



The Job Description of a Content Specialist to Increase Digibank Brand Awareness Through Instagram at Orlange Digital Agency Period of January – March 2023

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Abstract. This paper will explain the role of a Content Specialist in the #digibankLevelMeUp campaign at Orlange digital agency. Starting with a lack of confidence, people choose not to develop their finances. In fact, growing financial is one of the ways for individuals having a good financial future. Peoples have a tendency to trust conventional financial affairs compared to using digital technology. The aim of this marketing campaign is to create company brand awareness by inviting public to level up their finances through digibank products. Through AISAS (Attention, Interest, Search, Action and Share) and word of mouth as the marketing strategy, the campaign was successfully received by audiences with high engagement rates and impressions that build brand awareness. Using observation as a methodology. Behind this success, there is the role of a Content Specialist who creates content and makes copy-writing in the caption. In addition, there are other roles that Content Specialist perform in achieving maximum results. Thus the research has theoretical implications for the falsification of the views before by Khan (2013). With an increasing target audience who are aware of the existence of digibank, it is hoped that they too will have the confidence to want to carry out their banking and financial activities digitally as a way to make life easier in the digital era as it is today so that this can have practical implications for this research.

Keywords: Content Specialist, digibank, brand awareness

1. Introduction

Digitalization provides many advantages for companies that are active in their business, one of which is the use of social media in conducting marketing activities. According to Santoso (2017), social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action towards a brand, product, business, individual or group, either directly or indirectly. Just like digibank relies on social media Instagram as a platform in conducting marketing activities to create brand awareness. Based on Hootsuite data for February 2022, Instagram ranks second for the most used social media platform in Indonesia with a total of 99.15 million users. Thus, it can be said that Instagram can be a potential platform for conducting product marketing activities.

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Digibank is a company that offers a variety of banking needs with a smartphone and internet network. digibank tries to invite the public to grow financially using each of its products. However, judging from the minimal knowledge of the Indonesian people about finance, digibank has created an advertising strategy that can create brand awareness in the eyes of the public. The knowledge and understanding gained by consumers about products through advertising will create a consumer awareness of a brand of a product, which in marketing terms is called brand awareness. This is confirmed by research conducted by (Gunawan and Diah, 2014) which says that advertising as a promotional medium is proven to have a significant positive relationship and plays an important role in increasing brand awareness.

In order for the advertising strategy to run well and achieve the company's goals, digibank takes advantage of Orlange's corporate role as an advertising agency or agency. Advertising agencies or agencies function as consultants who produce a positive picture of the right strategy in advertising to the public (Cambridge University Press, 2019).

Orlange uses creativity strategies in every work project he undertakes. Creativity is one of the variables that are of concern to clients in advertising production. Creative ads can attract the attention of people who see them. As revealed by Rizal (2014), that creative advertising makes the audience pay attention to the advertisement in detail. Orlange is required to always follow the trends and developments of the times in order to be able to create creativity that can compete in the long term prospects.

On this occasion, digibank and Orlange worked together in conducting a #digibankLevelMeUp campaign to invite target audiences to develop financially through the products offered. With this campaign, Indonesian people are increasingly aware that having sufficient financial knowledge and applying it to their daily lives will ensure a secure financial future in the future. To maximize this campaign effort, digibank utilizes the role of a Content Specialist to produce content with messages or communications that are in line with company goals.

2. Material and Methods

PT Kharisma Jingga Kreasi (Orlange) is a digital agency consisting of a group of creative people. Addressed at Jl. Dharmawangsa VIII No. 38, Kec. Kebayoran Baru, South Jakarta City which is strategically located and has good visibility.

At Orlange, a content specialist is tasked with creating content and creative ideas that can represent a product that you want to advertise.

The first phase of the workflow as a Content Specialist at Orlange is receiving client briefs where the writer gets them through the Content Manager. From the brief, objectives and talking points will be determined for content creation. Before creating content,

the Content Specialist will analyze trends and information and collect references that can be used as content.

When they have found an inspiration, the Content Specialist will begin the content production process, which begins with the elaboration of ideas to develop reference materials into new and creative content. Content draft development is carried out by determining the concept, creating a storyline, and making copywriting adapted to the client's brief. Then the content will be checked by the Content Manager and the Internal team to ensure whether the content is in accordance with the client's brief and wishes. Internal team discussions can optimize content performance by correcting and adding more values to content. When the content is deemed to have answered the client's brief or wishes, the content will be submitted to the client for client approval. If the client has approval, the Content Specialist will create captions before the content is published. If not, continuous revision will be carried out.

Prior to publication, the Content Specialist will create a caption that is tailored to the objective communication related to the product. Copywriting on digibank content must be engaging and intelligent (connect with the product). Copywriting is optimizing the use of language for promotional purposes and persuading target audiences (Albrighton, 2013). From this definition it is clear that the main tool of copywriting is language and its purpose, it is also clear that it is for promotional purposes and persuades the target audience. If it is not according to the client's wishes, the Content Specialist will make revisions according to the feedback received. Revisions will be carried out continuously until finally obtaining client approval. Meanwhile, if the client has obtained approval, the content is ready to be published based on a predetermined schedule.

Financial literacy measures the correct level of skill, attitude and behavior in using financial products and services. Indonesia's financial literacy index is still relatively low. This statement is supported by OJK data in 2019, the Indonesian financial literacy index only reached 30.03 percent and the financial inclusion index was 76.19 percent. Where this figure is far from Singapore at 98 percent, Malaysia 85 percent, and Thailand 82 percent. This indicates a high potential risk for the Indonesian economic ecosystem in the future. The development of the digital world and the internet has made all financial access easier, but still some people do not have sufficient financial knowledge to anticipate future threats to the Indonesian economy.

Digibank as one of the pioneers of the first digital banking in Indonesia, tries to provide a pleasant experience (joyful experience) for its users. Services are available ranging from Savings, Credit Cards, Investments, Loans, Insurance to Foreign Exchange Transfers. The excellent features make digibank an online banking service that makes it easy for users. Various digibank products are quite complete, but there are still many people who do not know about product profitability and its impact on their financial future.

Starting from the problems and needs of the Indonesian people, digibank through the #LevelMeUp campaign invites the community to develop in achieving their financial

goals. If translated into Indonesian, "level up" means level up. digibank wants its customers to level up to be more empowered, insightful, and confident in developing or leveling up their finances.

Orange as an advertising agency will take advantage of all the features on the Instagram platform and make every effort to interact with audiences, provide financial knowledge, and recommend digibank products as a solution to achieving financial freedom. The content will discuss product information and benefits with the hope that the target audience can receive a lot of insight that has never been obtained before.

The target audience for the #digibankLevelMeUp campaign are Indonesians with an age range of 24-55 years who are already earning and have work experience. In addition, have basic knowledge but not too mature in maintaining financial stability.

According to Morrisan (2013), the target audience is choosing one or several audience segments that will be the focus of marketing and promotional activities. In determining the target audience strategy by profiling the following 3 categories:

1. Demographics

Categorization based on things that tend to be absolute such as age, income, religion, race, ethnicity, economic level and others. Based on demographic categories, the target audience to be reached includes the following:

- a. Millennials and Generation X
- b. All genders and SARA
- c. Age: 24-55 years
- d. Last education: College

2. Geographic

Categorization based on the geographic location of the intended audience, such as a place of residence or a location where the targeted audience has close access to make purchases. From a geographical perspective, this campaign targets people living on the islands of Java, Sumatra and Bali.

3. Psychographics

Categorization based on preferences, values, attitudes and lifestyle. This aims to classify the target audience in terms of values and beliefs. digibank targets people who have an interest in economic issues and are always up to date on social media.

Digibank is a digital banking company that provides facilities and provides information to customers that can be accessed via smartphones. According to the Financial Services Authority (OJK) regulation number 12/POJK.03/2018 concerning the Implementation of Digital Banking Services by Commercial Banks, where the definition of digital banking is a service for electronic banking developed in order to maximize the utilization of customer data in order to serve and provide information to customers more easily,

quickly, and in accordance with the needs (customer experience), and can be run completely independently by the customer, taking into account the various aspects of security.

Based on Telkomsel DigiAds data (2022), it is also concluded that the digital bank feature that users like the most is savings by category. With this data, digibank sees that some people are starting to have awareness to anticipate a good financial future by saving. Unfortunately, some people only focus on savings features when using digital banks without knowing other features and services that support financial development.

In responding to the needs of the community, digibank by DBS actively innovates to become an intelligent way of banking or in Indonesian, which means a smart way of banking, to accommodate users' aspirations to achieve financial independence. digibank wants to introduce all facilities in banking activities through the palm of your hand, such as opening an account, e-wallet top-up, paying monthly bills, foreign exchange transfers, Unsecured Loans (KTA) with only 60 seconds approval, opening deposits to investing with a 100 digital process % from end-to-end. By utilizing digibank facilities and services, people are more confident in achieving their financial goals through satisfying experiences.

Digibank developed a #digibankLevelMeUp advertising communication strategy with the aim of increasing public awareness or brand awareness. Planting and creating a brand memory in the minds of consumers is very important in an effort to increase consumer purchase intentions for a product. The higher consumer awareness of a brand, the greater the potential for a company's product to be purchased by consumers (Laksamana, 2018). This is also supported by Pranata & Pramudana's research (2018) which found that advertising has a significantly positive effect on brand awareness.

In realizing a superior and competitive company, digibank through its marketing communications accommodates audiences through available programs. To better understand people's aspirations and provide direct experience related to products, digibank presents a series of educational content #WealthWednesday which is routinely launched every Wednesday which discusses information about the importance of financial management, information and tips on growing financially, application through digibank products, explanation of digibank features, benefits products in anticipation of a better financial future. The talk show program raises topics that are close to the issues or interests of this segment so that people can directly get financial knowledge from experts in their fields.

In addition, digibank creates and packages each product marketing content in the form of a carousel using the WIFE principle which stands for witty, intelligent, fun and engaging which, when translated into Indonesian, means witty, smart, funny and interesting. In an effort to attract public attention, a Content Specialist prioritizes aspects of creativity in conveying messages in every marketing advertisement. Creative advertise-

ments make the audience pay attention to these advertisements in detail and detail (Rizal, 2014). The creativity that producers do in advertisements can make consumers interested in listening to them. Furthermore, creative brand campaigns will be very important because the role of brand campaigns can be a driver of brand awareness and consumer trust (Ainurrofiqin, 2021).

Competitors for digibank are TMRW and Jenius.

The following is a description of the SWOT Analysis with its sources and supporting data:

A. Strength

In carrying out marketing campaigns, the company will use creative strategies to create as much as possible superior value that is more than other competing companies. This is applied to any content where the company indirectly shows the brand image to the public.



Fig 1. Instagram Reels @tmrwindonesia
Source: Instagram @tmrwindonesia

The author observes that a competitor company, namely TMRW, in the #MakeTMRWYours campaign wants to invite people to grow their finances through TMRW features and services. Content is created using a viral marketing strategy that takes advantage of issues or trends that are currently being discussed and packaged in the form of Instagram Reels. For example, the Coldplay concert in Indonesia which is currently being hotly discussed as promotional content.



Fig 2. Instagram Feeds @jeniusconnect
 Source: Instagram @jeniusconnect

Then, different with Jenius which is more focused on launching single static content that is hard selling in nature as reported by Investopedia, hard selling is a sales approach method that is direct and clear in nature. The objective of the # Small Steps Today campaign is to make people have fun without making their cash flow messy through Jenius features and services.



Fig 3. Instagram Feeds @digibankid

Source: Instagram @digibankid

As one of the first digital banking pioneers in Indonesia that seeks to provide a pleasant experience for its users, digibank has its own strengths in approaching the public through its content, which provides content based on the experiences and needs of today's society. In addition, it is not uncommon for digibank to launch educational content about finance with the aim that people can anticipate their financial future through digibank products. Thus, the community relies on and trusts digibank as an application in developing finances.

In addition, digibank offers services and advantages in attracting public attention such as accounts, e-wallet top-ups, paying monthly bills, foreign exchange transfers, Unsecured Loans (KTA) with only 60 seconds approval, opening deposits to investing with a 100% digital process from end-to-end. As for the convenience of users when applying for products such as registering a digibank Credit Card without the need to have a credit card beforehand, approval in only 60 seconds, various installment options, and there are attractive promos in it.

B. Weakness

Based on the DailySocial survey, digibank was known by 30.9% of respondents, which was very different from Jenius, which was known by 64.2% and Bank Jago, where

21.04% of respondents said they knew the company as a digital bank. This is also supported by information via the official DBS website that the spread of DBS Bank offices is only in big cities in Java (Jabodetabek), Sumatra and Bali. With this data, it is concluded that digibank does not yet have strong brand awareness when compared to other digital banks.

C. Opportunities

According to Telkomsel DigiAds data, the use of digital banks is based on convenience when registering, followed by fully digital access which makes work easier so users don't have to bother going to the bank.

D. Threats

With the presence of competitors, a brand can recognize superior value and motivate it to advance in the long run.

This paper uses observation as their methodology, and the AISAS model as the marketing communication model. In the AISAS (Attention, Interest, Search, Action, and Share) Content Specialists take an important role in creating attention and interest. To build attention, Content Specialists create carousel content with visuals and copywriting that contains interesting product information and benefits so that the audience is attracted to the content. After that, interest is formed where the audience slides the carousel content slides to the end, where in the AISAS model, the audience reaches the interest stage. At this stage, the Content Specialist is considered to have achieved the project target which creates brand awareness in the eyes of the audience. There is a very close relationship between Share points in AISAS and social media. The opportunity to share for social media users provides personal experience to be able to interact and inform about what they see, feel and experience. "Consumers will share and influence other consumers initiatively after they come into contact with the product or service information and buy it. In this process, consumers go through five steps: attention, interest, search, action, share" (Tan, Zhang, Guan, Wan, 2014:58). Unknowingly, the role of word of mouth (WOM) is also applied. Herein lies how AISAS gave rise to an online consumption behavior model, which takes the power of the internet in expanding information.

The rapid development of technology, including the internet, has made changes to the form of word of mouth communication. Electronic word of mouth appears as the impact of technology to adapt to current trends. As according to Kotler and Armstrong (2018: 515), electronic word of mouth (e-WOM) is the internet version of word-of-mouth advertising. The eWOM application by the public can be seen through the Instagram digibank comments column. When users are satisfied or dissatisfied, they will share their experience through the comments column in the content, considering that digibank does not provide a separate feature that accommodates user reviews.

Digibank concludes that there are 3 (three) content pillars in carrying out marketing strategies that are seen from the needs of the audience, namely:

1. Financial plan insight (Personalized Advice): Providing financial insight or knowledge that is relevant to financial planning, strategy and user goals that is proven and can be served. Thus, users can find it relevant to understand their desire to develop finances efficiently.
2. Corporate branding (I Know I Can Trust You): Increasing public trust by demonstrating digibank's credibility as a digital bank that can become a public partner in developing finance. The expectation is to increase public confidence and rely on digibank as a medium for growing their finances.
3. Product Focus (I Am Special): Promote products based on unique experiences with USP (Unique Selling Proposition) information and special offers that match financial needs. This is expected to make users feel special through the impact and benefits received.

In addition, the creative advertising strategy for this project also uses copywriting. According to Ariyadi (2020), copywriting is very important for conveying short and attractive promotional messages to advertise products. In this case, copywriting has the ability as creative advertising in managing and creating words that will be conveyed as scripts for advertising and promotion by combining intellectual and artistic work in sales messages. The following is a copywriting strategy that forms the basis of ad creation:

1. Storytelling

Using storytelling makes the audience feel what is written in the caption according to their experiences. The reason is, almost everyone likes to tell stories and listen to other people's stories. The application of storytelling in content not only makes it more interesting, but can also increase engagement.

2. Trend Jacking

Reporting from the PPM School of Management, Trend Jacking is a strategy to take advantage of issues or trends that are currently being discussed as promotional content. For example, the Squid Game which was busy some time ago was adapted by many parties to advertise their products. Utilizing trend-jacking is a modern marketing strategy with comedy packaging that makes the delivery of messages spread faster. For example, using the copy "You are asking" in the caption which was trending in early January 2023.

3. Product Focused

There is a copywriting strategy by clearly showing the products offered and communicating the value of these products. This strategy is applied by the author to product benefits such as the digibank Credit Card which has easy application, adjustable limits, and installment options that keep cashflow safe.

The media chosen by the advertiser is the TTL (Through The Line). This is based on the development of the world of digital marketing to optimally reach a wide audience and create interaction to build company brand awareness so this is the most suitable media to use is Instagram.

3. Results

Specifically, the #digibankLevelMeUp marketing campaign generated brand awareness which can be calculated through the total number of engagements and impressions on each upload as follows:

Posted about “digibank Pay Later” product reels: achieved 561,000 views, 1,431 likes and 38 comments.



Fig 4. Instagram Feeds @digibankid
Source: Orlange Social Media Team

Quiz “Kuis Dicari”: Successfully achieved 139,000 impressions, 15,875 likes and 16,144 comments.







			
15875	16144	3200	550
Impressions			139,764
From Home			127,453
From Other			5,888
From Explore			3,122
From Profile			2,846

Fig 5. Insight “Kuis Dicari”
Source: Orlange Social Media Team

As for some other positive comments as follows:



Fig 6. Comments on the digibank Instagram Platform
Source: Instagram @digibankid

Based on several comments on the content for the period from January to March, several audiences have started to know and are aware of the role of digibank products in developing their finances. Thus, digibank succeeded in increasing brand awareness through marketing content.

4. Discussion

Research conducted by Khan (2013) shows that humor is an important element of an advertisement and has a profound effect on building brand recognition. In fact, content that attracts more audience attention is by using interactive and participatory elements, such as a giveaway quiz with a mechanism to mark other accounts so as to attract audience attention through attractive prizes. With this content, it is hoped that other users will visit the Instagram page and see digibank promotional content so that it can create company brand awareness. Thus the research has theoretical implications for the falsification of the views put forward by Khan.

The author concludes that Content Specialists have a very important role in marketing campaigns. Although in simple terms the main task of a Content Specialist is to create content, to maximize marketing communications, a Content Specialist can hold other roles such as making copywriting or writing in content, determining visuals, developing an idea, becoming a talent and so on in supporting the success of the campaign.

With an increasing target audience who are aware of the existence of digibank, it is hoped that they too will have the confidence to want to carry out their banking and financial activities digitally as a way to make life easier in the digital era as it is today so that this can have practical implications for this research.

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