

The Role of Content Creators Through Social Media at CV Demora Indonesia Jakarta

Elfa Setiawan ^{1*}, Dhea Permatasari ²

¹ Institut Ilmu Sosial dan Manajemen STIAMI, Jakarta, Indonesia

¹ elfa.setiawan@gmail.com, ² dheapermdhea19@gmail.com

* Corresponding author : Elfa Setiawan

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ABSTRACT

This study aims to determine the role of content creators through social media at CV Demora Indonesia, Jakarta to determine what activities are carried out by content creators to increase sales, and to determine what solutions are taken to deal with obstacles that occur. This observation and research focus on the problem of teamwork in the company which is still very lacking so that it has an impact on marketing strategies that are less than optimal and less effective to implement. The data collection method is taken from direct observation and interviews with informants. Based on the results of observations, it can be concluded that the role of content creators in digital marketing strategies is quite important for creating various advertisements or promotions to increase sales and teamwork is also very important to achieve common goals

INTRODUCTION

The development of the information world in the digital era is currently very rapid. Information can be easily obtained from all corners. This is based on increasingly sophisticated technological advances. With the increasing development of this technology, it has an impact on people's changing lifestyles. One example is the business activities of people who have switched to digital businesses. Digital or online businesses are considered practical, easy, and efficient because they can reach consumers anywhere.

Online business is perfect for someone who wants to start a business with small capital, because it does not require a place for sales. Digital business can also be done anywhere and anytime, meaning that by opening a digital business you no longer need to go to the office or shop because it can be done at home or in a cafe so that it can reduce traffic jams on the road. With a digital business, it can also save customers' time because customers don't need to bother coming to the store.

Talking about promotional strategies, it is certain that the promotions implemented by each company are different from one another. Many social media can be used as platforms for promotions, one of which is the TikTok application. TikTok is a suitable social media market for advertising a product because of the large number of TikTok users, moreover TikTok also creates a TikTokshop feature specifically for online shopping. The promotional strategy that is widely used is digital promotion or digital marketing. Judging from the increasing public interest in online shopping, every company must have an attractive promotional strategy as a characteristic to be able to compete with competitors.

In the process, Content Creator plays a big role as a supporter of creative ideas for digital marketing. The role of Content Creator in a digital marketing strategy must have many creative ideas and new innovations to provide interesting content so that it can build the company's branding even better. CV Demora Indonesia is a company that houses many shops in the shopee and tiktokshop marketplaces. CV Demora Indonesia was established in 2021. The customers of this company are also quite large of various ages, from teenagers to adults. Previously, CV Demora Indonesia only focused on the shopee marketplace, then with the development of the times, CV Demora Indonesia expanded into the tiktokshop marketplace until now.

During the observation and research at CV Demora Indonesia, the author found several problems related to marketing efforts, such as marketing strategies that are less than optimal and less effective to implement. Less than optimal strategies include content creators who do not follow the market climate, choose the wrong music and songs and rarely create content so that viewers decrease.



In this case, there are many challenges or music that are viral on TikTok, but content creators are less responsive to taking this phenomenon to be used as content. For example, when the song "siko bagi dua" was booming on TikTok and then the song "cookie" from New Jeans, seeing that the song was widely used and became a trend at that time, content creators should have been able to promote products and store names through content using these songs.

Table 1. Viewers decline data

1					
2	Main Pillar	Sub Pillar	Sub Topic	TANGGAL	VIEWS TIKTOK
3	EDUCATIVE CONTENT	Cara Merawat Jeans			
4		Tips & Trick Lintuk Jeans Awet			
5		OnA Seputar Jeans			
6		Kuis Interaktif - Hadiah Jeans (Opsional)	giveaway	07/04/2023	20.300
7	ENGAGEMENT CONTENT				
8		Testimoni dari para pembeli			
9	PRODUCT KNOWLEDGE	Bahan Produk			
10		Proses Packing / Proses Produksi	proses packing / kegiatan kantor	18/04/2022	141.900
11		Katalog Produk			
12		Program Sale Produk	4.4 sambut ramadhan	05/04/2022	102.500
13	INFORMATION	Voucher potongan harga			
14		Cara Pembelian			
15		Marketplace			
16		Outfit Ideas	try on jeans	21/04/2022	128.300
17			try on jeans	30/04/2023	75.900
18			try on jeans	05/05/2022	9.777
19			try on jeans	11/05/2022	9.664
20		Mix & Match	jeans tiedve	10/05/2022	8.951
21		Model-model Jeans	new ripped jeans	02/04/2022	201.000
22			jeans highwaist	16/04/2022	14.500
23			koleksi jeans	23/05/2022	9.069

(Source: CV Demora Indonesia, Sales Results, May 2022 to April 2023)

In addition to content creators who do not follow the market climate, another obstacle is content creators who are inconsistent in posting content. Judging from the data above, content creators do not post content every day so that there is a decrease in viewers. Therefore, in addition to creating advertisements and promotions through the content they create, content creators also play a role in maintaining stability or even increasing viewers of their content so that the company's name can be known to many people considering that the market reach through social media is very broad.

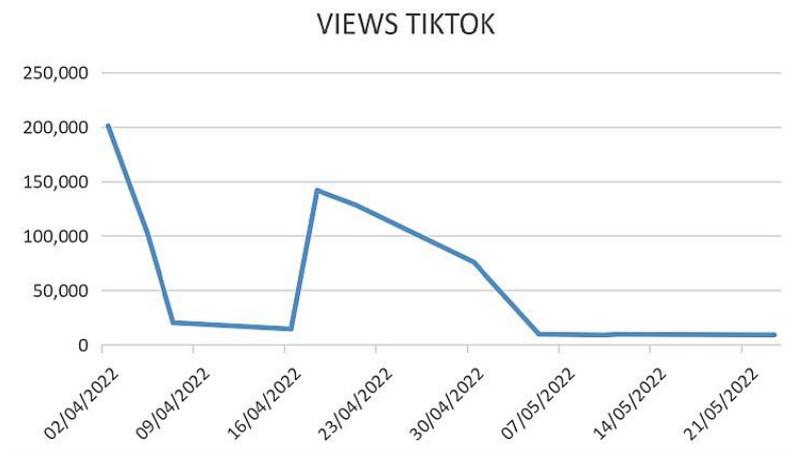


Figure 1. Graph of viewer decline

Regarding the above obstacles, the author is interested in describing and presenting the results of the author's observations in the form of a final assignment report entitled "The Role of Content Creators Through Social Media at CV Demora Indonesia Jakarta".

Focus of observation and research

Given the broad scope of the problems in this issue and in relation to the background above, several things are the focus of observation, namely:

1. What is the role of content creators through social media in increasing sales at Cv Demora Indonesia?
2. What are the obstacles faced by content creators through social media at Cv Demora Indonesia?
3. What solutions are used to resolve the obstacles that occur?

Objectives of Observation and Research

1. To find out and understand the role of content creators through social media at CV Demora Indonesia Jakarta.
2. To find out what obstacles are faced by content creators through social media at CV Demora Indonesia Jakarta.
3. To find out solutions when finding out obstacles in the role of content creators through social media at CV Demora Indonesia Jakarta.

Benefits of Observation and Research

The benefits that can be taken from this observation and research are:

1) Benefits for the Author

By writing this observation and research, the author can understand the application of strategies in digital marketing and later can be implemented in everyday life in the world of work.

2) Benefits for Academics

This observation and research are expected to provide contributions and be used as a reference to the campus library which can later be used by students as a reference for digital marketing.

3) Benefits for the Company

This observation and research are expected to provide information or input to the company.

THEORITICAL REVIEW

Content Creator

Content creators have a role in running promotions. Content creators are people who work to create interesting advertisements or promotions. As a content creator, you must have the ability to analyze the market climate so as not to miss what is trending. In addition, content creators must have innovative ideas for promotions so that the content created is not boring.

According to (Santosa, S.Kep, 2023) Content creator is a profession that works in creating content in the form of images, writing, audio, video, or a combination of all of them. The content is created to be published via social media such as YouTube, Instagram, TikTok, and others. Meanwhile, according to (Darmawan, 2022) a content creator is tasked with creating creative and interesting content to support and assist marketing strategies and shape the brand image needed by a product or business. Quoted from the kitabisa.com blog, a content creator is a person who is responsible for all information in digital media. So, it can be concluded that a content creator is a person who works to create content in the form of videos, images, writing, and others to build a good corporate image branding.

Content Creator and content are inseparable. Nowadays, many content creators interpret content carelessly and do not know the true definition of content. Meanwhile, according to (Muhammad Iqbal, 2022), content is the subject, type, or unit of digital information. Content can be text, graphics, videos, sounds, documents, reports and others. This means that content is everything that can be managed in

electronic products. So, it can be concluded that content is all information in any form, such as photos, videos, sounds, and others that are uploaded in electronic media.

Role of Content Creator

The task of a content creator has an important connection in the field of marketing. This is because now, technology is increasingly sophisticated, and everything is online so that to attract customers can be done through social media. In its implementation activities, content creators have a role to create promotional strategies as attractive as possible, for example writing, editing, photos, making videos, blogging, and so on.

According to (Aisyah Safitri, 2020) a content creator is someone who actively creates and publishes original content to an audience on one or more media platforms. Based on the description above, it can be concluded that in digital marketing activities, content creators act as the brains of a planned promotional strategy to create a good image of the company and create quality and non-boring content to attract customers' attention.

Strategy

Strategy is a tactic or plan that can lead to competitive advantage. Every company or organization must have a strategy, whether it is a strategy in its management or in terms of its marketing strategy.

According to Sufyati (2021), strategy is a company's 'game plan'. Strategy reflects the company's awareness of how, when, and where it should compete against opponents and with what intent and purpose. Strategy is a sense in which long-term objectives will be achieved. Strategy is the potential of an action that requires top management decisions and requires large resources, strategy also affects the success of an organization.

In today's industrial world development, marketing strategies play an important role in attracting buyers. An attractive marketing strategy that is in accordance with the market climate can encourage consumers to buy the company's goods or services. Kotler (2022) states that a marketing strategy is a marketing mindset that will be used to achieve marketing goals, which contains detailed strategies regarding the target market, positioning, marketing mix, and marketing budget.

Therefore, it can be concluded that a marketing strategy is a tactic or way of doing business to attract a lot of attention from consumers and profitably boost sales figures.

Marketing

To carry out promotional activities, companies need marketing activities or activities. Marketing activities are implemented in companies as a goal to find many consumers so that production activities to distribution can run well. With well-planned marketing activities, it will create success in knowing the company's target market.

According to Nasution (2022), the definition of marketing is an integrated effort carried out to meet consumer needs and provide benefits or profits to the company. Nasution also explains that the definition of marketing is a medium for communicating a higher added value. This means that marketing is an activity to seek profit by meeting consumer needs.

Digital Marketing

a. Understanding of Digital Marketing

In today's era of globalization, digital marketing is very useful for sellers because it can reach consumers anywhere. Digital marketing is also considered more effective because it can increase sales with various promotions.

According to Hendri (2020), digital marketing is the use of the internet and the use of other interactive technologies to create and connect dialogues between companies and identified consumers. Hendri also explains that digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mails, or other social networks.

b. Benefits of Digital Marketing

The benefits of digital marketing according to Rumondang (2020) consist of:

1. **Lower cost.** A well-planned and targeted digital marketing promotion strategy can effectively reach the right customers and at a much lower cost than traditional marketing methods.
2. **Measurable.** In this regard, companies can measure online marketing with web analytics or other metric tools, making it easier to classify target markets and determine how effective marketing promotions have been.
3. **Personalization.** If the customer database is linked to the company's website, then whenever someone visits the site, they can be greeted and given an offer.
4. **Identification.** This is used as marketing research to find out the needs and desires of customers and to see customer activity records.
5. **Brand development.** In relation to brand development, good website management is always accompanied by quality content that is in accordance with customer needs.
6. **Global exposure or reach.** Websites that allow companies to find new markets and trade globally with only a small investment.
7. **Viral.** In this regard, digital or online marketing using social media sharing buttons on websites, emails, and social media channels allows the marketing messages we share to be sent or received very quickly.
8. **Not annoying.** Digital marketing gives customers or potential customers the option to accept or reject promotions from certain websites.
9. **Openness.** By engaging in social networks and managing them carefully, companies can build customer loyalty and create a reputation for being easy to engage with.
10. **Satisfying.** A key factor in success in electronic marketing is achieving customer satisfaction through electronic channels.

Types of Digital Marketing

Based on the book, Rumondang (2020) explains that there are several types of digital marketing, namely:

- 1) **Search Engine Marketing (SEM).** Search Engine Marketing is a form of marketing used to promote a website by increasing its visibility in search engines or search engine result pages (SERPs) using paid placement and contextual advertising.
- 2) **Email Marketing.** Email marketing is one of the earliest forms of digital marketing, which involves sending personalized or targeted messages at the right time.
- 3) **Search Engine Optimization (SEO).** SEO is the most common type of digital marketing used to increase the visibility of a website on search engines that uses search techniques with keywords or phrases that contain indicators contained in a web page where the information is indexed by search engines. There are two methods that can be used in implementing SEO, namely On Page SEO and Off Page SEO.
- 4) **Social Media.** Social media is an internet-based platform that emphasizes human interaction. The features offered by social media are generally divided into three parts, namely information processing, entertainment activities, and social connections. With the increasing number of social media users, it is very beneficial for companies because social media can create social interaction relationships between users and become an appropriate advertising distribution channel.
- 5) **Display Advertising.** Display advertising or image advertising is a form of online advertising that is like billboards, television commercials, and print ads. The main purpose of display advertising is to target traffic to the website that publishes the advertisement, and 6) aims for sales, advertising products or services and creating recognition and awareness of a brand product.

- 6) **Referral Marketing.** Referral marketing is a marketing activity that involves someone giving recommendations for a product or service they like to friends and family online. Referral marketing is useful for using online sales. This is because potential customers and customers feel more comfortable sharing information about a product or brand through their social media or other personal digital channels.

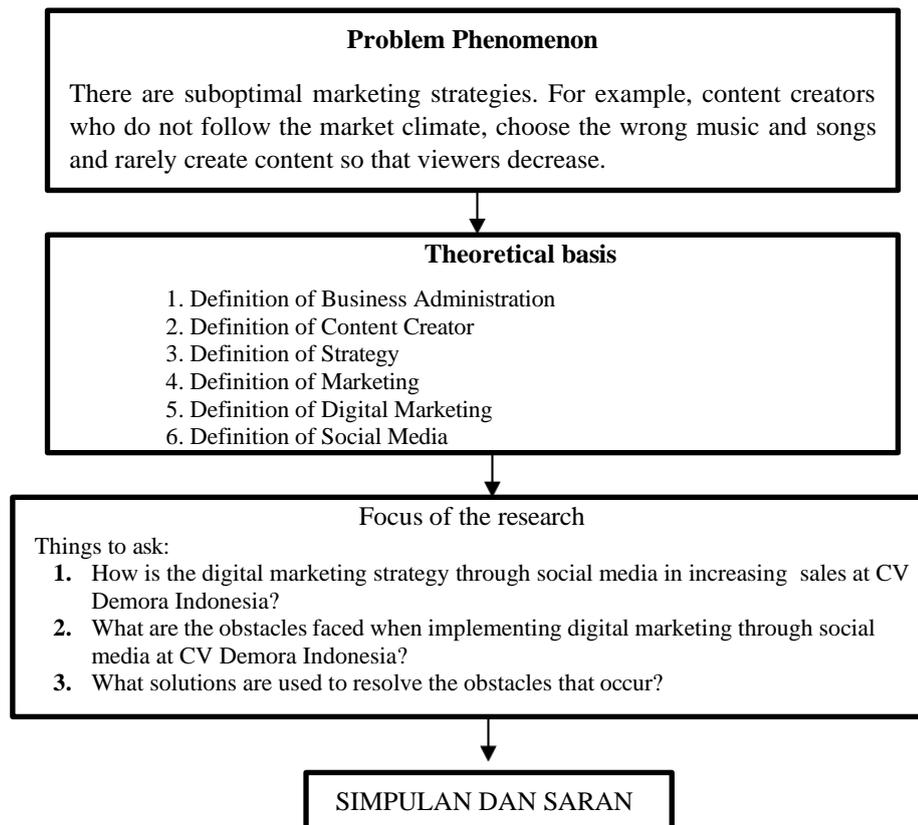
Sosial Media

With the use of social media today, it is very easy for businesspeople to do promotions. In addition to its wide reach, doing promotions through social media is also considered effective because it requires little capital.

- a) This social media allows users to interact with each other and exchange information with everyone who also uses and has an account on the media. Nasrullah (2022) explains several definitions of social media that come from various research literature, including:
- b) According to Mandiberg (2012), social media is a medium that facilitates collaboration between users who produce content (user-generated content).
- c) According to Shirky (2008), social media and social software are tools to improve users' ability to share, collaborate, among users and take collective action, all of which are outside of institutions or organizations.

Research Framework

To find out and understand the role of content creators, what obstacles are faced by content creators and to find out solutions when finding out obstacles in the role of content creators through social media at CV Demora Indonesia Jakarta, the author describes it in the following research framework:



METHOD

1. Observation and research Approaches

This study uses a qualitative research approach where qualitative research as a scientific method is often used and implemented by a group of researchers in the field of social sciences, including educational science. Several reasons are also put forward, the essence of which is that qualitative research enriches the results of quantitative research. Qualitative research is carried out to build knowledge through understanding and discovery. According to Iskandar (2009:11), a qualitative research approach is a process of research and understanding based on methods that investigate social phenomena and human problems. In this study, researchers create a complex picture, examine words, detailed reports from respondents' views and conduct studies in natural situations.

Qualitative research where the role of the researcher is as a key instrument in collecting data, and interpreting data. Data collection tools usually use direct observation or research, interviews and document studies. While the validity and reliability of data use triangulation using inductive methods, the results of qualitative research emphasize more on meaning than generalization. Qualitative research is used if the problem is not clear, to find out the hidden meaning, to understand social interactions, to develop theories, to ensure the truth of data and examine the history of development. Given that this study aims to understand and interpret various phenomena that exist or occur in reality as a characteristic of qualitative research, in this case how to know and understand the role of content creators, what obstacles are faced by content creators and to find solutions when knowing the obstacles in the role of content creators through social media at CV Demora Indonesia Jakarta, the researcher uses a descriptive qualitative research method.

Qualitative methods are carried out with several considerations, first, adjusting qualitative methods is easier when dealing with multiple realities; second, this method presents directly the relationship between researchers and respondents; third, this method is more sensitive and more adaptable to many sharpening of mutual influence and to the value patterns faced. According to Maleong (2000:5), qualitative research methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. In qualitative research, a researcher speaks directly and observes several people, and interacts for several months to study the background, habits, behavior and physical and mental characteristics of the people being studied.

2. Data collection technique

a) Observation

Observation is a direct research method to obtain the necessary data. In this regard, the author directly examines how content creators perform and what activities are carried out in implementing digital marketing strategies at CV Demora Indonesia.

b) Informant

Informants in this study are people who have information related to the observed object. By asking several questions to the sources, namely the chairman of the board of directors of CV Demora Indonesia, employees of CV Demora Indonesia marketing division, and several external sources such as customers of CV Demora Indonesia to complete the data or information needed.

RESEARCH RESULTS AND DISCUSSION

A. Overview of CV Demora Indonesia

1. Profil Perusahaan

Company name	: CV Demora Indonesia
Address	: Kompleks Pergudangan Jalan Yos Sudarso, Kav.48, Gudang No. E3, Tanjung Priok, Jakarta Utara, 14330 E-Mail : Teamdemorin@gmail.com
Sosial media	: Instagram: Demorin Tiktok : Demorin.official Telegram: Demorin & Channel Demorin
Type of business	: Fashion

CV Demora Indonesia or known as Demorin is a supplier and distributor of jeans, which

has been around since October 2020. CV Demora Indonesia houses many online stores, namely Yeonin.id, Thome, and Dahee, all of which are also engaged in jeans fashion and are only available in online shops. Demorin itself also has many resellers. Demorin takes goods from abroad, so the quality of Demorin goods is quite good with pocket-friendly prices. Initially, the Demorin office was on Jalan Pademangan, Kemayoran, then we moved to a larger warehouse to make work more efficient because we saw that Demorin goods were quite a lot.

For pants models in Demorin are very varied, such as straight jeans, corduroy pants, culottes, short pants and so on. In addition to the various variations, Demorin pants models also have many colors, such as broken white, black, white, classic, dark blue, brown, green, pink, and others. Before shipping, the packaging section of the Demorin team always carries out quality control to minimize errors considering that Demorin orders are always large.

The concept of jeans from Demorin itself takes the concept of Korean jeans. So, starting from the content to the model's outfit for product photos must be like the Korean jeans trend. The reason why Demorin took the Korean concept is because currently Korea is very dominant, it would be a shame if we didn't take the opportunity to follow the current trend. From children to the elderly, there must be someone who likes Korea, so we can use this to expand the Demorin market.

CV Demora Indonesia is a shop that operates in an online store. So, for its promotion, it also uses social media platforms and marketplaces such as Instagram, TikTok, Shopee, Telegram, and so on. Digital marketing is considered more effective because nowadays everything is online and minimizes the cost of renting an offline store. To see the collection of jeans from Demorin, buyers can directly check Demorin's social media.

2. Company Vision and Mission

a. Vision

To be the best jeans supplier in Indonesia.

b. Mission

- a) Provide services to resellers to increase sales by providing quality products at affordable prices.
- b) Continue to synergize and innovate in the world of fashion

3. Company motto

"Be Gorgeous, Be Fabulous"

4. Company Logo



Figure 3. DEMORIN logo

Meaning of the logo:

The word "DEMORIN" is displayed on the Demorin logo with the intention that buyers can continue to remember our brand name in the fashion field, especially jeans. Then below it there is also written in Korean because we do sell Korean jeans outfits. The choice of the logo color, namely purple, is certainly to make it look attractive and girly, then in the general view, purple is also interpreted as luxury, strength, and ambition.

5. Organizational Structure



Figure 2. Company Structure of Cv Demora Indonesia

6. Corporate Culture

The culture within CV Demora Indonesia is team-oriented, where business owners and employees can help each other to complete tasks when needed.

B. Research result

1. Interview Results

Based on the results of the author's interviews with 4 informants:

Table 2. Research result

Informants' Identity	Question 1 Why does Demorin choose to work in the fashion sector?	Question 2 What is the digital marketing strategy through social media to increase sales at CV Demora Indonesia?	Question 3 What are the obstacles faced when implementing digital marketing through social media at CV Demora Indonesia?	Question 4 What solutions are used to resolve the obstacles that occur?
Cindyta Cerly Co-Director CV Demora Indonesia	Because we see the current phenomenon, that teenagers are very fond of collecting the latest fashions, so we were inspired to create our own fashion brand.	very impactful, yes, from Instagram we can introduce our brand by attracting celebrities from various cities, while from Shopee we make a sales platform that is easy to apply and on TikTok we do those 2 things.	There's nothing specific, but there's definitely some inspiration.	We try to maintain the quality of our products, always provide the best promotions and of course always update our product models so that buyers don't get bored.
Siti Handayani Content Creator from the marketing team	Because Demorin follows the development of the times, the content created provides benefits to buyers.	It is very important, when there is no media, promotional planning will not run well, and will not be coordinated and structured.	The obstacles experienced were firstly lack of talent, the room was not big enough, the room lighting was inadequate, and there were not enough properties.	For now, there are no major obstacles, maybe small things like there is only one talent and he is busy so we can't take that day if the talent is busy, the solution is when the talent can take content then we catch up on the previous content. It could also be from the room lighting which is lacking, so we have no choice but to use additional lights such as Godox.
Qotrunnida Consumer	Because demorin products are of pretty good quality with cheap prices and you can get wholesale prices.	The product description is quite good, the CS service is quite friendly.	Monotonous content must be improved so that it can attract more consumers.	The owner of CV Demora should know the advantages and disadvantages in implementing marketing strategies.

2. The role of content creators through social media at CV Demora Indonesia Jakarta.

The development of technology in the current era of globalization is very helpful for business actors because it is easy to operate and is considered effective in its implementation, especially in the field of promotion. Not a few business actors do promotional advertising on social media because on social media the market reach is certainly very wide so that it can increase sales. Currently, digital marketing is also a key in all efforts.

Indeed, from the beginning CV Demora Indonesia has been engaged in online shops, from Shopee to TikTok. The use of TikTok ads or TikToks is also useful because the expenditure is small, but the company gets a decent profit. Apart from TikTok, we also create content on

Instagram, Telegram, and even WhatsApp.

Social media is very useful as a promotional media because of its wide market reach and easy access wherever you are. Using social media as a promotional media also makes it easier for customers to find out all information related to the company's products.

For the role of content creators through social media, now CV Demora Indonesia focuses on TikTok social media to post its content compared to Instagram. Because the digital marketing strategy on Instagram is less effective because the number of viewers is less than on TikTok, this happens because the followers on Instagram are passive and do not follow the Instagram advertising program. Content creators are actively posting content on TikTok because the number of viewers on TikTok is superior to Instagram, besides that purchases from TikTokshop are also more than in other marketplaces such as Shopee, Lazada, or Tokopedia.

2. Obstacles faced by content creators through social media at CV Demora Indonesia Jakarta.

In implementing digital marketing through social media, the author found several obstacles, including:

- a. The monotonous content concept must be improved to compete with competitors
- b. Lack of consistency in uploading content so that viewers decrease
- c. Lack of content planning
- d. Lack of briefing with fellow teams also affects the results of existing content

3. Solutions used to resolve the obstacles that occur.

In building a business, business owners should know the advantages and disadvantages of implementing a marketing strategy. The purpose of a digital marketing strategy is none other than to introduce products to the wider community and attract potential buyers through social media. Tight competition with competitors creates a drive for companies to be better in terms of service, marketing strategy, product quality, and others. The existence of social media today must be utilized properly as a means of digital marketing because digital marketing opens up many opportunities for business actors to promote their products.

The solutions implemented by CV Demora Indonesia for the obstacles that occurred, namely :

- a. Looking for a marketing concept so that the content concept is more focused
- b. Conducting a briefing with fellow teams to exchange ideas to minimize miscommunication
- c. Making content planning

C. DISCUSSION

1. The role of content creators through social media at CV Demora Indonesia Jakarta.

Until now, CV Demora Indonesia continues to use digital marketing as a promotional media because social media can reach a wider market share. As a company that competes with many competitors, CV Demora Indonesia continues to organize marketing strategies to be able to compete well with other competitors.

Content creators play a role in creating advertisements or promotions through the content they create. In addition, content creators also play a role in building company branding so that it can be known to many people. The media used by content creators as a means of posting content are social media such as Instagram, TikTok, WhatsApp, and Telegram. The following is an example of the flow of content creation

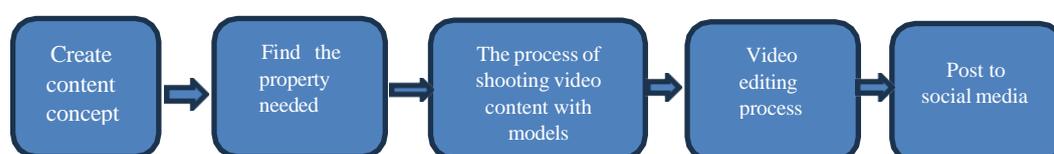


Figure 3. Flowchart of content creation for CV Demora Indonesia Jakarta or CV Demora Indonesia Jakarta.

- a) The digital marketing strategies implemented by CV Demora Indonesia are:
 Creating lots of promotional content on TikTok, Instagram, Telegram, and Shopee. CV Demora Indonesia continues to intensify promotional content on social media, to be more effective CV Demora Indonesia always includes product links when posting content so that buyers can directly open the product web page.

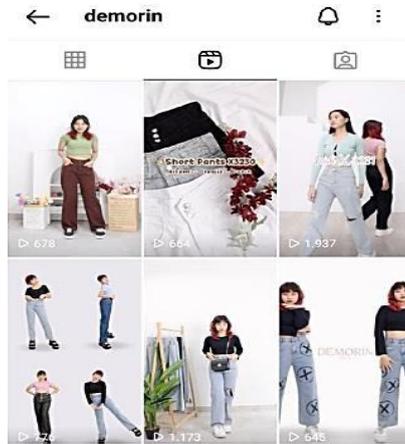


Figure 4. Content posts on Demorin's Instagram

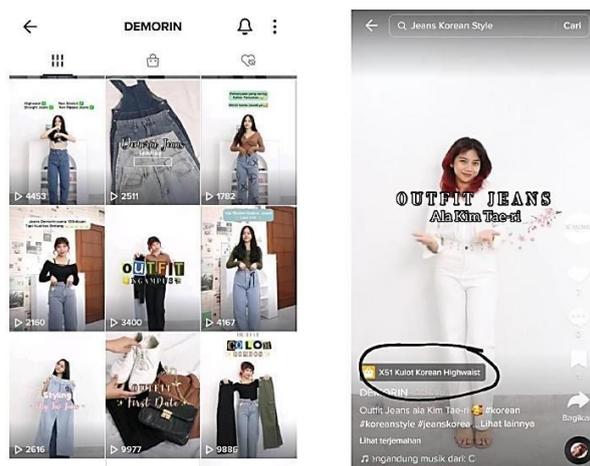


Figure 5. Content posts on TikTok Demorin

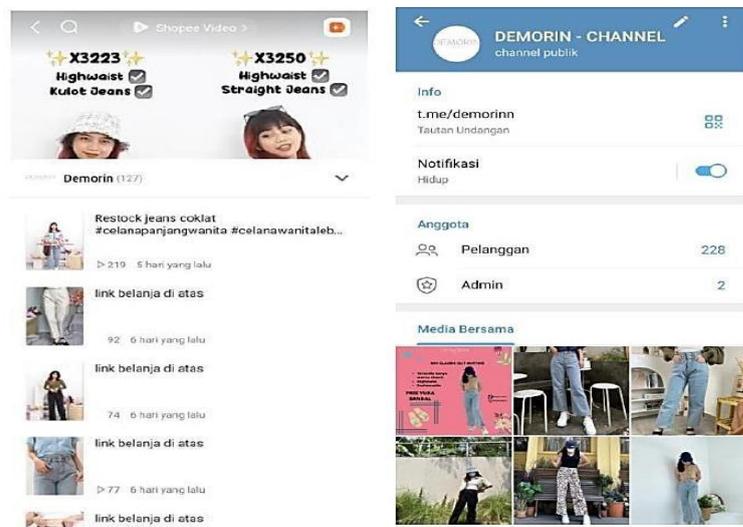


Figure 6. Content posting on Shopee Demorin Gambar 7. Channel telegram Demorin

- b) Find affiliates and endorse celebgrams so that the Company's products can be known to many people. Affiliates are people who promote a product to other people. So, affiliates will later put the company's product link on their social media and will receive a percentage when other people click on the link.

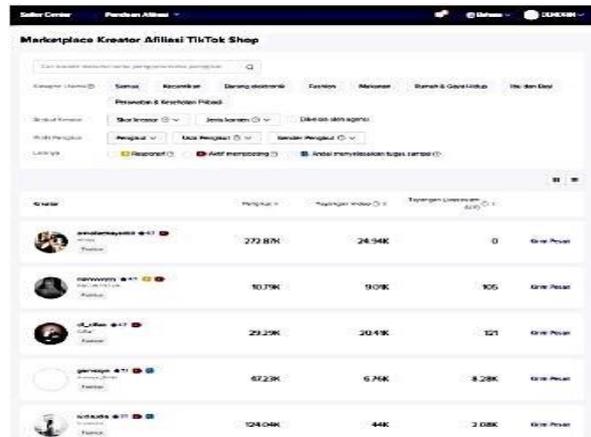


Figure 8. Homepage for searching for affiliates

- c) Giving prizes during live streaming. Especially during live streaming, Demorin will give prizes such as belts or other items with the aim of keeping viewers watching live and not leaving our live streaming.
 - d) Giving giveaways to customers who give good reviews. Customer reviews are also an important component in improving the company's image. Because this is important, Demorin always makes giveaways every month for ten winners who give the best reviews in the assessment column.
 - e) Giving lots of discounts on Telegram. In addition to the marketplace, Demorin also sells on other social media such as Telegram, but for payments, you can only transfer manually, and you can't get free shipping.
- 2. Obstacles faced by content creators through social media at CV Demora Indonesia Jakarta.** In its implementation, there are certainly obstacles faced by the company. A digital marketing strategy that is ordinary or tends to be monotonous can make customers become uninterested, for that reason Demorin tries as much as possible to evaluate anything that is not suitable to be run. The obstacles faced when implementing digital marketing on social media are:
- a) Monotonous content concept. In terms of music or song selection and video editing, the content concept run by Demorin is considered monotonous several times because the sentences used are the same, the talent outfit is also often used in other videos, and the choice of fonts for the video is also less attractive.
 - b) Lack of consistency in uploading content. This has a big impact on Demorin's viewers, because if you don't post content for just one or two days, the following days the audience will drop and if the audience has dropped, it is very difficult to increase the viewers again.
 - c) Lack of content planning. Unplanned and unscheduled content concepts are also important components in increasing digital marketing sales. For example, the TikTok algorithm, there are certain hours when if we post, it will be crowded with viewers. So, content planning should be very important for digital marketing to be more planned and focused.
 - d) Lack of briefing with fellow teams. This is the main obstacle experienced by the company. Communication is an important key to mutual success, but at CV Demora Indonesia, miscommunication between marketing teams is still often found.

3. Solutions used to resolve the obstacles that occur.

If there is a problem, there should also be a solution. Here are the solutions used to solve the problems that occur:

- a) Looking for a marketing concepor. For more targeted content in digital marketing, the company adds a marketing concepor to the marketing team with the aim of conceptualizing what will be the promotional content on social media. The work of the marketing concepor itself includes creating media planning and content concepts for social media, communicating directly with affiliates, and managing the operational running of the company's website.
- b) Conducting a team briefing. The team briefing aims for fellow teams to be able to exchange opinions with the aim that content creators can understand what content is and how the content will be created later. In addition, the briefing also aims to minimize miscommunication between teams so that the promotional content created can run well.
- c) Creating content planning. Media planning or the process of creating a digital marketing strategy also needs to be done so that content can be scheduled and directed so that the content concept does not become monotonous and can attract the attention of many viewers.

Figure 9. Sample of Instagram content planning concept

	A	B	C	D	E
	Tanggal	Judul	Konsep	Referensi	Naskah/Musik
1					
2	senin 17 juli		1. beri nama2 hari di setiap outfit yang di gunakan	https://www.tiktok.com/t/ZSLP6mC4C/	
3			ambil yang buat reels aja	https://www.tiktok.com/t/ZSLPMN4B/	
4					
5					
6					
7		restok x8125	gaya bebas		
8			dont = menggunakan baju kaos do = menggunakan baku crop top dan baju kaos di masukan		
9	selasa 18 juli	x19 classic	do= baju kemeja do= baju kemeja di masukan	https://www.tiktok.com/t/ZSL5BwutL/	
10					
11					
12		edisi jeans outfit	1. buatlah seperti referensi disamping seperti foto vs aslinya	https://www.tiktok.com/t/ZSL5SF6m6/	
13	rabu 19 juli		new arrival skinny	https://www.tiktok.com/t/ZSL5n9fl_O/	

Figure 10. Sample of a TikTok content planning concept

CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the discussion on the Role of Content Creators Through social media at CV Demora Indonesia Jakarta which has been presented in the previous chapters, several conclusions can be drawn, namely:

- 1. Content creators play a very important role in creating advertisements or promotions through the

content they create.

2. The obstacles that occur in the role of content creators through social media at CV Demora Indonesia are that content creators do not research enough about what is trending and the content concept is monotonous. In addition, in terms of human resources, there is often miscommunication between models and content creators, resulting in delays in content creation.
3. With the existence of marketing conceptors and content planning, content creators can create more varied and more scheduled content.

B. Suggestions

The suggestions that can be given by observers for CV Demora Indonesia are:

1. Video content editing must be given more attention in terms of the music and fonts used. In addition to posting content that must be consistent, a content creator must also think about a unique and interesting font shape but can still be read by the audience, because if the font shape is too formal it will be less interesting and ordinary. Then, a content creator must also be good at choosing the music or songs used, don't use songs that not many people know and if possible before creating content, a content creator must first research what songs are currently viral so that the content continues to be updated and not outdated.
2. Content Creators must follow the market flow or updates that are currently viral to present content that is not outdated. Nowadays, there is a lot of entertaining content such as several TikTok challenges. Content creators should be able to take this opportunity to be used as content too. Another example, now there are also many Kpop or Western concerts in Indonesia, content creators should be able to take advantage of this phenomenon to be used as outfit content.
3. The CV Demora Indonesia Marketing Team must take several approaches such as monthly meetings, evaluations, and gatherings to improve team cohesion and minimize miscommunication that occurs. As the observer explained in the discussion chapter, one of the obstacles faced by the CV Demora Indonesia marketing team is frequent miscommunication, this occurs because there is no unity in it. So, the suggestion from the observer for the CV Demora Indonesia marketing team, can hold a monthly meeting or evaluation to express each opinion, criticism, and input so that there is openness in the team. In addition, a gathering can also be held as a moment for an approach between teams in the company.

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