Design and Implementation of Social Media Content Marketing to Increase Purchase Intent and Engagement

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Abstract

The development of marketing in the digital era requires companies to optimize marketing through social media to reach a wider and more interactive audience. This project aims to design and implement a social media content strategy to increase purchase intent and customer engagement at PT Samha Catra Nusantara, a property company in the East Bandung area. The method used is descriptive with observation techniques, interviews, SWOT analysis, and performance data monitoring through Instagram Insights, TikTok Analytics, and Phlanx. The content strategy developed includes various types of content such as educational, promotional, entertainment, interactive, and testimonials, with the application of elements such as hooks, visual storytelling, music, captions, Call to Action (CTA), and hashtags, as well as content consistency. In addition, the AIDA (Attention, Interest, Desire, Action) approach was applied to strengthen the message structure in each content. The evaluation results showed increased engagement rate and audience response to the designed content. The project also produced a digital content guidebook that can be used by both internal teams and external marketers (Farmer). Practically, the project results provide concrete solutions in digital-based property marketing strategies, strengthening the company's position amid industry competition.

Keywords: AIDA Model; Content Strategy; Customer Engagement; Digital Marketing; Purchase Intention; Property Social Media.

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I. Introduction

The rapid development of information technology has encouraged various business sectors to utilize technology as a strategic tool in increasing operational efficiency and competitiveness. One aspect that has undergone a significant transformation is marketing, which has now shifted from traditional media such as television, radio, and print to digital platform (Rapsanjani et al., 2021). Social media is the main choice among the various forms of digital media because it is interactive, flexible, and can reach target audiences. Figure 1 shows the most widely used social media to attract consumers.
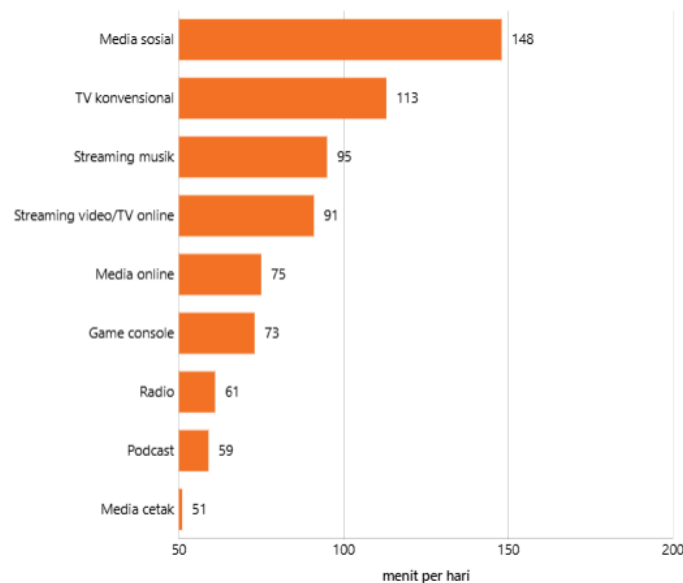

Figure 1. Media Most Used by Consumers

Figure 1 shows that the use of social media makes a substantial contribution to efforts to attract consumer attention and interest in the products or services offered (Ahdiat, 2022). Social media plays an important role in influencing consumer purchasing decisions because interesting and relevant content can help brands reach a wider market (Rapsanjani et al., 2021). In Indonesia, social media usage has reached 73.7% of the population, with platforms such as Instagram and TikTok playing an important role in influencing consumer decisions. This phenomenon spreads to the property business sector, where competition in marketing products is getting tighter due to the increasing number of players in this industry and increasingly specific consumer needs, so it becomes one of the tools in sales competition. Therefore, property companies need social media-based marketing strategies.

Digital marketing is a strategy that utilizes digital technology to reach customers effectively. Social media such as Instagram and TikTok are important tools in this strategy because of their reach and visual features (Paramita et al., 2023). Content strategy is important in attracting attention and building relationships with audiences. Content types such as education, promotion, entertainment, interactive, and testimonials are used to increase engagement and brand awareness (Ningsih et al., 2024). Supporting elements include attractive visuals, trending music, storytelling, captions, CTAs, and active interaction (Haura et al., 2024). Engagement is a measure of audience involvement with content, seen from interactions such as likes, comments, and shares (Putri & Kania, 2023). High engagement levels indicate emotional closeness and customer loyalty (Drivas et al., 2022). The AIDA model (Attention, Interest, Desire, Action) helps structure content that can attract attention to encourage purchase actions (Halim et al., 2024). This strategy also affects purchase intention, which is the consumer's desire to buy after assessing the benefits of the product (Yustiawan & Lestari, 2023).

Previous research on social media marketing strategies in Brighton Real Estate shows that social media has great potential in improving marketing and purchase intentions (Susanto & Izazi, 2024). Relevant and interesting content, combined with the right strategy, can expand market reach and build customer relationships. Effective content marketing must be easy to understand, maintain communica-

tion, be consistent, and relevant to consumer needs (Saputra et al., 2024). Meanwhile, the importance of business uniqueness and utilizing visual platforms such as Instagram and TikTok to increase engagement. These three studies provide a foundation for designing relevant, engaging, and platform-appropriate content strategies to increase engagement and purchase intent (Purwaningrum & Pramono, 2024).

With a structured and data-driven approach, this project aims to optimize PT Samha Catra Nusantara's digital marketing performance and provide practical guidance for other property businesses. The results of this research are expected to benefit the company in improving its digital presence and sales performance, as well as providing a content framework that can be re-implemented by marketing staff. The findings also contribute academically to the digital marketing literature, especially in the property industry, which still lacks a systematic exploration of content strategies.

II. Method

This project uses qualitative data as the main type of data, which is descriptive and analyzed in depth. The data sources used consist of primary data and secondary data (Asfar, 2019). Primary data in this project was obtained directly from PT Samha Catra Nusantara through interviews with two resource persons, namely the Head of the Marketing Department and Content Creator Staff, and observation during project implementation. Meanwhile, secondary data was obtained from internal company documents, such as monthly reports of home survey results that the company had collected and archived previously. These two types of data complement each other in supporting the analysis of social media content, customer interactions, and various limitations in implementing marketing strategies through social media. The data collection technique used in this project is the Prototyping method (see Figure 2).
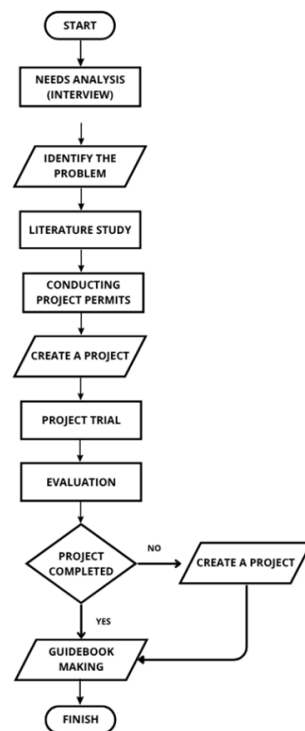

Figure 2. Research Method

Figure 2 shows the flow of research methods used in this study. The research was conducted through three main stages, namely:

1. Start

   The project began by identifying the company's need to improve marketing and engagement on social media.

2. Needs Analysis (Interview)

   Interviews were conducted with the marketing team to explore content, strategy, engagement, and purchase intent constraints. Problems were found with content variety, performance evaluation, and team limitations.

3. Problem Identification

   The interview results were analyzed using SWOT to determine the company's social media strategy's strengths, weaknesses, opportunities, and threats.

4. Literature Study

   Searching for suitable content and digital marketing strategy references for the project.

5. Project Permits

   Apply for official permission to the company so the project can be carried out with internal support.

6. Project Creation

   Developed a content strategy and 30-day calendar, with digital marketing elements such as hooks, captions, storytelling, and various content types (educational, promotional, interactive).

7. Project Trial

   Content was published on social media, and performance was monitored through metrics such as engagement, reach, impressions, and followers.

8. Evaluation

   Increased engagement, purchase intent, and consumer feedback measure the strategy's success. If necessary, the strategy is revised.

9. Project Complete

   If the strategy is effective, the project is considered complete and proceeds to the final stage.

10. Guidebook Creation

    A digital guide to content creation for teams and sales executives was created.

11. Completion

    The project ended with the hope that this guide helped improve the company's content, engagement, and brand awareness.

III.   Results and Discussion

Based on the results of direct interviews with informants, it was understood that implementing social media content strategies at PT Samha Catra Nusantara aims to increase customer engagement and encourage sales of housing units, especially through digital platforms such as Instagram and TikTok. Information from the interviews also revealed that the company's main target is young families aged between 25-35 years, especially newlyweds looking for their first home at an affordable price in the East Bandung area.

1.   Social Media Marketing Strategy

Companies utilize social media marketing as a strategy to build and strengthen brand equity (Puspasari & Hadithya, 2023). PT Samha Catra Nusantara was established in 2019. As part of its marketing strategy, the company has built a digital presence by creating Instagram and TikTok accounts to increase customer engagement while expanding the reach of business promotions. Based on information from the company, various types of content, such as educational, promotional, entertainment, interactive content, and customer testimonials, have contributed positively to the growth of the number of customers and the effectiveness of marketing communications. The following is a summary of the results of interviews with informants from PT Samha Catra Nusantara, which are presented in Table 1.

Table 1. Interview Results

No	Constraints	Solutions
1	The content focuses too much on price and location, not enough on added value such as building quality.	Apply various types of content, such as educational content about quality, promos, and payment flexibility, so potential customers know the product's advantages.
2	The lack of details about the materials makes potential buyers hesitant.	Create content that showcases the building process, material specifications, and resident testimonials.
3	The team is limited, so content production is not optimized.	Assisting with content production and social media management.
4	The content calendar is makeshift, unstructured, and inconsistently used.	Create a simple content calendar template in Excel to keep it structured and easy to evaluate.
5	Potential buyers hesitate due to legality issues and low home survey visits through corporate social media.	Create content through the company's Instagram and TikTok social media and show transparency of house certificates and documents.

SWOT analysis is a strategic planning method used to evaluate a project's strengths, weaknesses, opportunities, and threats. The SWOT matrix provides a comprehensive overview of how PT Samha Catra Nusantara can take advantage of opportunities and deal with external threats by considering the company's internal strengths and limitations. The SWOT analysis is described in Table 2 below.

Table 2. SWOT Analysis

No	SWOT	Detail
1	Strength	- PT Samha Catra Nusantara became the first developer in the Jatihandap area as a cluster housing area. - Its existence as the first developer makes Samha a price benchmark for competitors, giving it a stronger position in the competition. - Good building quality with low prices. - Samha bears the cost of processing letters and legal documents or is free of charge.
2	Weakness	- Content strategy focuses on selling points without highlighting other advantages such as building quality, pre-order house benefits, and Non-KPR schemes, so prospective buyers do not understand the added value offered. - The property sector is seasonal, where demand tends to decrease in certain months, causing a worsening of buying intentions every month. - The limited number of employees makes digital content production less than optimal, both in terms of creativity, consistency, and quality of execution.
3	Opportunities	- The growing interest in property is also an opportunity to attract more potential buyers.
4	Threat	- PT Samha Catra Nusantara faces several threats in marketing, such as tight competition through social media and changes in social media algorithms that can reduce reach and the trust of potential buyers.

2. Content Type

In digital marketing strategies, the type and characteristics of content greatly influence audience engagement. Interactive content that is educational, entertaining, rewarding, or social has a significant impact on engagement (Sarah, 2020).

16 | Syifa Amalia   Target: Jurnal Manajemen Bisnis | e-issn: 2715-9361

2.1. Education Content

Educational content is a type of content that aims to provide information, knowledge, or understanding to the audience regarding a particular topic (Vidyana & Atnan, 2022). In this type of content, Educational content is used to attract attention and build audience trust by providing relevant information. For example, tips on buying an indented house aim to help audiences understand the benefits of property investment from the start. Content that discusses mandatory documents when buying a house serves as a guide for potential customers in checking the legality of the transaction. Meanwhile, the discussion on the quality of building materials Samha uses aims to increase trust in the products offered. The following is a representation of the educational content displayed in Figure 3.

Figure 3. Example of Educational Content

2.2. Promotional Content

Promotional content also plays an important role in increasing product awareness and driving sales (Saeni & Fauzy, 2023). For example, special offers during Ramadan include posters of 1-storey houses for 380 million and 2-storey houses for 490 million. Because PT Samha Catra Nusantara's products are intended for houses and lots, the content also displays the progress of house construction and an invitation to survey the location and book immediately. A click link feature is added to facilitate action that is directly connected to Samha's WhatsApp marketing. Figure 4 shows an illustration of one form of promotional content.
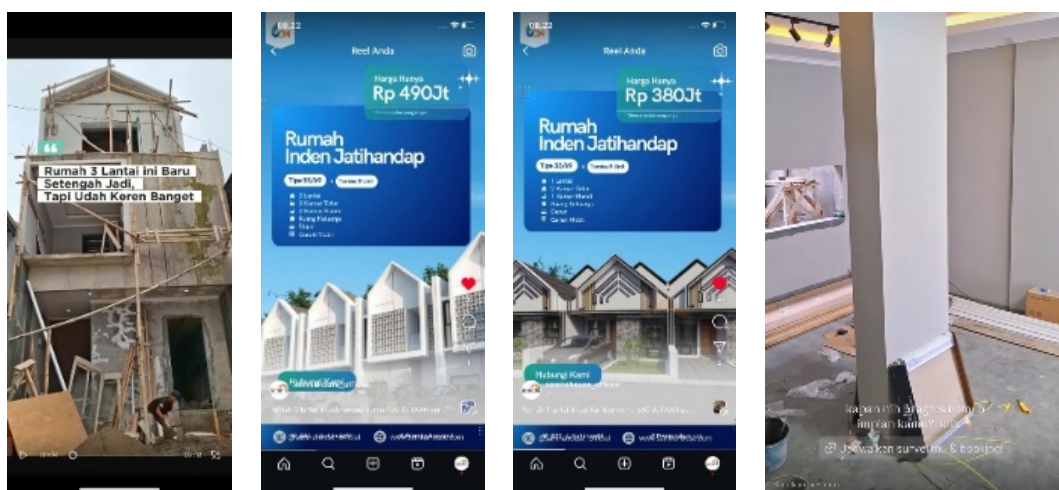

Figure 4. Example of Promotional Content

2.3. Entertainment Content

Entertainment Content is a type of content created to attract attention and entertain the audience in a fun, humorous, or emotional way (Ramadhan & Vandayuli, 2024). For example, ngabuburit content during Ramadan or giveaways that invite audiences to answer questions such as "If your life were a house, what would be the most important part?" This kind of content doesn't focus directly on sales, but is still relevant to the product and Generation Z's issue of homeownership, thus strengthening emotional engagement and brand empathy. The following is a representation of the entertainment content displayed in Figure 5.

Figure 5. Example of Entertainment Content

2.4. Interaction Content

Interaction content is a type of content designed to encourage active participation from the audience, either through comments, likes, shares, or other actions on social media (Mahmudah & Rahayu, 2020). It is also very important in building engagement with the audience, as in Figure 6, an example of interaction content. This type of content includes polls, quizzes on dream home preferences, and Q&A sessions on the benefits of installment homes, legal documents, and installment schemes. And the audience responded positively, showing their enthusiasm in sharing their preference.
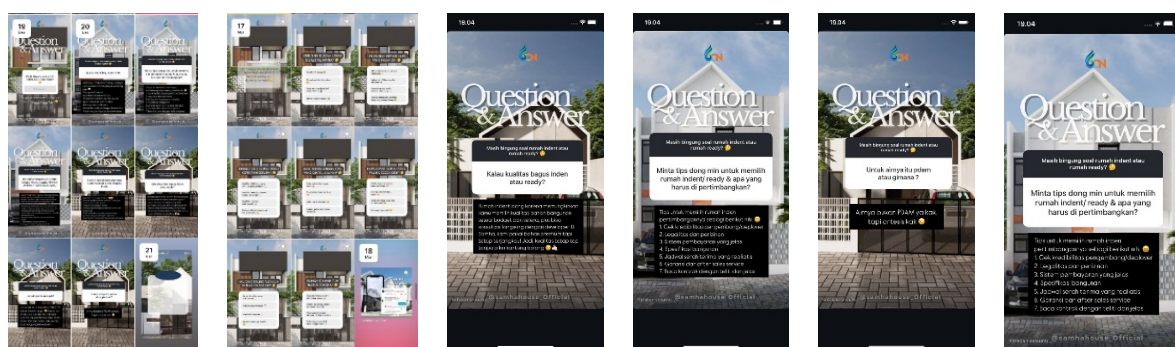

Figure 6. Example Interaction Content

Testimonial content and plays a role in building brand trust and credibility (Vildayanti et al., 2022). As in Figure 7, an example of published testimonial content, testimonials of customers sharing their positive experiences can be powerful social proof for other potential customers.

Figure 7. Example Testimonial Content

3. Content Elements

Social media content is designed with the AIDA (Attention, Interest, Desire, Action) model, where each element supports the other to create an experience that captivates the audience. An attention-grabbing hook at the beginning ensures the audience pauses, while viral music from TikTok Creative Center adds interest and reinforces interest. Proper storytelling evokes the desire to own the product or service, and clear CTAs encourage the audience to take action, such as visiting the website or purchasing. Using relevant hashtags and current trends, especially in the property sector, as well as appropriate keywords, ensures the content remains easy to find and connects with the right audience.

4. Content Calendar

To support the consistency and continuity of the strategy, a content calendar was created that details the posting schedule for the next 30 days. This calendar includes important elements, such as posting date, day, post title, and content creation objective. Each piece of content also comes with a status (design, publication), platform used, content format, content type (pillar content), and content containing design or images, complete with related design links. In the calendar, each post also includes important elements such as a hook, music, a caption, a CTA, a hashtag, a content brief, a content reference, and a post link. Further explanations on how this content is expected to function or the desired outcome are added to avoid confusion. This detailed structure makes content production and distribution more targeted, efficient, and easy to evaluate regularly.

5. Customer Engagement

Based on the analysis of Instagram data for two periods, namely before the project (February 19 - March 20, 2025) and after the project (March 21 - April 19, 2025), there was a significant increase in account performance. In the pre-project period, the total interactions were 123, 76.4% from followers. With 2,289 followers, the engagement rate was recorded at 4.11%. This figure shows that follower engagement is still low, so a more effective content strategy is needed.

After the content strategy was implemented, interactions increased to 1,030, with a proportion of 20.6% coming from followers and the rest from non-followers. With the number of followers increasing to 2,315, the engagement rate of followers reached 9.15%. This increase shows that the content strategy successfully increased the core audience's engagement while expanding to new audiences through organic reach. Meanwhile, to find out the average engagement of the social media account, a Phlanx web is needed, as in Figure 8, where before the project was running, engagement on Instagram was 0.10% (not good) with an average of 2 likes. After the project ran, it rose to 3.47% with an average of 83 likes from

the number of followers, 2,250, and now the number of followers has risen to 2,302.
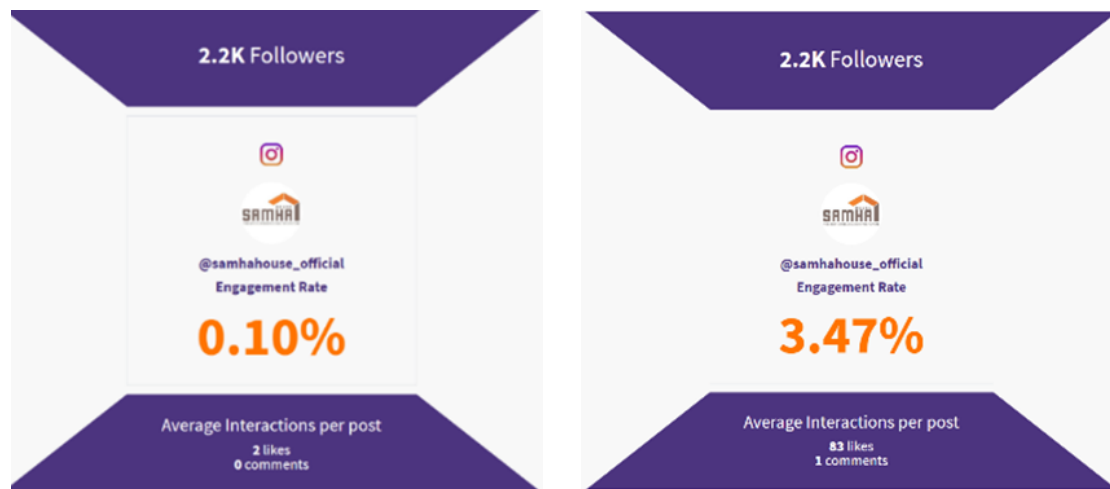

Figure 8. Instagram Engagement Before and After the Project

As seen in Figure 9, the average TikTok engagement before this project was 6.10% (good and according to standards), with an average of 88 likes after the project ran, it rose to 6.30% (good and according to standards), with an average of 90 likes of the total followers of 1,436.
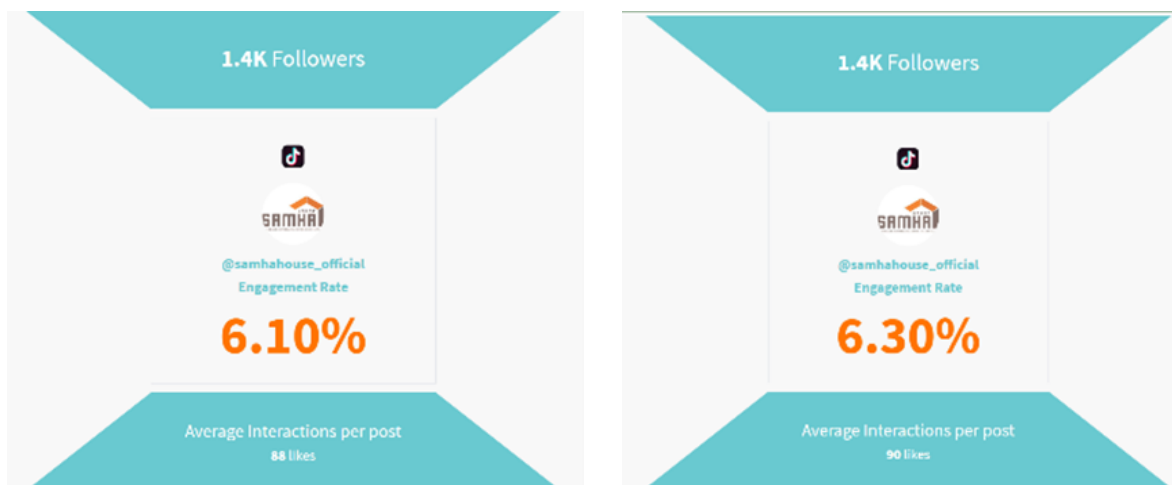

Figure 9. TikTok Engagement Before and After the Project

Actually, TikTok engagement is already good, but from internal parties, because they want help activating content on TikTok, I also implemented it on TikTok. Each platform has different algorithms and audience characteristics, so engagement standards vary. But in general, engagement above 1% is considered good (Firmansyah & Rahiela, 2024) and with an achievement of 3.47% after the project, the performance of PT Samha Catra Nusantara's Instagram and TikTok accounts has proven to increase significantly and meet the effectiveness standards of digital content strategies.

6. Purchase Intention

Based on Figure 10, the number of prospective buyers who conducted location surveys increased significantly in April 2025, which was 13 people.
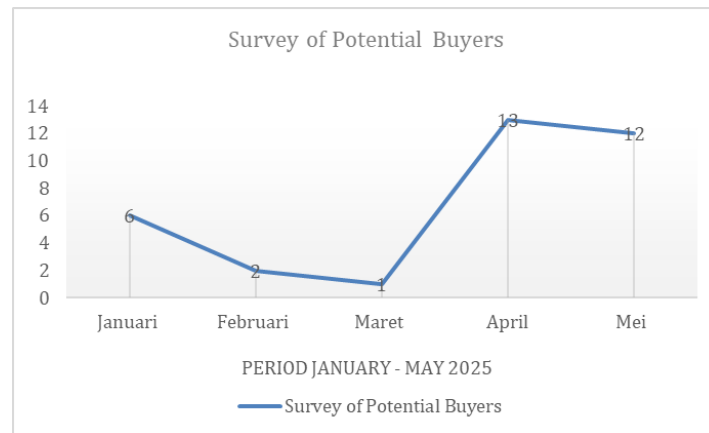
Figure 10. Survey Chart of Potential Buyers in 2025 (January – May)

Previously, during January–March 2025, only 3 people per month came based on information from social media. The target increase of 50% (to 5 people per month) was successfully exceeded after implementing the content strategy, with the results reaching 13 people in April and 12 people in May. This shows that social media content effectively increases the interest of prospective buyers to conduct direct surveys to the location.

7. Feedback

During the evaluation period, 31 feedbacks were collected: 12 from social media and 19 from Google Reviews. Feedback from social media included questions about the purchasing process, legality, and requests for educational content, indicating a high interest in practical information. Meanwhile, reviews on Google Reviews were generally positive, highlighting the home design, location ambiance, affordable prices, and flexible installments. Of the total feedback, 12 were used for content development, while the other 9 were product reviews that reflected consumer satisfaction and the effectiveness of digital strategies.

8. Social Media Content Creation Guidebook

The social media content creation guidebook for Instagram and TikTok was developed for the marketing team, external sales, and interns at PT Samha Catra Nusantara. This guide covers digital marketing theory, content strategy, and practical implementation. Some templates make it easy to create content, including content types (educational, promotional, testimonial) and important elements such as hooks, music, storytelling, CTAs, and hashtags. The book also provides content ideas for the property sector and content creation tips. The goal is for teams to create content that aligns with marketing strategies and drives optimal results.

IV. Conclusion

The right social media content strategy can significantly increase customer engagement and sales at PT Samha Catra Nusantara. Using interesting, informative, and audience-relevant content types has proven effective in building stronger customer relationships. Educational and interactive content helps increase audience engagement and encourages them to purchase. Based on the analysis, PT Samha Catra Nusantara has strengths in quality products and good brand recognition, but needs to optimize the use of social media to expand the company's reach and appeal. Success indicators such as engagement rate, AIDA model, and increased sales show that content tailored to the audience's needs yields positive results. Implementing a well-planned social media content strategy is crucial to achieving a company's digital marketing goals. Regular evaluation and customization of content with market trends will ensure that the strategy remains effective and relevant in supporting business development.

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Declaration

There are no competing financial or personal interests associated with this project. All data and information obtained were used to support the design of the social media content strategy without any external influence.

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