



Digital Platform Engagement and Brand Awareness: A Social Media Content Study

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ABSTRACT

This study aims to analyze the social media content strategy implemented by PT Langit Anantara Kreasi in building brand awareness of Kolabo products through Instagram and TikTok. The qualitative case study approach uses content analysis. Data collection through in-depth interviews and observation of social media content, documentation, and user engagement analysis, by applying triangulation techniques. The results show that content strategies emphasize creative, educational, and interactive approaches, utilizing two main platforms. TikTok and Instagram's digital platform strategies significantly increased brand recognition and recall for Kolabo. The study confirms that consistent, relevant, and data-driven content management is a key factor in building brand awareness in the digital age. These findings can serve as a reference for companies in designing effective digital communication strategies to strengthen their brand position in a competitive market.

INTRODUCTION

The change in people's behavior increasingly relies on digital technology, marking the birth of the digital-first behavior phenomenon, where consumers prefer digital access to meet daily needs such as shopping, communicating, looking for entertainment, and getting services. This condition makes companies present in the digital space and establishes relevant interactions with consumers. Social media is one of the main channels that support this need. Adhitya *et al.* (2024) note that more than 90% of global companies have adopted at least one form of digital platform in their business activities, signaling that digitalization has become a major factor in efficiency, market expansion, and data-driven decision-making. Platforms such as Instagram, TikTok, and Facebook are now not only content-sharing platforms, but have become ecosystems that integrate marketing, customer service, and brand community formation (Wibowo *et al.*, 2023).

Data from the Indonesian Internet Service Providers Association (APJII, 2024) shows that internet users in Indonesia have reached 221.5 million people or 79.5% of the total population, and are predicted to increase to 231 million by 2025. This increase is a strong indication that the potential of the digital market in Indonesia is huge. The trend is also driven by the increasing consumption of visual content and short videos, especially through TikTok and Instagram Reels. The study of Wijayanto *et al.* (2024) shows that short and interactive video content is able to significantly increase audience engagement and create a positive perception of the brand. This phenomenon requires companies to continue to innovate in digital communication strategies in order to reach and influence audiences effectively.

In the context of modern marketing, social media has shifted its function from just a communication tool to a strategic means of building brand awareness. According to Hamdani *et al.* (2024), interactive activities and entertainment in social media contribute significantly to increasing brand image and engagement. Companies that are active in creating, sharing, and interacting with digital content tend to have a higher level of brand awareness among consumers. In addition, the use of analytics technology in social media helps companies monitor the effectiveness of digital campaigns in real-time and adjust strategies based on audience engagement data (Putri, 2023). Thus, digital marketing strategies focus not only on the quantity of content but also on the quality of the message and its relevance to the needs of the audience.

One of the companies that faces challenges in building brand awareness is PT Langit Anantara Kreasi, a creative agency that focuses on digital marketing services, visual design, and digital product development. Through its Human Resource Management (HRM) product called Kolabo, the company strives to offer efficient and integrated human resource management solutions. Kolabo provides features of smart attendance and automated payroll, project management, encrypted team communication, and cloud-based data storage. As a new player in the digital HRM industry, Kolabo faces stiff competition with other platforms such as Talenta, BambooHR, and GajiHub. The main challenges faced are the low level of brand recognition in the market as well as the limited

variety of digital promotional content that is able to highlight the advantages of the product.

To overcome these challenges, PT Langit Anantara Kreasi utilizes social media, especially Instagram and TikTok, as the main channel in its digital marketing campaigns. Through storytelling-based content, point of view (POV) videos, and demonstration of app features, the company seeks to build an emotional connection with the audience, especially the younger generation. This strategy is in line with the results of research by Septyami & Zuhri, (2022) which affirms that social media content plays an important role in building an emotional connection between brands and users. Consistent, relevant, and valuable content can strengthen audience loyalty and increase brand reach on an ongoing basis. Hamzah *et al.* (2022) group social media content into four main categories, namely education and inspiration, connection, entertainment, and conversation. The combination of these four categories has been proven to increase audience engagement rates by up to 45% (Putri & Nugroho, 2023).

In addition to the importance of content, the aspect of brand awareness is also key in digital marketing strategies. According to Ramadayanti (2019), brand awareness reflects the ability of consumers to recognize and remember a brand among similar product categories. Aaker in Karuehni *et al.* (2024) outlined four levels of brand awareness, namely unaware of brand, brand recognition, brand recall, and top of mind. This level shows the extent to which the brand is embedded in the consumer's memory and influences the purchase decision. Adebiyi *et al.* (2022) added that brand awareness has a positive correlation with brand loyalty and purchase intention, where consumers who are familiar with a brand tend to be more loyal and have a higher tendency to buy.

In practice, building brand awareness can be done through various approaches. Anand (2023) stated that social media is one of the most effective channels to expand brand reach and increase interaction with audiences. In addition, collaboration with influencers, the use of paid digital campaigns, and the implementation of search engine optimization (SEO) can strengthen brand exposure in the digital space. Kehinde (2025) emphasized that content marketing that emphasizes educational and inspirational values has more influence on customer loyalty than direct promotions. This is because today's consumers tend to value brands that add value through information or experience, rather than just product offerings.

Digital platforms serve as the main infrastructure that supports modern marketing activities. According to Sriwendiah & Ningsih (2022), digital platforms are technology systems that allow online interactions, transactions, and collaborations between individuals, businesses, and communities. The existence of this platform allows companies to reach global audiences efficiently while collecting real-time consumer behavior data. Amanah & Yuliana (2025) show that the use of various platforms such as Instagram, Shopee, TikTok, and WhatsApp Business is able to increase sales and strengthen the position of local brands in the digital market. However, the use of digital platforms also presents challenges such as algorithm changes and data security issues, which demand adaptive and innovative capabilities from companies (Rahmawati *et al.*, 2025).

In Indonesia, the use of social media as a digital marketing strategy has become an integral part of the company's efforts to build brand awareness. Research by Nabila & Negoro (2023) shows that direct interaction between companies and consumers through social media creates personal relationships that can increase trust and loyalty to brands. Additionally, companies that are able to manage content in a planned manner through data analysis and insight monitoring tend to have higher levels of audience engagement. Santoso (2024) emphasized that interactive content such as polls, question and answer sessions, and user-generated content contribute greatly to strengthening the emotional connection between brands and audiences.

PT Langit Anantara Kreasi is an example of a company that seeks to optimize its digital marketing strategy through the use of social media platforms. Through this research, the company wants to understand the extent to which social media content strategies play a role in building Kolabo brand awareness amid fierce digital HRM market competition. This analysis includes various aspects such as the effectiveness of organic and paid content, the dominant types of themes in building audience perception, and the level of user engagement with content on the Instagram and TikTok platforms.

Based on this background, this study focuses on the analysis of how PT Langit Anantara Kreasi's social media content strategy through the Instagram and TikTok platforms plays a role in building brand awareness of Kolabo products. The focus of the research is directed at the type of content used, the pattern of interaction with the audience, and the effectiveness of the strategy in increasing the recognition and image of the Kolabo brand among social media users.

The formulation of the problem in this study is how the social media content strategy implemented by PT Langit Anantara Kreasi can build Kolabo's brand awareness through digital platforms. These questions include how the content is used, how the interaction between the company and the audience is formed, and the extent to which the content affects brand awareness. The limitations of this study are focused on social media content activities carried out by PT Langit Anantara Kreasi on two main platforms, namely Instagram and TikTok, during the digital campaign period that took place in the research year. The analysis is focused on content officially published by the company, excluding content from users or external parties.

The purpose of this study is to analyze PT Langit Anantara Kreasi's social media content strategy in building Kolabo brand awareness through digital platforms. This study also aims to determine the effectiveness of the type of content used in attracting the audience's attention and identify factors that support the success of the strategy.

LITERATURE REVIEW

Conceptually, the theoretical foundation of this research is based on three main components, namely social media content, brand awareness, and the digital platform.

Social Media Content

Social media content is one of the important elements in digital communication that functions as a means to provide information, entertainment, education, and emotional relationship interactions between social media users (Septyami *et al.*, 2022). In popular social media platforms such as Instagram and TikTok, content management is not only limited to compiling or sharing, but also involves a complex optimization process so that the content produced can attract attention, maintain audience interest, and increase engagement. in a sustainable manner. Relevant and consistent content is the key to building audience loyalty and expanding market reach.

Cascón *et al.* (2025) emphasize that the use of social media has a significant impact on expanding the reach of information, increasing interaction, and strengthening engagement with audiences. Social media content, according to Cascón *et al.* (2025), is the result of curating, producing, and presenting information that attracts the audience's attention and has emotional value. Good content should have thematic consistency, relevance to the audience, and strong visual appeal. In a previous study, Hamzah *et al* (2022) stated that content has several categories that are divided into four parts, namely: Connections; Education and Inspiration; Entertainment; and Conversation. Meanwhile, Santoso (2024) emphasized that interactive content, such as polls, Q&A sessions, and user-generated content, is able to increase two-way interaction with the audience, so that brands can build stronger loyalty and increase product awareness in the market in a sustainable manner.

Brand Awareness

Ramadayanti (2019) explained that brand awareness is one of the important aspects in the world of marketing, which refers to the level and understanding of consumers who are exposed to a brand. Adebiyi *et al.* (2022) Brand awareness has a very strong positive correlation with brand loyalty and purchase intention. Brand awareness, according to Aaker (in Karuehni *et al.*, 2024), is a psychological stage that determines the level of consumer recognition of a brand. The level of brand awareness influences purchasing decisions and product perception. Miko *et al* (2025), also emphasized that brand awareness itself is a very important first step in the consumer decision-making process, because the higher the level of brand awareness, the more likely consumers are to choose these products or services.

According to Anand (2023), there are three ways to build brand awareness. First, optimizing social media as a digital marketing platform for the dissemination of creative and interactive content, as well as building engagement with the audience. Second, conducting digital advertising campaigns and collaborating with influencers helps expand brand visibility and significantly increase consumer interaction. Third, search engine optimization (SEO) as a way to increase brand visibility on the internet, so that consumers find it easier to find the products or services offered.

Platform Digital

Sriwendiah *et al.* (2022), digital platforms allow interaction between individuals, groups, and businesses in an integrated ecosystem, which facilitates the efficient and unrestricted exchange of information, services, and goods. The digital platform itself serves as an important infrastructure that not only connects various parties in the business ecosystem but also allows for the digitization of business processes as a whole. This is emphasized in Indef's research (2024), which explains that digital platforms help companies and business actors in accelerating market access, reducing transaction costs, and increasing operational efficiency through automation and integration of digital services. Previous studies by Mianto *et al.* (2023) highlighted that digital platforms are also a key driver of digital economy growth by creating new jobs and expanding financial inclusion through digital payment services and fintech.

Digital marketing through digital platforms offers lower costs but has a wide scope, and allows them to effectively utilize social media, such as SEO and online advertising, to increase their competitiveness (Amali *et al.*, 2025). In fact, a study by Rahmawati *et al.* (2025) shows that digital marketing not only expands market reach and reduces costs, but also allows for more personal and relevant interactions with consumers, thus strengthening customer loyalty. Ralahallo (2025) also revealed the role of social media platforms in increasing sales in Indonesia's e-commerce sector, with digital platforms such as social media being an effective way to reach global consumers, build brand awareness, and increase customer loyalty through direct interaction and creative promotions such as live shopping and giveaways.

Based on this theory, this study places social media as a strategic means to build brand awareness through effective content management. This analysis is expected to provide an in-depth understanding of the relationship between social media content and brand awareness, as well as how companies can leverage digital platforms as a powerful communication instrument in building brand image and reputation in the digital era.

METHODOLOGY

This study uses a qualitative approach with a case study type, which focuses on PT Langit Anantara Kreasi as the main subject. The analysis was carried out using content analysis techniques to examine how the company's social media content strategy was able to build brand awareness of Kolabo products through the Instagram and TikTok platforms. A qualitative approach was chosen to deeply understand the interaction between social media content and audiences, the perceptions formed, and its contribution to brand recognition. Through a case study approach, this research is expected to provide a comprehensive understanding of the real practices of digital marketing strategies implemented by companies.

The research population includes all content (text, images, videos) published on PT Langit Anantara Kreasi's official Instagram and TikTok accounts during the period from August to January. The sampling technique uses purposive sampling with the following criteria: (1) content that is explicitly or implicitly related to Kolabo's brand awareness, (2) content with a high level of engagement based on the number of likes, comments, and shares, and (3) a variety of content types to maintain balanced representation.

The data source consists of primary and secondary data. Primary data was obtained through in-depth interviews with internal parties of PT Langit Anantara Kreasi, namely Content Strategist and Sales Director, to understand the strategy and process of creating Kolabo content. Interviews were also conducted with active users of the Kolabo application to get their views on the effectiveness of promotional content. Secondary data was obtained from observation and documentation of the company's social media content, including text, images, videos, and user engagement data (likes, comments, shares, and reach).

To improve the validity of the data, this study applied a triangulation technique through the comparison of results from various sources and methods (interviews, observations, and documentation). This combination of primary and secondary data allows for a more in-depth analysis of the effectiveness of content strategies, in line with the findings of Nugroho & Prasetyo (2023), who emphasize the importance of using dual data in the evaluation of digital marketing campaigns.

Data analysis was carried out using qualitative content analysis with the following steps: 1) data collection from relevant social media content; 2) data reduction to select content according to research objectives; 3) categorization based on content type and theme (educational, promotional, testimonial, interactive); 4) measurement of engagement (likes, comments, shares, views); and 5) presentation of results in the form of tables, graphs, and narrative descriptions. This approach helps identify patterns, themes, and meanings that emerge from the content, as well as illustrate how PT Langit Anantara Kreasi's social media strategy contributes to building Kolabo's brand awareness.

RESEARCH RESULT

Kolabo's Social Media Content Strategy

The social media content strategy implemented by PT Langit Anantara Kreasi on Kolabo products focuses on a creative, educational, and interactive approach. The company uses two main platforms, namely TikTok and Instagram, to build brand awareness among young audiences and young professionals, who are the target market. Both platforms were chosen because they have the characteristics of users who are active, dynamic, and responsive to digital trends. In general, Kolabo's content strategy is designed to introduce product features, build a modern brand image, and create an emotional connection with the audience. Each content is compiled through a systematic planning process using a content calendar to maintain the consistency of uploads. In addition, the use of light communication styles and eye-catching visuals is an important part of Kolabo's digital identity.

The results of this study are in line with the findings of Karuehni *et al.* (2024), which emphasize that content creativity and active interaction are able to significantly increase brand awareness, as seen in the success of Kolabo's storytelling and entertainment content that has received high engagement. These findings are also supported by Wei *et al.* (2024) and Rochefort *et al.* (2024), who show that storytelling-based organic content is more effective than paid content because it encourages audiences to share content voluntarily. In addition, Fariandi *et al.* (2022) found that although paid content can increase impressions, its impact on emotional engagement is relatively low, which is consistent with Kolabo's condition. However, these findings differ from the research of Sitorus *et al.* (2023), which stated that direct promotional content on Instagram can still be effective when combined with giveaway and discount strategies. This difference is likely due to Kolabo not optimizing the combination of direct promotions with additional incentives. Likewise, research by Lestari *et al.* (2022) found that technical content can increase engagement on B2B platforms, in contrast to Kolabo's results, which showed that technical content performance was lower than storytelling and POV, possibly due to the characteristics of Kolabo's audience that are more responsive to light and emotional content.

TikTok Content Strategy

TikTok is used by PT Langit Anantara Kreasi as a medium to reach young audiences through a short video format that is entertaining and informative. The uploaded content platform is generally 15–60 seconds long and highlights the work situation associated with the Kolabo application features. Some videos use a point of view (POV) style to showcase the user experience in a more personalized way, while others use TikTok trending formats such as viral sounds and visual transitions to grab the audience's attention. This POV content generally shows the daily situation of HR who is still managing administration manually, or employees who have difficulty accessing internal office services. This is reinforced by a direct statement from Kolabo's content team, which said:

"I usually use a storytelling and problem-solution approach. So, don't directly sell Kolabo features, but start first from the problems that are often experienced by the work team or company management" (Informant).

The results of observations showed that videos with a humorous style and a daily work context got the highest engagement rate. This kind of content manages to create an emotional connection between the brand and the audience, as it depicts the reality of work in a lighthearted and relatable way. This strategy is in line with research by Wijayanto *et al.* (2024), who stated that interactive video content on TikTok is able to increase brand recall by up to 60% compared to text or image formats. In addition to entertainment, educational content is also used to explain the main features of Kolabo, such as attendance management, payroll, and project collaboration. The narrative is delivered in a microlearning style, which is a brief but information-dense explanation. This strategy has proven to be effective in increasing the audience's understanding of the benefits of the product and strengthening trust in the brand.

The findings regarding Kolabo's TikTok content strategy are in line with the research of Karuehni *et al.* (2024), which emphasizes that content creativity and storytelling that are relevant to the audience's experience play an important role in increasing brand awareness, especially when accompanied by active interaction. The same thing was also explained by Wei *et al.* (2024) and Rochefort *et al.* (2024) show that narrative-based organic content is able to encourage audiences to share voluntarily, thereby expanding the brand's reach without requiring advertising costs. Previous studies by Fariandi *et al.* (2022) strengthen this argument by stating that an emotional approach through storylines is more effective in building engagement than direct promotion strategies.

The results of this study are different from the research of Sudarsono *et al.*, (2025) which states that storytelling marketing strategies through collaboration with influencers who have high engagement and relevance to Gen Z audiences are very effective in increasing brand equity on TikTok. This strategy emphasizes the importance of tailoring content based on audience preferences to create a strong emotional attachment, so that promotions are not carried out directly. In addition, research by Setiana *et al.*, (2024) shows that the creative and structured use of storytelling content in digital marketing through TikTok can increase consumer attention and buying interest, with the support of integrated marketing communication (IMC). Therefore, an authentic and relevant storytelling approach to young audiences is more successful compared to direct promotional content, such as giveaways and discounts that have not been fully implemented by Kolabo. Meanwhile, the characteristics of TikTok users who tend to like light, entertaining, and emotional content explain why Kolabo's technical content has received less response, in contrast to B2B platforms that target professional audiences with more in-depth technical content. The storytelling approach that elevates the narrative of real experiences and interactive features on TikTok has proven to be more suitable for building engagement and brand awareness on this platform (Sudarsono *et al.*, 2025).

Instagram Content Strategy

Meanwhile, Instagram is used as a medium that serves a dual purpose: to build brand credibility and strengthen relationships with audiences. Kolabo's official account features visual content with professional design, dominated by blue and yellow colors that are consistent with the brand identity. The strategies applied include regular uploads in the form of carousel posts, reels, and stories. Carousel content is used to provide in-depth information, such as work productivity tips and team management. Meanwhile, reels function as a creative promotional medium with a light style and are oriented towards engagement. The Instagram Story feature is used to interact directly with the audience through polls, Q&A sessions, and quizzes.

The combination of informative and interactive content on Instagram aims to strengthen the two-way relationship between Kolabo and its followers. The results of interviews with the digital marketing team show that interaction through *stories* contributes greatly to increasing reach and impressions, because Instagram's algorithm tends to prioritize accounts that actively interact with the audience. This strategy is in accordance with the findings of Santoso (2024), who affirms that *interactive marketing* is able to increase consumer loyalty and trust in brands.

Kolabo's Instagram content strategy shows results that are in line with the research of Karuehni *et al.* (2024), which emphasizes that creative visual power and consistency in content distribution can significantly strengthen brand awareness, especially when accompanied by interaction with the audience. These findings are also in line with the study of Wei *et al.* (2024) and Rochefort *et al.* (2024), who highlight that organic content based on education and storytelling is more successful in driving audience engagement than direct promotional materials. Meanwhile, the research of Fariandi *et al.* (2022) also supports these findings by showing that while paid content can increase reach, its impact on emotional engagement is relatively low.

The results of this study are different from the research of Agisny *et al.*, (2024) which states that direct promotion on Instagram can be effective when combined with interactive and informative educational content, which until now has not been fully optimized by Kolabo. In addition, Kusuma, (2024) found that technical content is able to increase professional audience engagement on B2B platforms such as LinkedIn, but on Kolabo's Instagram, technical content actually gets a lower response than educational content that is packaged interestingly and communicatively. This difference reflects that content strategies need to be tailored to the characteristics of each platform and audience preferences to maximize digital marketing results.

Dominant Themes in Kolabo Social Media Content

The content theme used by PT Langit Anantara Kreasi in the Kolabo digital campaign is designed to create a strong brand narrative that is relevant to the lifestyle of the target audience. Based on the results of content analysis, there are three dominant themes that appear on both platforms, namely educational, entertainment, and inspiring. Educational themes are used to introduce product features and provide added value to the audience, entertainment themes are used to attract attention and increase engagement, while inspirational themes are used to build a positive perception of the Kolabo brand as a symbol of professionalism and innovation.

Kolabo TikTok Theme

On the TikTok platform, the most dominant themes are entertainment and education. Entertainment content is generally short videos that depict funny situations at work or challenges that employees often face. For example, a video with the theme "drama of employees being late for a while" or "comparison of manual work vs using Kolabo". Content like this is packaged with a light, humorous style and accompanied by viral sounds, so it is easy for the audience to remember.

Meanwhile, educational themes are presented in the form of how-to videos that explain the steps to use Kolabo's features, such as how to create project reports or set a team schedule. The delivery style is simple, the visuals are clean, and the supporting text is easy to follow. This approach is in accordance with the content value theory from Septyami *et al.* (2022), which states that educational value in digital content can increase trust and positive perception of brands.

Based on Table 1, where the average data on the performance metrics of various types of content on TikTok is presented as the basis for assessing the effectiveness and consistency of themes on this platform. By comparing the performance of each type of content, you can get a clear picture of the strengths and weaknesses of each format in attracting attention and building audience engagement. This information is important to optimize Kolabo's content production strategy according to the characteristics of TikTok's algorithm and audience preferences.

Table 1. Content Performance Comparison Table

Content Categories	Number of Content	Average Views	Average Likes	Average Comments	Average Share
Storytelling	13	657	13,15	0,54	0,62
POV	24	714,83	13,08	0,38	1,13
Teknis	6	614	9,83	0,17	0,33
App Demo	5	382,4	4,6	0	0

Source: Kolabo TikTok and Instagram Data Processing, 2025.

These findings suggest that content with POV themes tends to be more engaging and reaches a wider audience than other categories. This can be assumed to be due to the characteristics of audiences who prefer personal, relatable, and entertaining content from an individual's point of view. In addition to the number of views and likes, the number of other interactions, such as comments and shares, is also higher in POV content and storytelling.

Kolabo Instagram Theme

Unlike TikTok, Kolabo's Instagram content emphasizes more inspirational and educational themes. Inspirational content often features work motivation quotes, user success stories, or testimonials from companies that have used Kolabo. The visuals used are clean and professional, strengthening Kolabo's image as a trusted digital solution. In addition, educational themes also remain the main pillar, especially in the format of carousel posts that contain tips on increasing productivity or managing team projects effectively. This content shows that Kolabo not only offers products, but also brings useful knowledge value to users.

In addition to educational technical content, Kolabo also continues to present light entertainment content in the form of storytelling and POV that remains relevant to the productivity and reality of an HR professional's life. However, in practice on Instagram, the main focus is directed to educational formats, product promotions, and explanations of Kolabo features that are sought to remain informative and interesting. This is in line with content trends, where short videos, Reels, and educational carousels support visibility and engagement. Relatable entertainment content, such as HR life parody videos, also remains an important element because it is able to build emotional closeness while increasing brand awareness and active engagement among the audience. This is reflected in Table 2, which shows the average content performance metrics on Instagram social media.

Table 2. Content Performance Comparison Table

Content Categories	Number of Content	Average Views	Average Likes	Average Comments	Average Share
Storytelling	3	768,3	11	0	0
POV	5	516,6	12	0	0,4
Teknis	4	779,5	11,25	1,5	3
Demo Aplikasi	2	1.119	16,5	0	1,5

Source: Results of processed TikTok and Instagram analytics data Kolabo, 2025.

The results of this study support the view of Putri & Nugroho (2023), who stated that the combination of inspirational and educational content can increase audience loyalty because it provides an emotional and intellectual experience at the same time. This finding is also supported by research by Damanik *et al* (2025), which states that visual content design has a positive and significant effect on brand awareness, with engagement. This means that engaging visual content design increases audience engagement (engagement), which in turn strengthens overall brand awareness. Thus, social media marketing and the development of professional, creative, and fun content design on Instagram can directly increase audience engagement, which then encourages increased brand awareness.

Social Media Content Analysis Results

Based on the analysis of the strategies and themes in social media content management implemented by PT Langit Anantara Kreasi, the company implements strategies and themes that are very focused on the needs and characteristics of the main audience, namely professionals in the field of Human Resources (HR). Where the company realizes that to create meaningful and sustainable engagement through social media, the content presented is not only informative or promotional, but must also be able to represent the reality, challenges, and dynamics faced by the target audience in their daily lives. The main goal of this strategy is to build meaningful and sustainable engagement, not just to convey information or promote *Kolabo* products. The content presented is designed to depict the realities, challenges, and dynamics faced by the audience in their daily lives, thus creating a psychological closeness between the brand and the user.

In practice, *Kolabo* prioritizes relevant and contextual themes as the core of digital communication. The published content not only explains the app's features technically, but is also packaged with a more personalized approach through *storytelling* techniques and user *points of view (POV)*. The stories raised generally reflect real situations, such as manual workloads, the importance of communication efficiency within the team, or obstacles in managing employee data. With this approach, companies are able to present relatable and emotional content, thus creating a psychological closeness between the brand and the audience and building a strong foundation of engagement.

The high rate of interaction on content that is situational and entertaining, such as parody videos about the overwhelmed state of HR, or content that takes advantage of TikTok's audio trend while maintaining relevance to the world of work. This positive response shows that the audience is not only interested in the solutions offered but also in the delivery that touches on their emotional side and personal experiences. Content like this also encourages active interactions, such as comments, shares, or even recommendations to fellow users, which ultimately expands reach and increases brand awareness organically.

Based on the observations, storytelling and POV content provide the highest engagement rates on both platforms, especially *TikTok*, which excels because of its short video algorithm that is responsive to viral content and easily reaches *Gen Z* audiences. Technical and demo content, although informative, show a relatively lower performance in terms of active interactions such as likes, comments, shares, especially in the number of viewers or views, especially on Instagram, which is dominated by audiences with varied visual content preferences. Furthermore, when comparing the performance of the two platforms, it shows that TikTok has a higher average audience and storytelling than Instagram for storytelling and POV content types. Meanwhile, *Instagram* showed a more competitive performance on demo content. In addition, the advantages of Instagram can also be seen in content with a carousel theme that allows for more in-depth information delivery, such as the latest feature updates, education about the world of work, and Human Resources (HR) topics. This condition shows the difference in audience characters and algorithms that affect interaction patterns on each platform.

In addition, observations also show that the combination of using *user-generated content* (UGC) and internal content of companies can increase brand credibility and build a sense of community among users. Content that displays real user experiences or testimonials from companies that have used *Kolabo* can have a positive social effect, strengthen the trust *perception* of brands, and encourage audience loyalty to continue following *Kolabo's* social media accounts. This strategy emphasizes the importance of two-way engagement and relatable content in building effective brand awareness.

An analysis of the performance between organic and paid (Ads) shows that ads are able to achieve much deeper impressions (for example, paid content on TikTok reaches 20,000 viewers and Instagram reaches 84,400 viewers). However, engagement rates, such as comments and shares, are relatively on par with organic content that is more humanistic and lighthearted. This means that while ads are effective in significantly increasing audience reach, engaging organic content with an emotional narrative is still more effective at driving active engagement and creating a more personal connection between brand and audience.

Then *Kolabo* has shown high consistency in producing content that is relevant to audience preferences. PT Langit Anantara Kreasi regularly schedules content and evaluates upload performance through a digital calendar to ensure that each content published has relevance, informative value, and maximum engagement potential. As explained directly by *Kolabo's* content team:

"I use a content calendar that has been set weekly or monthly, so that the content is not monotonous. Usually, in a week, I mix between reels, carousels, image posts, and stories for Instagram. On TikTok, it's more of a short video of 15-60 seconds. The format is also adjusted: reels or TikTok should be fast, engaging, and there is a hook in the first 3 seconds. If it's a carousel or an image, I focus on informative visuals and short but clear copy" (Informant).

Thus, the strategies applied are not random or momentary, but are designed systematically and are adaptive to the development of trends and audience behavior. Overall, Kolabo's social media content management strategy implemented by PT Langit Anantara Kreasi has proven to be effective in building emotional relationships with audiences, increasing digital engagement, and strengthening brand image in users' minds. An approach that is centered on the needs and perspectives of the audience is the main force in making social media not only a one-way promotional tool, but also a two-way communication medium that plays an important role in building trust and loyalty to the product.

Active users of Kolabo expressed their hope that Kolabo would more often display the real experiences of other users through testimonials or case studies. This is considered important to increase trust and confidence in using the Kolabo application. In addition, users also appreciate entertainment content that is relevant to the world of work because it makes interaction with Kolabo social media feel lighter and more fun. Some quotes from active users:

"I feel that Kolabo's educational content really helps me understand the features, but I want to see more stories from other users so that I can be more confident in using the app".

"The parody video about HR that is still manual is funny and really relates to the condition of my office. Content like that makes me open a Kolabo account more often." (Informant).

Users also suggested that Kolabo increase two-way interactions, such as holding Q&A sessions or live streaming, so that audiences feel closer and actively engaged with the brand.

Overall, the social media content management strategy implemented by PT Langit Anantara Kreasi through the Kolabo application shows a very focused approach to the needs and characteristics of professional audiences in the HR field. By prioritizing relevant, contextual storytelling that depicts the audience's daily realities and challenges, the company manages to build emotional closeness and high engagement. Consistency in scheduling and evaluating content performance ensures that this strategy is adaptive to audience trends and preferences, so that social media serves not only as a one-way promotional tool, but also as a two-way communication medium that strengthens user trust and loyalty.

DISCUSSION

The results show that Kolabo's social media content strategy, which prioritizes storytelling, point of view (POV), and entertainment-educational themes, has proven to be the most effective in increasing engagement, especially on TikTok. Content that portrays the reality of HR work in a humorous and relatable manner is able to create emotional closeness with the audience. This proves that the narrative approach is more effective than direct promotional content or technical content.

These findings are consistent with research by Karuehni *et al.* (2024), Wei *et al.* (2024), dan Rochefort *et al.* (2024), which states that creativity and storytelling drive increased brand awareness and encourage voluntary content sharing. Similarly, Fariandi *et al.* (2022) emphasized that content with emotional value provides a stronger engagement effect than paid content that is informative. The results of this study are also strengthened by Wibowo (2024) and Annahlka (2023), who found that narratives and educational content help build a psychological connection between brands and audiences.

However, some studies do not support these findings. Sitorus *et al.* (2023) and Agisny *et al.* (2024) found that direct promotions such as giveaways and discounts are actually effective on Instagram when combined with interactive content. This difference may be due to Kolabo not optimizing the incentive strategy. In addition, Lestari *et al.* (2022) found that technical content can meet the needs of B2B audiences, thereby increasing engagement, which is different from the case of Kolabo, where technical content actually has low performance. This suggests that the characteristics of the younger HR audience and the preferences of TikTok's entertainment platforms affect the effectiveness of the content.

On the TikTok platform, content with entertainment and POV themes shows the highest performance in terms of views, likes, and shares. This strategy is in line with research by Wijayanto *et al.* (2024), who stated that interactive videos can significantly increase brand recall. Sudarsono *et al.* (2025) also emphasized the effectiveness of storytelling through content creator collaboration in increasing brand equity on TikTok. Similar findings were shown by Setiana *et al.* (2024), who stated that narrative content on TikTok influences buying interest through increased attention and engagement. On the other hand, some studies have stated that segmented TikTok ads can increase engagement directly (Gisha, 2023). This is in contrast to Kolabo's results, which showed that although paid content significantly increased impressions, engagement did not increase proportionately. This difference indicates that the success of an ad is heavily influenced by the creativity of the material and its match to the audience's preferences.

For Instagram, the findings show that Kolabo's content is dominated by educational and inspirational themes, which is in keeping with the characteristics of this platform as a media that builds brand credibility. Educational carousels, informative Reels, and interaction through Instagram Stories have proven to be effective in maintaining a two-way relationship with your audience. These results are in line with the findings of Putri and Nugroho (2023), Santoso (2024), and Damanik *et al.* (2025), who stated that consistent visual design and interactive content can increase loyalty, engagement, and brand awareness. However, a study by Bonilla-Quijada *et al.* (2023) shows that uploads that feature products directly can generate higher engagement in certain industries, especially fashion. This difference confirms that the effectiveness of content is heavily influenced by the nature of the product, where HR technology products like Kolabo tend to require an educational and narrative approach rather than direct visual promotion.

A comparison of content performance also shows a significant difference between TikTok and Instagram. TikTok excels at storytelling and POV content due to its algorithm and user characters that prioritize quick entertainment. Meanwhile, Instagram is more effective for educational content and app demos that require structured visuals. These findings are in line with content value theory (Septyami *et al.*, 2022) and interactive marketing frameworks that emphasize the importance of educational content in increasing trust and positive perception of brands. In addition, the results show that organic content performs better in driving engagement than paid content. This supports the findings of Fariandi *et al.* (2022), who concluded that organic content with emotional narratives is more effective in building long-term relationships than paid advertising that only increases impressions.

Overall, the results of the study confirm that an effective content strategy for the TikTok and Instagram platforms needs to consider the characteristics of the platform and audience preferences. For TikTok, storytelling, humor, and POV content are key. For Instagram, the combination of educational, inspirational, and professional visuals is more effective. These findings provide practical implications that B2B brands like Kolabo need relatable, humanistic, and educational content to increase brand awareness and engagement in an ongoing manner.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research on the social media content strategy implemented by PT Langit Anantara Kreasi in building brand awareness of Kolabo products, it can be concluded that the use of digital platforms such as TikTok and Instagram has an important role in shaping brand perception and awareness among the audience. The content strategy used is oriented towards a creative, educational, and interactive approach that is tailored to the characteristics of each platform's users. Kolabo's content strategy is built through three main pillars, namely consistency and content planning carried out using a content calendar so that publications run directionally, diversification of content types that include educational, inspiring, entertainment, and interactive content, and data-driven performance analysis to optimize the next upload strategy.

On the TikTok platform, the dominant strategy is the use of short-form videos that contain entertainment and educational elements with a light visual style and narratives that are relevant to daily work life. This approach has proven to be effective in increasing brand recognition because it is able to attract the attention of the audience through humorous styles and memorable trends. Meanwhile, on the Instagram platform, the strategy is focused on building a professional image through consistent visual design, inspirational narratives, and direct interaction with the audience through stories and carousel post features. This approach strengthens brand recall and builds an emotional closeness between Kolabo and its users.

The results of the analysis show that the combination of the two platforms creates an effective synergy, where TikTok plays a role in expanding brand reach, while Instagram strengthens long-term relationships with users. The strategy carried out by PT Langit Anantara Kreasi has proven to be able to increase Kolabo's brand awareness and strengthen the company's image as an innovative digital solution provider. This success shows that consistent, relevant, and data-driven content management is a key factor in building a brand reputation in a highly competitive digital age.

The advice that can be given to PT Langit Anantara Kreasi is to continue to maintain the consistency of uploads and expand the variety of content, especially interactive content such as user-generated content or collaboration with users, in order to strengthen audience loyalty. Companies are also advised to maximize the use of insight analytics to understand user behavior patterns more deeply, so that content strategies can be continuously updated according to market trends and needs. Collaboration with micro-influencers relevant to the world of work can also be a strategic step to expand reach and increase public trust in Kolabo's products.

In addition, Kolabo's product development needs to be directed at the integration between promotional content and user experience. Digital campaigns that invite audiences to try out product features directly can increase engagement and strengthen brand credibility. The addition of testimonial-based content and case studies can also strengthen potential users' trust in the quality and benefits of Kolabo.

ADVANCED RESEARCH

For future researchers, this research can be developed with a quantitative approach to measure the influence of each type of content on the level of brand awareness statistically. The object of the research can also be extended to other digital platforms such as LinkedIn or YouTube in order to gain a more comprehensive understanding of content strategies for different audience segments.

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