

ANALYSIS OF DIGITAL MARKETING IMPLEMENTATION IN IMPROVING COMPANY BRANDING AS A BUSINESS ACCELERATOR (CASE STUDY ON PT GAMA INOVASI BERDIKARI)

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Abstract

This research examines the effectiveness of digital marketing implementation in enhancing the branding of PT Gama Inovasi Berdikari as a business accelerator company. Utilizing a qualitative approach with participatory observation techniques over five months, this study analyzes the company's digital marketing strategy through interviews, observation, and documentation. The findings indicate that despite significant increases in social media engagement and website traffic, the company's digital marketing implementation has not been effective in enhancing its specific branding as a business accelerator. While visual branding consistency has been achieved, the diversity of content lacking focus on the business accelerator theme has resulted in the main message not being effectively conveyed to the audience. The research recommends developing more specific and relevant content related to business acceleration, maintaining visual consistency while adding elements that reflect the identity of a business accelerator, and expanding to additional social media platforms relevant to the target audience. These findings contribute to the understanding of the importance of alignment between digital content strategy and specific company branding objectives.

Keywords: Digital Marketing, Corporate Branding, Corporate Branding, Social Media, Content Strategy.

INTRODUCTION

Nowadays, the accelerated development of digital technology has resulted in significant changes in the communication and marketing landscape. Marketing is defined as a process of activities directed at fulfilling customer needs and desires through exchange (Kotler, 2008). Along with technological advancements, marketing activities have undergone a transformation from conventional to digital methods. Research indicates that companies made this transition after considering various factors, particularly the concept of digital marketing, which offers greater flexibility by eliminating limitations of location and time (Afrilia, 2018).

In the Indonesian country context, social media usage shows significant growth. Recent data indicates that Indonesia ranks 9th globally in daily social media usage. Out of Indonesia's total population of 278.7 million, 139 million are active social media users, representing 49.9% of the population. Notably, 58.9% of these users utilize social media primarily for leisure purposes (Riyanto, 2024).

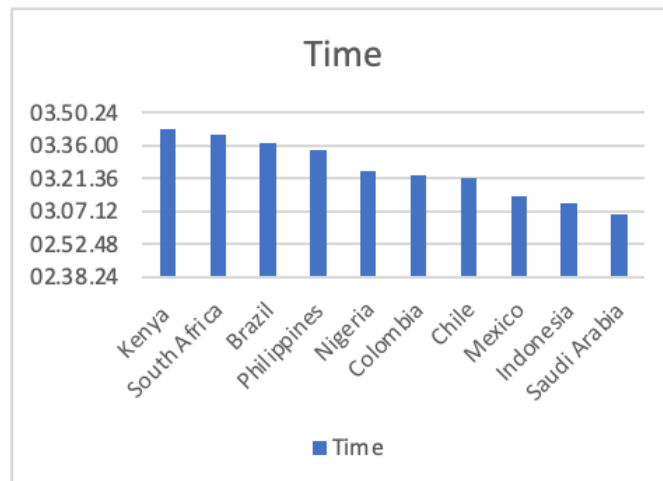


Figure 1 Ranking of Countries by Daily Social Media Usage

Source: We Are Social, Digital 2024: Indonesia, 2024

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PT Gama Inovasi Berdikari has adopted this digital transformation by implementing digital marketing in its marketing strategy. The company's main focus is on social media content production and website development, with the aim of enhancing its branding as a business accelerator company. The main platforms used are Instagram and LinkedIn, where the company actively interacts with audiences through various content formats.

Although the implementation of digital marketing has yielded some success, as evidenced by positive feedback through likes and comments, the company still faces certain challenges. A primary obstacle is the difficulty in maintaining loyal followers on Instagram.

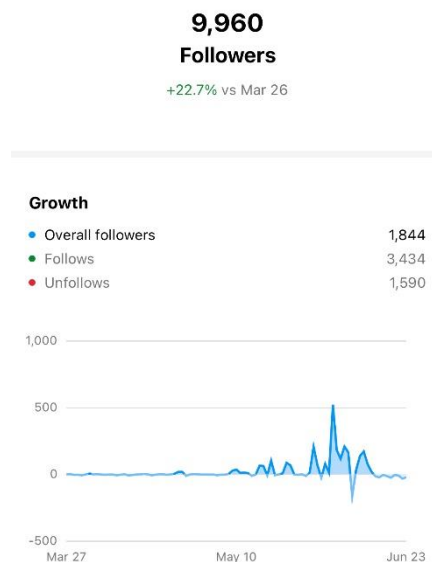


Figure 2 Instability of @gama.inovasi's Instagram Followers

Source: Instagram Data @gama.inovasi

Internal data (Figure 2) shows significant fluctuations in follower numbers, indicating that the optimization of digital marketing strategies has not reached its maximum potential.

Research indicated that branding is a crucial process for creating and managing a company's identity or image in customers' minds (Firmansyah, 2020). In this context, digital marketing is no longer merely an option but a necessity for companies seeking to compete in the digital era. As Indonesia's first university-based business accelerator and incubator company, PT Gama Inovasi Berdikari occupies a unique position that needs strengthening through effective branding strategies.

Based on this background, this research aims to analyze the implementation of digital marketing in improving the company's branding of PT Gama Inovasi Berdikari as a university-based business accelerator. This analysis will include evaluation of the current implementation strategy, the effectiveness of implementation, and recommendations for further company's optimization.

RESEARCH METHOD

In this research, the author employs a qualitative approach for data collection and analysis. The study utilized participatory observation techniques, and the results are presented descriptively. Qualitative research methods rely on the researcher's personal insights and understanding of the problems under investigation. The qualitative research approach itself is a research technique where the condition of the research object here is the main key (Sugiyono, 2019).

The purpose of this qualitative research is to understand the conditions of a context by directing to a detailed and in-depth description of the description of natural conditions (natural setting) or about what actually happens in the field of research object studies (Fadli, 2021). The focus of qualitative research here is to look at everyday life in a specific context, so this qualitative research is not a simple type of research because it involves a data collection process, then also complex data analysis and is carried out from the beginning to the end of the research.

The preparation of this research will be analyzed descriptively, where descriptive research is used to describe the results of a study (Ramdhan, 2021). The author aims to use descriptive research in order to provide an explanation, description, and validation of the problem under study. In using this type of research, the author has previously formulated a problem that is feasible to raise and not too broad. In addition, the research objectives also cannot be too general and can be researched using factual data not just opinions. Descriptive research should be the methodology of choice when the purpose of the research conducted is to seek a direct description of the phenomenon of the object of research (Hunter, 2018).

RESULT AND DISCUSSION

Digital Marketing Implementation at PT Gama Inovasi Berdikari

PT Gama Inovasi Berdikari has implemented a comprehensive digital marketing strategy to enhance the company's branding as a business accelerator and incubator company. This strategy is executed through three main digital platforms: Instagram, LinkedIn, and the company Website, with each platform having a customized approach to maximize its effectiveness.

For the company's Instagram implementation (@gama.inovasi), the company has adopted a structured and consistent content strategy. Instagram feeds are organized into three main content segments that are uploaded weekly: "InTips" (Innovation and Business Tips) on Mondays, "RaKan" (Educational Content Variety) on Wednesdays, and "KisKus" (Case Study Quiz) on Fridays.



Picture 1 Instagram Feeds @gama.inovasi
Source: Instagram Data @gama.inovasi

Additionally, the company employs a soft-selling strategy to promote its business partners, with each post optimized using relevant captions and hashtags. The Instagram Story feature is utilized to increase direct interaction with followers through various interactive elements such as music, sticker reactions, polls, quizzes, and links. The company also maintains six highlight stories to document important content that followers can access permanently.



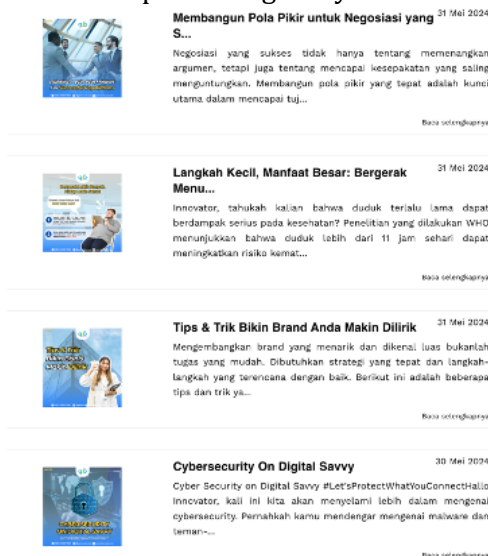
Picture 2 Interactive Story @gama.inovasi
Source: Instagram Data @gama.inovasi

The LinkedIn implementation strategy focuses on developing more professional and business-oriented content. The company has set a monthly target of ten content pieces, with eight mirroring Instagram content and two developed specifically for LinkedIn. The content types include workplace information, motivational quotes, business case studies, general business insights, workplace health tips, and company updates. The LinkedIn content production process follows systematic stages: content idea research, proposal and approval, brief creation, visual design, scheduled uploading, and performance monitoring.



Picture 3 Some of Content on LinkedIn
Source: LinkedIn Data PT Gama Inovasi Berdikari

Last, the company website serves as a platform for presenting more comprehensive, in-depth information. The primary strategy involves writing SEO-friendly articles, with a target of ten articles per month. Website content is organized into several main sections: About Us, Our Activities, News, Innovation Products, and Contact Us. To optimize website visibility, the company conducts regular keyword research and incorporates visuals into articles to enhance reader engagement. Company information is updated regularly to ensure accuracy and relevance.



Picture 4 Website Articles
Source: Website PT Gama Inovasi Berdikari

Through this integrated digital marketing strategy implementation, PT Gama Inovasi Berdikari has successfully achieved several key objectives: increased brand awareness, expanded audience reach, established a professional image as a business accelerator, and enhanced interaction with the target market. This multi-platform approach enables the company to effectively educate and reach potential audiences while building strong branding as a business accelerator and incubator company in Indonesia.

Effectiveness of Digital Marketing Strategy Implementation

In the rapidly evolving digital era, PT Gama Inovasi Berdikari has successfully leveraged digital media as an effective tool for building and enhancing its corporate branding. The implementation of a digital marketing strategy across three main platforms: Instagram, LinkedIn,

and the company Website has yielded significant results during a five-month implementation period.

The effectiveness evaluation was conducted by comparing engagement data before and after the optimization of the digital marketing strategy. According to the results shown in Figure 3, before the implementation of optimized digital marketing strategies focused on improving company branding, the Instagram platform had 8,300 followers, LinkedIn had 788 followers, and as illustrated in Figure 4, the company's website had accumulated 2,645 visitors. These figures were recorded before the primary focus of digital media usage shifted towards enhancing the company's branding as a business accelerator.

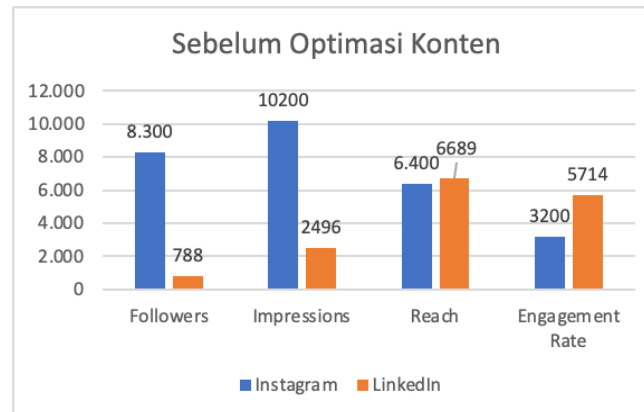


Figure 3 Before Content Optimization on Instagram and LinkedIn
Source: Data Processed by The Author

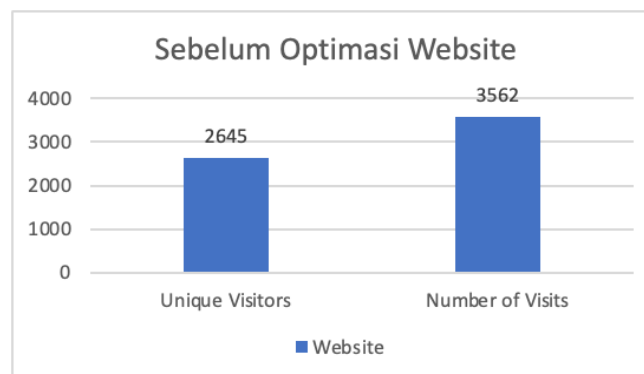


Figure 4 Before Content Optimization on Website
Source: Data Processed by The Author

Subsequently, figure 5 and figure 6 demonstrates the improvements achieved during the five-month strategy implementation period, aimed at enhancing branding as a business accelerator company through digital media designed by the GIB Branding team. Post-strategy optimization, results showed significant increases: Instagram followers grew to 9,646, LinkedIn followers to 1,132, and website visitors to 10,905. This indicates substantial growth resulting from the implemented strategies across the company's digital media platforms.

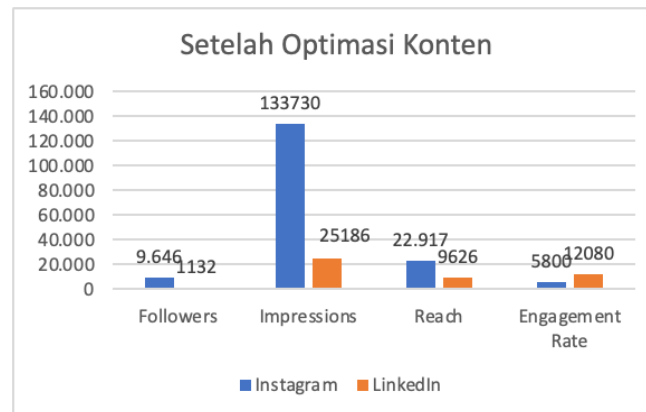


Figure 5 After Content Optimization on Instagram and LinkedIn
Source: Data Processed by The Author

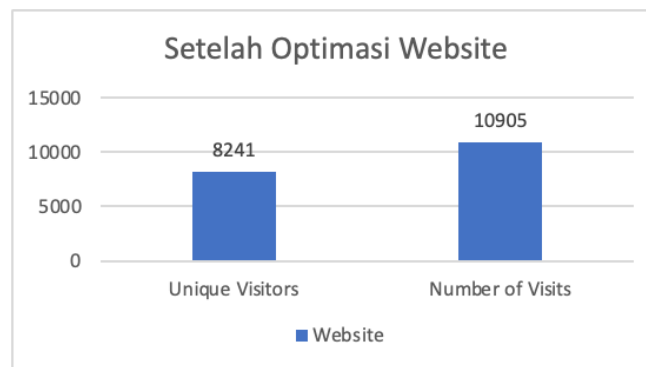


Figure 6 After Content Optimization on Website
Source: Data Processed by The Author

Specifically, the Instagram platform saw an increase of 1,346 followers, LinkedIn gained 344 followers, and the website attracted 7,343 additional visitors. The most substantial achievement occurred on the company website. In June, the website achieved a record high of 3,050 visitors in a single month—the highest traffic since its establishment. The successful implementation of this strategy can be attributed to several key factors, primarily the establishment of Objective Key Results (OKRs) as monthly targets for each platform. This OKR system enabled the team to conduct regular monitoring and evaluation of content performance while ensuring effective execution of platform-specific content strategies. However, a significant disparity in engagement growth between Instagram and LinkedIn was observed. This variance can be attributed to different OKR focuses, with Instagram having specific follower growth targets while LinkedIn focused solely on content posting consistency. Furthermore, the inherent characteristics of each platform played a role, with Instagram being more conducive to organic follower growth.

Notably, the company website demonstrated the most significant growth among all platforms. This indicates that the implemented SEO and content strategies successfully drove increased traffic to the website, consequently enhancing the company's brand awareness. The surge in website visitors, reaching a record high in June, demonstrates positive momentum in the company's digital expansion efforts.

Discussion

The effectiveness of PT Gama Inovasi Berdikari's digital marketing strategy implementation can be analyzed through the company's ability to develop and execute the strategies to achieve the goal of increasing the company's branding. Based on participant observation during the five-

month internship program, the company has shown consistency in the implementation of its digital marketing strategy.

From the results of the implementation of the digital marketing strategy that has been carried out, this effectiveness can be assessed through an indicator approach which states that measuring effectiveness can be seen through two approaches (Gibson, *et al* 1997). From Goal Approach, the successful implementation of the digital marketing strategy at PT Gama Inovasi Berdikari can be declared successful if the objectives of the implementation of the strategy have been achieved. At the company, the initial goal of implementing a digital marketing strategy is used to improve the company's specific branding as a business accelerator company. Therefore, the effectiveness of digital marketing implementation can be seen from the amount of increased engagement from optimizing digital marketing, especially through social media Instagram, LinkedIn, and the company website after implementing a digital marketing strategy that focuses on improving company branding.

On the other hand from System Approach, the digital marketing implementation process applied by com through social media must be able to provide benefits to the surrounding environment. In this context, the environment in question is the audience, both followers and non-followers on the company's social media. PT Gama Inovasi Berdikari has adopted social media platforms as well as the company's website by sharing content that can benefit the audience such as information about the business world. That way, the targeted audience, both followers and non-followers, gain new knowledge from the posts published by the company. This also makes it easier for the audience to know the existence of the company PT Gama Inovasi Berdikari.

The branding efforts that companies make through digital marketing can change how the company's desired audience perception forms. In this study, the company focuses on improving their branding as a business accelerator company. In this regard, the author has collected data to analyze the level of effectiveness of PT Gama Inovasi Berdikari's digital marketing using research conducted by Gibson (Gibson, *et al* 1997). Gibson states that measuring effectiveness can be seen through two approaches, including

First, the initial goal of implementing a digital marketing strategy at PT Gama Inovasi Berdikari, among others, is to improve the company's branding as a business accelerator company. This can be seen using the benchmark of the amount of increased engagement from the optimization of digital marketing that has been carried out, especially through social media Instagram, LinkedIn, and the company's website after implementing a digital marketing strategy that focuses on improving company branding.

Second, the digital marketing implementation process applied by PT Gama Inovasi Berdikari through social media must be able to provide benefits to the surrounding environment. In this context, the intended environment is the audience on the company's social media. Based on the implementation results that the author has described above, PT Gama Inovasi Berdikari has adopted social media platforms as well as the company's website by sharing content that is useful for audiences such as information about the business world. That way, the company's targeted audience, both followers and non-followers, get new knowledge from the uploads published by the company. This also makes it easier for the audience to know the existence of the company PT Gama Inovasi Berdikari.

In addition to the indicators above, the effectiveness of digital marketing implementation to improve the company branding of PT Gama Inovasi Berdikari can also be measured based on indicators from previous research as a benchmark for the effectiveness of the digital marketing program carried out by PT Gama Inovasi Berdikari.

Accuracy of Program Targets, in this case the program in question is an increase in branding as a business accelerator company carried out by PT Gama Inovasi Berdikari with the aim of disseminating information through content and free webinar programs held by the company that can reach a wider audience. Judging from the accuracy of the target, the progress made by PT Gama Inovasi Berdikari has shown a fairly rapid change, especially in terms of content optimization targeting business owners towards increasing the number of followers and visitors

to the company's website after optimizing digital marketing strategies, but this increase cannot be said to be effective for the company in increasing branding as a business accelerator company, considering that the content topics presented are still diverse (Interview Results Informant C1, 2024).

Program Socialization, from this context the socialization in question is an effort made to provide as much information as possible about PT Gama Inovasi Berdikari through digital marketing using social media and websites. Aligning with the main goal of improving branding as a business accelerator company, the new company seeks ways by using topics related to business assistance through a free webinar program. This is actually good in increasing audience awareness of the company but not yet awareness as a business accelerator company, this shows that the digital marketing carried out by PT Gama Inovasi Berdikari for five months is still not effective in achieving goals.

Program Objectives, the main purpose of digital marketing is to increase the company's branding as a business accelerator company. So that with the increase in company branding, the audience's awareness of the company will also increase. Based on the results of observations made by the author, it was found that the results of the implementation of digital marketing to improve branding as a business accelerator company during the five months of optimization still need to be improved especially in terms of content. So that when viewed from the program objectives, the implementation of digital marketing is still considered ineffective in increasing the company's branding as a business accelerator company because there is no content segment that explains about business accelerators.

Program Utilization, program monitoring is carried out to determine any changes that occur before and after the program is implemented. Effectiveness can be seen from the changes that occur in something that is the purpose of why the program is carried out. After the content is successfully published, PT Gama Inovasi Berdikari always conducts program monitoring to see how effective the digital marketing optimization strategy is by seeing whether or not there are changes to the insights and responses obtained from the audience to design further content.

From the results of the explanation above, it is obtained that the implementation of digital marketing carried out by the company PT Gama Inovasi Berdikari is said to be less effective to improve the company's branding as a business accelerator company. From the results of interviews, observations, and documentation conducted by the author for five months, it is known that digital marketing optimization with the aim of improving the company's branding does show a significant increase in engagement, especially in terms of followers, then in the number of website visitors which has even jumped rapidly as long as the company's website exists. However, the spike was caused by posts with the content topic "We're Hiring" which is content with the type of information about job vacancies in the company. At the same time, the surge in content also occurred due to the opening content of the MSIB Batch 7 program.

The increase was not satisfactory enough if the goal was to increase branding as a business accelerator company. This is in line with the statement delivered by informant C1 who said:

"Saya rasa dari segi penyampaian konten dan visual sudah kuat untuk brand identity nya dengan selalu menyertakan logo, warna biru dan kuning, serta karakter font nya. Namun untuk memperkuat branding sebagai perusahaan akselerator bisnis itu masih kurang dan kalau melihat dari segi topik konten kita masih sangat beragam belum memiliki tujuan yang jelas spesifik mengarah pada akselerator, karena pengertian dari akselerator bisnis sendiri yang luas." (Hasil Wawancara Informan C1, 2024).

When looking at the increase in insight that occurred in PT Gama Inovasi Berdikari's digital media, it turns out that the increase has not affected the improvement of the main goal that the company wants to achieve, namely increasing branding as a business accelerator company. If examined further, the source of the high insight is due to posts with other content topics that are far from conveying the understanding of business accelerators, as previously stated in the digital marketing implementation that has been carried out. Based on interviews conducted with other sources, it also strengthens:

"Jika dilihat dari segi visual konten pada platform media digital yang digunakan telah sesuai dengan GIB, kemudian setiap sesi juga memiliki tone nya sendiri. Lalu dari segi topik konten juga sering mengunggah webinar gratis sebagai bentuk perusahaan dalam mendampingi pelaku usaha, karena webinar dilakukan dengan topik konten yang berbeda-beda. Namun pengertian dari akselerator bisnis ini luas sehingga mungkin saja audiens kurang menangkap makna sesungguhnya dari akselerator bisnis". (Hasil Wawancara Informan W2, 2024).

From the results of the explanations above, it can be concluded that the implementation of the strategies used by the company can be said to be quite capable of increasing company awareness, but not if the goal to be aimed at is to increase branding as a business accelerator company still does not have a positive influence and indeed still needs a lot of improvement, especially in terms of content topics presented on the company's digital marketing platform. PT Gama Inovasi Berdikari as a business accelerator company needs to improve some of the implementation of digital marketing strategies in the future, especially in the selection of content topics so that in the future it can maximize the company's branding efforts through digital marketing.

CONCLUSION

PT Gama Inovasi Berdikari, as a business accelerator company, has implemented a digital marketing strategy that is aligned with previous research, including SEO optimization, use of the AIDA concept in content, content performance review, and utilization of social media platforms. Through optimization of Instagram, LinkedIn, and the company website, there was a significant increase in digital engagement. However, the effectiveness of this strategy in enhancing specific branding as a business accelerator company still needs to be improved. The digital marketing implementation successfully adopted and executed content optimization around the business world, increasing conversions and campaign success. Regular review of content performance helped optimize the branding strategy, although the diversity of content topics is still a challenge in focusing on branding as a business accelerator. In conclusion, PT Gama Inovasi Berdikari's digital marketing strategy is effective in increasing engagement and providing added value to the audience, but still requires refinement to achieve the main goal of improving specific branding as a business accelerator company.

SUGGESTION

Based on the research results, several suggestions can be made to improve the effectiveness of PT Gama Inovasi Berdikari's digital marketing in building branding as a business accelerator company. First, the company needs to develop content that is more specific and relevant to the business accelerator theme, from the definition to the values and benefits offered. Second, Maintain visual consistency and brand identity in every content, with the addition of visual elements that reflect the main identity of the business accelerator. Third, Expanding the use of social media platforms relevant to the target audience, such as Twitter, TikTok, and YouTube, to increase digital marketing reach. Last, for future researchers, it is recommended to explore aspects that have not been discussed in depth in this study, especially the effects of digital marketing from the audience's perspective, as well as looking for research gaps to create novelty in studies related to the same object or subject.

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