

## **THE IMPLEMENTATION OF CONTENT CREATOR STRATEGY ON SOCIAL MEDIA TO INCREASE PURCHASE POWER AND BUILD BRAND IMAGE OF HILWAH FOOD MSME**

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### **ABSTRACT**

This community service project aims to implement content creator strategies in social media marketing to increase consumer purchase power and strengthen brand image of Hilwah Food, a local MSME that produces traditional “kentang mustofa”. Facing limited resources and low market penetration, Hilwah Food collaborated with university students acting as content creators to improve their digital presence on platforms such as Instagram and TikTok. The method involved designing a social media plan, managing digital content, and analyzing engagement metrics. The intervention successfully increased brand awareness, engagement, and visual identity. This study demonstrates that content creator-driven marketing can be a practical tool for empowering MSMEs in the digital economy.

**Keywords:** Content Creator, MSME, Hilwah Food, Social Media Marketing, Brand Image.

### **1. INTRODUCTION**

The advancement of digital technology in the last decade has brought major shifts in how businesses, particularly Micro, Small, and Medium Enterprises (MSMEs), market their products and interact with customers. In Indonesia, the penetration of internet users continues to grow steadily, reaching 221.56 million users or 78.19% of the total population by 2024, according to APJII. This massive adoption of digital platforms presents significant opportunities for MSMEs to enhance their competitiveness, especially through the use of social media.

Social media has transformed from a mere communication tool into a strategic platform for branding, marketing, and building customer relationships. Platforms like Instagram and TikTok have gained popularity not only among individuals but also businesses aiming to create compelling content to attract their target market. These platforms allow businesses to engage directly with users, tell their brand stories, and foster brand loyalty through visual and interactive content. However, many MSMEs still face difficulties in harnessing these tools due to a lack of digital literacy, limited manpower, or inadequate branding strategies.

Hilwah Food is a Jakarta-based MSME founded in 2018 that produces “kentang mustofa,” a crispy potato-based snack that is oven-baked after frying to reduce oiliness. Despite offering a quality product, the business has encountered multiple obstacles, including stagnant sales growth, limited marketing capabilities, and reliance on manual production handled solely by the founders. The business has survived the COVID-19 pandemic but has struggled to expand due to minimal promotional activities and weak brand positioning. Existing social media accounts were inactive, inconsistent, and lacked engagement.

To address these issues, a social media-based community service project was initiated involving undergraduate students from Universitas Mercu Buana. The goal was to assist Hilwah Food in adopting effective content creator strategies to improve its online visibility, customer engagement, and ultimately, sales. In this project, the students acted as a content creator team responsible for analyzing digital trends, designing content calendars, developing visual branding, and managing social media interactions.

The project emphasized the importance of understanding target audiences and creating relevant, engaging content using creative tools like Canva and Capcut. It also aimed to strengthen Hilwah Food’s brand image through consistent storytelling, aesthetic design, and strategic content delivery. Furthermore, this initiative demonstrated how the integration of student-led community service and digital marketing could generate social and economic value, especially for grassroots entrepreneurs.

This paper highlights the formulation of four main problems: (1) how effective the current social media strategies of Hilwah Food are in driving marketing and sales, (2) how social media platforms like Instagram and TikTok influence consumer buying behavior in the era of Marketing 5.0, (3) how to strengthen Hilwah Food’s brand image through strategic digital branding, and (4) how to leverage online communities through testimonials and user-generated content to increase trust and perceived quality of the brand.

The objective of this activity is not only to enhance Hilwah Food's market performance but also to serve as a model for how MSMEs can collaborate with academia to achieve digital empowerment. By empowering students as content creators and strategists, the project also contributed to skill development in digital marketing, teamwork, and real-world business problem-solving.

## 2. METHOD

The method used in this project is a qualitative-descriptive approach combined with participatory community service, which involved direct collaboration between university students and the MSME owner. This activity was designed to strengthen the branding and marketing capabilities of Hilwah Food through digital media platforms, particularly Instagram and TikTok. The student team, consisting of three members, was divided into roles based on their expertise: team leader, content creator, and community engagement officer. The team leader was responsible for managing the project timeline, analyzing social media performance, and coordinating with the MSME owner. The content creator focused on developing ideas, designing graphics, editing videos, and preparing captions. Meanwhile, the community engagement officer handled direct communication with the business owner, managed digital reputation, oversaw basic financial matters related to ads, and monitored online feedback from customers.

To support the project execution, several digital tools were utilized, including Canva for graphic design, CapCut for video editing, and Google Workspace (Docs and Spreadsheets) for collaborative planning and scheduling. The primary platforms used were Instagram, chosen for its strong visual appeal and branding features, and TikTok, selected for its potential in reaching a wider audience through engaging short-form videos. A content calendar was developed to ensure consistency and relevance in posting, with a minimum of two posts per week for each platform.

The project was guided by several strategic frameworks such as Segmenting, Targeting, and Positioning (STP) to define the audience more precisely, SWOT analysis to understand the internal and external business conditions, and the AIDA model (Awareness, Interest, Desire, Action) to build content narratives that influence consumer behavior. Additionally, the team mapped out the customer journey to optimize key interaction points that could lead to sales conversion or brand loyalty. Data collection was done through direct interviews and observation of the business owner's operations, performance analytics from social media platforms, and documentation of changes in engagement metrics before and after the intervention. The evaluation also included feedback sessions with the MSME owner and comparative financial records when available, to see how the digital marketing strategies affected overall sales and brand visibility.

Overall, this method provided a hands-on model of digital marketing assistance, emphasizing not only implementation but also learning by doing—empowering both the student team and the MSME partner in understanding how digital tools and content strategies can contribute to business growth in the digital era.

## 3. RESULTS AND DISCUSSION

The implementation of the content creator strategy in Hilwah Food's social media management resulted in various significant outcomes, which are categorized as follows:

### a. Content Ideation and Planning

| No | Tema Konten                                   | Caption                                                            | Tujuan Konten                                | Visual                                        |
|----|-----------------------------------------------|--------------------------------------------------------------------|----------------------------------------------|-----------------------------------------------|
| 1  | Pacarun Hemat                                 | Pacarun hemat? Kentang Mustofa aja udah bahagia                    | Brand awareness & relatable lifestyle        | Pasangan piknik hemat dengan snack            |
| 2  | Ngemil Chyilght                               | Ngemil sambil lihat chyilght                                       | Aesthetic branding & engagement              | View malam kota dari rooftop + snack          |
| 3  | Menikmati Senja                               | Menikmati senja dengan Kentang Mustofa                             | Brand positioning & emotional storytelling   | Orang duduk menatap sunset sambil ngemil      |
| 4  | Darau                                         | Terseng kayak darau, renyah kayak kentang                          | Fun engagement & viral content               | Orang bersantai di darau sambil makan kentang |
| 5  | Solusi Ekonomi                                | Ekonomi lagi bergeser? Kentang Mustofa tetap solusi nikmat & hemat | Socio-economic relevance & value positioning | Orang tersenyum bahagia walau sederhana       |
| 6  | Melewatkan kerja lembur? Kentang Mustofa aja! | Video suasana kerja malam dengan semilan Kentang Mustofa           | Brand awareness                              | Upbeat foto kerja lembur + snack              |
| 7  | Berita stress                                 | Berita bikin stress? Kentang mustofa bikin senyum                  | Engagement + relatable content               | Orang stress monitor berita snack di tangan   |
| 8  | Cinta pagi                                    | Cinta badeh pagi, kentang tetap renyah                             | Emotional connection                         | Orang pagi dan nangis move on makan snack     |
| 9  | Libur weekend                                 | Waktunya ngemil bareng keluarga                                    | Situational promotion                        | Anak-anak libur ngemil di rumah               |

Figure 1. drafting content brief

The initial stage involved trend observation and content idea development structured through a content planner. Each post was designed with clear objectives (awareness, engagement, education), distribution platforms (Instagram/TikTok), posting schedule, captions, and visuals. This process ensured the message aligned with the brand identity and audience needs.

## b. Strategic Caption and Hashtag Writing



Figure 2. Content Results

Each post included persuasive and communicative captions. These often included calls to action, relatable phrases, and brand-boosting hashtags such as #KentangMustofaHilwah, #SnackRumahan, and #HilwahFood to increase reach and strengthen content cohesion across campaigns.

## c. Content Pillars and Types

| CONTENT PILLARS | DESCRIPTION                                                                                                                                                                                                                                                                                                                       | CONTENT TYPE                 |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 1 EDUCATION     | Konten edukasi bertujuan memberikan informasi atau pengetahuan yang bermanfaat bagi audiens. Jenis konten ini menjawab kebutuhan, rasa penasaran, atau pertanyaan yang sering muncul dari target pasar. Bentuknya bisa berupa tips, fakta menarik, tutorial, atau penjelasan sederhana tentang sesuatu yang relevan dengan brand. | 1 Feeds Instagram            |
| 2 INSPIRATIONAL | Konten inspiratif bertujuan menyentuh sisi emosional audiens. Isinya bisa berupa kisah perjuangan, kuisipan semangat, atau cerita di balik bisnis. Konten ini mendorong koneksi yang lebih dalam antara brand dan followers.                                                                                                      | 2 Feeds Instagram            |
| 3 ENTERTAINING  | Konten hiburan fokus pada membuat audiens merasa tertawa. Bisa berbentuk humor, tren TikTok, meme ringan, atau situasi relatable yang sering dialami sehari-hari.                                                                                                                                                                 | 3 Feeds, reels, Video TikTok |
| 4 ENGAGING      | Konten engaging dibuat untuk mendorong interaksi—baik itu komentar, like, atau share. Biasanya berupa pertanyaan, polling, tantangan, atau ajakan berdiskusi.                                                                                                                                                                     | 4 Feeds Instagram            |
| 5 PROMOTIONAL   | Ini adalah konten yang secara langsung menawarkan produk atau layanan. Tapi penting untuk membuatnya tetap menarik, tidak sekadar hard-selling.                                                                                                                                                                                   | 5 Feeds, reels, Video TikTok |

Figure 3. Content Pillars and types

Content was categorized into six pillars:

- Educational: Information about potato benefits and product usage;
- Inspirational: Highlighting the founder's journey;
- Promotional: Discounts, product bundles, and giveaways;
- Entertaining: Light, humorous food-related content;
- Engaging: Interactive posts like polls or Q&A;
- Testimonial: Customer feedback and reviews.

## d. Instagram Feed Revamp and Visual Consistency



Figure 4. visual instagram feeds

The Instagram feed was completely redesigned using consistent color schemes (red, yellow, white), symmetrical layouts, and standardized visual elements. This upgrade significantly improved professionalism and visual branding appeal.

#### e. Social Media Performance Metrics

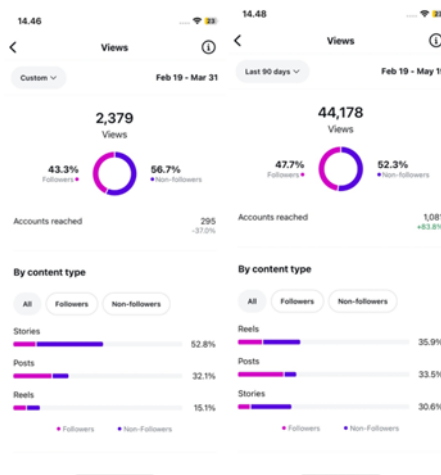


Figure 5. Social media performance

Following the project:

- Instagram grew from 128 to 885 followers, with 2,486 total likes across 71 posts.
- TikTok, launched from scratch, reached 881 followers, 5,320 views, and 1,162 likes from 65 videos. These numbers reflect the effectiveness of visual storytelling in attracting and retaining audiences.

#### f. Paid Advertising Campaigns

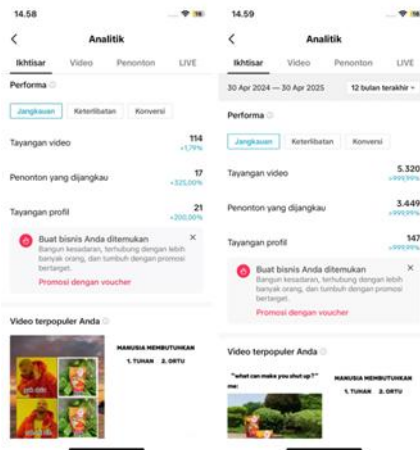


Figure 6. Paid Advertising campaign

Paid ads were launched on both platforms using short-form videos.

- TikTok: Before ads, reach was 114 accounts; after ads, it rose to 5,320, with one video going viral and reaching 20,000 views.
- Instagram: Impressions increased from 2,379 to 44,178, with 2,486 total likes. This illustrates how combining organic content with paid promotions can significantly amplify reach.

#### g. Role and Impact of the Content Creator

The content creator's role went beyond content design. It involved understanding platform behavior, adapting storytelling to the brand tone, managing consistency, and delivering emotion-driven narratives. This role was crucial in bridging the gap between brand message and audience expectations.

#### i. Product Packaging Redesign

As part of the branding update, Hilwah Food's packaging was redesigned. The new packaging design is more hygienic, attractive, and consistent with the brand's visual presence on social media, creating a unified brand experience across digital and physical touchpoints.

## CONCLUSION

This community service project proved that the application of content creator strategies on social media can serve as an effective solution for empowering MSMEs in the digital era. Through a structured approach involving content planning, platform-based storytelling, and visual branding, Hilwah Food was able to improve its online presence and engage more meaningfully with its audience. The project not only increased follower growth and content reach on Instagram and TikTok, but also enhanced the brand's visual identity and marketability.

The consistent use of digital tools, strategic scheduling, and performance analytics allowed the student team to manage the project professionally while transferring knowledge to the MSME owner. The results demonstrate that creative content, when aligned with marketing objectives and audience insight, can have a real impact on brand perception and potential sales growth.

Beyond numbers, the project reinforced the critical role of content creators in modern marketing—bridging the gap between product and consumer through emotionally resonant and visually compelling content. This approach can be replicated and scaled for other MSMEs seeking to adapt to digital market trends with limited resources but strong storytelling potential.

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