

CHAPTER 1

INTRODUCTION

I.1 Background

In this modern era, technology is developing very rapidly. This development is used by humans to facilitate their daily activities - the ease that is obtained by humans through technology causes technology not only complements their life quality but became a necessity for their daily life. One of the examples is the development of communication tools. Humans initially communicate directly without using intermediary media and with that circumstance they are limited by distance. Because of the development in technology now humans can communicate through smartphones using the internet without being limited by time and distance. Smartphone definition by Oxford Dictionary is “a mobile phone that performs many of the functions of the computer, typically having a touchscreen interface, internet access, and an operating system capable of downloading application.” With smartphones and the internet, people can communicate through social media, voice calls, video calls, and so on while connected to the internet. The internet itself comes from the word “interconnection networking.”

Duncan in his book *Principles of Advertising & IMC* (2005) said there is no media that can rival the internet in terms of growing number of users. In

Indonesia, most of the millennial generation has started to switch from offline or traditional purchases to online purchases; with the definition of millennial is a generation of people that were born from 1983 until 1998. In the presence of the internet, people tend to prefer things that are easier to obtain.

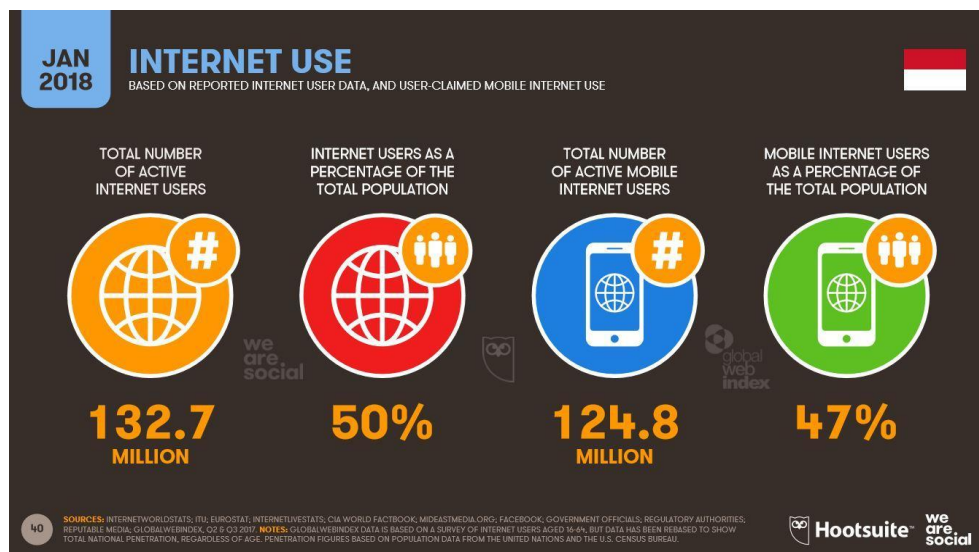


Figure 1. 1 Data Indonesian Internet Use January 2018
 Source: wearesocial.com

In January 2018 according to data from we are social published by hootsuite the intern learn that 50% of Indonesian citizens are active on social media. With the total population of 264 million, that means around 132 million of Indonesians are active on social media.

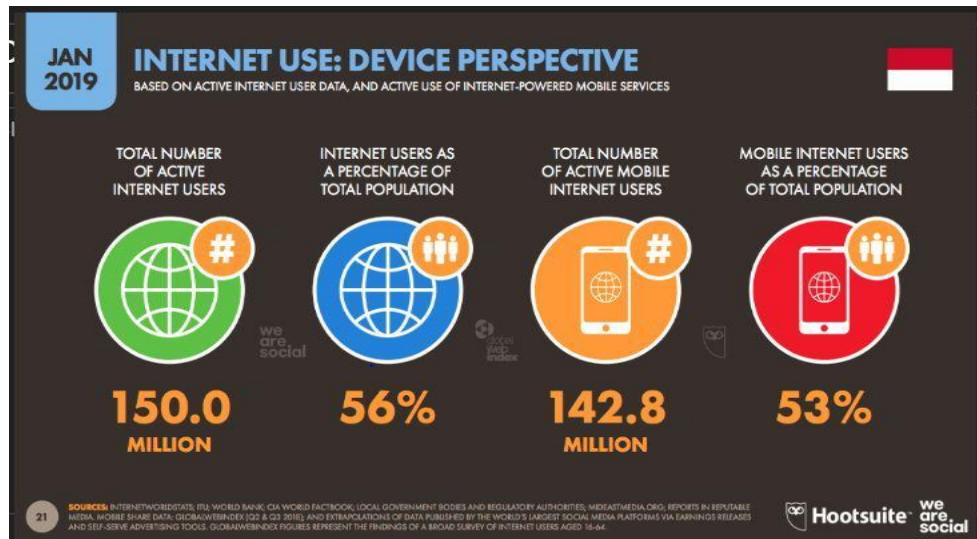


Figure 1. 2 Data Indonesian Internet Use January 2019
 Source: wearesocial.com

In January 2019 according to data from we are social published by Hootsuite there are 56% of Indonesian citizens are active social media users. Increased by 6% just in the past year, which approximately means an additional 17.3 million people as social media active user in Indonesia alone. This data is in accordance with what Duncan said with the voluminous amount of internet users and how it will continue to increase. Learning from how people are getting more aware of social media and internet a lot of business owners see it as a chance to market their product.

Because of the large number of social media users in Indonesia, social media is one effective way marketers can market their products. Now almost all marketers from various segments use social media to market their products, ranging from personal interests such as celebgrams, ministries, to large companies like Zara, Nike, Adidas and many more.

The importance of conducting a proper social media marketing campaign is asserted in many real cases in history. One great example of this is a social media campaign by Snapchat which includes an ad in a form of a “Would You Rather” game (Bullock, 2018). Snapchat initially intended this to be an engaging social media marketing content, however, this seemingly simple strategy causes a huge backlash on Snapchat due to its inappropriate content. Moreover, this company blunder cost Snapchat in total \$650 million loss, and makes it rather abandoned by its user.

Content creation has become the key of a successful online marketing campaign and the most important tool of the digital marketing. Marketing through social media must be done properly in order to benefit the marketer and prevent losses. Therefore, in the selection of the use of social media, social media management and social media content creation must be in accordance with theories about existing social media marketing, one of which is content marketing. Content marketing is very important when doing social media marketing so that what the company wants to convey may be delivered, remembered and liked by the target market. Visual content are the best content to engage audiences in social media (Adobe Adobe Digital Index, The Social Intelligence Report)

In Indonesia, there are still few of social enterprise company, one of the first social enterprise company is PT Karya Dua Anyam, or Du’Anyam for short. A social enterprise or social business is defined as a business that has specific social objectives that serve its primary purpose. Social enterprises seek to maximize profits while maximizing benefits to society and the environment.

Du'Anyam is a social enterprise company that focuses on the welfare of women in rural areas around Indonesia, mainly in Flores and Papua. This company helps these women by selling their woven handmade arts into a larger market. From baskets to bags to other useful, daily objects in various collections. Starting from local market, now Du'Anyam has managed to sell their products into multinational markets such as: Singapore, Hong Kong, Japan, the US, and Belgium. This of course, introduces a part of Indonesian culture into international level. The company has proven to have brought many social impacts, not only to over a thousand weavers across fifty villages in Flores and Papua. The company also provides training to the women weavers and helps them to earn a living. Du'Anyam also distributed over a 100 school scholarships for students in need.

PT Karya Dua Anyam managed to expand from local market to global market within five years with the help of the right marketing tools and strategy: through social media marketing as one of the marketing strategies. This helps them promote their products. The company owns two social media accounts: Facebook as well as Instagram. According to the founders, the two social media has served different purposes for the company, in which Facebook serves as an online platform to place their events documentation and display the company value in a visual manner. Whereas Instagram is used more as a marketing tool: using visual and textual content to promote their products and highlight both the quality of their product and the quality of their company. The content for the two social media therefore will be different for serving each role. Based on this

context, this internship report will focus on their Instagram activity that mainly showcases their social media marketing rather than Facebook.

Social media posts with images or visual content are the best content to engage audiences in social media (Roope Jaakonmäki, Oliver Müller, Jan vom Brocke, 2017). Not only the choice of which one is the right social media to choose, but choosing the right content to share on social media is one of the keys to becoming a successful marketer and in getting the best engagements from their audiences.

In the internship period of five months, the intern was given responsibility as a Creative Content Intern at PT Karya Dua Anyam, who also work on social media content for PT Karya Dua Anyam's ranging from copywriting to creating and selecting photos or materials as well as videos. The intern hopes to learn about content creator job desk carried out by PT Karya Dua Anyam.

I.2 Purpose of the Internship

The objectives to be achieved by the author in the implementation of the internship are:

1. To learn the activities of content creator in PT Karya Dua Anyam's Instagram
2. To understand the role of content creator in PT Karya Dua Anyam

I.3 Scope and Limitation

In this occasion, the author was placed at Du'Anyam office as Creative Content Intern. The intern will work with Sales & E-Commerce Officer and Graphic Designer under Marketing Director of Du'Anyam. The author will cooperate with Graphic Design Intern and Freelance Copywriter Du'Anyam to do research on current trends that will be guidelines for content creating especially in social media, to increase Du'Anyam's exposure and Du'Anyam's traffic through online media by creating creative content. The intern has done product photo shoot that are used as promotion content, social media content or catalogue

I.4 Location and Time Internship

The location of PT Karya Dua Anyam which the author interned is located at Jl. Batu Jajar No 14, Citypark Business District City Blok D2 No 8- Jakarta Barat 11730 Jakarta Pusat, Indonesia.

The internship started from 5 August 2019 and ended on 20 December 2019. Operational working hours: Monday until Friday from 09.30 AM to 18.30 PM. (may differ if there are any other activities)



Figure 1. 3 Du'Anyam's Logo
Source: www.duanyam.com