

Creating Exciting Content: A Descriptive Study of Pixbox's Digital Marketing Strategies on Social Media

Lisda Ariani Simabur^{a,1*}, Rita Herlina^{b,2}, Gunawan Wiradharma^{c,3}

^{a, c} Universitas Terbuka, Tangerang Selatan, Banten, 15418

^b Universitas Adhirajasa Reswara Sanjaya, Kota Bandung, Jawa Barat 40282

¹ lisda.simabur@ecampus.ut.ac.id, ² rita.herlina@ars.ac.id, ³ gunawan.wiradharma@ecampus.ut.ac.id

* corresponding author

Article history

Received: July 27, 2022

Revised: March 25, 2023

Accepted: April 9, 2023

Keywords

content creation online content

digital

brand awareness

Pixbox

ABSTRACT

Many companies have adapted their marketing strategies to focus on digital media to overcome the limitations of face-to-face communication. Pixbox, an Indonesian local shipping company, has created brand awareness through digital marketing, including social media platforms, to attract customers and promote their services. This study aims to determine how the Pixbox creative team creates digital marketing content on social media. The research used a descriptive qualitative approach, collecting data through interviews and analyzing them using qualitative methods. The study focused on the Pixbox marketing content creator team and their social media activities, using purposive sampling to select participants and qualitative data analysis techniques to analyze the data. This study indicated that in creating exciting content, the content creator team of Pixbox carried out three stages, namely the pre-production stage, trying to plan content by thinking about how the purpose of the content will be, the production stage as a stage of content creation strategy as well as publishing it. The post-production stage, as the content evaluation stage, shows that the achievement of content creation on social media has an impact on increasing Pixbox brand awareness/customers, which is targeted at young entrepreneurs. Pixbox's content creator team creates exciting marketing content in three stages: pre-production, production, and post-production, successfully increasing brand awareness and customer orders. Suggestions for improvement include better planning and research in the pre-production stage, exploring other social media platforms, and constantly evaluating content creation.

This is an open access article under the [CC-BY-SA](#) license.



INTRODUCTION

In the current digital age, conducting business online is necessary due to the prolonged pandemic. Although face-to-face interactions with customers and reaching technologically-challenged individuals may not be possible through online media, the advantages outweigh the disadvantages. Online media provides a faster and more targeted way of disseminating and accessing information than conventional or traditional media (Saraswati, 2017). With these benefits, the community will inevitably take advantage of the online buying and selling transaction mode.

In this post-pandemic era, many companies initially promoted conventional communication by prioritizing face-to-face communication with consumers. In that case, every marketing must be able to change its marketing method using digital media. Digital marketing is currently the best solution to overcome the limited face-to-face situation. Companies must adapt to customers' needs and conditions with all limitations through a new digital marketing approach (Astari, 2021).

For a business to continue running in this pandemic, people should be able to take advantage of online businesses because people must stay at home. Of course, they need online buying and selling transactions (Yuliana et al., 2022). Then Graha Nurdian added that E-commerce in Indonesia in 2021 experienced a significant increase of 49%, with a

total value of \$30.31 billion. The number of transactions in Indonesian e-commerce in 2022 has increased by 14.9%, with a significant value increase reaching 59.4%. This was driven by the pandemic, which increased online sales (Graha Nurdian, 2022).

Long before the pandemic hit, based on data from Kominfo (Communication and Information Department) stated that since the increase in digital business transactions, the number of internet users in Indonesia in 2015 was predicted to reach 93.4 million. It increased from 2014's to 88.1 million subscribers, even acknowledged by the Head of Mass Media Relations of JNE, Idham Azka, that the growth of e-commerce and the creative industry could open golden opportunities for logistics companies to contribute to the delivery process (Kominfo, 2016).

The increased sales via online in the pandemic era, of course, will also increase the need for goods delivery services or logistics, which are better known as courier services. It makes courier services prominent in business. Therefore, various expeditions appear in various services and products, respectively. From the pandemic to the post-pandemic era, the need for expedition services continues to increase (Bayu, 2020). TIKI Main Branch Office (PT. Abadi Express), a pioneer of private courier services in Indonesia established in 2013, stated that during the pandemic, the impact on the company that participated experienced increased sales of 15% in 2020. To compete with other expeditions, TIKI also provided a special discount for morning customers to compete with other expedition services (Taufiq, 2021).

Price and service competition among shipping companies is getting tougher because apart from being filled with domestic shipping companies, there are now many local shipping companies that serve specific areas, especially in the Greater Bandung area, such as Pixbox, Ahsan, Paxel, Tiketux, Sicepat, Ninjas and many more. Each expedition competes to provide the convenience of service between courier services and various competitive price offers, so the public is given various options for the sales process or delivery of goods with various expeditions that are ready to serve and provide special discount prices for consumers.

Pixbox is one of the local shipping companies that has also enlivened the courier service business in Greater Bandung. Amid the fierce competition for courier services, it has not stopped Pixbox's spirit from continuing to stand and take advantage of such a vast business opportunity during this pandemic by providing services through accessible pick-up facilities, exceptional discounts with excellent service, and can be sent to all areas of Greater Bandung.

As a company that has only been established since March 3, 2021, Pixbox has made efforts to introduce its company so that its existence is recognized and recognized, which is better known as brand awareness, which is the ability of consumers to identify brands under different conditions, as reflected by introduction brand they or performance remembrance (Kotler & Keller, 2016).

With brand awareness, consumers or potential consumers will only know a brand if they provide a detailed explanation of a particular product. Therefore, there are four levels of Brand Awareness, according to Aaker. Namely, first unaware of a brand, the level of needing to be aware of the brand is the lowest. Secondly, brand recognition is the level of recall with assistance, the third level of brand recall is brand recall without assistance, and the fourth is top of minds as the highest Brand Awareness of various brands that exist in the minds of consumers because the brand first appears in mind at the time of brand recognition by consumers (Susanto & Sari, 2020).

To create brand awareness, Pixbox relies on the concept of digital marketing in marketing its products through a content creator team trying to create content about various programs and services by utilizing social media, especially Instagram and Whatsapp, on a regular and regular basis to be disseminated to the public. A content creator is a person or group with the ideas and creativity to create audio-visual content to be disseminated on social media to attract attention and impact social life (Effion, nd).

Content marketing is a significant step for content creators to prepare so that the message conveyed has value in customers' eyes (Salim & Rosdian, 2022). Content is the primary key to digital marketing that determines the success of business marketing because it can bring in a lot of visitors (traffic) (Muljono, 2018). In this case, content marketing as a marketing activity seeks to improve product branding through the creation of exciting content on social media so that a brand can be more widely known (Saraswati & Hastasari, 2020).

As with the creation or production of content on television, the production stages must ideally be carried out sequentially, starting from the pre-production, production, and post-production stages. In the first stage, it has strived to be completely perfect and planned before proceeding to the next stage. The production stages can be carried out outside the live broadcasts (Fachrudin, 2014).

As part of marketing activities to create content that has value for the audience, Pixbox's content creator team will try to prepare the steps for content creation, starting from the planning stage, the production stage, to the content evaluation stage by seeing how the created content can generate awareness, knowledge, and changes in consumer behavior.

To get information and education about the products being marketed, consumers prefer contemporary entertaining content, especially for consumers at the age level of teenagers to adults in general. It is because they are more aware of the presence of content with the theme of contemporary entertainment. Usually, the audience will frequently fill the homepage on Instagram with various supportive comments (Mayangsari & Salim, 2021). Research is needed for the team

to create content that can always interest the audience, either for consumers or potential consumers.

In dealing with these problems, the researcher wanted to describe how the Pixbox marketing team can create content that attracts public attention through social media under “The Creation of Digital Online Content in Shaping Pixbox Brand Awareness.”

METHOD

This research uses a qualitative approach described descriptively. The qualitative method examines a natural condition, the researcher is the key instrument, the data collection technique is triangulated or combined, the analysis is inductive, and the results prioritize meaning (Sugiyono, 2013).

This descriptive study attempts to interpret different research data by describing a particular message or text in detail. This method describes the aspects and characteristics of a message (Giantika, 2019, p. 6). Using the descriptive method means that the researcher analyzes the data collected in words, pictures, and not numbers (Akhmad, 2015). The data may come from interview scripts, field notes, photos, video tapes, personal documents, notes, memos, and other official documents.

The sample of this study was selected using purposive sampling, which means that the selection of subjects was based on the researcher’s consideration that the subjects themselves have the authority and competency to give the information or data as expected by the researcher (Suprayogo & Tobroni, 2001). Therefore, the subjects are selected based on specific criteria and the research’s purpose.

The subject of this research is the Pixbox marketing content creator team interviewing the creator content team leader or marketing manager, as the main person in charge of Pixbox marketing creator content activities on social media and the owner of the Pixbox courier service company who digitally provides an overview of the company’s goals in implementing marketing activities in the community. Therefore, the data source used in this study was primary data with purposive techniques: an interview with the Pixbox Marketing Creator Content team and the Owner of CV Pixbox Logistik Indonesia. Besides the primary data, it was also obtained from secondary data, which is information on Instagram and private chats, specifically through Whatsapp Pixbox conducted by the marketing team with consumers.

The results of this study were then analyzed qualitatively from the data that had been obtained, then collected, and classified. After that, it is analyzed qualitatively by referring to the framework of thought presented to provide a clear picture of the phenomenon under study. Meanwhile, Miles and Huberman stated that activities in qualitative data analysis are carried out interactively and continue until they are completed so that the data is saturated. Data analysis activities include reduction, display, and conclusion drawing/verification (Kuswarno, 2013).

FINDINGS AND DISCUSSION

Pixbox is an expedition company that operates pick-up and drop-off services in Bandung, focusing on services for the greater Bandung area, such as Bandung City, West Bandung Regency, Bandung Regency, and Cimahi City.

Pixbox has products/services with specific terms and conditions, with Same Day Delivery, Regular Delivery, Cash on Delivery, and Hani Play (Today Pick-Up) systems. Through a variety of superior products that Pixbox has as a new company, it tries to convince customers with information, education, and entertainment packaged in exciting content. Content created by the team at the company must be made in a more creative form, not only about the theme that must attract attention, but also requires skills in linking the content created indirectly to the company or even the brand of a product that is the target market, content adjustment too must be adapted on multiple platforms. As with mobile marketing content, it must be concise, solid, and straightforward. An effective content creation strategy will attract more consumers and increase interest in the information presented. With the pandemic, the usage and time spent using mobile phones and digital devices have dramatically increased, so content creation is a golden opportunity as a digital marketing approach (Astari, 2021).

Pixbox also relies on the concept of Marketing in marketing products online or via the Internet. According to Muljono, the Internet is an unstoppable marketing medium, from multinational to micro companies competing to get customers through the Internet. Therefore digital marketing has become the new prima donna in the marketing world (Muljono, 2018; Salim et al., 2021).

Marketing is the spearhead for a company, the success of a company is primarily determined by how marketing succeeds in reaching as many consumers as possible. *Marketing communication* is a means used in marketing activities to inform, persuade, and remind consumers, either directly or indirectly, about products and brands sold to consumers (Kotler & Keller, 2016). Marketing communication seeks to market products by conveying information, educating consumers, and continuously in various communication efforts to achieve sales goals (Goma et al., 2022). In conducting marketing communications, Pixbox’s promotional efforts are carried out online, or it is said to be digital marketing. According to Kotler (Wiwesa, Pramulia, & Setiawati, 2022), digital marketing has many advantages because marketers can easily

convey information about a particular product directly through online media to prospective buyers so that it can reach the market more efficiently, cheaply, and quickly, and precisely.

The most reliable role of digital marketing is using the latest digital technology, namely marketing through online media. Digital marketing is more responsible than traditional marketing, where digital marketing focuses on getting results, while conventional marketing focuses on initiating customer interactions (Monica & Darma, 2022).

To achieve digital marketing, it takes the efforts of the Pixbox creative team to create exciting content. The researcher summarizes three stages of creating digital marketing content: the pre-production stage as the planning stage, the production stage as the content creation and publishing stage, and the post-production stage as the content evaluation stage.

A. Pre-Production Stage / Pixbox Content Creation Planning Stages

A content planning stage is needed to create content that can build audience awareness. It can also be called pre-production, which prepares the initial steps for determining content in terms of the platform. Social media used. The content planning stage it can, also called pre-production, is a determinant of success in creating digital content. It will only be perfect for creating content if prepared in advance.

According to Noor, in planning, many things are very complex, there are many unexpected needs, and it is not uncommon when organized by the organization, many things are very rarely known by the organizers in a clear and general way so that excellent planning is needed (Noor, 2017).

In planning, there is a manager's effort to determine what goals and activities will be carried out as a decision-making step, as a process of determining how to solve a problem. Therefore, there are planning elements, namely, the identification of critical problems, the orientation of top management, the determination of organizational plans, and a review of plans made (Riinawati, 2019).

In planning, it must be able to achieve a goal. Then planning must cover all activities, then also take into account how the resources are needed, therefore in planning must contain elements of 5W + 1 H, namely, What about what to do, Why will ask why the activity must be carried out is usually related to benefits, then Where relates to where or the location of the activity is carried out When relates to when the activity is carried out, Who is about who will carry out the work, and How is about how or procedures for carrying out the work. the (Taufiqurokhman, 2008).

At this planning stage, the Pixbox creator content team discusses the purpose of the content or Goal Setting by determining the Audience, the social media platform used, the form of content either Photo Slide, Poster or Video, Theme, Title, Thumbnail, Manuscript, Budget, Hardware tool / Software, Content Creation Location, and Property, then the content creator team decides job description Pixbox creator content team consisting of the Creator Team Leader, Content Formulator, Content Writer, Designer, Video Maker, Editor, Admin, Talent, and so forth.

At the initial stage, the Pixbox creator content team has already decided who the target audience for their content creations will be based on Pixbox's marketing targets, which are aimed at young MSME entrepreneurs aged 30-45 years. Even though the use of Instagram is dominated mainly by teenagers, even based on statistical data, even adults, especially young entrepreneurs at the age of 30-45 years, are no less active users of social media, so the packaging and content will adjust to the behavior and level of attention of young entrepreneurs towards social media, which has just been disseminated through social media Instagram and Whatsapp.

Pixbox has yet to target other social media because its target consumers are young entrepreneurs who mostly use Whatsapp social media. However, Instagram itself is used as the company's home online or as a place to collect content created by the Pixbox creator content team as well as a two-way communication facility between Pixbox with customers through the comment facility on every post and inbox available on the Instagram feature and also as a means of publishing content that can reach various groups, both teenagers and adults.

Next, in determining the content theme, the Pixbox creator content team formulates what content will be created and published on social media by researching content on various media conventionally and through social media or posts from large channels. The number of followers, as well as by observing what content is trending or viral on social media, then the team looks for ways to modify the content to become Pixbox's trademark.

We can take a good form of theme in content from the view of Wilbur Schramm in "the condition of Success in Communication," namely there are four conditions that must be met if you want a message to be able to attract the attention of the audience, namely the message must be prepared and designed in such a way to attract attention. The message must use symbols that lead to the same experience between the communicator and the communicant, the message must be able to arouse the need communicant and suggest several ways to obtain these needs, the last message must be able to advise the audience on ways to obtain appropriate needs for the group situation in which the communicant is at the time he is moved to provide the desired response (Irma, 2013).

From the results of this research, the Pixbox creator content team can determine whether the content is in the form of Posters, Photo Slides, or Videos, then what is the content theme, Title, Thumbnails, Manuscript, property, video production, and editing tools, as well as determining the location of creation, so that in the end it can be determined. The budget must be spent to create content with a minimum target cost but maximum results.

A plan in every content creation requires good preparation. Therefore the content creator team should seriously prepare everything carefully and in detail. Efforts in research are essential to carry out by reviewing various marketing contents from other marketing channels to consider whether the content issued by Pixbox has been able to match or even compete with other viral content.

B. Production Stage / Content Serving Strategy

In the pre-production stage, the Pixbox creator content team has determined that the target audience is based on Pixbox's marketing target, which is aimed at young entrepreneurs with an age range of 30-45 years, so at the production stage, social media will be determined according to the segment, where Pixbox itself has just determined that the social media that are the target of content dissemination are Instagram and Whatsapp by way of a private line directly targeting customers, the reason for choosing this media is because analytically it has a suitable segmentation followed by young entrepreneurs engaged in the MSME sector.

After careful planning, Pixbox's content creator team will usually immediately execute content creation with the concept and team that has been prepared. The content creation process strives to use adequate property and budget but get the maximum possible results. The content that is created is usually straightforward but has high appeal, adapted to content that is being hit or viral on social media, or also content can be created without seeing virality but has benefits for consumers over information that is usually informative, educational, entertaining, and persuasive.

The content viewing strategy from Pixbox itself is constantly uploading posts on Instagram and Whatsapp social media by actively posting content on reels and Instastory, regularly posting video reels at least twice a week, posting Instagram feeds, and posting Insta stories. Then the team tries to put SEO (Search) Engine Optimization) by creating a title currently being discussed, which will help our title to be in the ranks of titles that are being sought by many audiences.

Instagram viewing time is usually when users actively use social media, such as 10:00 to 15:00 WIB. However, for WhatsApp, the team takes advantage of the time at night so that consumers who have the intention of placing an order in the morning can get ready to place an order in the morning, where reels are instantly promoted through the Pixbox admin WA status which has +/- 1500 contact numbers, by blasting or answering the consumer's WA number directly, so that information on other media can be communicated.

Content delivery strategy during content production can be related to AIDA theory (Attention, Interest, Desire, Attention, and Action). The AIDA approach is oriented to consumers' reactions to marketing steps prepared by the marketing team. Marketers will formulate digital marketing communication steps based on these reactions or responses. Decisions to take creative and innovative steps must continue because consumer patterns often change, making it difficult for marketers to predict. The AIDA model can explain efforts in product introduction, creating interest in products that cause a desire to buy products. Ultimately, consumers are expected to decide to buy these products (Muntazah & Andhikasari, 2021).

The AIDA theory is a marketing strategy that can help identify the cognitive stages of audiences or consumers when deciding whether to purchase a product or service (Muntazah & Andhikasari, 2021). The components of AIDA are described as follows: (1) *Attention* is the stage of seeking consumer attention, where the company seeks to make consumers aware of the existence of the company's products/services. This stage is the initial stage of providing awareness of the existence of a product around it. This stage can use influencers on social media or conventional advertising such as radio or television to provide information or education; (2) *Interest* is where a person becomes interested in knowing more about a product, its advantages, and benefits, and whether it meets their needs. At this stage, a person begins to be active in his awareness, then considers the product's advantages. The content creator team can create attraction by highlighting a product packaged in social media content; (3) *Desire* is the stage of growing one's desire or desire. In this stage, consumers will have an attitude towards a product they really like and even need. The content creator team strives to create content that matches consumer needs, creating confidence to use the product compared to other products; (4) *Action* is the final stage of someone looking for and buying the product. In other words, this is the stage where consumers decide to use or buy a product. This stage will determine whether someone will be a customer temporarily or permanently. Maintaining product quality and proving promises according to promotions is essential. The last stage will prove whether or not the previous three stages are successful.

At the Attention stage, the Pixbox content creator team tries to create content that can attract the audience's Attention by pursuing informative, educative, entertaining, and persuasive themes. Below is an example of informative poster content stored on IG's Insta story. According to Elmo Lewis, an expert in advertising and marketing, Attention is the stage of raising awareness by seeking consumer attention, where the company seeks to make consumers aware of the

existence of the company’s products/services (Poetra & Christantyawati, 2017).



Figure 1. Informative Content on Pixbox’s Instastory

Interest stage, the Pixbox creator content team tries to make the initial attention of customers become a unique attraction for the content they participate in because of the value through unique programs that are highlighted from the content as well as the Pixbox brand, such as Pixbox itself has a product/service with the Same Day Delivery system. Regular Delivery, Cash on Delivery, and Hani Play (Today’s Pick-up), the content can be packaged with a unique, highlighted attraction. Below are examples of entertaining video reel content stored on IG reels.

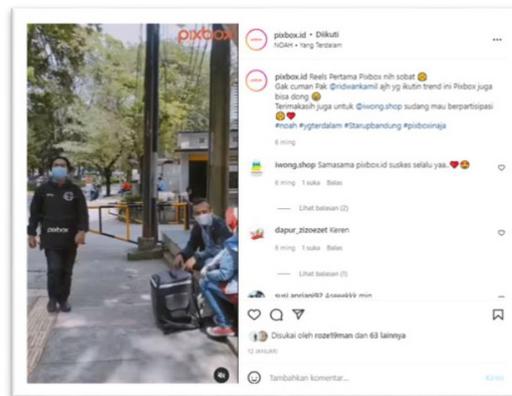


Figure 2. Entertainment Video Content on Reels IG Pixbox

Desire stage, how are Pixbox’s efforts to grow desires based on the basic needs of customers through the content delivered not only conveying various Pixbox products and services but in other content on Pixbox also conveying information about tips and tricks that can trigger customer attention to information. Delivery can meet all their needs. Below is an example of educational content stored in an IG post.



Figure 3. Educational Content on Pixbox Instagram Posts

The action stage is the action of the audience to enjoy regular and continuous content shows and then want to buy the product. Consistently creating and delivering content can lead to audience engagement or engagement with the channels they follow (Permana, 2019). At this stage, it will determine whether someone is a temporary or permanent customer of Pixbox. Maintaining product quality and proving promises according to the content in the promotion is

essential. Below is an example of persuasive content saved in an IG post.



Figure 4. Persuasive Content on Pixbox Instagram Posts

At this production stage, the content creator team needs to pay attention to how well-prepared they are at the planning stage, with the existing resources starting from Man, Money, Machine, Method, and Material. The content creator team, then, will efficiently execute the production stages they go through.

The Man stage itself means how human resources determine who the talent is, as well as the content production crew. Money is also significant because capital is needed for production to buy the property needed, accommodation costs, talent costs, and the rest. The machine must also be prepared when the crew needs tools, such as a DLSR camera or an Android smartphone. It must be prepared to the best of its ability. Then, the material is related to the material or concept of the theme or purpose of content creation which must have been agreed upon in the early stages of pre-production.

C. Post-Production Stage / Evaluation Stage

The post-production stage is the evaluation stage of the results of content creation that has been created and published on social media to be able to create a significant effect on changes in customer behavior, ranging from getting information, entertainment, and education to being persuasive to customers which can lead to behavioral changes on exposure, content on social media by becoming a regular customer of Pixbox.

Evaluation of content creation by the Pixbox content creator team can be reviewed through SWOT Analysis (strengths, weaknesses, opportunities, and threats). Overall evaluation of the weaknesses, strengths, challenges, and threats as an effort to observe the external environment with the internal environment (Yulianti, Farida & Lamsah, 2019)

Strengths/advantages of the creation of Pixbox content creators are content containing information about Pixbox products and services, knowledge about tips and tricks, and entertainment that is more touching to customers' hearts with music or parody content that is usually presented. The content can also be persuasive by distributing quizzes with prizes, discounts and various vouchers that Pixbox usually provides, and content in the form of posters, photo slides, and short videos, while minimizing the budget but still achieving maximum results.

Weaknesses in the analysis of Pixbox's content creator team admit that they have several shortcomings in their content creation efforts, such as lack of funding or budget. Of course, they can only produce modest content and have yet to be able to create content with the quality of professional supporting tools. They deal with this by prioritizing the quality of the content that can captivate the audience. Other shortcomings are also acknowledged that Pixbox still needs more professional staff in the field of videographers, and the social media users are still limited to Instagram and Whatsapp. Even though Pixbox already has its website, visitor traffic is still dominated by Instagram and Whatsapp.

Opportunities in the analysis of the content creator team Pixbox believes Pixbox has many opportunities for the results of its content creation, where since the last three months, the Instagram Channel has experienced the highest increase in the number of viewers, reaching 3,906 in Noah's music video reels with the title "The Affordable," this is following with the aim of Pixbox as a courier service company that can reach consumers throughout Greater Bandung.

The increase in the number of viewers has impacted increasing the number of followers /followers on Instagram, which was previously less followed by several viewers, but with the intensity of viewing content and occasionally making videos that follow trends on social media. Finally, the number of followers has increased significantly from reaching 740 Followers through this method, organic or natural, followed by the audience.

Threats, Pixbox's content creator team believes there is a threat in the sense that there is competitor content that is no less interesting and has more likes & viewers than other competitor courier service companies' channels that are similar in creating their content, aiming to win the sympathy of the audience so they can buy their products. It is not an obstacle for Pixbox's content creator team to continue to explore the best content creation.

The achievement of content creation in social media, especially on Instagram and WhatsApp, has an impact on increasing brand awareness Pixbox customers, especially their target market, young entrepreneurs, began to know a lot about service products from Pixbox and eventually became Pixbox regular customers, so that initially Pixbox received orders of around 50 orders/day for three months of digital marketing content being empowered, the number has also increased. Courier service orders to 100-150 orders/day.

Brands are an inseparable part of differentiating companies from other products. Consumers' knowledge of certain brands accelerates in deciding the buying process. Brands can increase consumers' confidence, so they have a favorable impression or image and can make them loyal customers (Chandra & Sari, 2022).

According to Kotler & Keller, brand awareness can be seen from the ability of consumers to recognize or remember brands quite accurately when making purchases. Brand awareness is very dependent on the brand's strength in consumer memory. The ability of consumers to identify brands in various situations is a measure of knowing customer brand awareness. When brand awareness increases, the brand can be considered more, and processed further, so in the end, it can be decided to buy. Brand awareness can affect the development and strength of associations to form a brand image consisting of brand awareness and memory performance (Kotler & Keller, 2016).

The content creator team is trying to evaluate content by paying attention to internal and external factors. Internal factors mean paying attention to the advantages and disadvantages of content production. In contrast, external factors mean looking at the opportunities and threats obtained from content production results. The content creator team, on internal factors, can pay attention to the advantages and disadvantages of content production through the response and number of viewers on Instagram, or it can also be reviewed through traffic which can be seen from its analytical data,

External factors by looking at opportunities through analytical data from Instagram show a positive response to every shared content, making Pixbox better known as a local courier service in Bandung. In contrast, behind the opportunities, there must be threats from other local courier service competitors through content more directed to an invitation to use other courier services through price competition and services wrapped in exciting content. That is why Pixbox should be even more creative by continuing to explore content to remain more attractive and create a deep impression for every viewer.

In the post-production stage, it is known that the achievement of content creation on social media, especially Instagram and Whatsapp, has an impact on increasing brand awareness of Pixbox customers, which is targeted at young entrepreneurs by knowing products and services from Pixbox and eventually becoming regular customers, and impact on the increase in the number of orders for courier services to be larger than usual.

CONCLUSION

Pixbox is an expedition company engaged in delivering goods or logistics services. In creating exciting content, the Pixbox content creator team does it in three stages of digital marketing content creation; (1) the pre-production stage as the planning stage; (2) the production stage as the stage of content creation as well as publishing; (3) the post-production stage as the content evaluation stage.

Achieving the results of content creation on social media, especially Instagram and Whatsapp, turned out to have an impact on increasing brand awareness of Pixbox customers, which was targeted at young entrepreneurs by recognizing products and services from Pixbox until they eventually became regular customers of Pixbox, and had an impact on increasing the number of orders for courier services.

Marketing is the spearhead of a company. Therefore, well-managed digital marketing communications through brand or customer brand awareness will help companies increase sales.

As a suggestion from us, the creation of marketing content carried out by Pixbox can be even better. A more structured and planned pre-production stage is needed through ideas that can be created in creations that are more attractive to consumers based on acceptable uniqueness. In the community, further research is needed to know the general taste of the market. Next, in the production stage, Pixbox should start exploring other social media platforms such as Facebook, Tiktok, and Youtube, known to have the most significant number of social media users in Indonesia. Furthermore, lastly, the most important thing for the Pixbox content creator team is to never go through the evaluation stage of each of their content creation results, especially by observing the audience's awareness of the content they publish, because through the evaluation stage, the creation of new, better content can be produced.

Pixbox is an expedition company that is engaged in the delivery of goods or logistics. In creating exciting content, the Pixbox content creator team does it in three stages digital marketing content creation, they are the pre-production stage, the production stage, and the post-production stage.

In the pre-production stage, the content creator team tries to plan the content to produce by thinking about how the content goals by determining the audience, the social media platform used, the form of content, either Photo Slides, Posters or Videos, Themes, Titles, Thumbnails, Manuscripts, Budget, Hardware/Software tools, Content Creation Locations, and

Properties, then the content creator team determines the job description of the Pixbox creator content team consisting of the Creator Team Leader, Content Formulator, Content Writer, Designer, Video Maker, Editor, Admin, Talents, and the rest.

The production stage is the stage of the content creation strategy and publication. The content creation process has strived to use adequate property and budget yet get the maximum possible results. The content created is usually straightforward but has high appeal, adapted to content currently viral or without seeing virality but has benefits for consumers that are informative, educational, entertaining, and persuasive. The content serving strategy from Pixbox itself is constantly uploading social media posts, posting video reels at least twice a week, posting Instagram feeds, and posting stories. Then the team tries to put SEO (Search Engine Optimization) by creating a title that is being discussed. That will help our titles become in the ranks of titles that are being sought by audiences with Instagram viewing time when users are actively using social media.

The post-production stage is the content evaluation stage. The achievement of the results of content creation on social media, especially Instagram and Whatsapp, turns out to have an impact on increasing brand awareness/brand awareness of Pixbox customers, which is targeted at young entrepreneurs by knowing products and services from Pixbox so that they eventually become regular customers of Pixbox.

Digital Content Creation by the content creator marketing team can grow the brand awareness of Pixbox customers by realizing the benefits and advantages of the products they use. In the end, it can help companies increase their sales.

In this case, the author would like to thank the company CV Pixbox Logistik Indonesia, which is led by Sukma W Saputra, the owner of the company, and also marketing manager Riki Rosman who has given the author time and opportunity to research digital marketing activities, with full attention and openness.

As a suggestion from us, the creation of marketing content carried out by Pixbox can be even better. A more structured and planned pre-production stage is needed through ideas that can be created in more gorgeous creations for consumers. Based on undoubtedly acceptable uniqueness in the community, further research is needed to know the market's general taste. Next, in the production stage, Pixbox should start exploring other social media platforms such as Facebook, Tiktok, and Youtube, known to have the most significant number of social media users in Indonesia. Furthermore, lastly, the most important for the Pixbox content creator team to never go through the evaluation stage of each content creation result, especially by observing the audience's awareness of the content it publishes, because through the evaluation stage, the creation of new, better content can be generated.

ACKNOWLEDGMENT

The authors would like to thank the company CV. Pixbox Logistik Indonesia, led by Sukma W Saputra as the company's owner. We also would like to thank the marketing manager, Riki Rosman, who has given the author time and opportunity to research digital marketing activities attentively and openly.

REFERENCES

- [1] Akhmad, K. A. (2015). Pemanfaatan Media Sosial bagi Pengembangan Pemasaran UMKM (Studi Deskriptif Kualitatif pada Diistro di Kota Surakarta). *Duta.Com*, 9(1), 43–54. <https://ojs.uadb.ac.id/index.php/dutacom/article/view/537>
- [2] Astari, N. (2021). Digital Marketing Trends in Indonesia During the COVID-19 Pandemic.pdf. *CHANNEL: Jurnal Komunikasi*, 9(2), 125–134. <http://dx.doi.org/10.12928/channel.v9i2.20836>
- [3] Bayu, D. J. (2020). Survei MarkPlus: Frekuensi Penggunaan Jasa Kurir Meningkatkan saat Pandemi. Retrieved from <https://databoks.katadata.co.id/datapublish/2020/10/22/survei-markplus-frekuensi-penggunaan-jasa-kurir-meningkat-saat-pandemi>
- [4] Chandra, S. V., & Sari, W. P. (2022). Analisis Komunikasi Pemasaran dalam Pengembangan Brand Melalui Perspektif Teori AIDA (Studi Kasus Hotel Harper Cikarang). *Kiwari*, 1(2), 370–376. <http://dx.doi.org/10.24912/ki.v1i1.15714>
- [5] Effion. (n.d.). *Panduan Sukses Menjadi Content Creator*. Retrieved from <https://creatorcamp.id/ebook/>
- [6] Fachrudin, A. (2014). *Dasar-Dasar Produksi Televisi* (2nd ed.). Jakarta: Kencana Prenada Media Group. ISBN 978-602-9413-51-9
- [7] Giantika, G. G. (2019). Pemanfaatan Blog Pribadi Di Instagram Sebagai Media Komunikasi Parenting (Studi Deskriptif Kualitatif Akun Instagram @annisa8). *Komunikasi: Jurnal Komunikasi*. 10(1), 1–9. <https://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/view/4707>
- [8] Graha Nurdian (2022). Data E-commerce Indonesia 2022 (2 Tahun Pandemi). Retrieved from <https://grahanurdian.com/data-e-commerce-indonesia-2022/>
- [9] Goma, N.S., Salim, M., Marta, R. F. (2022). Strategi Komunikasi Pemasaran Paguyuban Batik Tulis Giriloyo

- Menghadapi Pandemi Covid-19. *Komunikasiana: Journal of Communication Studies* 4(1). <http://dx.doi.org/10.24014/kjcs.v4i1.17963>
- [10] Irma, A. (2013). Komunikasi Tradisional Efektif Ditinjau dari Aspek Komponen. *Jurnal Al Bayan*. 19(27), 21–40. <http://jurnal.ar-raniry.ac.id/index.php/bayan/article/view/95>
- [11] Kotler & Keller. (2016). *Marketing Management (Global Edition) 15th Edition*. Pearson Prentice Hall, Inc. ISBN: 9780133856460
- [12] Kuswarno, E. (2013). *Metode Penelitian Komunikasi: Fenomenologi*. Bandung: Widjaya Padjajaran.
- [13] Kominfo (2016). Jasa Logistik Melesat di Era e-Commerce. Retrieved from https://www.kominfo.go.id/index.php/content/detail/6707/Jasa+Logistik+Melesat+di+Era+e-Commerce+/0/sorotan_media
- [14] Mayangsari, D., & Salim, M. (2021). The Effectiveness of University Instagram Account as Information Media for Students. 3rd Jogjakarta Communication Conference (JCC 2021). <https://doi.org/10.2991/assehr.k.211121.040>
- [15] Monica, P. D., & Darma, G. S. (2022). Digital Marketing Strategy for Balinese Handicrafts Facing the Metaverse Era. *Channel Jurnal Komunikasi*, 10(1), 73–84. Retrieved from doi: <http://dx.doi.org/10.12928/channel.v10i1.23747> %7C E: channel@comm.uad.ac.id
- [16] Muljono, R. K. (2018). *Digital Marketing Concept Penggunaan Konsep Dasar Digital Marketing untuk Membuat Perubahan Besar (1st ed.)*. Jakarta: PT Gramedia Pustaka Utama. ISBN: 9786020618319
- [17] Muntazah, A., & Andhikasari, R. (2021). AIDA Dalam Digital Marketing Communication Lembaga Amil Zakat Nasional Dompot Dhuafa. *Jurnal AKBAR JUARA*, 6(4), 73–83. <http://akrabjuara.com/index.php/akrabjuara/article/view/1611>
- [18] Noor, A. (2017). *Manajemen Event*. Bandung: Alfabeta. ISBN: 978-602-8361-11-8
- [19] Permana, A. B. (2019). *Cepat Mahir Menjadi Youtuber & Content Creator*. Yogyakarta: Andi Offset. ISBN: 9786230102462
- [20] Poetra, R. R., & Christiandyawati, N. (2017). Model AIDA: Pola Penggunaan Media Sosial dalam Meningkatkan Kepuasan Penjualan di Toko Online Goldies Hijab. *Jurnal Komunikasi Profesional*, 1(1), 22–36. <https://doi.org/10.25139/jkp.v1i1.170>
- [21] Riinawati. (2019). Pengantar Teori Manajemen Komunikasi Dan Organisasi. Retrieved from <https://docplayer.info/215808859-Pengantar-teori-manajemen-komunikasi-dan-organisasi-dr-riinawati-m-pd.html>
- [22] Salim, M., Utami, F. U., Bramantyo, H. (2021). Digital Media-Based Nutrition Health Communication Model. 3rd Jogjakarta Communication Conference (JCC 2021). 247-251. <https://www.atlantispress.com/proceedings/jcc-21/125964693>
- [23] Salim, M., Rosdian, E.D.S. (2022). Digital Marketing Communication to Increase CRSL Store Brand Awareness. *Medium*. 9(2). 242-262 [https://doi.org/10.25299/medium.2021.vol9\(2\).8800](https://doi.org/10.25299/medium.2021.vol9(2).8800)
- [24] Saraswati, D. (2017). Strategi Komunikasi Pemasaran Online Produk Busana Muslim Queenova. *Jurnal Visi Komunikasi*, 16 (01), 71–90. <https://dx.doi.org/10.22441/visikom.v16i1.1645>
- [25] Saraswati, D. A., & Hastasari, C. (2020). Strategi Digital Content Marketing pada Akun Media Sosial Instagram Mojok.co Dalam Mempertahankan Brand Engagement. *Biokultur*, 9(2), 152. <https://doi.org/10.20473/bk.v9i2.22980>
- [26] Sugiyono, P. D. (2013). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta. ISBN: 979-8433-64-0
- [27] Suprayogo, I., & Tobroni. (2001). *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya. ISBN 979-692-141-3
- [28] Susanto, & Sari, A. (2020). Strategi Komunikasi Pemasaran Jam Tangan Matoa dalam Meningkatkan Brand Awareness. *SOURCE: Jurnal Ilmu Komunikasi*. 6(1). <https://doi.org/10.35308/source.v6i1.1540>
- [29] Taufiq, F. N. (2021). Laporan Akhir Studi Magang Kantor Cabang Utama Tiki Yogyakarta (PT. Abadi Exspress). <http://repository.stieykpn.ac.id/1839/>
- [30] Taufiqurokhman. (2008). *Konsep dan Kajian Ilmu Perencanaan (1st ed.)*. Fakultas Ilmu Sosial dan Ilmu Politik Universitas Prof. Dr. Moestopo Beragama.
- [31] Wiwesa, N. R., Pramulia, D., & Setiawati, R. (2022). Strategi Komunikasi Pemasaran Kedai Kopi dalam Meningkatkan Kesadaran Merek melalui Instagram (Studi Kasus Salah Satu Kedai Kopi di Depok Jawa Barat). *Administrasi Bisnis Terapan*, 4(2), 108–127. <https://doi.org/10.7454/jabt.v4i2.246>
- [32] Yulianti, F., Farida & Lamsah. (2019). *Buku Manajemen Pemasaran*. Deepublish Publisher. ISBN: 978-623-02-0446-3 <http://eprints.uniska-bjm.ac.id/id/eprint/3895>
- [33] Yuliana, L., Wijanarko, A. A., Raharjo, A. M., Harnanah, S., Firdiana, M., & Paramadina, U. (2022). Peranan Influencer dalam Meningkatkan Penjualan Produk selama Kondisi Pandemi. 6(1), 75–88. <https://doi.org/10.24123/jbt.v6i1.4874>