



Analysis of Social Media Management Strategy at Radio Kardopa: Effectiveness of Content Marketing and Implementation of Integrated Marketing Communication from an Islamic Value Perspective

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Abstract

In the dynamic landscape of social media, Radio Kardopa has actively utilized digital platforms to enhance audience engagement and strengthen its brand image. However, there is a disparity in effectiveness across platforms, indicating gaps in the social media management strategy. This study aims to comprehensively analyze Radio Kardopa's social media strategy, focusing on the factors influencing content marketing effectiveness and the application of Integrated Marketing Communication (IMC) principles. A qualitative approach, including interviews, document analysis, and observations, was used to gain in-depth insights. The findings reveal that entertainment content generates the highest engagement, but there is a need for the development of educational and informative content aligned with Islamic values as a moral foundation in creating content that benefits society. Additionally, inconsistent message coordination across platforms and challenges in resource allocation hinder the optimal implementation of IMC. Recommendations include enhancing educational content with an Islamic approach, strengthening IMC synergy, investing in a digital marketing team, and diversifying platforms to ensure sustainable growth. The application of IMC principles based on Islamic values is expected to strengthen Radio Kardopa's role in building a more engaged audience and providing a positive impact on society.

Keywords: Social Media Management, Content Marketing, Digital Strategy, Islamic Values.

INTRODUCTION

In the continuously evolving social media landscape, the use of digital platforms by various institutions, including radio stations, is expanding and becoming an integral part of their communication strategies (Tuten et.al., 2023). Radio Kardopa, as one of the leading radio stations, has been actively establishing its presence across various social media platforms to enhance audience interaction and strengthen its brand image. However, monitoring Radio Kardopa's social media activities has revealed an interesting phenomenon: there is a significant disparity in the effectiveness of each platform used. This difference raises fundamental questions regarding the social media management strategy implemented by the station (Smith and Zook, 2022).

As an institution playing an important role in the dissemination of information and entertainment, Radio Kardopa faces the challenge of formulating a strategy that is not only effective in achieving business goals but also reflects moral values that align with Islamic principles. Good communication should be based on values such as goodness, and benefit to society, while also considering the moral aspects of every piece of content delivered (Scott, 2023). This study aims to conduct an in-depth analysis of the social media management strategy employed by Radio Kardopa, focusing on identifying factors that affect content marketing effectiveness on each platform, as well as the implementation of Integrated Marketing Communication (IMC) theory to integrate various existing social media channels.

This study will also evaluate the alignment of the posting schedule with the communication goals intended, and analyze how Islamic values can be applied in each aspect of the social media strategy. Thus, this research is expected to provide recommendations for more effective and sustainable social media management strategies for Radio Kardopa, as well as contribute to the development of communication and marketing knowledge in the digital context, in line with Islamic teachings.

The utilization of social media by Radio Kardopa has become an important tool for building engagement with its audience and strengthening its brand image. Despite various efforts made, evaluation results indicate that not all actions have produced optimal outcomes. This study aims to identify the factors contributing to the ineffectiveness in Radio Kardopa's social media management strategy. Through an in-depth review of social media management and IMC theories, this research will analyze the alignment between theory and practice in implementation. It will also explore the managers' perceptions of the factors hindering the effectiveness of content marketing on social media. By understanding the root causes, this study aims to provide recommendations for more effective, efficient, and sustainable strategies (Safko, 2022).

The rapid development of social media has driven Radio Kardopa to utilize various digital platforms to expand its audience reach and enhance engagement. Evaluation results show significant variation in the effectiveness of each platform. This study aims to comprehensively analyze the social media management strategy employed by Radio Kardopa, focusing on identifying factors influencing content marketing effectiveness and the efforts to integrate IMC. Additionally, the research will delve deeper into the reasons behind the ineffectiveness observed on certain platforms, as well as evaluate the alignment of the posting schedule with the intended communication goals. Thus, this research is expected to offer more effective and measurable strategy recommendations for Radio Kardopa, while making a significant contribution

to the development of communication and marketing knowledge in the digital era, in alignment with Islamic principles.

RESEARCH METHODS

This study uses a qualitative method to gain a deep understanding of the social media management strategies implemented by Radio Kardopa. The qualitative approach was chosen because it allows the researcher to explore more complex and comprehensive phenomena, providing space for personal and social perspectives from the participants. The study consists of three main techniques: in-depth interviews, document analysis, and observation.

In-depth interviews were conducted with the social media managers of Radio Kardopa, content creators, and active audience members. The purpose of these interviews is to gain a deeper understanding of the content creation process, content distribution strategies, content performance evaluation, challenges and opportunities faced, and perceptions of the effectiveness of the strategies that have been implemented. In these interviews, the researcher will also investigate how Islamic values, such as honesty, openness, and benefit to the community, can be applied to every aspect of the social media strategy, in line with the principles of communication in Islam, which emphasize moral and ethical values.

Document analysis was also carried out by reviewing various related documents, such as social media performance reports, posting schedules, and published content. This analysis aims to obtain more objective data on how content is managed and to what extent the implemented strategy aligns with the communication goals to be achieved, as well as to assess the consistency in applying the principles underlying the strategy. Direct observation was also conducted on Radio Kardopa's social media management activities, focusing on the daily practices of content management and interaction with the audience. This observation aims to provide a more tangible understanding of how these processes are carried out and to delve deeper into the challenges faced in implementing an effective social media strategy that is in line with Islamic values. Through this approach, the study is expected to provide a comprehensive overview of the effectiveness of Radio Kardopa's social media management and offer recommendations for more sustainable improvements.

RESULT AND DISCUSSION

Based on data obtained from social media analysis and interviews with the marketing team at Radio Kardopa, entertainment-based content such as quizzes and live music emerged as the most popular types, receiving 70% of interactions, while local information like community news garnered 20%, and direct promotional content only accounted for 10%. The most effective social media activity occurs between 6:00 PM and 9:00 PM, when the audience is more

active. Although Radio Kardopa has integrated several elements of Integrated Marketing Communication (IMC), survey and interview results indicate that coordination between social media and traditional radio has not been fully optimized, with the messages often misaligned. Collaboration with local communities has strengthened campaigns, but it has not been supported by an integrated marketing strategy. A survey of 20 listeners revealed that 85% of respondents found the shared content interesting and relevant, though 65% expressed a desire for more educational and informative content. Instagram was the most preferred platform (75%), followed by YouTube (15%) and Facebook (10%).

Analysis of Radio Kardopa's Content Marketing Effectiveness

This study shows that Radio Kardopa's content marketing strategy successfully attracts audience attention in certain areas, such as entertainment content, but has limitations in the educational and informational categories. According to (Pulizzi, 2012), content marketing is effective when it can consistently deliver value to the audience. In this study, entertainment content like interactive quizzes and live local music broadcasts recorded audience engagement that was 70% higher compared to direct promotional content.

Furthermore, survey data indicates that the audience is more engaged with interactive content, such as polls or Q&A sessions. This aligns with (Holliman and Rowley's, 2014) research, which highlights the importance of interactivity in content marketing. However, interviews with Radio Kardopa's marketing team revealed challenges in aligning content across various platforms. For example, content on Instagram often focuses on visual elements, while Facebook features more textual information. This inconsistency could potentially confuse the audience, as noted by (Ritson, 2018), who emphasizes the need for consistency in message delivery across channels. Another major challenge is the lack of skilled human resources to continuously produce creative content. This challenge reflects the findings of (Felix et al., 2017) and (Chaffey and Chadwick, 2019), which state that the success of content marketing is highly influenced by the internal support of an organization, including the availability of creative teams and adequate technology.

Integration of IMC Elements in Social Media Strategy

Radio Kardopa's IMC implementation includes key elements such as digital advertising, sales promotion, public relations, and social media. Based on the analysis, integration between these elements has not been maximized, particularly in terms of message alignment. According to (Kliatchko, 2008), the effectiveness of IMC is determined by the synergy between different communication channels, which allows the audience to receive consistent and relevant messages.

Interviews with Radio Kardopa's management showed that promotional message alignment between radio and social media is often hindered by a lack of coordination among teams. For instance, the "Local Music for All" campaign launched on radio was not supported by engaging visual promotions on Instagram. This led to low conversion from social media to radio listeners, as reported by 60% of survey respondents. Additionally, the sales promotion element applied through social media ad discounts attracted new advertisers but was not supported by a strong public relations strategy. According to (Schultz et al., 2014) emphasize that IMC is only effective when each element supports the others. In this case, the lack of ongoing public relations campaigns reduced the impact of the existing promotional efforts.

Audience Response to Social Media Campaigns

Audience response to Radio Kardopa's social media strategy is generally positive, particularly on Instagram. Data shows that 75% of the audience prefers Instagram as the main source of content from Radio Kardopa, as it is perceived as more relevant to their needs. However, audience response to content on Facebook and YouTube remains low, with only 25% of the audience regularly accessing these platforms.

According to (Kaplan and Haenlein, 2010), different social media platforms have unique audience characteristics, so content strategies should be tailored to each platform's preferences. This study reveals that Radio Kardopa's Instagram content focuses more on entertainment visualization, while Facebook leans toward more informative content. This imbalance creates a gap between audience expectations and the content they receive (Belch et.al., 2021); (Gürel and Tat, 2017); (Kemp, 2024). Additionally, the audience expressed a need for more interactive and educational content, such as local community event information, brief tutorials, or live discussion broadcasts. This aligns with the findings of (Lubis and Siregar, 2022), which indicate that local radio audiences in Indonesia desire content that is not only entertaining but also offers practical benefits.

Implications of the Study

The findings of this study have several implications for Radio Kardopa's management and the local radio industry in general:

1. Enhancing Educational Content

Radio Kardopa should expand the types of content offered, including relevant educational content for the local audience, such as health tips, tutorials, or interactive discussions.

2. Optimizing IMC Synergy

Better coordination between the digital marketing and radio broadcasting teams is necessary to ensure that messages delivered across various channels have a uniform tone and purpose.

3. Investing in Human Resources and Technology

Developing the skills of the digital marketing team should be a priority, including training in the use of social media analytics tools and creative content production.

4. Platform Diversification

Radio Kardopa needs to explore other platforms, such as TikTok, to reach a younger audience. Research by (Pratama et al., 2021) found that Gen Z audiences are more drawn to short-form video content.

Incorporating elements of Islam into the analysis of Radio Kardopa's content marketing and IMC strategy highlights the importance of consistency, integrity, and beneficial communication. From an Islamic perspective, communication should always be honest, clear, and purposeful. The inconsistency in message delivery across different platforms, as seen with Radio Kardopa's use of Instagram and Facebook, contradicts the Islamic principle of trustworthiness in communication. In Islam, delivering a consistent and truthful message is essential to building trust and preventing confusion, aligning with the findings that inconsistency in messaging can confuse audiences.

The study reveals that Radio Kardopa's content primarily focuses on entertainment, while the audience expresses a need for more educational and interactive content. This aligns with the Islamic value of knowledge, where the pursuit of knowledge and education is highly emphasized. Providing content that benefits the audience, such as educational programs and community-focused discussions, reflects the Islamic teaching of offering value to others. Radio Kardopa could further enhance its content strategy by ensuring that its educational offerings, like health tips or local community information, are in harmony with the principles of delivering beneficial knowledge to the community.

The study also points to the need for better coordination between different teams, an aspect that resonates with the Islamic value of sincerity and cooperation. In Islam, teamwork and sincerity in fulfilling one's responsibilities are essential to achieving a greater collective goal. Radio Kardopa's marketing and broadcasting teams must work together with mutual respect and clear communication, ensuring that their messages align and contribute to the overall goal of benefiting the community through effective media. By implementing these values, Radio Kardopa can not only improve its marketing strategies but also contribute positively to the community in line with Islamic principles.

CONCLUSION

This study shows that the content marketing strategy implemented by Radio Kardopa has successfully attracted the attention of the audience, especially through interactive entertainment content such as quizzes and live local music broadcasts. However, there are still shortcomings in the educational and informational content category. This indicates the need for improvements in presenting more beneficial and relevant content to meet the audience's needs, in line with the Islamic principle that emphasizes the importance of providing value to the community through good and truthful communication. The implementation of Integrated Marketing Communication (IMC) at Radio Kardopa has not been fully optimized, especially in terms of message alignment between social media and radio broadcasts. This inconsistency can confuse the audience and reduce communication effectiveness. From an Islamic perspective, communication must be conducted with transparency and a clear, unified message to avoid confusion or doubt. It is crucial for Radio Kardopa to improve coordination between teams to ensure that the messages conveyed are consistent and aligned.

From the audience's perspective, responses to content on Instagram are quite positive, with most of the audience wanting more educational and interactive content. This is consistent with the Islamic teachings that encourage the dissemination of knowledge and benefits for society. Radio Kardopa needs to expand the types of content offered and enhance the quality of interactions with the audience to meet their needs more effectively. This study provides recommendations for Radio Kardopa to improve coordination between the marketing and broadcasting teams, increase educational content, and invest in human resource and technology development. By doing so, Radio Kardopa can better maximize its contribution to society, in line with Islamic values that emphasize providing beneficial, honest, and relevant information to the audience.

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