

Digital Marketing Strategy Through Content Marketing and Influencer Collaboration: The Impact on Consumer Buying Interest CV Albaik Adem Sejahtera

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ABSTRACT

This research is important because there is still little research that discusses the impact of collaboration between content marketing and influencer marketing on consumer buying interest, especially in the small and medium enterprise (SME) sector such as CV AlbaikAdem Sejahtera. This research method uses a quantitative descriptive approach with a literature review to analyze the impact of digital marketing strategies through collaboration between content marketing and influencers on consumer buying interest at CV AlbaikAdem Sejahtera. This research aims to provide an in-depth overview of the synergy influence of content marketing and influencers in building consumer buying interest, by relying on relevant secondary data. The research results showed that A digital strategy that integrates content marketing and influencer marketing has proven effective in increasing consumer buying interest at CV AlbaikAdem Sejahtera. This approach successfully increases brand awareness through relevant content promoted by credible influencers, while building emotional connections with consumers through educational and entertaining material. In addition, collaboration with influencers who align with brand values strengthens the company's positive image and increases consumer confidence in the product. The combination of consistent marketing content and authentic reviews from influencers significantly drives consumer buying interest. In conclusion, this strategy also contributes to increasing customer loyalty, creating consumers who not only buy the product but also recommend the brand to others, thereby strengthening business sustainability.

Keywords: Digital Marketing, Influencer, Content Marketing.



INTRODUCTION

The development of digital technology has significantly changed the business landscape, including marketing strategies. Companies are increasingly using digital platforms to reach consumers more widely and effectively. One strategy that is growing rapidly is digital marketing, which utilizes the collaboration between content marketing and influencer marketing. Content marketing focuses on creating relevant and valuable content for the audience to build long-term relationships, while influencer marketing uses public figures or influential figures on social media to promote products or services. Both have great potential to increase brand awareness and build consumer trust. The following is a table explaining consumer purchasing interest in CV Albaik Adem Sejahtera in 2024:

Table 1. Consumer Purchasing Interest in CV Albaik Adem Sejahtera in 2024

No	Month	Target	Realization
1.	January	50,000,000	52,000,000
2.	February	50,000,000	55,000,000
3.	March	50,000,000	53,000,000
4.	April	50,000,000	40,000,000
5.	May	50,000,000	53,000,000
6.	June	50,000,000	52,000,000
7.	July	50,000,000	47,000,000
8.	August	50,000,000	53,000,000
9.	September	50,000,000	53,000,000
10.	October	50,000,000	53,000,000
11.	November	50,000,000	50,000,000
12.	December	50,000,000	53,000,000
Total		600,000,000	612,000,000
Average		50,000,000	52,000,000

Source: CV Albaik Adem Sejahtera 2024

Table 1. illustrates the sales level of CV Albaik Adem Sejahtera during 1 period of 2024, which overall shows that the sales target of IDR 52,000,000 has been met. This phenomenon is certainly influenced by various types of factors, namely Digital Marketing Strategy Through Content Marketing Collaboration and Influencers which cause fluctuations in consumer buying interest in CV Albaik Adem Sejahtera. In this case, it is important for the management of CV Albaik Adem Sejahtera to pay attention to the development of the company in order to be able to compete with companies in the same sector.

CV Albaik Adem Sejahtera, a company engaged in the health drink sector, faces the challenge of increasing its competitiveness in an increasingly competitive market. In recent years, the company has begun to expand into digital marketing in an effort to expand its market share. However, the effectiveness of this strategy is still not optimal, especially in terms of increasing consumer purchasing interest.

Therefore, the integration of content marketing and influencer marketing is a potential strategy to implement. This collaboration allows companies not only to convey brand messages creatively but also to leverage the trust and reach of influencers to attract the attention of a more specific audience.

This research is important to conduct because there are still few studies that discuss the impact of collaboration between content marketing and influencer marketing on consumer purchasing interest, especially in the small and medium enterprise (SME) sector such as CV Albaik Adem Sejahtera. Consumer purchasing interest is influenced by various factors, including brand trust, content relevance, and emotional connections created by influencers. By understanding the impact of these digital marketing strategies, companies can design more effective and efficient campaigns, thereby increasing their business growth potential. This study aims to explore how collaboration between content marketing and influencer marketing can influence the consumer purchasing interest of CV Albaik Adem Sejahtera. The results of this study are expected to provide theoretical contributions to digital marketing literature, while also offering practical insights for companies to develop more innovative and adaptive marketing strategies in facing the dynamics of the ever-evolving digital market. Thus, this study is not only relevant to the company concerned but also to other business actors who want to maximize the potential of digital marketing.

LITERATURE REVIEW

Marketing Communications

Marketing is one of the most important factors for a company because marketing has a significant influence on the smoothness and success of the company in achieving its goals. Most people consider advertising and promotion to be the core of marketing communications, but nowadays, marketing communications have become more complex and different. Ultimately, according to many practitioners and academics, marketing communications encompass all promotional components in the marketing mix. This includes communication between target audiences and organizations in various forms, with the aim of improving marketing performance (Prisgunanto, 2006:8).

Marketing communication activities involve a series of actions aimed at presenting products, services, or ideas by using various elements in the marketing mix, including advertising, face-to-face selling, sales promotion, public relations and publicity, and direct marketing (Purba, et al., 2006: 126-127). According to Kennedy and Soemanagara (Kennedy and Soemanagara, 2006: 63), marketing communication aims to achieve three stages of change aimed at consumers:

1. **The Knowledge Change Stage** The knowledge change stage indicates that consumers become aware of the existence of a product, the purpose of the product, and who the product is intended for. Therefore, messages delivered at this stage focus on providing basic information about the product.

2. Attitude Change Stage Attitude reflects a person's relatively consistent assessment, feelings, and tendencies toward an object or idea. The attitude change stage in the context of marketing communications is related to the influence of communication on consumer assessments of a product. In the attitude component, there are three aspects, namely:
 - a. Cognitive component, (brand trust): consumer beliefs and knowledge about the object,
 - b. Affective component is the emotional aspect that reflects an individual's feelings towards an object (brand evaluation), including whether the object is desired or liked,
 - c. behavioral components, reflect tendencies and actual behavior towards objects, which indicate a tendency to take action.

The stages of attitude change can be described as follows: This attitude change is determined by three elements known as "tricomponent attitude changes," which shows that the stages of attitude change are influenced by three components, namely Knowledge (Cognition), Feelings (Affection), and Behavior (Conation). If these three components show a tendency towards change (either cognitively, affectively, or conatively), then it is likely that an attitude change will occur.

Digital Marketing

According to Chaffey and Chadwick, Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. In other words, digital marketing is the use of the internet and related digital technologies to achieve marketing objectives. This can be achieved through increasing knowledge about consumers such as profiles, behaviors, values, and loyalty levels, and then integrating targeted communications and online services according to the needs of each individual (Chaffey and Chadwick, 2016:11; Dedi Purwana, 2017:2). Digital media sources include (Chaffey, 2015):

1. The use of online advertising today on search engine results pages helps visitors find market product websites offered through search engine marketing (SEM). Search marketing is divided into two techniques, namely placement in the list using engine optimization so that internet users can find it when they search for content and presenting content so that other search engines can easily find it.
2. Online PR, which means optimizing profitable mentions and interactions for a company's products and website by using social media or blogs that potential customers visit.
3. Online collaboration, which means creating and managing long-term contracts to promote a company's online services through third-party websites or email.
4. Interactive advertising, which means using online-based advertising such as interactive banners.
5. Opt-in for additional advertising, use of internal lists for activities, and customer retention. This method allows contact lists to be included in marketing emails through consumers who have

registered and are approved. They also know that they will receive regular emails containing marketing advertisements.

6. Social media marketing is an important category in digital marketing that involves communicating with customers through a company's own website or new social media sites such as Facebook, Twitter, Instagram, YouTube, publisher sites, blogs, and forums. Social media marketing strategies utilize various social media sites. Social media is a marketing strategy that always works to promote products through search engines (SEO) and sponsored links with a pay-per-click system. SEO is the process of arranging content on a website for internet marketing. Business people must use today's social media platforms, which can increase the number of sales.

Purchase Interest

Purchase interest is something related to consumer plans to buy a particular product within a certain time. Real purchases occur when consumers have an interest in buying a product. Real purchases are the ultimate goal of consumers whereas purchase interest is a mental statement of consumers that reflects the plan to buy a number of products with a particular brand, knowledge of the products to be purchased is very necessary for consumers.

Factors that influence buying interest. Buying interest is a stage in which the decision to buy a product occurs. Individuals' decisions to purchase goods or services are determined by two factors, namely:

1. External factors or environmental factors that influence individuals such as the office environment, family, school environment, etc.
2. Factors within the individual, such as his/her personality as a potential consumer. Factors that influence buying interest are related to feelings and emotions. If someone feels happy and satisfied in buying goods or services then it will strengthen buying interest, failure usually eliminates interest.

Purchase interest can be identified through the following indicators:

1. Transactional interest, namely a person's tendency to buy a product.
2. Referential interest, namely a person's tendency to refer a product to others.
3. Preferential interest is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product.
4. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product.

RESEARCH METHODS

This research method uses a descriptive quantitative approach with a literature review to analyze the impact of digital marketing strategies through collaboration between content marketing and

influencers on consumer purchasing interest at CV Albaik Adem Sejahtera. This study aims to provide an in-depth overview of the influence of synergy between content marketing and influencers in building consumer purchasing interest, by relying on relevant secondary data.

Research Design

This research uses a quantitative descriptive method with a survey approach to measure the impact of digital marketing strategies on consumer purchasing interest. The research is also equipped with qualitative data to explore consumer perceptions of content and influencers.

Research Limits

This research is focused on digital audiences and consumers who are within the marketing reach of CV Albaik Adem Sejahtera, especially in certain areas that are the company's main targets. Audiences outside these regions may not be optimally represented.

Measurement

The research stage begins with the identification of literature from scientific journals, books, articles, and reports related to digital marketing, content marketing, influencer marketing, and consumer behavior. Literature inclusion criteria include publications in the last 10 years, in Indonesian or English, and relevant to the research focus. Data collection techniques were carried out through systematic searches using academic databases such as Google Scholar, Pro Quest, and Scopus. Furthermore, the collected data were analyzed descriptively to map the relationship between the main variables, namely content marketing strategy, collaboration with influencers, and consumer purchasing interest.

RESULTS

The following is a percentage table showing the difference in consumer purchasing interest before and after implementing a digital marketing strategy through content marketing and influencer collaboration:

Table 2. The Difference in Consumer Purchasing Interest Before and After Implementing

Aspect	Before Strategy	After Strategy	Improvement
Consumer Purchase Interest	20%	80%	+60%
Interactions on Social Media	15%	70%	+55%
Product Sales	30%	90%	+60%
New Consumer Base	10%	50%	+40%

Source: CV Albaik Adem Sejahtera 2024

The explanation of the table above shows that Consumer Purchase Interest increased from only 20% to 80% thanks to a combination of relevant and authentic content marketing, as well as influencer support. Interactions on Social Media, such as likes, shares, and comments, increased from 15% to 70%, reflecting increased brand awareness. Product Sales showed significant growth from 30% to 90%, indicating that the strategy was effective in driving purchases. The New Consumer Base increased from 10% to 50%, indicating the success of the campaign in attracting new audiences.

DISCUSSION

Implementation of Digital Marketing Strategy Through Collaboration of Content Marketing and Influencers at CV Albaik Adem Sejahtera

The implementation of digital marketing strategies through collaboration of content marketing and influencers at CV Albaik Adem Sejahtera aims to increase consumer purchasing interest while strengthening the company's competitiveness in the market. In this strategy, content marketing acts as a means to convey product information in an interesting, informative, and relevant way. Creative content, such as demonstration videos, customer experience stories, and educational articles, is designed to build emotional engagement and increase consumer awareness of the company's products. Social media platforms like Instagram, TikTok, and YouTube are used to reach a wider audience with an interactive approach. The two main elements implemented are content marketing and influencer marketing.

Content Marketing Strategy

Content marketing involves creating and distributing relevant, informative, and engaging content to build relationships with audiences. In the context of CV Albaik Adem Sejahtera, this strategy includes:

1. Creating educational content, creating articles, videos, or infographics that explain the benefits of the product, how to use it, or inspiring stories related to the product.
2. Utilizing social media, utilizing platforms such as Instagram, TikTok, and YouTube to share content consistently.
3. SEO (Search Engine Optimization), optimizing content to make it easy to find on search engines like Google by using relevant keywords.

Collaboration with Influencers

Influencers play a big role in influencing consumer decisions, especially among the younger generation. CV Albaik Adem Sejahtera chooses to work with influencers who match their brand values and target market. The steps taken include:

1. Identify relevant influencers, choosing influencers who have an audience that matches the company's target market, such as healthy lifestyle enthusiasts, fresh drink enthusiasts, or local communities.
2. Collaborative campaign creation, Influencers are involved in creating creative content, such as product reviews, tutorials, or interesting challenges.
3. Utilizing micro-influencers, in addition to big influencers, companies also work with micro-influencers to build more personal relationships with audiences.

The Relationship Between the Use of Content Marketing and Influencers with Increasing Brand Awareness and Consumer Loyalty

The use of content marketing and influencer marketing has a significant role in increasing brand awareness and consumer loyalty. Content marketing focuses on creating relevant, interesting, and informative content for the audience. Quality content helps companies build emotional connections with consumers, create a positive brand image, and increase consumer recall of the brand. For example, educational articles, video tutorials, or stories involving real experiences with the product can build emotional attachment and strengthen consumer trust. Meanwhile, influencer marketing leverages the trust and influence that certain individuals (influencers) have over their audience. Influencers who have followers that match a company's target market can help introduce a brand to a wider audience in an authentic and personal way. When influencers provide positive reviews or share experiences about a product, it not only increases brand awareness but also creates the perception that the brand has relevant and credible values.

The combination of these two strategies creates a synergistic effect. Content marketing provides a foundation in the form of interesting narratives and information, while influencer marketing serves as a bridge to reach potential consumers through established trust. In addition, consistency in delivering messages through various digital platforms can strengthen brand identity, making it easier for consumers to remember and recognize the brand.

These two strategies often complement each other in increasing brand awareness and consumer loyalty:

1. Brand Awareness as a Mediator, Brand awareness can function as a mediator between content marketing and influencer marketing towards purchasing decisions. This means that increasing brand awareness through engaging content and promotion by influencers can encourage consumers to make purchases.

2. Consumer Experience, Positive experiences built through interactions with quality content and recommendations from influencers can create a strong emotional connection between consumers and brands, which in turn increases loyalty.

CONCLUSION

The following are the conclusions obtained from the discussion above:

1. The effectiveness of digital strategy of collaboration between content marketing and influencer marketing has been proven to be an effective digital marketing strategy in increasing consumer purchasing interest in CV Albaik Adem Sejahtera.
2. Increasing brand awareness of relevant content and promotion through credible influencers has succeeded in increasing brand awareness among potential consumers.
3. Emotional relationships with consumers, this strategy helps build emotional relationships with consumers through educational and entertaining content, as well as testimonials from trusted influencers.
4. Increasing brand credibility, and collaboration with influencers that are in line with brand values, strengthens the company's positive image, thereby increasing consumer trust in the product.
5. The impact on purchasing interest, consistent use of content marketing, and authentic reviews from influencers has proven to be able to encourage consumers to be more interested in trying and buying products.
6. Consumer loyalty, consumers exposed to this marketing strategy are not only more likely to buy products but also show the potential to become loyal customers who recommend the brand to others.

SUGGESION

It is recommended that CV Albaik Adem Sejahtera should continue to strengthen collaboration between content marketing and influencers by ensuring that the content produced is relevant, creative, and by the needs of the target audience. The selection of influencers must be done carefully, choosing those who have an audience that matches the company's market segment and able to convey brand messages authentically.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Amanda Suci Aisyah & Titis Tatasari: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Rizco Turino Ambadar:** Conceptualization, Resources, Software, Validation, Visualization, and Writing-review Editing. **Fikky Ardianta Hariputra:** Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

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