Informative or Persuasive: Which Type of Marketing Content Can Best Foster Co-Creation in MSMEs?

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Abstract. In concurrence with the prevailing trends in social media, Small and Medium-Sized Enterprise (MSME) stakeholders are actively harnessing the potential of social media platforms to enhance collaborative engagements with their clients through the strategic creation of marketing content. This study seeks to carefully assess the impact of informative content and persuasive content on the augmentation of co-creation initiatives with customers. A total of 126 MSME entrepreneurs in the locale of Makassar were enlisted as respondents for this investigation, with their insights being solicited through a 5-point Likert scale questionnaire. The dataset obtained from the respondents was subjected to rigorous analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) through WarpPLS version 8.0. The research findings unveiled that informative content, disseminated by MSME entrepreneurs in Makassar, substantially contributes to the positive facilitation of co-creation with their customers. In stark contrast, persuasive content exerts an adverse influence on the co-creation efforts between customers and MSMEs in Makassar. Consequently, MSME proprietors are advised to exercise judicious discretion when determining the nature of content for utilization in their marketing activities, while ensuring its alignment with the distinct regional and operational contexts of their enterprises. Subsequent inquiries should consider the inclusion of additional variables that may further contribute to the effective deployment of marketing content by MSMEs, as well as other business typologies.

Keywords: Marketing Content, Informative Content, Persuasive Content, Co-creation, MSMEs.

1. Introduction

Collaboration, specifically co-creation, with customers has assumed paramount significance within the contemporary business landscape. This prominence arises from its capacity to enhance a firm's acumen in comprehending the nuanced intricacies of customer needs and preferences. This cognizance is particularly critical in light of the swift transformations characterizing contemporary trends and

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technologies [1]. Collaborative engagement with customers empowers companies to discern novel opportunities and to formulate products that are more congruent with prevailing market dynamics. Consequently, this practice culminates in heightened levels of customer satisfaction and augments overall business growth [2,3].

Furthermore, engagement in collaborative endeavors with clientele stands poised to expedite the pace of innovation. In an epoch marked by the expeditious emergence of novel products and services, entities adept at swift adaptation and innovation accrue a distinct competitive edge. The cooperative creation with customers yields inventive concepts that might remain latent in the absence of customer input. By integrally involving customers in the innovation trajectory, enterprises can fashion products or services that are not only germane but also captivating to the discerning market [2,4].

Finally, the practice of collaborating with customers serves as a catalyst for companies to cultivate robust and enduring relationships with their client base. Engaged customers within the co-creation process manifest a propensity for elevated satisfaction levels and heightened brand loyalty. A deliberate focus on perpetuated interaction and an attentive ear to customer feedback afford businesses the opportunity to foster protracted, mutually advantageous relationships for both parties involved [5].

The advent of social media represents a seminal catalyst in the promotion of customer collaboration within the domain of business. Through the auspices of social media platforms, companies have found it increasingly expedient to engage with customers, solicit feedback, and encourage their active participation in the co-creation process. Customers who interface with firms through social media channels tend to exhibit heightened involvement in co-creation initiatives, thereby affording opportunities for the exchange of invaluable ideas and insights. Consequently, the influence of social media has precipitated a paradigm shift in the manner in which companies engage in customer collaboration. It has facilitated more direct and immediate forms of engagement, while simultaneously expanding the outreach to potential customers who can be enlisted in this collaborative process. This transformation is further reinforced by the consistent year-on-year surge in social media users, rendering it a compelling proposition for businesses to harness social media as a means to foster co-creation with their clientele [6].

In the year 2023, the social media user base in Indonesia reached a substantial figure of 212.9 million individuals, constituting a noteworthy 77.0% of the nation's total population [7]. The allure of social media has progressively grown, offering discernible benefits to businesses, both in terms of advertising and product marketing. It serves as a wellspring of inspiration for business proprietors, furnishing them with a profusion of innovative concepts to infuse into their marketing strategies [8,9]. The central imperative for business practitioners lies in the astute exploitation of social media's ubiquitous presence, with a primary focus on strategizing and generating marketing materials or content that resonates compellingly with their clientele [10].

Marketing content disseminated via social media platforms assumes a central role in the facilitation of co-creation endeavors with customers. By crafting content that is informative, compelling, and contextually relevant, enterprises can embark upon a dialogue with their customer base, articulating brand perspectives on products or services and, concomitantly, meticulously attending to customer feedback. The inclusion of interactive elements, such as polls, open-ended inquiries, or challenges, holds the capacity to elicit heightened customer engagement. A well-conceived and artfully executed social media marketing content strategy has the potential to not only kindle opportunities for customers to contribute to brand and product ideation but also to significantly enhance the co-creation process itself [11, 12].

Social media assumes a pivotal role in the facilitation of co-creation by furnishing a platform for interactive engagement, information dissemination, and the solicitation of customer feedback. This medium empowers enterprises to gain a more profound insight into the nuanced spectrum of customer requisites and preferences, thereby enabling the tailored design of products and services [13]. Consequently, social media marketing content transcends its conventional function as a mere conveyor of corporate messaging, evolving into a dynamic tool for collaborative product and service development with customers. Within the domain of social media marketing, content bifurcates into two distinct categories: informative content, geared towards the dissemination of factual information, and persuasive content, designed to elicit active audience participation and engagement [14]. The discerning selection of social media content becomes imperative in the context of fostering more effective customer-brand relationships, ultimately enhancing customer engagement [15].

The utilization of marketing content by micro, small, and medium-sized enterprises (MSMEs) on social media can serve as an effective tool to enhance co-creation with customers. MSMEs that actively publish engaging marketing content on social media platforms tend to foster stronger customer communities. These communities can provide fertile ground for co-creation, where customers feel more engaged in offering input, ideas, and feedback on the products or services offered by MSMEs [16]. Furthermore, marketing content that emphasizes compelling narratives or relevant storytelling can build emotional connections between MSMEs and customers, thereby facilitating co-creation with a higher level of engagement. Consequently, the effective use of marketing content on social media by MSMEs can be an efficient strategy to strengthen customer relationships and stimulate productive co-creation [10, 15].

Grounded in empirical research and pertinent phenomena associated with the utilization of marketing content on social media by micro, small, and medium-sized enterprises (MSMEs) and their endeavors to augment co-creation, this study will undertake an analysis to ascertain the relative contributions of informative and persuasive content in fostering co-creation among MSMEs stakeholders.

2 Literature Review

2.1 Social Media

The incorporation of social media in the realm of business has emerged as a pivotal subject in the digital era. Social media platforms serve as efficacious instruments for brand establishment and customer interaction [17, 18]. It is contended that enterprises that maintain an active presence on these platforms can amplify their visibility and forge robust consumer relationships. The adoption of social media further contributes to an enhanced comprehension of market trends and the augmentation of customer engagement through strategically devised, pertinent campaigns [19, 20].

The use of social media for business also presents its own challenges. Companies need to be cautious in managing their online brand reputation due to the risks of negative customer responses and the adverse effects of false comments or news [21]. Hence, the use of social media in business requires a well-thought-out strategy and a profound understanding of the target audience. In this context, further research and meticulous data analysis are required to achieve positive outcomes in the utilization of social media for business [22, 23].

Furthermore, social media provides a robust platform for analyzing trends and consumer behavior. Data acquired from online interactions can be harnessed to craft more effective marketing strategies, centered around customer needs. Nevertheless, it is worth noting that in the realm of social media for business, both the consistency and quality of content bear paramount significance [10, 15, 24]. Successful businesses in the realm of social media are those capable of consistently presenting relevant and engaging content while actively engaging with their audience. Hence, awareness of trends and best practices in social media for business becomes pivotal for achieving success in the ever-evolving digital landscape [18, 25, 26].

2.2 Marketing Content

In the digital era, content marketing assumes a pivotal role in social media marketing strategies. Relevant and value-laden content has the capacity to capture the audience's attention and foster strong engagement [27]. Social media content marketing enables brands to engage more intimately with consumers, enhance brand awareness, and improve conversion rates. Therefore, the effective implementation of content marketing strategies becomes a critical element for the success of marketing campaigns in the digital age [15, 28, 29, 30]. In its application, two primary content categories are frequently employed for creating promotional materials on social media: informative content and persuasive content [14].

Informative and persuasive content play vital roles in the realm of social media. Informative content, often accompanied by valid facts and data, serves as a valuable knowledge source for users. High-quality informative content can aid users in making more informed and accurate decisions [31]. Conversely, persuasive content seeks to influence the opinions and attitudes of users. Well-delivered persuasive content has the potential to impact user behavior and decisions, such as purchasing products or supporting a particular viewpoint [32].

Informative content in social media can also enhance the credibility and authority of users or brands. Social media users tend to place greater trust in accounts or brands that consistently provide informative content relevant to their interests [25, 26, 33]. Conversely, persuasive content is often utilized in digital marketing campaigns to influence consumer behavior [14, 15].

Two distinct content categories exist, with informative content encompassing eight variables: brand statements, transactions, price comparisons, prices, targets, product purchases, product locations, and product descriptions [14]. These variables serve to disseminate a spectrum of general product information, including pricing details and product availability. In contrast, persuasive content variables encompass elements such as articulated attractive attributes, the array of emotions invoked, the utilization of emoticons or colloquial language, references to holiday contexts, humor utilization, the conveyance of philanthropic or activist messages, a friendly tone, and limited engagement in conversational exchanges [14, 15, 29]. Notably, the incorporation of entertainment elements and calls to action within persuasive content is a prevalent strategy for capturing the attention and fostering engagement with prospective clientele. Furthermore, content can be classified into three distinct categories: content designed to furnish clientele with informational value, content purposed to entertain the audience, and content engineered to assist consumers by imparting sales-related insights [34].

In summary, informative and persuasive content represent two interrelated content categories within the domain of social media. Informative content serves as a fount of valuable knowledge, while persuasive content assumes a pivotal role in shaping user behaviors. To attain efficacy in the realm of social media, it is imperative to discern the prudent amalgamation of these two content genres, as elucidated in the antecedent scholarly investigations [10, 15, 29].

2.3 Co-Creation

Collaboration with customers through social media, commonly referred to as co-creation, has emerged as a critical component of contemporary marketing strategies. Co-creation entails the active involvement of customers in the development of products, services, or content, affording brands the opportunity to coalesce in the active shaping of the brand experience. At its core, co-creation embodies the amalgamation of customer knowledge, ideas, and creativity with the brand's reservoir of expertise and resources, resulting in the generation of shared value [35].

Several categories of co-creation manifest within the domain of social media. Firstly, ideation co-creation entails customers proffering feedback, suggestions, or ideas pertaining to anticipated products or services. Subsequently, content co-creation encompasses customer contributions of relevant content, encompassing but not limited to reviews, images, or videos that serve to promote the brand. Moreover, experience co-creation involves a collaborative effort between brands and customers to craft more individualized and pertinent customer experiences. This multifaceted spectrum of co-creation categories affords brands the opportunity to foster deeper customer engagement and fortify the brand-customer rapport [36].

The phenomenon of customer co-creation within the realm of social media encompasses a spectrum of manifestations, involving active involvement in the processes of product development and service refinement, as well as the furnishing of invaluable feedback. As an illustration, customers may engage in collaborative endeavors, such as the beta testing of nascent products [37]. Furthermore, customers are empowered to contribute inventive concepts, share brand-relevant content, or participate in corporate-initiated contests [38]. Additional configurations of co-creation encompass participation in online forum deliberations, the conveyance of feedback through survey instruments, or even cooperation in marketing campaigns entailing customer involvement in the dissemination of brand communications [39].

These diverse modalities empower customers to actively partake in the influence and configuration of the brand experience, thereby cultivating more intimate relationships and mutual value for all stakeholders involved.

The integration of co-creation practices within the realm of social media bears the potential to bolster customer engagement, expedite the innovation process, and foster more profound customer loyalty [40]. Hence, co-creation emerges as a pivotal instrument in the development of enduring relationships between brands and their clientele, thereby conferring a competitive advantage within an increasingly fierce marketplace [37, 39, 40].

3 Research Model and Hypothesis

3.1 Research Model

The research model employed is as follows:

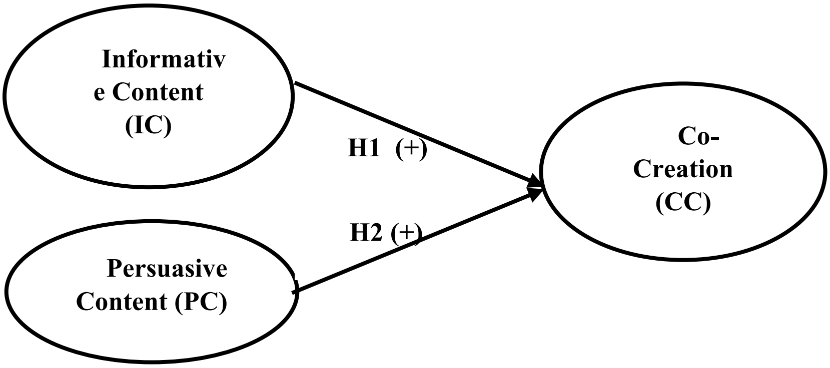


Fig. 1. Research Model

3.2 Hypothesis

3.2.1 Informative Content on Co-Creation

The influence of informative content on social media on co-creation has two aspects, namely positive and negative effects that deserve attention. High-quality informative content can encourage customers to participate more actively in co-creation with the brand [41]. By providing valuable and relevant information, customers feel more motivated to share their ideas, feedback, and brand experiences with the brand, thereby creating a closer relationship between the brand and customers [42].

Informative content on social media has a notably positive impact on co-creation with customers. The provision of pertinent, high-quality, and valuable information can actively encourage customer involvement in the co-creation process with a brand

[43]. Content that deepens comprehension of products or services, offers solutions to customer issues, or imparts valuable insights motivates customers to share ideas, provide feedback, and even contribute to product development. Consequently, well-crafted informative content on social media serves as a potent tool for reinforcing brand-customer relationships and generating mutual value [10, 15, 29].

Nonetheless, there exists the potential for adverse outcomes stemming from overly abundant or imprecise informative content. Content that is excessively informative or laden with extraneous technical minutiae may inundate customers with information, resulting in perplexity and a reduction in brand engagement in co-creation activities. Consequently, it is imperative for brands to attain a judicious equilibrium in the delivery of informative content on social media, enabling the optimization of its positive impact while avoiding any impediments to customer involvement [44].

When informative content on social media is not disseminated prudently, it carries the potential for adverse impacts on co-creation with customers. If the informative content delves excessively deep, becomes overly complex, or takes on a highly technical nature, it can induce feelings of unease or information overload among customers [45]. Consequently, brands may exhibit hesitancy in engaging fully in the co-creation process, perceiving that the excessive delivery of information hampers effective dialogue between the brand and its customer base. Hence, it is of paramount importance for brands to recognize the boundaries in furnishing informative content, ensuring that such provisions do not obstruct constructive interactions with customers [10, 14, 30].

H1: Informative content has a positive and significant impact on co-creation of Micro, Small and Medium Enterprises (MSMEs) in Makassar City.

3.2.2 Persuasive Content on Co-Creation.

The impact of persuasive content in social media on co-creation involves a nuanced interplay of positive and negative effects that merit deliberate scrutiny. Persuasive content, which wields influence over customer behavior by, for instance, prompting their participation in competitions or encouraging the sharing of brand experiences, holds the potential to stimulate productive co-creation [46]. In this regard, persuasive content functions as a catalyst for actively involving customers in brand interactions and contributing to the co-creation process [10, 12, 14].

The utilization of persuasive content in social media yields a noteworthy positive impact on co-creation with customers. Well-crafted persuasive content has the capacity to stimulate heightened customer participation in co-creation with the brand [47]. Engaging and convincing persuasive messages can serve as catalysts, inspiring customers to share their viewpoints, furnish constructive feedback, and even instigate specific actions, such as product purchases or improved decision-making [14, 15, 47].

Furthermore, persuasively structured content can fortify the rapport between the brand and its clientele. Persuasive content that establishes a compelling and pertinent narrative about the brand can engender a deeper and more meaningful customer experience [48]. This, in consequence, holds the potential to cultivate stronger brand-customer relationships, thereby enhancing co-creation and engendering a more substantial mutual value exchange [14, 15, 49].

Nonetheless, there are associated risks when it comes to the utilization of persuasive content on social media. Excessive or incongruous use of persuasive content, contrary to a brand's values, can undermine customer trust and curtail brand engagement in co-creation initiatives [50]. Consequently, brands must exercise prudence when composing persuasive content, ensuring that such persuasive messages align with the collaborative essence of co-creation and do not come across as coercive or imposing their viewpoints onto customers [51].

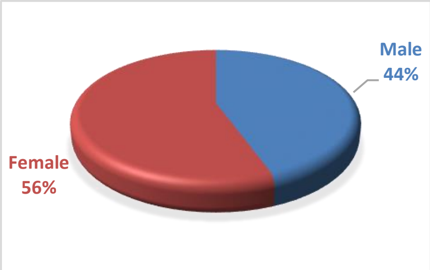
The incorporation of persuasive content on social media can yield adverse outcomes for co-creation when persuasive messages tend to dominate or become overly forceful. Overly assertive or commercially oriented persuasive content that disregards customer needs and viewpoints may lead to a degradation of trust and brand participation in co-creation efforts [50]. Placing excessive emphasis on commercial objectives and brand influence within persuasive content can curtail customer autonomy in the co-creation process, potentially impeding effective collaboration [52].

H2: Persuasive content has a positive and significant impact on co-creation of Micro, Small and Medium Enterprises (MSMEs) in Makassar City.

4 Methodology

4.1 Respondent

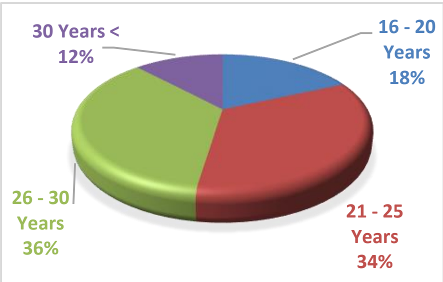
This study centers on business practitioners, specifically Micro, Small, and Medium Enterprises (MSMEs). The research participants in this study comprise active MSME proprietors who actively employ social media as part of their business activities. The study specifically focuses on those MSME operators who give special consideration to marketing content created and disseminated on social media platforms. The MSME operators completed questionnaires through the utilization of Google Forms as the primary research instrument. Furthermore, the research team conducted brief interviews with selected MSME operators to gather insights into their content utilization practices in their respective businesses. For this study, an adequate sample size is defined as having at least 150 respondents [53]. However, another recommendation suggests that Structural Equation Modeling (SEM) analysis should encompass a minimum of 200 participants or, in the case of non-complex SEM models, a minimum of five cases per parameter [54]. Consequently, the requisite sample size for this study is a minimum of five times the number of indicators, or a range between 150 to 200 respondents. The total number of MSME operators who participated in this research amounted to 126 respondents out of 153 who completed the research questionnaire, resulting in a valid response rate of 82.35%. These respondents are situated in Makassar City and represent a diverse array of business types and varying durations of operation. Data collection from these respondents occurred from July 2023 to October 2023. The following offers a detailed description of the respondents involved in the study:



Gender	Number	%
Male	56	44.44%
Female	70	55.56%
Total	**126**	**100.00%**

Fig. 1. Gender of Respondents

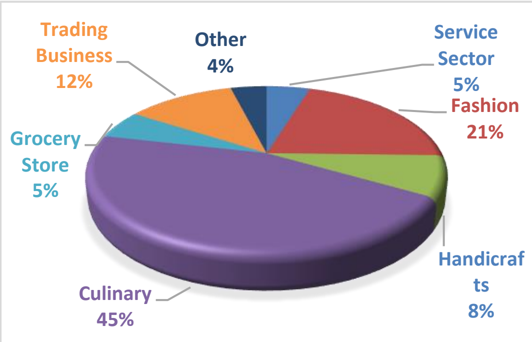
As evident from the pie chart and the table above, it is apparent that a significant proportion of the research participants in this study are female Micro, Small, and Medium Enterprises (MSMEs) operators, constituting 70 respondents or 55.56% of the total. Conversely, male MSME operators make up 44.44% of the respondent population, with a total of 56 participants.



Respondent Age	Number	%
16 - 20 Years	23	18.25%
21 - 25 Years	43	34.13%
26 - 30 Years	45	35.71%
30 Years <	15	11.90%
Total	**126**	**100.00%**

Fig. 2. Respondent Age

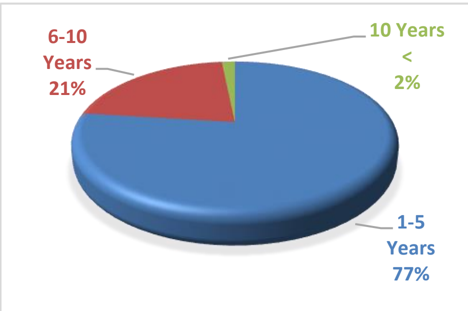
In terms of the respondents' age distribution, it is noteworthy that this research is predominantly characterized by Micro, Small, and Medium Enterprises (MSME) operators falling within the 26-30 age bracket, constituting 45 respondents or 35.71% of the total sample. Following closely are MSME operators in the 21-25 age group, comprising 43 respondents, which represents 34.13% of the sample. Subsequently, 23 respondents, or 18.25%, belong to the 16-20 age group, with the remaining 15 respondents being MSME operators aged over 30 years.



Type of Business	Number	%
Service Sector	6	4.76%
Fashion	26	20.63%
Handicrafts	10	7.94%
Culinary	57	45.24%
Grocery Store	7	5.56%
Trading Business	15	11.90%
Other	5	3.97%
Total	**126**	**100%**

Fig. 3. Type of Business

An examination of the respondents' business types reveals that culinary business operators constitute the predominant category in this study. A total of 57 MSME operators, representing 45.24% of the sample, are engaged in the culinary sector. Subsequently, MSME operators in the fashion industry are the second-largest group, with 26 respondents, accounting for 20.63%. In addition, there are 15 respondents involved in trade (11.90%), 10 respondents in handicrafts (7.94%), 7 respondents in the wholesale sector (5.56%), 6 respondents in the service sector (4.76%), and 5 respondents running other types of businesses (3.97%).



Business Age	Number	%
1-5 Years	97	76.98%
6-10 Years	27	21.43%
10 Years <	2	1.59%
Total	**126**	**100.00%**

Fig. 4. Business Age

The majority of the MSME operators who participated in this study operate businesses that are within the age bracket of 1-5 years. Specifically, 97 respondents, or 76.98% of the total, fall into this category. Additionally, there are 27 respondents who manage businesses that are between 6-10 years old, representing 21.43% of the sample. The remaining 2 respondents oversee businesses that have been established for more than 10 years, comprising 1.59% of the overall participant pool.

4.2 Measurement

In this study, data collection was accomplished through the utilization of questionnaires as the primary research instrument. A five-point Likert scale was employed for measurement, where the first point signifies strong disagreement with the statements presented in the questionnaire, and the fifth point indicates strong agreement with these statements. All the statements featured in the questionnaire were formulated based on relevant indicators, which were adjusted in accordance with findings from pertinent theories and previous research. The independent variables encompass marketing content, comprising two categories: informative and persuasive content. The dependent variable is co-creation.

The following lists the indicators for each of the utilized variables:

- Informative Content (IC) is comprised of the following indicators: brand mention (IC1), deal (IC2), price compare (IC3), price (IC4), target (IC5), prod-avail (IC6), prod-location (IC7), and prod-mention (IC8).
- Persuasive Content comprises the following indicators: Remarkable fact mentioned (PC1), Presence of any type of emotion (PC2), Inclusion of emoticons or net slang (PC3), Mention of holidays (PC4), Use of humor (PC5), Inclusion of philanthropic or activist messages (PC6), Likelihood of being friend-related (PC7), and Presence of small talk or banter (PC8).
- Co-Creation consists of the following indicators: offering input in the form of suggestions and ideas (CC1), providing product comments or reviews (CC2), actively engaging in organized competitions (CC3), posting comments on content (CC4), furnishing product testimonials (CC5), participating in discussions within online forums, including live discussions (CC6), taking part in surveys for feedback (CC7), and aiding in the dissemination of provided marketing campaigns (CC8).

4.3 Analysis

This research employs Partial Least Square - Structural Equation Model (PLS-SEM) as the analytical tool. The selection of PLS-SEM is attributed to the non-normally distributed data obtained from the respondents' questionnaires. PLS-SEM has demonstrated its effectiveness in modeling research with non-normally distributed data [55, 56]. Furthermore, PLS-SEM aligns well with research that centers on predictive relationships. The data was gathered using version 8.0 of WarpPLS [57, 58, 59].

5 Result and Discussion

5.1 Result

The utilization of PLS-SEM mandates a comprehensive assessment of research instruments before delving into the measurement of each variable's impact. This instrument assessment involves testing the outer model's validity and reliability. Validity testing seeks to confirm the accuracy and appropriateness of the instruments used, while reliability testing evaluates the consistency of these instruments to ensure their dependability.

In the context of this research, convergent validity stands as the key indicator for validating the study [58]. Initially, convergent validity is determined by examining loading factor values, with values above 0.70 being considered acceptable, especially for research addressing social issues [60]. Ideally, loading factor values should surpass 0.708 to be considered valid [58]. The results of the validity test indicate that all loading factor values in this study exceed 0.70 (Table 1).

Subsequently, the Average Variance Extracted (AVE) values are employed to evaluate convergent validity. To be considered valid, an AVE value should exceed 0.5 [58]. According to the data processing results (Table 1), all research variables exhibit AVE values exceeding 0.5, signifying their validity.

Table 1. Validity and Reliability Testing

Variables and Indicators	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Informative Content (IC)		0.600	0.904	0.923
IC1	0.776			
IC2	0.746			
IC3	0.819			
IC4	0.789			
IC5	0.809			
IC6	0.742			
IC7	0.706			
IC8	0.806			
Persuasive Content (PC)		0.660	0.926	0.939
PC1	0.878			
PC2	0.854			
PC3	0.744			
PC4	0.769			
PC5	0.743			
PC6	0.849			
PC7	0.850			

PC8	0.798			
Co-Creation (CC)		0.616	0.910	0.927
CC1	0.724			
CC2	0.727			
CC3	0.827			
CC4	0.855			
CC5	0.782			
CC6	0.825			
CC7	0.771			
CC8	0.756			

Subsequent to the validation phase, the next crucial step involves evaluating the reliability of the measurements through internal consistency testing. In this context, we employ Cronbach Alpha (CA) and Composite Reliability (CR) values as our metrics. It's essential to note that, as per established standards, the Cronbach Alpha and Composite Reliability values should exceed 0.60 to ensure adequate internal consistency [58]. The data processing results reveal that the Cronbach alpha and composite reliability values for each research variable comfortably surpass this threshold, affirming their reliability (Table 1).

With the validation and reliability assessments successfully completed and confirmed as valid and dependable, the subsequent phase involves testing the research hypotheses previously posited. In hypothesis testing, we rely on the path coefficient values and p-values [58]. It's pertinent to mention that suggested path coefficient values are positive, indicating a positive influence of the independent variable on the dependent variable, while negative values imply a negative influence of the independent variable on the dependent variable. The p-value is a critical factor in this evaluation, and an accepted threshold for significance is set at 0.05; a p-value below 0.05 denotes a statistically significant influence, while a p-value exceeding 0.05 suggests a lack of statistical significance [58].

This study introduced two hypotheses to examine the impact of marketing content (comprising informative content and persuasive content) as independent variables on co-creation, the dependent variable. After processing the data, the evaluation of the first hypothesis, which asserts that "informative content has a positive and significant influence on MSME co-creation in Makassar" (H1), is confirmed with a coefficient value (β) of 0.870, and a significant p-value ($P<0.001$). However, the second hypothesis, "persuasive content has a positive and significant influence on MSME co-creation in Makassar" (H2), is rejected due to its negative path coefficient value and a p-value above 0.05 ($\beta=-0.134$ and $P=0.061$), as indicated in Table 2 below:

Table 2. Hypothesis and Results

Hypothesis	Results	
H1: Informative Content has a positive and significant impact on Co-creation of MSMEs in Makassar City	*β=0.870; P<0.001*	*H1 Accepted*

H2: Persuasive Content has a positive and significant impact on Co-creation of MSMEs in Makassar City	*β=-0.134; P=0.061*	*H2 Rejected*

The results of the tests indicate that informative content significantly and positively influences customer co-creation in MSME in Makassar. In contrast, persuasive content exerts a non-significant, negative influence on customer co-creation in MSME in Makassar.

5.2 Discussion

Co-creation, within the framework of MSME (Micro, Small, and Medium Enterprises) on social media, facilitates interaction and collaboration between MSME proprietors and their customer base. This collaborative effort aims to co-develop products and services tailored to meet customer needs effectively. The outcome is not only the establishment of robust MSME-customer relationships but also the enhancement of customer loyalty and overall satisfaction. Furthermore, co-creation empowers MSMEs to refine their offerings, aligning them more precisely with customer preferences [18, 30, 61].

For this co-creation process to thrive, the strategic use of social media content by MSMEs is of paramount importance. Thoughtfully crafted content serves to pique customer interest, motivating active participation in co-creation endeavors while solidifying the MSME-customer relationship. MSMEs can elevate customer engagement and foster significant customer contributions in product or service development by disseminating pertinent, engaging, and persuasive messages through social media channels [40]. This, in turn, enhances customer interaction and delivers mutual value [10, 29].

This research employs two distinct categories of marketing content: informative content and persuasive content [14]. The data analysis reveals that informative content holds a more substantial impact compared to persuasive content. This finding diverges from earlier studies [14], which asserted that persuasive content was more effective in stimulating customer engagement than informative content. Similarly, a different study [62] indicated that persuasive content infused with emotions contributed to online marketing performance. This study does not align with the results of another research [46], which suggested that persuasive content could motivate customers to share their experiences, enhance customer participation [47], and provide a more profound customer experience [48]. However, this study aligns with different research, which indicated that informative content, particularly in the form of product mentions, wields more influence compared to persuasive content that tends to focus more on entertainment aspects [34].

Informative content emerges as the more efficacious strategy for catalyzing co-creation within MSME (Micro, Small, and Medium Enterprises) entrepreneurs in Makassar City, particularly within the realm of social media. In the business context, informative content has exhibited its prowess in cultivating trust, bolstering credibility, and nurturing more profound customer relationships. High-quality informative content, replete with solutions to customer predicaments and needs, contributes substantially to the value offered by MSME entrepreneurs. By disseminating pertinent and valuable information, enterprises can forge sturdier bonds with their customer base, engender collaborative ventures, thereby fostering augmented customer loyalty and ensuring long-term growth [41, 43]. Hence, MSME entrepreneurs in Makassar City are well-advised to harness informative content in their marketing initiatives for fortifying co-creation with their clientele, provided they grasp its limitations to avert inundating customers with an excess of information [45].

Within the purview of MSME entrepreneurship in Makassar City, persuasive content falters when employed without due circumspection. Overly forceful or heavy-handed persuasive messages are often met with aversion [50, 51]. The superfluity of persuasion can disrupt the user experience and tarnish the brand's reputation. Excessive persuasive content that diverges from the core values of MSME may corrode customer trust and impair co-creation [50]. The prevalent emphasis on profit-driven goals in aggressive persuasive content frequently sidesteps customer needs and perspectives. This want of restraint can erode customer trust, a phenomenon often observed when persuasive content lacks calibration [48, 49, 50]. When customers perceive that persuasive messaging prioritizes business gains over addressing their requirements or desires, it can lead to a decline in brand trust. Hence, businesses must strike a judicious balance in the use of persuasive content, one that places customer interests and values at the forefront, while concurrently promoting their products and services [38, 46, 47, 50].

6 Conclusion

The utilization of social media by micro, small, and medium-sized enterprises (MSME) in Makassar City reveals distinctive patterns. Our research has unveiled that the utilization of informative content exerts a more favorable impact on MSME entrepreneurs in Makassar City when contrasted with persuasive content. This finding diverges from certain prior research outcomes concerning the deployment of marketing content in diverse geographical regions. In the context of business, informative content has been empirically proven to be instrumental in cultivating trust, credibility, and establishing deeper rapport with customers. Its quality is demonstrated in the ability to augment the worth perceived by MSME entrepreneurs, primarily by providing constructive solutions to customer quandaries or needs. Consequently, it facilitates the creation of more intimate relationships, fosters collaboration, and potentially elevates the levels of customer loyalty and sustains long-term growth.

Conversely, the application of persuasive content necessitates a critical reevaluation among MSME entrepreneurs in Makassar City. The research indicates that persuasive content wields an adverse influence on customer-MSME co-creation. Messages that are excessively assertive, coercive, or domineering can disrupt the user experience and tarnish the brand's reputation. When persuasive content surpasses reasonable thresholds and deviates from the core values held by MSME, it may lead to a diminution of customer trust and a reduction in co-creation. This often transpires due to an overemphasis on commercial objectives, thereby neglecting customer requisites and perspectives.

Hence, it is advisable for MSME entrepreneurs to adopt a more balanced approach when implementing persuasive content. Such an approach should accentuate customer interests and values while concurrently promoting their products and services. This research intimates the need for a more exhaustive inquiry into the deployment of both informative and persuasive content, focusing on specific business domains. This is underscored by the fact that our research generalizes across all categories of MSME, and it becomes evident that considering additional variables could potentially heighten the efficacy of these two distinct content types. Indeed, research findings in this domain are far from uniform and can vary across different studies.

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