

Designing Marketing Content as a Strategy to Strengthen MSME Performance Optimization

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Abstract

This community service activity aims to provide education on the importance of attractive marketing content for improving the Yama Roti Depok West Java business. The results of identifying problems in the field found that Yama Roti still sells products in a simple way so that consumers are less interested in the bread and cake products being sold. Knowledge of social media as a promotional medium is also limited, which has an impact on Yama Roti's income. The community service program was carried out through site visits to the business location and implemented in the form of training, mentoring, and consultation on marketing content development. Through this activity, it is hoped that it can provide new insight and understanding to owners and employees about the importance of marketing content for product marketing. This activity can have a positive impact on increasing marketing of Yama Roti. Business owners and employees will gradually create more interesting and creative marketing content. However, this has not been done consistently so a lot of assistance is still needed so that the results of the extension activities can be carried out well.

Keywords: Content Marketing, Strategy, Performance, UMKM

Abstrak

Kegiatan Pengabdian masyarakat ini bertujuan untuk memberikan edukasi pentingnya konten marketing yang menarik bagi peningkatan usaha Yama Roti Depok Jawa Barat. Hasil identifikasi masalah di lapangan ditemukan bahwa Yama Roti masih menjual produk dengan cara yang sederhana sehingga konsumen kurang tertarik dengan produk roti dan kue yang dijual. Pengetahuan media sosial sebagai media promosi juga terbatas sehingga memberikan dampak terhadap pendapatan Yama Roti. Kegiatan pengabdian masyarakat ini dilakukan melalui visitasi ke lokasi usaha dan dilaksanakan dalam bentuk penyuluhan, pendampingan dan konsultasi terkait pembuatan konten marketing. Melalui kegiatan ini diharapkan dapat memberikan wawasan baru dan pemahaman kepada pemilik dan karyawan tentang pentingnya konten marketing untuk pemasaran produk. Kegiatan ini dapat memberikan dampak positif terhadap peningkatan pemasaran Yama Roti. Pemilik usaha dan karyawan akan membuat konten marketing yang lebih menarik dan kreatif secara bertahap. Namun hal ini belum dilakukan secara konsisten sehingga masih perlu banyak pendampingan agar hasil kegiatan penyuluhan dapat terlaksana dengan baik.

Kata Kunci: Konten Marketing, Strategi, Kinerja, UMKM

INTRODUCTION

The bread business in Indonesia continues to grow, whether it be small, medium or large businesses. The bread business is one type of food business that is attracting the attention of many entrepreneurs. The high level of public interest and demand for bread shows that the

bread shop business opportunity continues to grow. That is why many business people are trying their luck in the bread business. Data from the Central Statistics Agency in 2023 shows that every year, bread production in Indonesia has increased significantly. Various innovations in bread products and increasing consumer preference for practical and nutritious foods have driven the increase in bread production in Indonesia. This increase in production has also been driven by market expansion and wider distribution. The data on bread production can be seen in Table 1.

Table 1. Bread Production in Indonesia from 2015 to 2023

Year	Production Volume (Tonnes)	Production Value (Thousand Rupiah)
2015	22,749	124,638,695
2016	24,547	125,487,235
2017	25,102	126,285,362
2018	26,263	128,554,348
2019	27,908	130,146,824
2020	29,656	131,759,026
2021	31,514	133,391,199
2022	33,488	135,043,592
2023	35,586	136,716,453

Source: Central Statistics Agency (BPS, 2023)

Based on Table 1, it is evident that bread production in Indonesia has been increasing every year. This indicates that the bread industry in Indonesia is experiencing rapid growth and consumer demand for bread products continues to increase. This increase in production reflects the increase in public consumption of bread as one of the increasingly popular food products. This growth may also indicate an increase in the number of players in the bread industry, ranging from small-scale businesses such as home-based businesses to large-scale businesses such as modern bread factories.

Currently, there are many small to large-scale bread industries in the Greater Jakarta area that provide a wide variety of bread. One of the small-scale bread business owners in Depok, West Java, is Yama Roti. Every day, Yama Roti produces approximately 250 to 320 loaves of bread with a production process that takes around 5 to 6 hours per day. There are around 34 types of bread produced, with the *best sellers* being sweet bread with chocolate banana filling and chocolate bread. The 34 types of bread and cakes are not produced every day, depending on consumer demand.

In the course of its business development, Yama Roti faces challenges posed by the growing bakery industry in Depok and South Jakarta. There are similar businesses that produce bread in a variety of flavours. In addition, competitors use social media to market their products, thereby reaching a wider consumer base. Internet and social media can be utilised by businesses to increase their sales turnover (Febrianty & Utami, 2022).

IKM Yama Roti faces several problems, one of which is related to marketing. Yama Roti still sells its products in a simple way, so consumers are less interested in the bread and cakes it sells. Knowledge of social media as a promotional medium is also limited, which has an impact on Yama Roti's income. This community service activity aims to provide an understanding of how to create attractive marketing content on social media. Kotler et al. (2017) explain that marketing content is a marketing activity that involves creating, curating, distributing, and reinforcing content that is attractive, relevant, and useful to a specific group in order to generate discussion about the content. Marketing content carried out through Instagram makes it easier to find out and obtain information about products and business concepts. Consumers are also encouraged to make purchases (Damayanti & Pamungkas, 2018). Business owners must create marketing content as an activity carried out to meet consumer needs related to information and education about the business owner's products (Yunita et al., 2021)

This community service activity, which focuses on digital marketing, is expected to generate a positive impact on improving the overall effectiveness of marketing strategies (Budiarti et al., 2024). Yama Roti can increase knowledge about understanding how to create interesting marketing content and optimise the use of marketing content on social media to attract more customers. Through this program, Yama Roti not only gains increased knowledge regarding the principles of creating engaging and customer-oriented marketing content but also develops the capacity to optimize the use of social media platforms as promotional tools. The ability to design and disseminate attractive content is crucial in strengthening brand visibility, building stronger customer engagement, and ultimately driving higher sales performance. Furthermore, the activity encourages business owners and employees to adopt a more systematic and innovative approach to content creation, enabling them to compete more effectively in the increasingly digitalized marketplace. By consistently applying the insights and techniques introduced during this activity, Yama Roti is expected to achieve sustainable improvements in its marketing practices and expand its customer base.

METHOD

This community service activity was conducted at Yama Roti, a micro, small and medium enterprise (MSME) located at Jalan K.H. M. Usman No. 17, Kukusan, Beji, Depok, West Java. The program was designed in the form of education, mentoring, and consultation with a focus on strengthening the use of content marketing as an effective strategy to promote bread and cake products. Yama Roti offers a wide variety of bakery products, with approximately 34 different types of bread, in addition to various cakes. A distinctive feature of Yama Roti is its open production process, where consumers are able to observe directly the entire bread-making process from start to finish, which provides an element of transparency and uniqueness compared to other similar bakery businesses. The enterprise is managed by the owner and family members, with the support of three employees who contribute to daily operations.

The community service activities were implemented over a period of three months, equivalent to one academic semester, to ensure sufficient time for knowledge transfer, skills development, and measurable outcomes. The implementation was systematically structured into three main stages: (1) planning and preparation, which involved identifying the needs of

the business and designing appropriate materials; (2) implementation, which consisted of delivering educational sessions, hands-on assistance, and direct mentoring in content marketing practices; and (3) evaluation, which aimed to assess the effectiveness of the activities and the extent to which the business owners and employees were able to apply the acquired knowledge. The overall framework of this activity is illustrated in Figure 1 below, which outlines the sequential stages of the program.

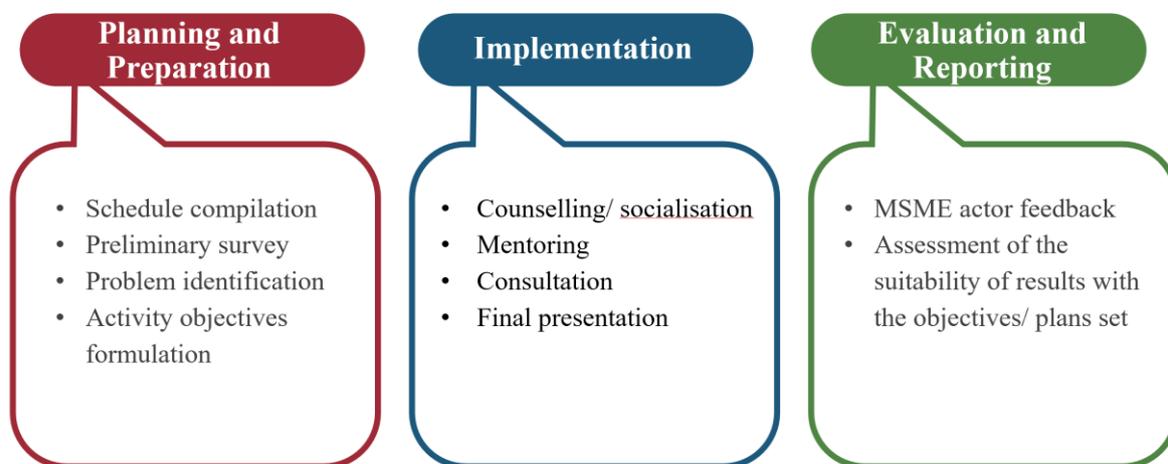


Figure 1. Method of Implementing Activities

This community service activity was carried out in several stages designed to be sustainable in order to achieve the predetermined objectives. The stages of the community service activity at Yama Roti were as follows:

1. Planning and preparation stage

In the initial stage of implementation, the community service team carried out a series of preparatory activities, including internal coordination to draw up a schedule for the activities, conducting preliminary surveys at the target locations to identify the main problems, and formulating specific objectives for the activities. In addition, an activity proposal was prepared as a systematic planning document, and logistical preparations were made, including the procurement of equipment and supplies needed to support the smooth running of the entire series of community service activities. This stage was crucial to the successful implementation of community service activities in Yama Roti.

2. Implementation stage

The implementation of community service activities consists of several main components, including education on marketing content. In addition, the community service implementation team also carried out activities that supported the achievement of the programme's objectives. These activities included consultation and mentoring with IKM and a final presentation to provide suggestions, feedback and conclusions from the community service activities carried out at IKM Yama Roti.

3. Evaluation and reporting stages

In the next stage, an evaluation was conducted on the implementation of community service activities that had been carried out. This evaluation process involved the community

service implementation team together with the owner of IKM Yama Roti as a partner in the activity. The evaluation aimed to measure the level of success of the programme based on the conformity between the results achieved and the plans and objectives that had been formulated previously. Subsequently, the community service team prepared a community service activity report as a form of accountability for the activity.

RESULT AND DISCUSSION

This community service activity was carried out with the aim of socialising and providing education on the importance of developing attractive marketing content (*content marketing*) to support the increased competitiveness of the Yama Roti micro, small and medium enterprise (MSME) located in Depok, West Java. As a first step, the implementation team conducted a baseline assessment to obtain an initial overview of the conditions of the business owners and employees. The community service team looked at the business profile of Yama Roti, the condition of the business owner and employees, the production process, occupational health and safety, management, finance, marketing, and other aspects at the business location. This assessment was carried out through in-depth interviews with the business owner and staff, as well as direct observation and documentation in various areas of business operations.

Based on the results of the field assessment, several significant challenges were identified, particularly the limited understanding of business owners and employees regarding effective marketing content strategies that could enhance product promotion. This lack of knowledge not only hindered the development of innovative promotional approaches but also limited the business's ability to reach a wider customer base in a competitive market environment. In response to these findings, the community service team formulated a set of targeted program intervention objectives aimed at addressing the specific needs of IKM Yama Roti. To strengthen the design of the intervention, the team conducted a comprehensive literature review on best practices in digital marketing and SME promotion strategies, gathered supporting data from both primary and secondary sources, and analyzed relevant case studies. Furthermore, educational materials were carefully prepared and contextualized to align with the actual problems faced by Yama Roti, ensuring that the content delivered would be practical, applicable, and capable of improving the marketing competencies of both the owner and employees.



Figure 2. Visits and Direct Observations

Education on content marketing at Yama Roti is carried out through outreach, consultation and mentoring for business owners and employees at Yama Roti Depok. This education emphasises providing business owners and employees with an understanding of content marketing. Content marketing is a way to effectively increase promotion to reach a wide target audience by creating informative and interesting content. Content marketing is a marketing strategy within the scope of digital marketing that has been thoroughly analysed by companies to attract target markets and encourage them to become customers of a company through interesting, relevant, and useful content (Karr, 2016; Kotler et al., 2017; Yunita et al., 2021) . The dimensions of content marketing include reader cognition, sharing motivation, persuasion, decision-making, and factors (Karr, 2016). In addition, the owner of Yama Roti and employees were introduced to the content marketing matrix, which consists of entertainment content (*competitions, quizzes, widgets, games, videos, articles, ebooks, enews, virals*), educational content (*articles, ebooks, enews, demo videos, reports with white papers, trends, press releases, infographics, guides*), inspirational content (*celebrity endorsements, widgets, community forums, reviews, ratings, events, e-news*), and convincing content (*ratings, events, interactive demos, product features, case studies, price lists, checklists, calculations, e-news, demo videos, reports with white papers*). Business owners and employees are also provided with materials on several factors to make marketing content interesting and creative.

There are several important factors to consider when creating engaging and creative content *marketing* (Yusuf et al., 2020):

1. Design plays a significant role in attracting the audience's attention. Effective design includes layout, typography, background selection, and colour combinations that can elicit a positive psychological response from the audience.
2. The relevance of content to *current events* or phenomena is also a crucial element. Content related to current issues is more likely to be read by search engine algorithms and gain higher exposure on various digital platforms.
3. *The reading experience* also influences the effectiveness of content. Therefore, it is important to consider readability through the selection of font types and layouts that are comfortable to the eye, rather than simply highlighting visual elements such as colours and images.
4. *The timing* and frequency of content publication also determine the reach and impact of the content. Content that is published consistently at the right time tends to gain wider and more sustained attention from social media users.
5. The appropriateness of marketing content (*tone*) will certainly influence consumers' purchasing decisions.

Material on the stages of marketing content creation, covering the pre-production, production, and post-production phases, was introduced to Yama Roti business owners as part of efforts to increase capacity in digital marketing strategies. The pre-production stage of marketing content includes discussions with the team, determining the content concept, and researching and searching for marketing content ideas. The production stage includes creating marketing content, revising marketing content, and finalising the content design by adding *captions* and *hashtags*. Post-production includes approving marketing content, including the schedule for posting visual content on social media and the process of uploading it to social media.

Yama Roti needs to develop creative ideas in content creation to produce high-quality promotional materials. Low-quality content has the potential to weaken the effectiveness of marketing strategies, as it is unable to deliver optimal communication impact to the target audience. Yama Roti can create marketing content tailored to its marketing objectives. The creation of this marketing content is supported by technology that makes it easier for business owners to carry out marketing activities according to consumer needs. Businesses need to design marketing content as part of a communication strategy that aims to meet consumer needs for information and education related to the characteristics and value of the products offered (Yunita et al., 2021). Therefore, marketing content planning is required. This marketing content planning contains information about the business's products. This product information can help consumers become familiar with the products, thereby attracting consumer interest and encouraging them to purchase the products. Amalia & Lubis (2020) explain that marketing content published through social media has been proven to have a significant influence on consumer purchasing interest. Furthermore, Muzakkii & Hidayat (2021) state that the quality and relevance of marketing content can shape positive perceptions that encourage interest in products. Irawan (2020) and Prasetya et al. (2021) state that in the context of e-marketing, strategically designed content plays a role in influencing the consumer's purchasing decision-making process.

Business owners can conduct research as a basis for creating marketing content that appeals to consumers. Based on the results of this research, business owners can design marketing content that is appropriate for the objectives they wish to achieve. The creation of marketing content is expected to provide continuous benefits by considering the right timing and media so that it can reach the desired target market. Business owners can utilise various media to reach the target market in line with the company's objectives. There are many media that can be utilised, such as blogs, websites, social media, etc. (Iisnawati et al., 2021). (These various social media platforms can reach more consumers. For this reason, Yama Roti needs to create marketing content that is attractive to consumers.

In the initial stages of marketing content creation, Yama Roti has begun to demonstrate several notable improvements, as presented in Table 2. These improvements reflect the gradual application of knowledge and skills acquired during the community service activities, particularly in the design and dissemination of digital promotional materials. Table 2 highlights the progress achieved in various aspects of content creation, including the use of more attractive product visuals, clearer and more persuasive product descriptions, and the adoption of social media platforms as channels to reach a wider consumer audience. These advancements indicate that both the owner and employees have started to internalize the importance of producing creative and engaging marketing content as a means of strengthening brand identity and competitiveness in the bakery market.

It is expected that after the completion of the community service program, Yama Roti will not only maintain these initial improvements but also develop a consistent habit of generating innovative marketing content. Such continuity will play a critical role in sustaining consumer interest, expanding market reach, and ultimately increasing sales performance. The ability to consistently create appealing digital content is anticipated to have a significant positive impact on the long-term growth and resilience of Yama Roti's bread business, ensuring that the enterprise remains competitive amid the dynamic challenges of the food industry.

Table 2. Improvements in Marketing Content Before and After the Activity

Aspect	Condition Before	After	Explanation
Logo for marketing content	 <p>Social media account images are unclear</p>	 <p>Social media account images are clearer and legible after being fixed</p>	<p>Photos on social media accounts are very important as a form of identity. These images also make it easier for consumers to see Yama Roti online. If the photos on the account are unclear, consumers will find it difficult to remember Yama Roti's profile.</p>
Images for Marketing content	 <p>The photos of bread for marketing content on social media are not very appealing</p>	 <p>Bread images for social media content have been improved and are now more appealing because the bread is photographed individually.</p>	<p>As a form of visual communication, images of Yama Roti products must be appealing to consumers. Therefore, product photos that were initially unattractive were improved by taking photos of each bread product individually. The use of images in social media is a form of visual communication that is effective in conveying marketing</p>

messages. Visualisation through images serves as a medium for transmitting information from the sender of the message, in this case the owner of the Yama Roti social media account, to the recipient of the message, namely consumers or users who access the account. This strategy enables a more persuasive and efficient communication process in shaping perceptions and attracting the audience's attention to the products being offered.

Captions and hashtags



Content uploaded on social media does not have captions and hashtags



Marketing content on social media already has captions, although the information is still limited

Marketing content is one of the marketing strategies to attract consumers and expand the target market. Engaging content marketing requires an equally engaging caption to build

visual imagery. These captions and hashtags can serve as promotional tools, thereby expanding the audience reach for Yama Roti.

The community service team provided intensive consultation and technical assistance in the process of creating marketing content tailored to the needs of Yama Roti. At this stage, business owners were given the opportunity to communicate the various obstacles and barriers they faced in developing content that is both visually appealing and informative for potential consumers. The challenges identified included the inability to produce high-quality product photographs that met promotional standards, the lack of supporting digital assets and comprehensive product information, limited time allocation for content development due to operational demands, and insufficient skills in content design and digital creativity. These barriers collectively hindered the optimal use of marketing content as a tool to enhance product promotion.

To address these issues, the community service team designed a structured, step-by-step planning table to serve as a practical guide for business owners and employees. This framework outlined the stages of content development, ranging from product preparation and photography techniques to the formulation of engaging captions and the strategic use of social media platforms. An example of the step-by-step implementation can be seen in Table 3, which illustrates the planning stages as follows:

Table 3. Step-by-Step Planning for Marketing Content Creation at Yama Roti

Stage	Activity	Expected Output	Tools/ Resources Needed
1	Product preparation (arrangement, cleanliness, lighting setup)	Bread/cakes ready for photography	Clean workspace, lighting equipment
2	Product photography	High-quality product photos	Smartphone/camera, basic photography guide
3	Selection and editing of photos	Visually appealing product images	Editing apps (Canva, Photoshop Express)
4	Content design (layout, template selection, branding)	Digital marketing content draft	Canva templates, brand logo, color scheme

5	Caption writing and message formulation	Informative and engaging promotional text	Reference to product details, creative writing guidelines
6	Content scheduling and posting on social media	Consistent content posting (e.g., 3x per week)	Social media platforms, scheduling tools (Meta Business Suite)
7	Monitoring and evaluation	Data on reach, engagement, and customer responses	Social media analytics, feedback from customers

Source: Personal Documentation, 2024

By following this systematic approach, employees are expected to gradually build the skills and confidence required to produce effective marketing content. Furthermore, the implementation of this structured plan is anticipated to overcome the lack of readiness among employees and enable them to utilize digital content more effectively as a promotional medium for Yama Roti’s bread and cake products. In the long term, this process is also expected to cultivate a culture of innovation and consistency in digital marketing practices within the enterprise.



Figure 3. Consultation and Assistance

During the final presentation stage, the community service team provided suggestions, feedback, and conclusions from the community service activities carried out at Yama Roti. This session also provided insight into the importance of creating engaging marketing content. The meeting emphasised that creating creative, marketing content can increase customer interaction. According to Yunita et al. (2021), there are several benefits to creating marketing content, including:

1. Efforts to build consumer awareness of product brands can be carried out through the implementation of marketing content strategies that are designed to be attractive and relevant. Businesses can utilise this content as a means to introduce products to new consumers and remind existing consumers of the product's existence.
2. Increase visitor *traffic*. Business operators can create marketing content as a product offering strategy so that it becomes a solution to solve consumer problems regarding the products or services they need.

3. Increase product sales. Creative marketing content can stimulate consumer interest in making purchasing decisions regarding the products offered by businesses.
4. Increasing *the engagement rate* or level of audience interaction with marketing content uploaded to social media. Interesting marketing content can increase consumer or audience engagement with the products offered.



Figure 4. Group Photo

The next stage in the implementation of the community service programme is an evaluation to assess the effectiveness of the activities that have been carried out. This evaluation is conducted collaboratively by the service team together with the business owner and employees of Yama Roti to measure the level of achievement against the objectives and plans that have been set. Based on the results of the evaluation through interviews, it was found that the information provided was relevant to the needs of the business owners. The material was presented systematically and comprehensively, including practical examples in marketing content creation. The owners and employees demonstrated a good understanding of the material and expressed their satisfaction with the implementation of the activities. One respondent stated, "The material provided was very easy to understand and we could immediately put it into practice for our shop's social media content." In addition to demonstrating a good understanding, the owners and employees also expressed their satisfaction with the activities carried out and hoped that similar activities could be continued. They also expressed their hope that similar community service programmes would continue to be implemented because they provided tangible benefits for business development and the surrounding community. This shows that community service activities make a real positive contribution to strengthening the performance of business actors.

CONCLUSION

The community service activities conducted at IKM Yama Roti, Depok, West Java, have provided tangible benefits to both business owners and employees, particularly in enhancing their knowledge and awareness of content marketing practices within the workplace. By engaging in these activities, Yama Roti is expected to gradually expand its market reach and strengthen its competitiveness in the bakery industry. The program emphasizes the

importance of developing creative and appealing marketing content as a strategic tool to attract a wider consumer base. Although the initial outcomes indicate that business owners and employees have started to produce more engaging marketing content, the implementation has not yet been consistent. This suggests the necessity of continuous guidance, mentoring, and follow-up assistance to ensure that the knowledge and skills gained are applied effectively in daily business operations. Therefore, Yama Roti's SME entrepreneurs are encouraged to systematically adopt the materials and strategies introduced during the community service activities, thereby enhancing their ability to sustain business growth, improve marketing performance, and achieve greater market penetration in the long term.

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