	50	8	1
26/05/2024	Content 4	Feed	Engagement	48	10	1
30/05/2024	Content 5	Feed	Education	45	5	0
03/06/2024	Content 6	Feed	Awareness	35	8	1
05/06/2024	Content 7	Feed	Engagement	50	15	1
09/06/2024	Content 8	Reels	Education	48	10	1
12/06/2024	Content 9	Feed	Awareness	34	8	0
15/06/2024	Content 10	Feed	Awareness	42	2	1
17/06/2024	Content 11	Feed	Education	40	5	1
19/06/2024	Content 12	Feed	Awareness	40	8	0

In the first week of the Content Marketing strategy, three types of content were posted on Kawamala's social media. The first post, an Awareness Content on Feeds, received 48 likes, 5 comments, and 1 share on May 20, 2024, showing an increase in brand awareness. The second post, Education Content, published on May 22, 2024, gained 44 likes, 1

comment, and no shares, suggesting minimal interaction. The third post, Engagement Content, published on May 24, 2024, received 50 likes, 8 comments, and 1 share, reflecting a positive increase in engagement.

During the second week, three types of content were posted again. On May 26, 2024, Engagement Content in Feeds received 48 likes, 10 comments, and 1 share, indicating significant engagement from the audience. Education Content posted on May 30, 2024, earned 45 likes, 5 comments, and no shares, showing decent likes but a lack of shares, suggesting limited effectiveness in encouraging content sharing. The Awareness Content posted on June 3, 2024, garnered 35 likes, showing a decrease in engagement compared to earlier posts.

In the third week, three content pieces were shared, showing various levels of user interaction. On June 5, 2024, Engagement Content posted in Feeds garnered 50 likes, 15 comments, and 1 share, marking it as highly effective in driving audience engagement. Education Content, posted on June 9, 2024, in Reels format, received 48 likes, 10 comments, and 1 share, suggesting that the Reels format is well-suited for educational content. The Awareness Content posted on June 12, 2024, earned 34 likes, 8 comments, and no shares, with good comment interaction but limited content sharing.

In the fourth week, three posts were shared across Kawamala's social media. Awareness Content posted on June 15, 2024, received 42 likes, 2 comments, and no shares. On June 17, 2024, a similar Awareness Content post received 40 likes, 5 comments, and no shares, showing slight improvement in engagement but still limited. Finally, on June 19, 2024, Engagement Content was posted in Feeds, which earned 40 likes, 10 comments, and no shares, showing a higher level of interaction, particularly in terms of comments.

### *3.2. Discussion*

The discussion in this section presents an in-depth analysis of the Content Marketing strategy implemented for UMKM Kawamala, focusing on customer engagement through Instagram. The strategy was developed with the goal of enhancing customer engagement via relevant and attractive content, targeted specifically at women aged 18-40 who are interested in handmade crochet products. The initial step in creating this strategy was identifying the target audience, which primarily consists of people from Makassar who are interested in fashion and handmade products. Prior studies show that well-designed content marketing on social media increases meaningful interactions and downstream marketing outcomes[12], [24]. The content marketing plan was structured around three main types of content: Awareness, Education, and Engagement[13], [20]. Awareness content was designed to introduce the brand and increase visibility, while Education content provided valuable information about the products, and Engagement content aimed to foster direct interactions with the audience. These types of content were carefully planned through a content calendar to maintain a consistent and relevant presence online[12].

The visual aspects of the content, including the use of the brand's logo, color palette, and font choices, were integral to reinforcing the brand's identity[25]. The logo, designed as a pink heart, symbolizes creativity and warmth, while the color palette of pink, white, and black conveys creativity, minimalism, and professionalism[26]. Additionally, Montserrat, a modern sans-serif font, was chosen to reflect the contemporary and professional image of the brand[27]. The content design followed a rhythm that balanced text, images, and other elements, ensuring harmony in each post and creating a visually appealing Instagram feed. The implementation phase, spanning from May 20 to June 17, 2024, saw various types of content being posted according to the established plan. The results showed a significant increase in user engagement, as evidenced by the rise in likes, comments, and shares on posts, particularly those focused on engagement. The highest interaction was observed with posts that encouraged direct interaction, such as quizzes and questions. A comparison of engagement metrics before and after the strategy's implementation highlighted a dramatic increase in reach, profile visits, and interactions, confirming the effectiveness of the content marketing strategy in boosting customer engagement[21].

The success of this strategy can also be measured through Customer Engagement Value (CEV), which includes components such as Customer Lifetime Value (CLV), Customer Referral Value (CRV), Customer Influence Value (CIV), and Customer Knowledge Value (CKV)[28]. Positive feedback from customers indicated a high level of satisfaction with the content, which in turn influenced their purchasing decisions and willingness to recommend the brand to others[8]. Customers expressed their satisfaction with the content's aesthetic appeal and informative nature, which contributed to a stronger brand-consumer relationship. In conclusion, the implementation of the content marketing strategy for UMKM Kawamala has shown considerable success in enhancing customer engagement[21]. The tailored approach to content creation, combined with effective visual design and consistent interaction, has not only attracted more followers but also increased active participation from the target audience. The findings indicate that

content marketing can play a significant role in strengthening customer relationships, driving sales, and fostering brand loyalty[8], [29].

#### 4. Conclusion

Based on the comprehensive research conducted, this study underscores the significant role that a structured content marketing strategy plays in enhancing customer engagement for Kawamala MSMEs. The findings highlight the importance of understanding the target audience, creating content that is both engaging and relevant, and maintaining consistency in content delivery across digital platforms. Specifically, the study focused on Instagram as a key social media platform for promoting Kawamala's handmade crochet bags. By developing a well-planned content calendar and utilizing diverse content formats such as awareness, education, and engagement-driven posts, Kawamala effectively improved its customer interactions. The results reveal a substantial increase in key engagement metrics, such as likes, comments, shares, and profile visits, after the implementation of the content marketing strategy. This indicates that content marketing, when aligned with the needs and preferences of the target audience, can significantly drive customer participation and enhance brand visibility. The study also highlights the importance of not only creating aesthetically appealing content but also offering valuable information that resonates with customers, thus fostering long-term brand loyalty.

Moreover, the research emphasizes the necessity of evaluating content performance regularly through data-driven metrics, allowing businesses to adjust and refine their strategies. By understanding customer behavior and continuously adapting content to meet their evolving preferences, businesses can build stronger relationships with their audience. In conclusion, the successful implementation of content marketing strategies has demonstrated its effectiveness in increasing customer engagement for Kawamala MSMEs. This study not only provides valuable insights into digital marketing best practices but also serves as a practical guide for other MSMEs looking to leverage content marketing to enhance customer engagement, brand awareness, and ultimately, business growth. The findings suggest that when MSMEs invest in understanding their audience and delivering high-quality, relevant content, they can achieve measurable success in the highly competitive digital landscape.

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