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Implementation of Digital Marketing at Penta Buana Media

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ABSTRACT

This project research aims *to implement video marketing, which is one of the digital marketing techniques, at Penta Buana Media. Digital marketing is implemented to promote Penta Buana Media in a larger market, by utilizing the internet. Video marketing technique is one of the marketing media that is in great demand by business people because this technique has been neatly conceptualized, and can provide explanations by showing pictures and sound simultaneously, making it easier to understand. In the process of implementing digital marketing, the author uses a mind mapping method which is divided into 3 (three) stages. The first is the planning stage, consisting of literature studies, interviews, and observations. Next is the planning and development stage, consisting of the video marketing design stage and situation analysis with a SWOT identification to identify existing strengths, weaknesses, threats and opportunities. And the last stage is uploading a marketing video on Penta Buana Media's Instagram, in an effort to complete the digital marketing project that the author is doing.*
Keywords: *Digital Marketing, Video Marketing, mind mapping, SWOT, Instagram*

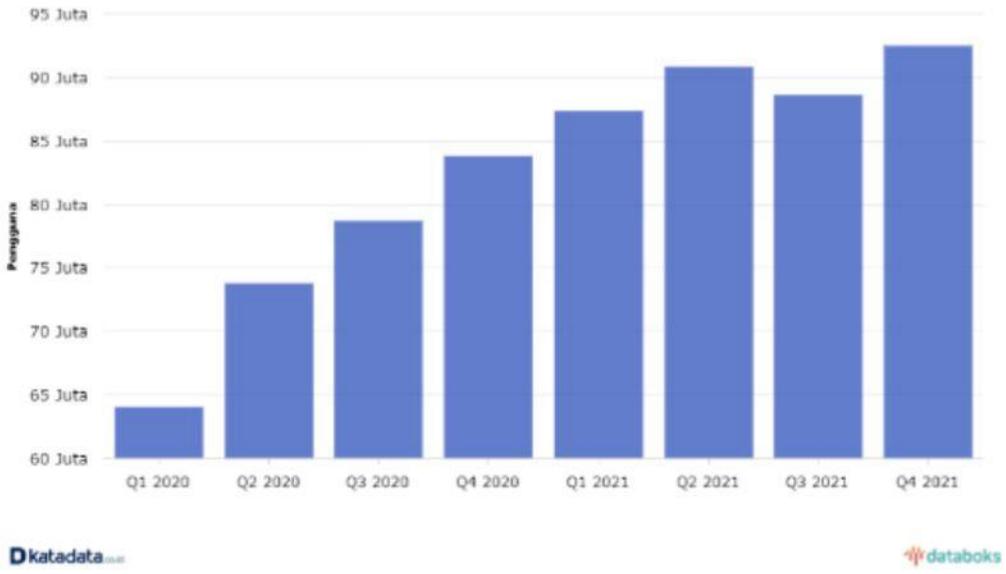
INTRODUCTION

In the course of time, competition in the economic world becomes increasingly intense. Therefore, companies are required to be wise in adapting to technological developments in the field of marketing. Marketing is a crucial process for business actors, as it significantly influences the sales of both goods and services offered by the business. Digital marketing has become one of the most popular marketing tools currently favored by business actors to support their sales processes. Gradually, business owners are beginning to move away from conventional or traditional marketing models and shift toward modern marketing, namely digital marketing. Various techniques and types of digital marketing are being implemented by businesses, one of which is video marketing.

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Video marketing is one of the digital marketing techniques that utilizes video as its main medium. It can be chosen as an effective marketing strategy because this method can be highly engaging and has the ability to capture the audience's attention more efficiently—especially when it is well-planned and well-conceptualized. Another reason why video marketing is preferred is its ability to present both visuals and audio simultaneously, making the content easier to understand. When used to promote or introduce a brand or product, video marketing significantly increases the potential for the audience to become customers. In addition, according to a study conducted by **HubSpot Research**, 54% of consumers or audiences are more interested in watching video content from brands or products they like, compared to other forms of content such as emails, newsletters, or even images.

In implementing video marketing, videos that have been carefully planned and conceptualized are produced and then uploaded to Instagram. According to data from NapoleonCat, there were 92.53 million Instagram users in Indonesia in Q4 2021. This number increased by 3.9 million users, or 4.37%, compared to the previous quarter, which had 88.65 million users. It also showed growth compared to the same quarter in the previous year, which recorded 83.77 million users. In Q4 2021, the majority of Instagram users in Indonesia were in the 18–24 age group, totaling 34.4 million. Of these, 20% were female and 17.2% were male. The 25–34 age group made up the second largest segment of Instagram users in the country, with 16.6% female users and 15.8% male users. The 13–17 age group followed, with 7% of users being female and 5.1% male. In the 35–44 age group, 6.1% of users were female and 5.5% were male. Overall, the majority of Instagram users in Indonesia were female, making up 53.1% of the user base, while 46.9% were male.



Picture 1.1. Instagram User Diagram in Indonesia (2020-2021)
Sumber : Napoleon Cat

Penta Buana Media is a newly established start-up engaged in photography services. It is managed by a team of young professionals in the field of

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photography, driven by creativity and a strong work ethic. However, since Penta Buana Media is still relatively new, it is not yet widely known by the people of Palembang. Therefore, the writer hopes that through this project, they can apply the knowledge they have gained to help Penta Buana Media in marketing its services, with the potential to become a successful start-up in the future. This project is also created to fulfill the writer's final assignment, titled *"Implementation of Digital Marketing at Penta Buana Media."*

LITERATURE REVIEW

a. Definition of Markekting

According to the American Marketing Association, marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual needs and organizational objectives. Ultimately, Kotler and Kevin (2009) define marketing management as the art and science of selecting target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value.

b. Definition of Digitak Marketing

According to Todor (2016), digital marketing is similar to traditional advertising, but the main difference lies in the use of digital devices. According to Dewa Web (2018), traditional marketing is no longer effective for a market that has largely shifted to modern communication technologies. According to Kurniawan (2019), there are several types of digital marketing, including:

1. Website
   One of the most common types of digital marketing is the website. Almost every product or service today has a website as a promotional tool in this digital era. This aligns with the fact that most millennials search for and purchase goods and services through the internet. Through a website, businesses can introduce and promote their products or services to a broader online audience. Additionally, consumers can search for and read reviews about various products or services they intend to buy or use. In reality, people today prefer and trust product or service testimonials they find on the internet, especially on websites.
2. Social Media Marketing
   Social media is now widely used by many people. It allows individuals to build connections and maintain communication. However, social media platforms can also be optimized for digital marketing. Platforms such as Instagram, Facebook, Twitter, YouTube, and others can be used to introduce products or services. Promotions and reviews about products or services can now also be maximized through these platforms. Moreover, businesses can foster closer relationships with their customers via social media.
3. Search Engine Marketing (SEM)

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This method works by increasing visibility through paid advertisements and optimization. Tools commonly used include Google AdWords, Pay Per Click (PPC), and Bing Ads. This type of digital marketing supports websites in appearing on the first page of search engines. Having just a company website alone is not enough for efficient digital marketing. Therefore, search engine marketing is needed.

4. Email Marketing
   This type of digital marketing supports websites in appearing on the first page of search engines. Having just a company website alone is not enough for efficient digital marketing. Therefore, search engine marketing is needed.
5. Video Marketing
   Video marketing involves delivering engaging content through audio-visual presentations. According to Halvorson (2009), content strategy acts as a guide to direct the content to meet the goals of video marketing. The information conveyed in the content must be clear and meet the needs of the audience, while also providing impact. This makes the content meaningful and high-quality both in purpose and in public perception. Today, video marketing is also supported by SEO, enabling more precise audience targeting. Typically, YouTube is the platform of choice for video marketing. However, this technique requires creating engaging video content with unique and highly searched titles.
6. Online Advertising
   This type of digital marketing is similar to traditional advertising but utilizes the internet and requires a budget. Online ads can be placed through various media such as PPC, YouTube, and others. To use online advertising effectively, businesses must prepare a promotional budget in advance. The advantage of online advertising is that businesses can set specific target audiences who will see their ads.

c. Definition of Mind Mapping

According to Tony Buzan (1974), mind mapping is a method used to develop a person's thinking process from being one-directional to multi-directional, allowing various thoughts to be viewed from different perspectives. Mind mapping promotes a branching and creative way of thinking. Besides being known as mind mapping, it is also often referred to as a concept map—an effective thinking tool that offers significant benefits in everyday life, especially in understanding various subjects, including academic lessons and other areas.

METHODS

This research uses the mind mapping method. The study is carried out as an effort to promote Penta Buana Media, located at Jl. Perindustrian II, Lr. Amal No. 9, Kebun Bunga, Sukarami District, Palembang City, South Sumatra. Data is obtained during the planning stage, consisting of literature studies, interviews, and observations. The next stage involves planning and development, which includes the design of video marketing and a situation analysis using SWOT identification

to assess the company's strengths, weaknesses, threats, and opportunities. The final stage involves uploading the video marketing content to Penta Buana Media's Instagram as part of completing the digital marketing project conducted by the author.

RESULTS AND DISCUSSION

Planning Stage Results

In the mapping method created to help understand and complete this project, the author has completed the planning stage, which includes literature study, interviews, and observations. The following are the results of each stage:

1. Literature Study
   The literature study is the initial step that provides explanations of various theories to help address the issues in this project. The results of the literature study are presented in Chapter II: Theoretical Framework, which includes previous research, marketing theory, digital marketing, situation analysis, SWOT, and Instagram.
2. Interview
   The interview was conducted with a representative from the Penta Buana Media start-up who is responsible for marketing. The interview results include the following: the marketing process carried out so far involves acting as a speaker at seminars while also opening a booth at the event; Penta Buana Media has established partnerships with several parties, such as Smart School Indonesia, the Traffic Directorate of the South Sumatra Regional Police, the sports store "Seth Sport," My Office (a co-working space in Palembang), and others. One of Penta Buana's strengths is its ability to offer photography services at adjustable prices. However, one of its weaknesses is the limited number of equipment, especially cameras.
3. Observation
   The results of the observation on the marketing process at Penta Buana Media revealed that the company still lacks digital marketing activities. The main marketing method typically used by Penta Buana Media so far is through "speaking" engagements, such as during seminars or workshops.

Implementation and Development Stage Results

In the implementation and development stage, the focus is on the process of creating video marketing content and further development through situation analysis using SWOT identification.

1. Implementation Stage Results
   At this stage, the author produced a video marketing framework. The process of creating the video marketing framework consists of several steps, namely:
   a) Storyboard
      The result of the storyboard contains a sequence of the video flow arranged in order, from beginning to end, with a duration of 1 minute and 36 seconds. Below is a preview of the video marketing clips that have been created based on the storyboard designed by the author.

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b) Location Selection
Based on the video marketing created by the author in accordance with the predetermined storyline, it is known that the video was filmed in several different locations.

c) Video Recording
This stage was carried out repeatedly and in various locations to obtain high-quality footage. The results of the video recording process can be seen in the final video marketing content that has been produced.

d) Editing
Editing was done to cut and combine the recorded footage so that the final video is structured according to the storyboard and follows the correct sequence. The results of the editing process can be seen in the video display.

e) Color Grading
Color grading is the process of adjusting the colors in an image or video to enhance its aesthetic value and quality. The color grading is always tailored to the storyline, theme, content, and other elements that can influence the mood of the image or video.

f) Rendering
Rendering is the process of combining edited elements such as photos, videos, audio, text, and other objects. It is the final stage in creating the video marketing content, where all elements are merged into a complete and unified whole. The result of rendering is an output in the form of a marketing video that can be viewed and enjoyed.

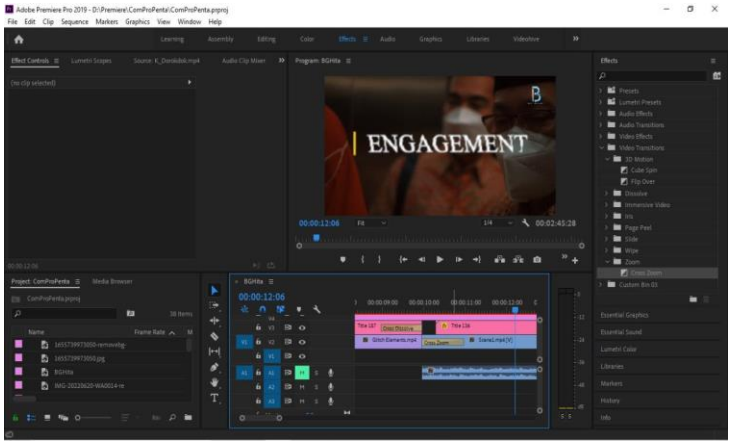


Picture 4.1. Storyboar Engegament
Source : Author Documentation, 2022

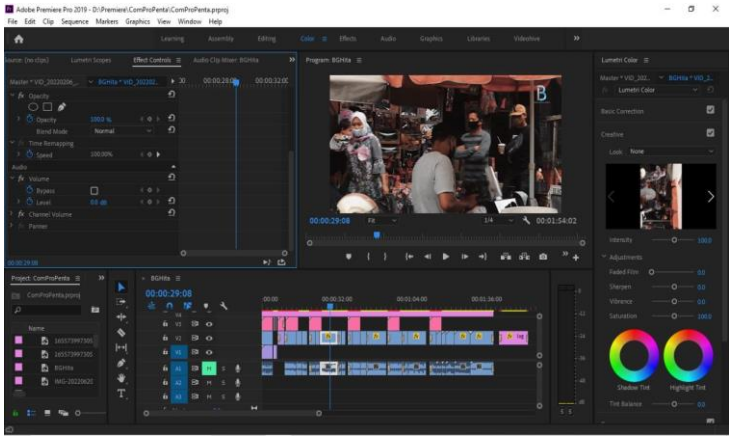
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Picture 4.2. Location Selection, Wynhdam Hotel
Source : Author Documentation, 2022

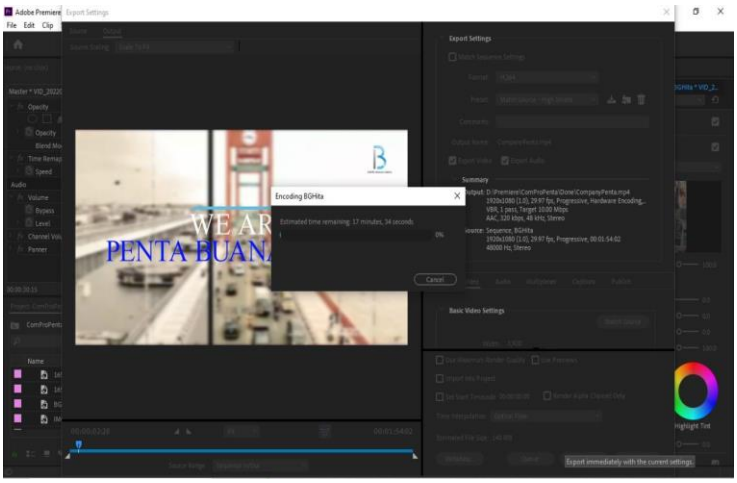


Picture 4.3. Editing Engagement
Source : Author Documentation, 2022



Picture 4.4. Colour Grading Process
Source : Author Documentation, 2022

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Picture 4.5. Rendering Process
Source : Author Documentation, 2022

2. Development Stage Results
   At the development stage, a situation analysis was conducted to address internal and external factors that may affect the business, using the SWOT method. SWOT identification is the stage where the strengths, weaknesses, opportunities, and threats of Penta Buana Media are analyzed. The following are the results of the SWOT identification for Penta Buana Media:
   a) Identifying the Strengths of the Penta Buana Media Start-up
      Based on direct interviews with representatives of the Penta Buana Media start-up, the identified strengths include offering services at adjustable prices, having a team of experienced young professionals, and being supported by professional photography and videography equipment.
   b) Identifying the Weaknesses of the Penta Buana Media Start-up
      To identify the weaknesses of Penta Buana Media, the author also asked about the challenges faced by the company. From the interview, it was found that one of the weaknesses is the limited number of equipment, especially cameras. In a past experience, Penta Buana Media received bookings from two different clients at separate locations at the same time. Due to the limited number of cameras, they had to regretfully choose to serve the first client who had contacted them earlier and decline the second client.
   c) Identifying the Opportunities of the Penta Buana Media Start-up
      The opportunities available to Penta Buana Media lie in its strengths and the support of effective digital marketing, which can help increase its recognition among the wider public. Therefore, Penta Buana Media continues to build partnerships with various collaborators such as event organizers, wedding organizers, and other companies as part of its branding efforts.

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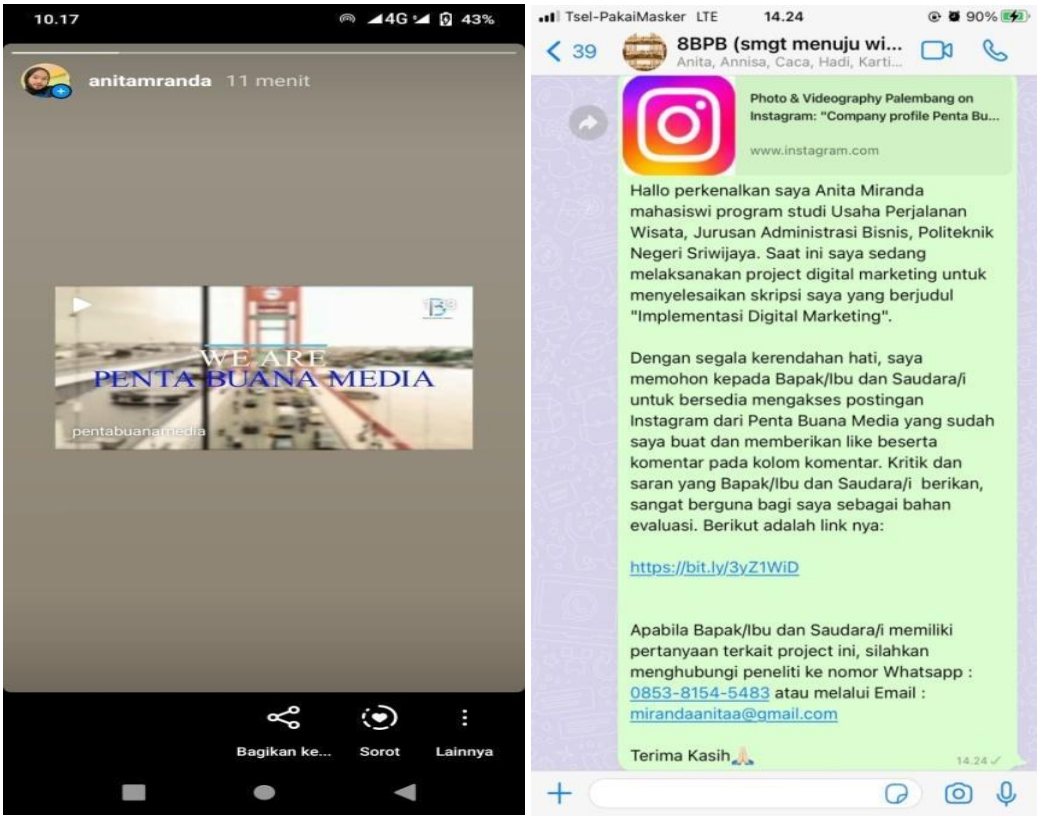
d) Identifying the Threats to the Penta Buana Media Start-up
Based on information obtained from one of the representatives of Penta Buana Media during the interview, a major threat to the business is competition from other companies in the same photography field.

Final Stage Results

This stage is the final phase carried out by the author in completing the video marketing project. In this stage, the video marketing content that has been designed and finalized is implemented by uploading it to the Instagram account of the Penta Buana Media start-up. Here is the link to the digital marketing video that has been successfully uploaded:

https://www.instagram.com/tv/CgQ7ic1Fx1U/?igshid=YmMyMTA2M2Y

Finally, to complete the digital marketing project, the author shared the video link on their personal Instagram page and several WhatsApp groups.



Picture 4.6. Digital Marketing
Source : Author Documentation, 2022

CONCLUSION

According to the results of the project, the following conclusions can be drawn:

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1. Marketing is a crucial process for business actors, as it greatly influences the sales of goods or services offered by the business.
2. Digital marketing has become one of the most popular marketing media currently favored by business actors to support their marketing efforts. According to a report from DataReportal, the number of social media users in Indonesia reached 191.4 million in January 2022—an increase of 21 million users, or 12.6% compared to 2021. This data clearly shows the high usage of social media and its strong potential for growth and advancement in Indonesia's digital economy. It is therefore not surprising that companies and business entities are competing to make the most of social media in their marketing strategies.
3. Video marketing can be chosen as one of the most effective marketing strategies, as this method can attract audience attention more efficiently—especially when it is well-planned and conceptualized. Another reason for choosing video marketing is its ability to present both visuals and audio simultaneously, making the message and content easier to understand. This is particularly effective when promoting or introducing a brand or product. According to HubSpot Research, 54% of audiences prefer to watch video content over other forms such as emails, newsletters, or even images.

Suggestions

From the various stages the author went through in writing this thesis, the author has come to realize the potential possessed by Penta Buana Media. To further develop this potential, it is advisable for Penta Buana to pay more attention to its marketing activities—especially marketing through the internet or digital marketing—by creating more engaging content as part of its promotional and branding efforts.

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