

MARKETING DIGITAL AND SOCIAL MEDIA IMPROVE CONTENT QUALITY AND IMPLICATE THE PERFORMANCE OF AYOBANDUNG.COM

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Abstract. In the current digital era, the performance of an application can determine the success of a company in competition. The better the performance of an application it will create a competitive advantage or stronger competitiveness. Companies that dominate the market will be guaranteed their survival. Ayobandung.com is a news channel website that uses social media and digital marketing through quality content to improve performance. The purpose of this study is to examine the influence of social media and digital marketing on content quality which has implications for performance. Quantitative methods are used in this study using path analysis as an analytical tool. A sample of 100 people who are viewers. The results of the study show that digital marketing and social media have an influence on content quality both partially and together, digital marketing and content quality have an influence on performance, while social media has no effect on performance.

Keywords: social media; digital marketing; content quality; performance

I. INTRODUCTION

The performance of an application can determine the success of a company in competition. The better the performance of an application it will create a competitive advantage or stronger competitiveness. Companies that dominate the market will be guaranteed their survival. Each company has its own goals and methods to achieve this competitive advantage, both short term and long term. To achieve this goal, companies need different designs or actions from competitors in the marketing process (Melati [1]). In the current digital era, companies are always required to always understand every turmoil of changes in the marketing process to achieve good performance so that competitive advantage can always be maintained. The demands of competition in the digital era at this time, companies must improve change management capabilities and good communication strategies (Vinerean [2]). Communication through print media is currently starting to fade along with advances in digital technology, changes in mass communication have shifted quite a bit because consumer behavior has changed and is growing, consumers can now communicate in two directions and can be done anywhere (Farahdiba [3]). Ayobandung.com is a news channel website based in the city of Bandung which provides news or information in visual form about all kinds of events both regionally and nationally, both in real time and on recordings. The performance of the Ayobandung.com website based on the Alexa.com website, a global web ranking system that measures the popularity of a website, states that in the last period, Ayobandung.com has experienced a 29% decline in popularity. Another performance measure is the performance of Ayobandung.com's YouTube ceiling rated by

socialblade.com also yields a C+ performance score which indicates that the level of viewers, likes, subscribers and video uploads is still low. Channels YouTube has around 400 viewers per day, a stagnant number and has small viewers when compared to news channels that have the same coverage in the West Java area which has an average view per day reaching 700,000 views. Another measure is the income/revenue of advertisers in the last six months which fluctuated and tended to decrease. This can be seen in Figure 1 below.

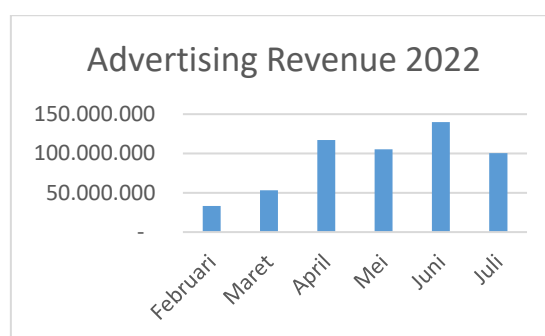


Figure 1. Ayobandung.com Advertising Revenue Diagram

One that can improve the performance of a website is to improve the quality of the content on the website. The quality of the content used in conveying information on news channel websites improves business performance, which is felt directly or indirectly (Firdaus & Fahrizal [4]). An interesting content will help consumers decide whether the product is purchased or not and also provide more value to the

products being sold (Maulana & Suryaningwulan [5]). An interesting news channel to watch or watch is the speed of the channel in conveying information or news. With the effective distribution of media content, it is hoped that there will be an increase in speed and a short response time so as to improve overall performance (Arief S et al. [6]). If the information available at this time comes so fast, good management of social media content is needed. So that it can boost the performance of a business (Mahmudah & Rahayu [7]). Once content has something positive, it has the opportunity to be easily recognized and liked by many people. This tactic needs to reflect the needs of the audience targeted by the organization or company (Vinerean [2]). One of the promotion options in order to improve the performance of a company in today's digital era is to use social media. Social media has proven successful in marketing a product that can improve the performance of a company (Lina & Permatasari, [8]). Social media is also a medium to improve the quality of content from a news channel website. The involvement of social media on content quality is divided into two categories, the first is a direct response to the original posting content by giving likes, comments and favorites. And the second category is to re-distribute the original post via several social media and then recommend it to followers for likes, comments and favorites (Li & Xie [9]). With social media, persuasive and informative quality content can be built and delivered in the form of interesting photos and videos that make the audience feel satisfied with the information conveyed (Retnasary et al. [10]). If we are going to use social media as a means of conveying information and increasing the high popularity of a media, then it is better if the content presented is in the form of entertainment news with lots of interesting pictures, political news, traveling and sports (Hu et al. [11]). Social media can create business value for marketing organizations. Social media can also increase interaction with potential customers by creating more attractive advertising content and can answer marketers' needs to improve the quality of social media content (Jaakonmäki et al. [12]). Even though the maximum adoption of Instagram social media can reach a wide range of customers, customer satisfaction increases and improves content quality so as to optimize company sales and income (Soelaiman & Utami [13]).

In the current digital era where consumer behavior is shifting from conventional to digital, companies must also change their way of marketing to digital marketing. The implications of digital marketing have far-reaching effects for the interests of a company, be it using e-commerce or still using conventional methods. Digital marketing can convey information about data from competing companies, provide solutions in the supply chain so that it can reduce operational costs and improve the performance of a company (Hendrawan et al. [14]). Consumers can easily receive and access information when a company uses digital marketing to convey information about products. Digital marketing has a positive and very significant effect in increasing sales volume and developing consumer buying interest (Izzah Nur Masyithoh & Ivo Novitaningtyas [15]). The limitations of sellers in

carrying out promotions using conventional publication media such as newspapers, brochures and magazines make promotional costs very large to incur, but when the method used switches to digital marketing the sellers can increase cost effectiveness and efficiency so that the company's financial performance can improve (Amir et al. [16]). There are several things that must be considered when carrying out promotions using digital marketing tools, namely target consumers and promotional content. Using the right promotional digital marketing content can achieve success and achieve promotional messages for relations or consumers (Tresnawati & Prasetyo [17]). Digital marketing training provides benefits and convenience in creating digital content on social media so that business people become capable, brave, strong and equipped to face competition in the world of marketing in the current digital era (Wijoyo et al. [18]). From the problems above, it turns out that the use of digital marketing in a marketing strategy in the digital era is becoming more popular than traditional marketing because of its various advantages, one of which is making media content more attractive. Social media marketing is able to improve and assist in marketing strategies by making content attractive, creative and innovative (Werthi & Freedlina [19]). The purpose of this study is to examine the influence of social media and digital marketing on content quality which has implications for the performance of the Ayobandung.com news channel website.

II. RESEARCH METHODS

The implementation method to be used in this village development program is the PRA (Participatory Rural Appraisal) approach or participatory understanding of rural conditions. Students and the community jointly run this program which is adapted to rural conditions. There are several stages in this PRA method, in this village development program the stages used are: 1) Problem identification; 2) Needs Analysis; 3) Program Arrangement; 4) Program Implementation; 5) Monitoring and Evaluation based on program success indicators 6) Results Workshop by presenting program Stakeholders; 7) Reporting [20].

The object of research is online media Ayobandung.com. Collecting data by distributing questionnaires to readers and viewers on the website, social media Instagram, Facebook, YouTube, and Tiktok. The population is the readers/ viewers of Ayobandung.com located in Bandung using the Lameshow method with a 90% confidence level, a sample of 100 people is obtained, the sample determination method uses random sampling. Respondents were given 27 closed-ended questions where respondents answered with the lowest ordinal scale of 1 and the highest 5 [21]. The research used a quantitative method with a descriptive verification approach using a path analysis tool where previously carried out validity and reliability tests, and normality tests.

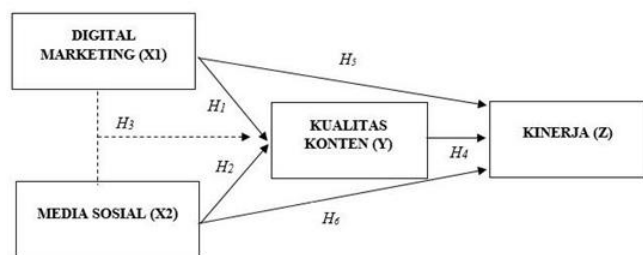


Figure 2. Research Paradigm

The path equation for Figure 2 above is as follows:

$$Y = \text{pyx}1X1 + \text{pyx}2X2 + \epsilon1 \dots \dots \dots (1)$$

$$Z = \text{pzx}1X1 + \text{pzx}2X2 + \text{pzy}Y + \epsilon2 \dots \dots \dots (2)$$

Note:

X1 = Digital marketing ; X2 = Social media; Y = Quality of content; Z = Performance; pyx1 = X1 coefficient value; pyx2 = X2 coefficient value; pzyY = Y coefficient value; ε1, ε2 = Epsilon values

Based on the paradigm in Figure 2 above, the hypothesis of this study can be derived as follows:

- H1: Digital marketing has an influence on content quality.
- H2: Social media has an influence on content quality.
- H3: Digital marketing and social media have a joint influence on content quality.
- H4: Content quality has an influence on performance
- H5: Digital marketing has an influence on performance
- H6: Social media has an influence on performance

III. RESULTS AND DISCUSSION

Table 1 below can be concluded that the readers or viewers of Ayobandung.com are dominated by men, the age range above 20 years is 98% and with an undergraduate education level and below is 96%.

Table 1. Characteristics of Respondents

| Information | Frequency |
|--------------------|-----------|
| Gender | |
| Man | 55 |
| Woman | 45 |
| Age (years) | |
| <20 | 2 |
| 21-30 | 28 |
| 31-40 | 24 |
| 41-50 | 25 |
| > 50 | 21 |
| Education | |
| ≤ SMA/SMK | 46 |
| Diploma | 8 |
| Bachelor | 42 |
| Masters/Doctoral | 4 |

After going through a series of validity tests, reliability tests, and normality tests where the results of the validity test all data were declared valid, namely the rcount values were all above 0.195. The results of the reliability test showed that all variables in this study had Cronbach's Apha values above

0.6. The normality test results show a significance value (sig.) above 0.05.

Descriptive Analysis

Respondents' perceptions of the four variables show that the average respondent's rating is at the lowest score of 3.47 to 3.85 out of a maximum score of 5.00 with an average standard deviation of 0.772, so it can be categorized that these variables are in the moderate to very good category except for the content quality variable which is moderate to good.

Verification Analysis

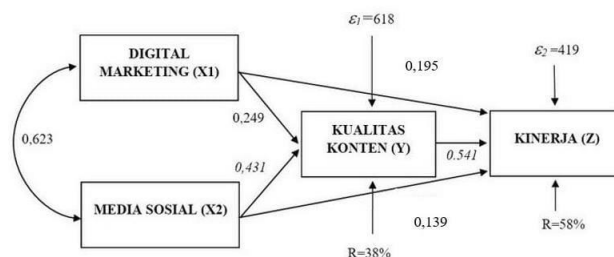


Figure 3. Path Analysis Results

The path equation based on Figure 3 above is obtained as follows:

$$Y = 0.249X1 + 0.431X2 + \epsilon1$$

$$Z = 0.195X1 + 0.139X2 + 0.514Y + \epsilon2$$

Table 2. Substructural Path Coefficient 1

| Model | Coefficients ^a | | t | Sig. | |
|-------------------|-----------------------------|---------------------------|-------|-------|-------|
| | Unstandardized Coefficients | Standardized Coefficients | | | |
| | B | std. Error | | | Betas |
| 1 (Constant) | 1.148 | .345 | 3,328 | .001 | |
| DIGITAL MARKETING | .334 | .141 | .249 | 2,375 | .020 |
| SOCIAL MEDIA | .424 | .103 | .431 | 4,121 | .000 |

a. Dependent Variable: CONTENT QUALITY

Hypothesis testing

The first hypothesis says digital marketing has an influence on content quality, table 2 above shows where the significance value is smaller than the standard error value and tcount is greater than ttable then Ho is rejected, H1 which states digital marketing has an influence on content quality is accepted. The second hypothesis says social media has an influence on content quality, table 2 above shows where the significance value is smaller than the standard error value and tcount is greater than ttable then Ho is rejected, H2 which states social media has an influence on content quality is accepted

Table 3: F Test Results

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of squares | df | Mean square | F | Sig. |
| 1 | Regression | 1,350 | 2 | .675 | 28,768 | .000 ^b |
| | Residual | 2,183 | 93 | .023 | | |
| | Total | 3,533 | 95 | | | |

a. Dependent variable: CONTENT QUALITY
 b. Predictors: (Constant), SOCIAL MEDIA, DIGITAL MARKETING

The third hypothesis says that digital marketing and social media have an influence on content quality together, table 3 above shows that the significance value is less than the *standard error value* and tcount is greater than ttable, so Ho is rejected and H3 is accepted, meaning digital marketing and social media have a joint effect on content quality.

Table 4. Coefficient of Determination of Substructure Path 1

| Summary models | | | | |
|----------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | std. Error of the estimate |
| 1 | .618 ^a | .382 | .369 | .15321 |

a. Predictors: (Constant), SOCIAL MEDIA, DIGITAL MARKETING

Table 4 shows that the coefficient of determination is 0.382 which means that the two variables, namely digital marketing and social media, have a low significance for the quality of the content, the variables not examined have a greater coefficient of determination.

Table 5 : Substructural Path Coefficient 2

| Coefficients ^a | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | std. Error | | | |
| 1 | (Constant) | -.189 | .310 | | -.611 | .543 |
| | DIGITAL MARKETING | .269 | .123 | .195 | 2,182 | .032 |
| | SOCIAL MEDIA | .140 | .095 | .139 | 1,470 | .145 |
| | QUALITY CONTENT | .554 | .088 | .541 | 6,295 | .000 |

a. Dependent Variable: PERFORMANCE

Hypothesis 4 states that content quality has an influence on performance, table 5 above shows that the significance value is less than the *standard error value* and the tcount value is greater than ttable, so Ho is rejected. H4 is accepted, meaning that content quality has an influence on performance. Hypothesis 5 states that digital marketing has an influence on performance, table 5 above shows that the significance value is less than the *standard error value* and the tcount value is greater than ttable, so Ho is rejected and

H5 is accepted, meaning that digital marketing has an influence on performance.

Hypothesis 6 states that social media has an influence on performance, table 5 above shows that the significance is greater than the *standard error value* and the tcount value is greater than ttable, so Ho is accepted H6 is rejected, meaning that social media has no effect on performance.

Table 6. Coefficient of Determination of Substructure Path 2

| Summary models | | | | |
|----------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | std. Error of the estimate |
| 1 | .762 ^a | .581 | .567 | .13006 |

a. Predictors: (Constant), QUALITY CONTENT, DIGITAL MARKETING, SOCIAL MEDIA

Table 6 shows that the coefficient of determination is 0.581 which means that the three variables, namely digital marketing, social media, and content quality, have a high significance (greater than 0.50) for performance, the variables not examined have a smaller coefficient of determination.

IV. CONCLUSION

In environmental management, especially waste issues, it is necessary to have waste management training such as making a waste bank, composting training for organic waste, inorganic waste management with 3R, as well as insight for village communities so as to create a clean, cool and healthy environment. The formation of environmental cadres from all elements of society, starting from children, youth groups, PKK women and community leaders can guarantee the success of this program. In the end, the biggest hope of this program is to improve the welfare of the people of Paciran Village, Paciran District, Lamongan Regency. The results of the study can be concluded that descriptively, the respondents' perceptions stated that each variable of digital marketing, social media, and performance was in the moderate to very good category, while the quality of the content was in the moderate to good category. The results of the study can be concluded that verification shows that digital marketing and social media have an influence on content quality both partially and together, digital marketing and content quality have an influence on performance, while social media has no effect on performance.

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