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## **Experiment Social Media Marketing Strategy Kreator Pass**

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### **Abstract**

The newly developing Startup C business has difficulty being recognized by many people in the field of internet industry technology. As the times become more modern, businesses must be able to adapt to the latest technological information with businesses that are attractive today. Many newly developing businesses use social media platforms as a place to seek fame to increase the Brand Awareness of their businesses, such as using Instagram, Tiktok, Youtube. This research was conducted using qualitative methods through interviews (open-ended). The research produced analytical data that Tiktok gained viewers and gave positive comments on the development of the Kreator Pass business. Analytics data for Youtube gained quite high fame and supported the Kreator Pass business while analytics on Instagram got negative results, lacking a supportive audience. From the data obtained, promoted videos need to be more interesting to watch in order to trigger the attention of viewers

### **Keywords:**

Brand Awareness, Advertisement Video, Social Media

### **Introduction**

The newly developing Startup Kreator Pass business has difficulty being recognized by many people in the field of internet industry technology. As the times become more modern, businesses must be able to adapt to the latest technological information with businesses that are attractive to today's circles (Nuseir et al., 2021). Many newly developing businesses are using social media platforms as a place to find fame to increase Brand Awareness his businesses, such as using Instagram, Tiktok, Youtube.

Social media as a means of promotion Brand such as, Youtube, Instagram, Tiktok, and others have their own algorithms to get Engagement. Moreover, digital business in this day and age is very conventional to use. However, the Kreator Pass team doesn't yet know which social media platforms are most effective for businesses Startup or for Kreator Pass who are still evolving to put a good platform to use, then the Kreator Pass team will analyze how many Views, people who clicked on the post, and people who viewed the social media profile (Qin, 2020). Many social media consumers use social media to access marketing networks to

communicate, consumers can provide their experiences to their social networks (Yu & Yuan, 2019).

The issue obtained from this, we do not know which social media platforms from Youtube, Instagram, Tiktok of these three should be focused on to improve Brand Awareness. Online business when the COVID-19 pandemic is growing rapidly in the internet industry, the Startup Kreator Pass business is an opportunity to improve Brand Awareness (Devi et al., 2020). Promoting business is familiar to the world of the technology industry. But the Kreator Pass business is still a new business, which can't maximize effectiveness Brand or their social media platforms.

Advertisement that has been done like Instagram ads, getting attention, and consumers can also do e-WOM (Word of Mouth).e. consumers provide information about the business they have viewed to other consumers (Acts et al., 2020). There are also those who do Youtube ads that get a positive effect of capturing the attention of consumers to buy products displayed from Youtube promotions (Aziza & Astuti, 2019). Tiktok ads are easy to do, consumers can see promotional ads that trigger consumer attention because of the ease of Tiktok in browsing on social media (MoU, 2020).

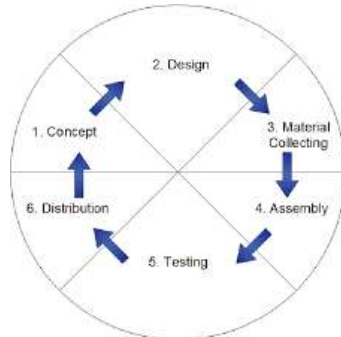
Therefore, based on the above, this study focuses on obtaining data from the Advertisement matrix from the three social media, which will look for Followers, Engagements (audience comments and likes), Viewers, and how many viewers buy the brand's products. This goal is to prove which social media is the most effective to focus on for Kreator Pass from seeing an increasing percentage in the 3-month process of doing this research. Therefore, this Iterative experimental research will answer the problem of "Eksperimen Sosial Media Marketing Startegi Kreator Pass".

## **Literature Review**

### **Multimedia**

Multimedia is one of the developments in information technology that can make it easier to provide information. In its use, multimedia can create a new idea in creating the dynamics of data and information packaging in different ways, not with plain text but with animated images, text, sound, and video (Susanti, 2021). Multimedia plays an important role in conveying information to improve Brand Awareness of the digital era (Isdarmanto et al., 2020).

Making Multimedia can form a promotional medium to attract enthusiasts and trigger the senses because of the attractiveness of video, text, image animation, which will give fame to the business Startup Kreator Pass. Here's the multimedia design for the process (Putra et al., 2023).



**Picture 1 MDLC Levels**  
**Source** (Putra et al., 2023).

1. **Concept.** Concept is the initial stage needed in order to make analysis and topics, which uses 5W + 1H (What, Who, Why, Where, When, How).
2. **Design,** design are all interrelated, so when making it must be gradual, such as from the logo, color determination, design design, brand creation, and promotional videos.
3. **Material Collecting,** data collection is an important aspect to obtain the data needed for research, the data collection is to design promotional media where there are several data collection methods, namely:
  - a. Observation: Many content creators who start out don't get the fame necessary to thrive
  - b. Literature studies that examine creator content, promotional media, and social media in the form of journals have been completed in the research process.
4. **Assembly,** at this stage is the stage of making all multimedia objects or materials that will be designed according to the concept, flow structure, flowchart, storyboard, so that the process will run well because it refers to the benchmark at the beginning.
5. **Testing,** which is done after the assembly stage has been completed, by running the results whether there is an error or not.
6. **Distribution,** When all the above stages are completed, the last stage that needs to be done is to distribute the results to social media.

### **Social Media**

Social media is a media that gives users easy access to participate, share, and create content including videos, images, blogs, forums, wikis and others (Rafiq, 2020). And the Kreator Pass team will focus the following social media on promotional media targets, especially Youtube, Tiktok, and Instagram.

Youtube is an application that is a digital-based social media tool that provides information that can be stored and shared with visitors, there are many Youtube users, especially in

Indonesia. And here can take advantage of the opportunity to do Advertising, where we will advertise videos that have been prepared to be promoted on Youtube that contain informative factors, and provide Brand Awareness to Kreator Pass (Yunita et al., 2019).

Tiktok is an application that User Friendly to all users, and also social media suggestions that are popular among the people now, Tiktok also offers many special effects in video creation which is already very easy (Rahmadani, 2023). Tiktok also has features Advertisement where we can add products, vertical videos, Brand, as well as the website.

Instagram is an application used to send or get information in the form of photos or videos that can be edited, managed, and shared with other users easily (Restusari & Farida, 2019). Instagram can use features Advertisement that makes personal branding. However, the feature uses intermediaries Facebook Ads.

### **Iterative Experiment**

Iterative experiment is repeated testing of making small, incremental changes or updates to a product. And the Kreator Pass team will implement this test on videos, images, logos that will be promoted to social media (Mao & Bojinov, 2021).

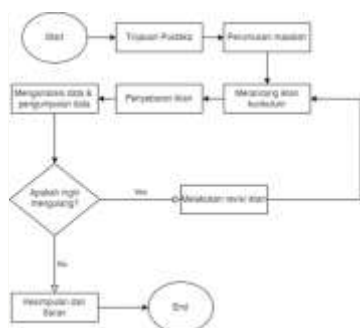
The steps that need to be done for this repeatability test are:

1. Plan, phase of development and research what needs are needed, such as, the team, what we want to make, and what targets we want to achieve
2. Design, this phase focuses more on design and understanding the goals we need to achieve to reflect the goals tastefully.
3. Apply, in this phase where we begin to develop or make products that meet the target plan that has been discussed.
4. Test, this is the data collection stage through applied tests, during the test phase, can conduct surveys, stakeholder presentations, beta testing, to collect data feedback.
5. Review, this is the last phase that is evaluation and review. If this is your first test and you want to test again, it's good to see if there are any errors you want to fix, understand the problem and what benefits you get from this test. After completing the evaluation and review phase . Apply again what needs are needed to improve the success of this test.

### **Research Methods**

#### **Research flow**

The following will attach the writing stages in conducting research "Eksperimen Sosial Media Marketing Startegi Kreator Pass" shown in the following image.



**Figure 2** Research Flow

The method that Kreator Pass use is iterative and qualitative experiments, Kreator Pass will prepare materials such as videos, slogans, brand logos, posters. And each of these materials will be included in three social media in the form of Advertisement to measure how many people click on the post or the link available in the post. After getting the metric data from the three social media, the results will be shown to the Kreator Pass.

### Problem Analysis

Research is looking for social media such as (Youtube, Instagram, Tiktok) which is the most effective to use as a platform that you want to focus on to grow your business (Dwivedi et al., 2021). Ad promotions for Kreator Pass businesses will last for 3 months to measure the most effective platforms. The research "Eksperimen Sosial Media Marketing Startegi Kreator Pass " uses qualitative research methods iteratively. Research will make iterative experiments. Data that is later collected through qualitative.

### Qualitative Methods

Research methods are divided into two, namely quantitative and qualitative. The research method in the "Eksperimen Sosial Media Marketing Startegi Kreator Pass" was carried out qualitatively. Qualitative method, which through Kreator Pass interviews will increase business brands that are easily known by consumers (Frontfield, 2019). In addition, this method will obtain, analyze, describe data advertisement. For example, want to get data on how many clicked on the promoted ad, how many people saw the ad, how many people clicked on the link from the post and others related to the research.

The next step is to interview the Kreator Pass owner after 3 months of business advertisement. The interview will show Kreator Pass owners' satisfaction with the results that benefit the Kreator Pass business in terms of profit and engagement. The interviews will be conducted face-to-face and camera footage allows respondents to answer in their own words. This will help to advise on the implementation of experiments and what improvements need to be made in the future.

#### - Experimental Iterative

The experiment will be carried out for 3 months, during those 3 months, Kreator Pass will prepare funds and materials such as posters, videos, slogans, and logos to be promoted on social media. After that, the Kreator Pass team will look at the metric data shown on each of

their social media, we will see how many Viewers, Followers, Engagements, product purchases. These results will be left to the Kreator Pass to measure their satisfaction.

**- Data Analysis**

The Kreator Pass team will analyze the data by interviewing Kreator Pass holders. The interview will be conducted after 3 months of iterative experimentation. The results of the answers from the interview and the ad metrics data obtained will be concluded to find out which social media platforms Kreator Pass will focus on continuing their advertising promotion and find out how much Engagement they get from the 3 social media experiments.

No	Question
1	Are the results that boost Kreator Pass' brand, subscribers, and business content satisfied?
2	Do you think there are any drawbacks to this experiment?
3	What's your response to the low two-platform advertisement?

**Table 1** Question

**Results and Discussion**

**Result**

In this section will discuss and describe the results of the "Eksperimen Sosial Media Marketing Startegi Kreator Pass". Data will be obtained through a qualitative survey where the data can be collected through interviews with Kreator Pass owners. Making to promote social media Kreator Pas uses qualitative methods and Iterative development as the theoretical basis in this study. The following image will give you the state before the experiment was performed.



**Figure 3** Instagram account



Picture 4 Tiktok Account



Figure 5 Youtube Account

The results displayed from social media are a process that has been carried out for 3 months, and will be measured which Engagement, Followers, and Viewers are the most effective to focus on social media, here are analytical photos from the three social media for the first month and the explanation.



Figure 6 Instagram analytics month-1 results

The results in the first month for Instagram were not very good, only getting a few views, and no comments or likes at all, so we won't provide deeper analytics for Instagram's part.



**Figure 7** Results month-1 Youtube analytics Viewers



**Figure 8** Results month-1 Youtube analytics Audiences

From the image above, the promotion on Youtube gets a little engagement, and gets some Subscribers from this video promotion, the data shows that many men watch Kreator Pass videos, and the target aged 25-34 has the highest percent of viewers, and gets some positive comments.



**Figure 9** Month-1 results Tiktok analytics for 4 weeks

In the results of the promotion, Tiktok got the most engagement from the two previous social media, where the total got 24,000 viewers which increased as per week promoted up



to 4 weeks, and got many comments from viewers in the form of positive comments, supporting the Kreator Pass, and by getting followers A total of 20, in the process of this first month. These data are submitted to the Kreator Pass to see the progress that has been carried out for a month, and the response of the Kreator Pass is quite satisfied with the results of Tiktok's development.

From the progress of this first month, Tiktok gets the most engagement from Youtube and Instagram, on Instagram almost does not get viewers at all, this may be because Instagram advertising is not optimal, Tiktok is easy to get viewers because it is very easy to enter into the algorithm with advertising alone, while Youtube, needs to be monitored if it can get more viewers in the second month and use other videos that promoted. Videos before being promoted will be made and made more interesting in order to trigger the attention of viewers on social media.



**Figure 10** month-2 results of Instagram analytics

The results in the second month for Instagram have not progressed, worse not getting Viewers once, the comments that are analytic are only messages from Kreator Pass in the comments, but we will try to run once again for iterative experiments to Instagram.



**Figure 11** Results of month-2 Youtube analytics Viewers



**Figure 12** month-2 results Youtube analytics Audiences

In the progress of month 2 promotion on Youtube began to increase rapidly from 700 Viewers from the first month to 4,100 Viewers to the second month and the same as in the first month in the target demographic aged 25-34 who watched the video. Although it did not get any comments, the audience began to increase as it was promoted.



**Figure 13** month-2 results Tiktok analytics for 4 weeks

In the results of the promotion in the second month, Tiktok is still the one who gets the most engagement from the three social media with 26,000 viewers from a total of 4 weeks that have been promoted, comments from videos promoted in the form of positive netizens and support the journey of the Kreator Pass social media, and the age demographic obtained from this analytics data is in the form of 18-24 who watch the most videos. These analytics data are shown again to Kreator Pass, Kreator Pass' response that Instagram may be able to be stopped, because it does not get any engagement at all for the Brand Kreator Pass business. But in the end, Kreator Pass will continue to promote their videos to Instagram for the end result.

The progress of the 2nd month that is growing most rapidly is Tiktok, Youtube is starting to grow, but Instagram has no development at all. But the Kreator Pass team agreed to continue its experiments on Instagram to see the final progress. The Kreator Pass team created a final third video to promote for the third month to finalize this repeat experiment. After the video is finished it will repeat the promotion process and see the data in three months.

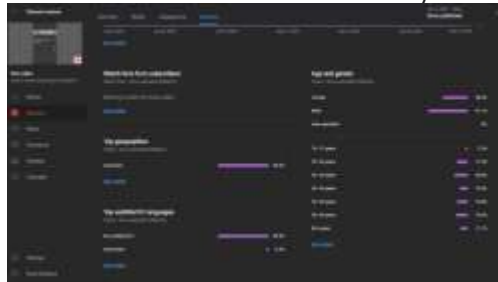


**Figure 14** Instagram analytics month-3 results

The third month of progress on Instagram suddenly increased rapidly getting 25,000 Viewers, and getting deeper Engagements, Insights. But some of the comments in the video are negative comments that try to bring down the Kreator Pass like profanity. From the data above, Instagram is getting a very far development from month-1 and month-2 with a slight problem in obscene comments, we will delete very negative comments.



**Figure 15** Results of month-3 Youtube analytics Viewers



**Figure 16** month-3 results Youtube analytics Audiences

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The development on Youtube in month-3 also increased along with the promotion, now it has 6000 viewers with the results of the same age demographic as the results of the promotion process month-1 and month-2 and although it does not get comments, but only gets a lot of viewers, but from the data obtained get evidence that over time it is promoted, the social media can develop and be recognized.



**Figure 17** 3-month results Tiktok analytics for 4 weeks

The results of month-3 of 4 weeks of Tiktok promotion showed positive results, where Viewers and gave the results of audience data aged 18-24 watched the most promoted videos, and this process also gained some Followers, in this way, the Tiktok Kreator Pass has grown and is recognized by the audience.



**Figure 18** The state of social media now (Youtube,Instagram,Tiktok)

From the results of repeated experiments that have been done for 3 months that Tiktok is the easiest social media to get the necessary engagements, Youtube can still be used but depends on the Youtube algorithm to help promoted videos to get the necessary fame. Instagram is not good to develop, especially for Startup businesses that are still unstable. The results that have been mentioned above are given to Kreator Pass and they feel that this progress is very helpful in increasing Brand Awareness and also interviewed Kreator Pass' holder about the results that have been shown and the questions provided, here are the results of the interview with questions that have been prepared beforehand:

1. Are the results that boost Kreator Pass' brand, subscribers, and business content satisfied?

**Kreator Pass Answers:**

Quite Satisfied

2. Do you think there are any drawbacks to this experiment?

**Kreator Pass Answers:**

Kreator Pass company, which is not launching, plans to get customers where they enter the website and subscribe like Subscription.

3. What's your response to the low two-platform advertisement?

**Kreator Pass Answers:**

None. Because the Startup Kreator Pass is only a requirement to meet the MBKM program. But if you want to continue, you can try to use a different format.

**DISCUSSION**

From the results that have been shown to the Kreator Pass team, that the most effective social media platform to develop Brand Awareness in the Statrup business is Tiktok, because Tiktok is an application media that has many users with the simplicity and ease of the application, and its algorithm makes it easier for content creators to be found by Tiktok users. However, Tiktok Advertisement uses the highest fees from Advertisement for Instagram and Youtube.

And the results on Instagram there is an algorithm that is not easy to predict, because experiments that have been done for 2 months do not have positive results, but when the 3-month experiment gets fruitful results, but the Engagements obtained there are less helpful for Creator Pass to grow. While on Youtube, you can use the lowest cost from Tiktok and Instagram, and get Engagements criteria per month according to the settings of Google Advertisements.

After the experiment is complete, they will train the Kreator Pass team on the format and editing of videos in preparation for promotion to social media, so that the Kreator Pass team can promote independently. And also give feedback to the Kreator Pass team to be able to know the data analytics needed for promotions and how to use the promotion app. Keep in mind that the promoted video may not have engagement, or viewers if the video is not interesting, so it is necessary to follow trends on the internet to see what can trigger the attention of the audience.

**Conclusions**

The conclusions based on which experiments and developments have been carried out are as follows:

1. Social media that is easy to get Engagements or increase Brand Awareness is TikTok, because it is very easy to capture the attention of the audience because of the Interface, Youtube can be developed slowly while Instagram is not recommended to be developed because of strange algorithms.
2. In making repeat experiments for this study, using qualitative methods in the form of open-ended, interviews.
3. Video creation and video editing using Adobe Premiere pro, Audacity, and OBS Studio applications
4. It should be noted that data analytics that come out of social media in developing Brand Awareness for Startup businesses
5. The Kreator Pass team conducted a 3-month repeat experiment on three social media to see maximum results.

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