

Content-Based Marketing Strategy in Creasing Sales at UMKM Kado Estetik Lhokseumawe

Fitriani *, Lisa Iryani, Nursanjaya, Nanda Ameliany, Sufi

Program Studi Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Malikussaleh

Jl. Kampus Unimal Bukit Indah, Blang Pulo, Kec. Muara Satu, Kota Lhokseumawe, Aceh 24355, Indonesia

Article Info

Article history:

Received July 25, 2025

Revised August 20, 2025

Accepted October 22, 2025

Keywords:

Content Marketing, Marketing Strategy

ABSTRACT

Kado Estetik Lhokseumawe is one of the UMKM stores that was established in 2021 and has been marketing digitally through social media, their problem lies in their digital marketing strategy is to create content that is able to attract the attention of the audience in the midst of increasing competition. In addition, the changing algorithm factor on social media platforms becomes an obstacle in ensuring consistent content exposure. Therefore, a more planned and adaptive marketing strategy is needed, including the selection of platforms that are in accordance with the characteristics, targets and the use of various features that support increasing the reach of this study aims to analyze content-based marketing strategies with the AIDA model carried out by the lhokseumawe aesthetic gift shop in increasing sales. The approach carried out in this study is a descriptive qualitative approach. The data collection technique uses interview, observation, and documentation methods. The results of the study show that the content-based marketing strategy implemented by Aesthetic Gifts has been running well, Most customers know about Aesthetic Gifts through aesthetically pleasing social media content, and displaying a variety of products that suit their needs. However, in the Interest element in the AIDA model, there are shortcomings because some customers consider the uploaded content to be incomplete with product price information, making it difficult for them to make a choice, and the most interesting type of content is video content. Therefore, it is recommended that every upload, especially bouquet photos on social media, include price information directly to make it easier for potential customers to make purchase decisions according to their needs and budget.

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Corresponding Author:

Fitriani

Universitas Malikussaleh

Email: fitriani.210260006@mhs.unimal.ac.id

INTRODUCTION

The digital era has brought various kinds of good changes as a positive impact that can be used as well as possible, especially in the world of marketing. But at the same time, digitalization also has a negative impact, so it becomes a new obstacle in human life in the digital era (Dewi 2022). The right marketing strategy helps the company or business to achieve the goals that have been set. By understanding the right marketing strategy, companies effectively concentrate existing resources to increase sales, expand market share, develop brand awareness, or achieve business targets or objectives. A good marketing strategy can build an attractive and competitive advantage (Darsana et al. in Erli and Yunita 2024).

Digital marketing describes the management and implementation of marketing through online means or through networks. Digital business is a way for businesses to apply technology and digital media to improve organizational competitiveness by optimizing internal processes over the Internet. Therefore, digital marketing means the application of digital technology that forms channels to reach non-conventional or online markets such as: websites, emails, databases, digital television and through many innovations. Other advances include blogs, feeds, podcasts and social media (Jasri et al., 2022).

People contribute to marketing activities aimed at achieving profitability and building and developing customer relationships in addition to developing approaches aimed at improving consumer knowledge (about the company, behavior, values, and brand loyalty of the product), then combining targeted communication with online services according to the needs of each individual or specific customer. In short, digital marketing achieves marketing goals through the application of technology and digital media. (Jasri et al 2022)

According to Haque et al. (2021), marketing strategy has a crucial role in a company or business, because its function is to create economic value for the company, including the price of goods or services.

According to Praba et al in Sanderson et al (2024) One of the main challenges faced by manufacturers is how to introduce and market their merchandise to a wider audience. However, mass introduction strategies don't always benefit customer segments. Therefore, creating a content marketing strategy is essential to promote products effectively. The importance of the role of content marketing has changed.

Content marketing can be interpreted as a strategy carried out by business people who focus on creating and evoking and distributing relevant content in order to attract listeners or viewers to buy products or services that have been produced by business people (Dcloudhost in Yunita, 2021).

In today's era, both micro and macro businesses need digital marketing because, now it is common for many consumers to look for information for their needs online or through the internet, as well as other application platforms, because it is easy to do and does not need to spend a lot of money, one of which is aesthetic gifts _ lhokseumawe.

Kado Estetik Lhokseumawe is an MSME that runs its marketing based on digital marketing and social media networks used to market and promote its products, namely Instagram and also Tiktok, based on the analysis that the author did the Kado Estetik store is very active in promoting its products on the Instagram network, as evidenced by its followers totaling 11.3k followers, and on Tiktok there are 500 followers.

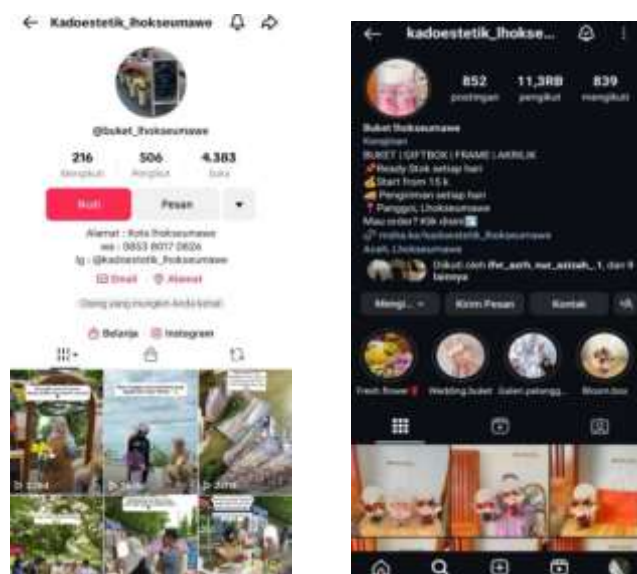


Figure 1. 1 Social Media Aesthetic Gifts

Source : Instagram and tiktok aesthetic gifts

The marketing strategy carried out by Kado Estetik Lhokseumawe is by uploading content or stories of their products through Instagram, such as photos, videos used to attract customers to buy their products, and Encant Estetik continues to innovate its products according to trends and also upload them on their social media to attract customers.

This researcher uses the AIDA (Attention, Interest, Desire, Action) model because it is one of the relevant and structured models to analyze how marketing content can affect customers, from attracting attention to driving purchase actions. In the context of MSMEs Kagift Estetik Lhokseumawe, a content-based marketing strategy aims to build a strong relationship with the audience through clear stages.

Kado Estetik Lhokseumawe utilizes various types of content on social media, particularly Instagram and Tik Tok as part of a content-based marketing strategy to increase product appeal and encourage customer buying interest. The types of content used include visual content such as aesthetically packaged product photos, short video content such as reels, video pins used for important information, and interactive content such as stories containing polls, or customer testimonials. This variety of content aims to attract attention, foster interest, and encourage desire and action from potential buyers.

Based on the results of the initial survey, owner Vera Adila explained that the main challenge in their digital marketing strategy is to create content that is able to attract the attention of the audience in the midst of increasing competition. In addition, the changing algorithm factor on social media platforms becomes an obstacle in ensuring consistent content exposure. Therefore, a more planned and adaptive marketing strategy is needed, including the selection of platforms that suit the characteristics, targets and the use of various features that support increased reach. This approach is expected to help increase brand awareness and support business growth.

Based on the above phenomenon, the author is interested in raising content-based marketing in increasing sales to MSMEs. which functions for smooth sales and increases business competitiveness in the current era of digitalization.

LITERATURE REVIEW

Digital marketing strategies require the promotion of the AIDA (Attention, Interest, Desire, Action) model, the AIDA model is a marketing communication model that is commonly used to promote products or services to potential customers to buy their products, one of which is through content marketing (Erlangga et al., 2024).

The AIDA (Attention, Interest, Desire, Action) formula is often used in comprehensive ad planning. This formula includes several stages, namely attracting attention, creating interest in the product (Interest), arousing the desire to own the product (Desire), and encouraging consumers to make a purchase action (Action). By applying the AIDA model, the concept of attitude and behavior change can be systematically explained within a specific framework of action. This theory asserts that effective advertising messages must be able to attract attention, arouse interest, create desire, and encourage action, resulting in good message quality (Kotler and Keller in Kurniawati et al., 2022)

METHOD

The research was conducted in Panggoi, Lhokseumawe city, with the object of research on shops or UMKM with Lhokseumawe Aesthetic gifts. The reason why the author chose the location of the research of the Lhokseumawe Aesthetic Gift store is that the marketing carried out by this Aesthetic Gift has used digital marketing or through social media, where digital marketing is more efficient so that aesthetic gift MSMEs do digital marketing to market their products to consumers.

The approach used in this study is a descriptive qualitative approach. The data obtained in this study is qualitative data so that the analysis method uses the qualitative data analysis method. The qualitative descriptive research in this study aims to obtain information about the content-based marketing strategies carried out by Kado Estetik Lhokseumawe in Increasing their sales. With qualitative research, it is hoped that it can uncover the existing phenomenon of content-based marketing strategies. The informants in this study amounted to 5 people.

The data sources in this study are primary data and secondary data, with data collection techniques using interviews, observations and documentation. Data analysis techniques include data reduction, data presentation, and conclusion drawing (Fattah, 2023)

RESULTS AND DISCUSSION

Lhokseumawe Aesthetic Gift Marketing Strategy in Increasing Sellers 1

A marketing strategy is a well-rounded marketing plan. from integrated which provides guidance on the activities that must be carried out by a company to achieve the marketing goals that have been set. According to Stanton in Haque et al. (2021), it is explained that a marketing strategy is something that includes all systems related to the goal of planning, pricing, promoting, and distributing products, both goods and services that are able to meet consumer needs.

The marketing strategy that must be carried out by the company is not only direct marketing but also indirect marketing such as through digital media to increase sales.

One of the UMKM that has done digital marketing is Aesthetic gifts, aesthetic gifts are MSMEs that produce bouquets, gift boxes, acrylic boards, and other gifts. Aesthetic gifts use social media as a place to promote their products. This research was conducted to find out the marketing strategy carried out by aesthetic gifts using AIDA (attention, interest, desire, action) elements. AIDA's theory explains that a promotional message must be able to attract attention, generate interest, and encourage the audience to act. This model is used as a promotional strategy that serves to attract attention, increase interest, foster desire, and encourage actions from consumers, (Kotler and Keller in Kurniawati et al., 2022).

a. Attention

The strategy of promoting the products or services of a company or business, must make ads or content on social media as attractive as possible to attract the attention of readers, listeners, or viewers.

Based on the results of an interview with Mrs. Vera as the owner of the Lhokseumawe Aesthetic Gift shop. Explaining that to attract the attention of consumers, they promote their products through social media content with interesting content, but he also added that he felt that the content he uploaded could not attract the attention of customers or potential customers and he did not know why the content they uploaded on social media did not attract the attention of the audience.

Based on the results of the observations made, it can be seen that the content uploaded by Kado Estetik Lhokseumawe on social media shows significant differences in terms of reach and audience response on each platform. On TikTok's social media, most of the video content published has not been able to reach a wide reach, which can be seen from the low number of impressions, likes, and other interactions. This shows that the content strategy implemented on TikTok has not fully succeeded in attracting the attention and interest of the audience, or in other words has not managed to enter the For You Page (FYP) which is the key to virality on the platform.

Meanwhile on Instagram, especially through the Reels feature, Lhokseumawe's Aesthetic Gift content has received a higher reach and response. This suggests that audiences are more interested in short video content that is visually appealing. Meanwhile, photo posts on Instagram tend to get less interaction. Thus, the effectiveness of content marketing is greatly influenced by the type of content and platform used.

Based on this, it is strengthened by the theory used according to Kotler and Keller in Kurniawati et al. (2022) attention which is used to attract customer attention. Where attention is used to attract customer attention with content uploaded on social media as a gift from Estetik Lhokseumawe to be able to reach more customers.

b. Interest

After the attention of customers or potential customers, then the company must find out how to build so that customers want to find out more and feel curious about the products or services offered. Companies or business people need to encourage targets to be more interested in the products offered. By following the messages conveyed that are inviting.

Based on the results of an interview with Mrs. Vera Adila as the owner of the Lhokseumawe Aesthetic Gift shop, it is explained that in building the interest of potential customers or customers is to use persuasive sentences or captions that are as attractive as possible to be able to encourage more interest in the product such as needing a bouquet for special events directly cus ketoko bestei ready every day, open po parcels, If you want to order gifts for graduation, school farewell, fiancé or wedding, order directly via DM and Wattshap, Hello Bestei who needs an impromptu bouquet can directly stop by the store and so on.

Based on the results of observations made by researchers, it shows that captions are used to attract consumers both in stories, posts, and videos, but some of them also have some posts that can make customers confused because the caption or what is used is different from the published photo. However, based on the results of the interview with Mrs. Mulyanti as a customer of Eseteik Lhokseumawe gifts, she explained that Lhokseumawe Aesthetic gifts lack price information that is not listed in their Instagram posts because it can make it difficult for customers to make decisions. Based on this, it is strengthened by the theory of Kotler and Keller in Kurniawati et al. (2022), at this stage of Interest builds customer interest by conveying information conveyed through content, for example, such as titles or captions. At this stage, Aesthetic gifts use captions to

be able to attract and build consumer interest with content uploaded on social media. At this stage, Interest builds customer interest by conveying information conveyed through content, for example, such as titles or captions. In accordance with this theory, this level of interest makes customers to build their interest in the product.

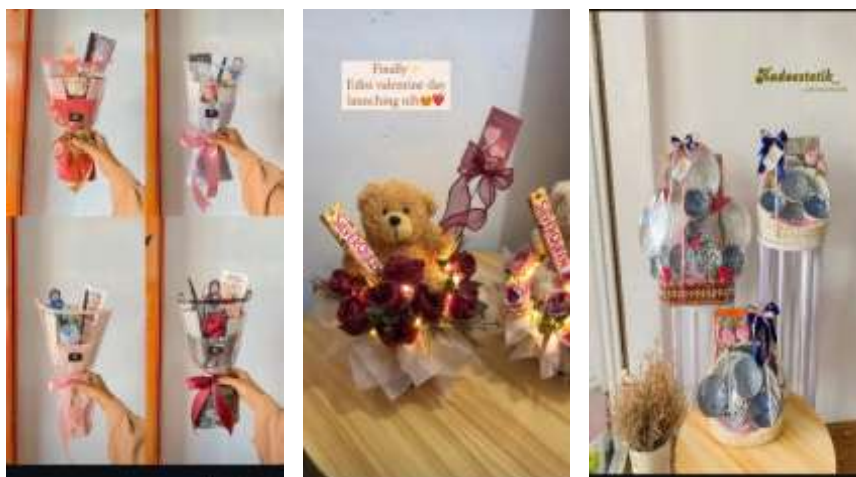
At this Interest stage, some customers of the Lhokseumawe Aesthetic Gift also feel less informative because in the post there is still no information related to the price of the uploaded product.

c. Desire

The desire element is related to the appearance of attitudes from customers or potential customers towards products or services that are liked by them. Where in this element arises the attitude of customers or potential customers after seeing the content that gives rise to a sense of desire for the product seen from the social media posts of the Lhokseumawe Aesthetic Gift (Kotler and Keller in Kurniawati et al., 2022).

Based on the researcher's interview with Mrs. Vera as the owner of the Lhokseumawe Aesthetic Gift Shop, the researcher explained that to build a desire for the owner's customers to try to make attractive and aesthetic photos or videos by following design trends and popular concepts on social media. In addition, they adapt products to emerging trends and specific moments, such as offering special editions during Valentine celebrations.

Based on the results of observations made by the researcher, it shows that the design of the product concept aesthetic gift also adjusts certain moments such as Eid moments, teacher's day, valentine, and so on.



Product sample drawings customize the moment

Source: Instagram gift Aesthetic lhokseumawe

Based on this strengthened by the theory of Kotler and Keller in Kurniawati et al (2022), at this stage of desire, customers feel more interested in knowing more about the products promoted through social media. In addition to posts that are made as attractive as possible and also as aesthetically pleasing as possible, Aesthetic Gifts also customize their products for certain moments such as Valentine's Day.

d. Action

The last element in the AIDA concept is an action where the audience who sees, watches photos or videos uploaded on social media Aesthetic Gifts causes an action to decide to use the product or service to be promoted (Kotler and Keller in Kurniawati et al., 2022).

To find out why the action arises to buy or use the services promoted by the Lhokseumawe Aesthetic Gift Shop, the author conducted an interview with Mrs. Ifvac, she said that the purchase action arises because the products offered by the Lhokseumawe Aesthetic Gift are varied and varied. And based on the results of observations, it also proves that there are various variations offered and we can choose according to our desires and needs. Based on this, it is strengthened by the theory of Kotler and Keller in Kurniawati et al. (2022), in the last stage, namely the action that emerges deciding to buy or use the promoted service. The products offered and shown through social media make customers decide to buy the product. Based on the results of interviews with several customers, it is known that the main attraction that drives the purchase action comes from the variety of products offered by Aesthetic Gifts. Customers are attracted by the diverse selection of bouquets and gifts as well as their beautiful and aesthetic appearance, making them suitable as gifts for various special moments.

The Types of Content That Are Effective and Most Appealing to Consumers 2

To attract the attention of consumers, it is necessary to have a marketing strategy to attract the attention of both customers or potential customers, it is necessary to have a good strategy, especially for marketing through digital, it requires interesting content, good visualization to attract the attention of customers or potential customers.

Content marketing is a promotional strategy for providing information in digital form, either photos or videos about products or services offered by manufacturers, as well as to build brand awareness of products produced by companies or manufacturers, (Pasaribu et al. 2024). Then the content that has been made as attractive as possible is uploaded through social media Instagram, TikTok Aesthetic Gift store @kadoestetik_lhokseumawe to be able to attract more customers, followers, and viewers by utilizing the features on social media.

Based on the results of the researcher's interview with Mrs. Vera as the owner of the Lhokseumawe Aesthetic Gift Shop, she explained that the content strategies they use are many, both on social media, Instagram, or Tiktok, but the one that attracts the most attention from customers are videos uploaded on social media.

Kado Estetik Lhokseumawe utilizes several features on Instagram as a place to channel their content:

- a. Instagram Stories, which can be used to provide the latest information, interact with customers and usually the Lhokseumawe Aesthetic gift is active in updating every day in the story and usually customers take many samples of the bouquet that are uploaded to order.
- b. Instagram Feeds, which are used to upload catalogs or examples of the latest products and put their branding at the forefront.
- c. Reels, which are features on Instagram in the form of videos of a certain duration, are used to promote products, build brand image and also to be able to reach more customers. and it can also be used to reach more followers.
- d. Highlights, an Instagram feature that can be used to save photos or videos and can be viewed at any time.

Kado Estetik Lhokseumawe also uses Tik Tok as a place to promote their products, but even though Tik Tok offers quite a lot of features, Kado Estetik only uses

- a. Home to update either photos or videos to be able to attract more customers and build an image.
- b. Video pins are used for videos that are considered important as information for customers and so on.

CONCLUSION

1. Based on the results of the research and discussions that have been studied, the researcher concludes that: the content-based marketing strategy carried out by Aesthetic Gifts is generally good because most customers know about the Aesthetic Gift store through posts or content uploaded to Aesthetic Gift social media either from Tik Tok or Instagram. Based on the results of the research, the AIDA element in the Interest aspect has not been fulfilled optimally because some customers consider that the photo posts displayed do not provide clear price information, so they have difficulty in determining product choices directly.
2. Based on the results of the research conducted by the researcher, the most interesting content uploaded by the Lhokseumawe Aesthetic gift is Reels video content and for product examples, usually Lhokseumawe Aesthetic gift customers see more references on the Lhokseumawe Aesthetic gift social media story.

Suggestion

1. The content-based marketing strategy carried out by Aesthetic gifts to be better known by potential customers is more appropriate to the current trends and also for posts whether videos or photos are carried out regularly and as often as possible to bring out new customers and increase customer interest in the products offered.
2. As well as for information on videos and photos to be more customized, especially for bouquet photo posts, it is better to include the price directly because with that consumers can immediately make decisions to adjust to purchase the products they want according to their needs

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