Design Mechanisms in Increasing the Growth of Plus Batik MSME's Instagram Accounts

Karina Rima Melati[1], Hardoyo[2], Lala Hucadinota Ainul Amri[3]
[1]Stikom Yogyakarta, email: karinarimamelati@gmail.com
[2]Stikom Yogyakarta, email: hardojocr9@gmail.com
[3]UiTM Malaysia, email: 2020289656@student.uitm.edu.my

Abstract

Social media is increasingly becoming a mainstay for Micro, Small, and Medium Enterprises (MSMEs) to do marketing, branding, and even sales. At least 42% of MSMEs in Indonesia have used social media or digital platforms. In the Covid-19 pandemic, using social media to carry out business activities is increasingly inevitable. As an SME that started its business at the end of 2020, Plus Batik utilizes social media, especially the Instagram platform (plusbatik.id), to increase awareness as a batik brand from Jogja. Excellent social media planning, primarily through content mapping and editorial planning, is the key to successful account growth. This research was conducted to analyze how Plus Batik carries out the mechanism of content mapping and editorial planning. Then, by monitoring and evaluating, how do the content mapping and editorial planning increase the growth of @plusbatik.id's social media accounts? This study investigates the problems and objectives of the @plusbatik.id account using empirical methods with a qualitative approach and then designs content mapping and editorial planning for three periods. Then produce three content types: 'Post' is created with a call to action, 'Story' uses the features of questions, quizzes, polls, and votes, and 'Reel' utilizes hashtags currently being widely discussed. The account's growth is obtained through algorithm analysis of the Insight feature.

Keywords: *Content, Instagram, Design, MSME's*

Abstrak

Media sosial semakin menjadi andalan pelaku Usaha Mikro, Kecil dan Menengah (UMKM) untuk melakukan marketing, branding, bahkan penjualan. Setidaknya 42% UMKM di Indonesia telah menggunakan media sosial ataupun platform digital. Terlebih di tengah pandemi Covid-19 penggunaan sosial media untuk aktivitas usaha menjadi tak terelakkan. Sebagai UKM yang memulai bisnisnya di akhir tahun 2020, Plus Batik memanfaatkan media sosial terutama dengan platform Instagram (plusbatik.id) dalam meningkatkan awareness sebagai sebuah brand batik dari Jogja. Perencanaan dan penggarapan media sosial yang baik, khususnya melalui pemetaan konten dan perencanaan editorial, menjadi kunci dari kesuksesan pertumbuhan akunnya. Penelitian ini dilakukan untuk menganalisa bagaimana mekanisme pembuatan pemetaan konten dan perencanaan editorial yang dilakukan Plus Batik? Kemudian, dengan melakukan monitoring dan evaluasi, bagaimana pemetaan konten dan perencanaan

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editorial tersebut dalam meningkatkan pertumbuhan akun sosial medianya? Dengan metode empiris dengan pendekatan kualitatif, penelitian ini menyelidiki masalah dan tujuan akun @plusbatik.id untuk kemudian melakukan perancangan pemetaan konten dan perencanaan editorial selama tiga periode. Kemudian membuat tiga jenis konten, yaitu: 'Postingan' dengan kalimat ajakan atau *call to action*, 'Cerita' menggunakan fitur pertanyaan, kuis, polling dan vote dan 'Reel' memanfaatkan tagar yang sedang banyak menjadi perbincangan. Hasilnya melalui analisa algoritma dari fitur *Insight*, didapatkan kesimpulan bahwa telah terjadi pertumbuhan akun.

Kata Kunci: Konten, Instagram, Desain, UMKM

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are growing business activities. The economic crisis, primarily due to the Covid-19 pandemic, has forced large companies to cut their human resources. This encourages more and more people to change their status as entrepreneurs or work in this small business sector. The growth of MSMEs is a driver of Indonesia's economic growth. The Indonesian Minister of Manpower (Menaker) Ida Fauziah, in her remarks at the 2020's Indonesian Creative Works (KKI) exhibition, stated that Micro, Small, and Medium Enterprises contributed to labor absorption. Sources compiled from data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) for 2021 stated that out of 64.2 million MSMEs, business units could absorb 116 million workers or the equivalent of 97% of the national workforce. Then from this figure, MSMEs can contribute 61.07% of the Gross Domestic Product (GDP) or the equivalent of IDR 8,537.89 trillion.

More than that, digitization in various sectors has also been adopted by MSMEs, primarily through the use of online media in carrying out marketing, branding, and sales activities. According to Foust in Setiawan (Setiawan 2021), online media is a third generation of conventional media such as newspapers, tabloids, magazines, books other electronic media. The use of online media, especially social media, is the right solution for MSMEs actors because of the flexibility and affordability of its cost—using social media also allows businesses to reach their target market and expand their business reach. An understanding of algorithms in social media makes it easier for users or business actors to maximize the provision of information and communication to their readers. According to the Minister of Cooperatives and SMEs Teten Masduki (2020), at least 42% of MSMEs in Indonesia have used social media or digital platforms. Especially in the Covid-19 pandemic, various limitations have made small entrepreneurs rely on digital media to carry out their business activities effectively and efficiently.

Social media such as Facebook, Twitter, Instagram, and Tiktok are now widely used by MSMEs. Every platform has its benefit to the users. As Husna (Husna and Aziz 2021) mentioned, Instagram relies on the word 'insta,' which means a current time; therefore, this media can maintain the production of visual pictures and upload quickly. Consequently, it must be carried out in a planned manner. Creating a detailed social media plan also enables businesses to select and use social networking sites that can be utilized to the full advantage of their business. Apart from knowing the characteristics of the facilities and features of the chosen social media, business owners cannot just upload content without doing content mapping and editorial planning with a mature theme first.

This research will examine how Plus Batik, as a small business that has just been established for less than two years, Plus Batik can run its Instagram account (@plusbatik.id) by designing content mapping and editorial planning, done periodically. Plus Batik is an MSME engaged in making batik and batik fashion from Yogyakarta. Established in November 2020, Plus Batik is a batik brand that offers the beauty of wearing Batik but also wants to provide an experience with Batik. The experience is the commitment to support improvements in the batik industry to become more humane, sustainable, equal, and prosperous. This is in line with its slogan *'Batik untuk kehidupan lebih baik'* or 'Batik for a Better Life,' in which Plus Batik adheres to the concept of Sustainable Development Goals (SDGs) so that in practice, responsible for consumers, the environment, and its workers.

The choice of Instagram as Plus Batik's leading social media is considering that this social networking is widely used by MSME businesses to promote their products and services; the We Are Social report by Hootsuite in 2021 stated that Instagram was able to rank third as a social media platform frequently visited by Indonesian netizens after Youtube and WhatsApp. Meanwhile, a survey conducted by Sea Insights in 2020 shows that as many as 54% of MSME entrepreneur respondents in Indonesia have adapted to using social media significantly to increase sales (Alika, 2020). This is a solution because micro-enterprises such as MSMEs and SMEs often face problems, especially in marketing, which is generally focused on market and product competition, issues of access to market information, and institutional difficulties supporting small businesses (Wardhana 2015).

Meanwhile, Bandyopadhyay (Bandyopadhyay 2016) said that although two-thirds of MSMEs have realized their business involvement on social media is essential, developing strategies and setting realistic and measurable goals is crucial. As stated by Bandyopadhyay (Bandyopadhyay 2016), the plans intended for businesses or micro-enterprises include creating brand awareness, encouraging conversions to generate reputation, strengthening relationships by

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creating engagement, monitoring, providing support, and getting feedback from readers. Although these goals tend towards marketing, the most crucial thing in using social media for MSMEs is the effectiveness of creating awareness of the products offered.

In various literature, social media planning uses different methods and strategies, especially for uploading Instagram accounts. Content management is essential in digital marketing because it encourages engagement, attracting audience interest later. Visual power and persuasive captions can strengthen product marketing and generate interest (Fitriani 2023). Sari (Sari 2021) mentions that there are at least four stages, the first is data collection using informal research; the second is setting planning goals and seeing the target objectives; the third is the implementation of the theme, communication strategy, and design process; and fourthly the evaluation and input obtained from the Instagram Insights feature. Meanwhile, Febricha and Pribadi (Febricha and Adi 2020) planning marketing communication content on Instagram accounts can be described in four stages: analyzing the situation, strategy, implementation, and evaluation.

Instagram content planning generally includes analysis of common problems, content creation or design, and content evaluation can be done carefully to become more attractive, organized, and systematic. Especially for micro businesses, marketing planning on social media is also influenced by financing or fund efficiency. Planning is also iterative and will go through trial and error to find the optimal pattern of content uploading (Barker, Barker, and Bormann 2013).

Message planning strategies on Instagram are also carried out with a broader framework, such as community-building, working with influencers, and designing stories to strengthen visual content (Putri and De 2016). The same thing was done by Kusuma and Sugandi (Kusuma and Sugandi 2018), who explained that planning for the use of Instagram was carried out by analyzing problems, analyzing audiences, determining goals, choosing media and communication channels, and developing plans or activities to achieve goals. In a similar context, Tresnawati and Prasetyo (2018) use content mapping to differentiate the type of content on Instagram and Facebook, while Mahmudah and Rahayu (Mahmudah and Mutia 2020) adopt Regina Luttrell's circular mode of Share, Optimize, Manage, and Engage to encourage account's viewers.

Although these various studies have provided an overview of social media planning strategies, it is still rare to find research that offers a representation of the practice of designing content planning with a concentration on account growth intentions. Social media, however, is a visual medium that must be persuasive in communicating the aims and objectives of an account.

No matter how sophisticated the goals are to be achieved, if the content displayed is less attractive and poorly planned, the account's growth will not be achieved.

This study presents the mechanism for creating content planning using range mapping and editorial planning. Both guide designers and Social Media Officers (SMOs) in producing and uploading the content. Thus, this research aims to measure how Plus Batik carries out the design mechanism of content mapping and editorial planning. By monitoring and evaluating the results obtained from the @plusbbatik.id account insight feature, researchers then analyze how the plusbatik.id Instagram account grows?

Ultimately, the authors also intend to make a series of stages for making content mapping and editorial planning, which business actors can then implement.
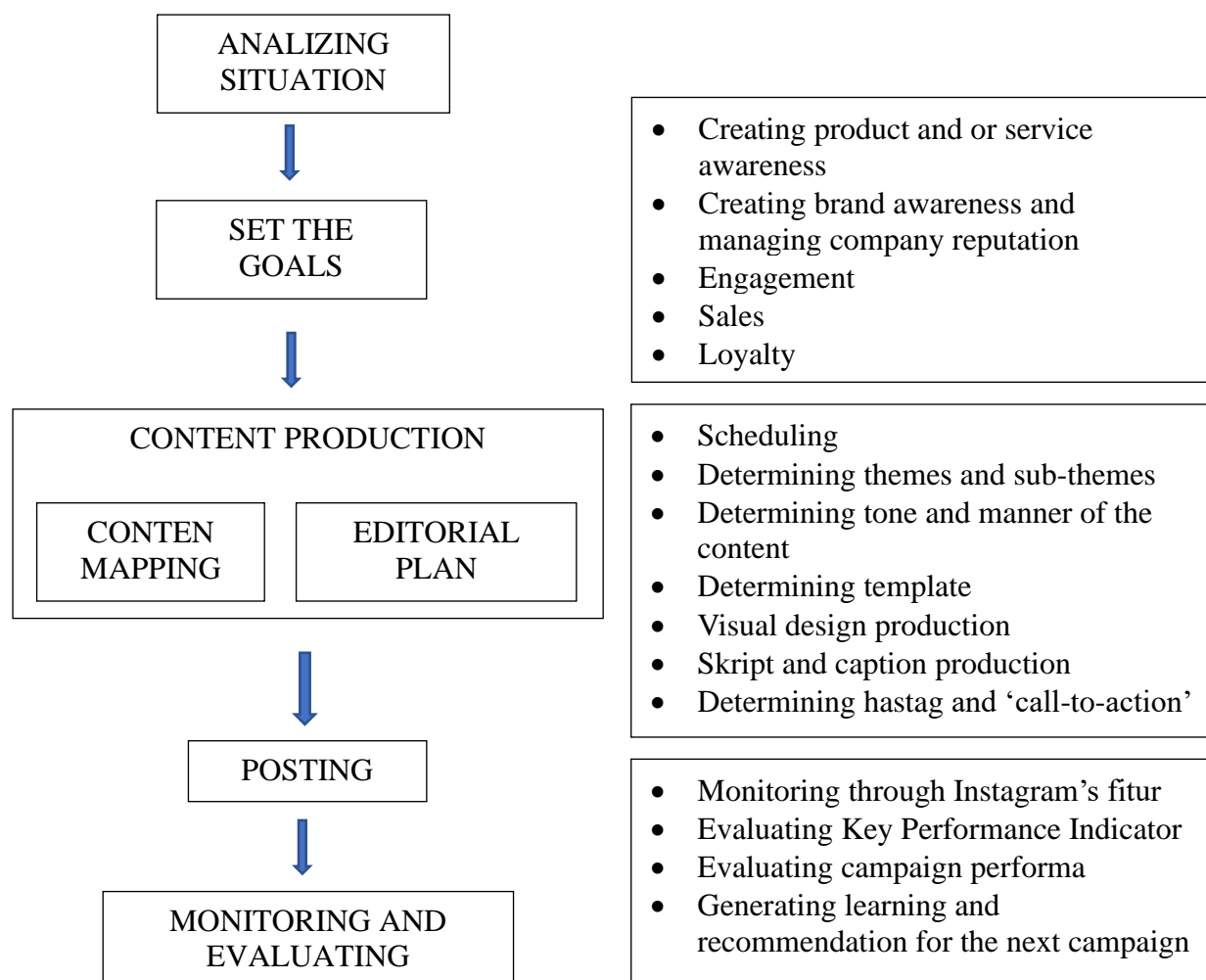
METHOD

This research method is qualitative, using an empirical approach. It meant describing the data with a conceptual approach and analyzing the behavior of the people who made the content mapping and editorial planning. Moleong (Moleong 2002) explains that qualitative research methods are non-probability and do not collect samples in the form of numbers. However, this research contains and analyzes Instagram algorithm data intending to conduct tests to ensure truth. Thus, the effectiveness of the content through an empirical approach or describing the conditions of the research object is seen as it is. Arikunto (Arikunto 2006)states that a practical process is carried out to provide a framework of evidence or testing to ensure the truth of the research object so that data and information can be extracted as much as possible. The research object referred to in this study is the implementation of content mapping designs and editorial planning, carried out in three production periods, from May to August 2021. The research object can also be seen as practical guides on creating social media content, especially from editorial plans and content mapping.

The making of content mapping and the editorial plan is preceded by analyzing the situation and the objectives or goals to be achieved. Investigating the condition or position of the account will then be followed by determining the goals to be completed, whether it's creating awareness of the products and services offered, creating brand awareness, managing company reputation, strengthening relationships with followers or readers, providing customer service, or getting feedback from readers (Bandyopadhyay 2016). In this research, the method of making content mapping and editorial plan is carried out with the following series of activities:

Chart 1: The Method of Content Production

- Determine the segment
- Campaign strategy

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                │    ANALIZING     │
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                │     SET THE      │          │ • Creating product and or service│
                │      GOALS       │          │   awareness                      │
                └──────────────────┘          │ • Creating brand awareness and   │
                         │                     │   managing company reputation    │
                         │                     │ • Engagement                     │
                         ▼                     │ • Sales                          │
                                               │ • Loyalty                        │
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CONTENT PRODUCTION

| CONTEN MAPPING | EDITORIAL PLAN |

- Scheduling
- Determining themes and sub-themes
- Determining tone and manner of the content
- Determining template
- Visual design production
- Skript and caption production
- Determining hastag and 'call-to-action'

POSTING

- Monitoring through Instagram's fitur
- Evaluating Key Performance Indicator
- Evaluating campaign performa
- Generating learning and recommendation for the next campaign

MONITORING AND EVALUATING

The primary data focuses on deepening the message content through discourses, surveys, and interviews related to Batik and waste. Thus, comprehensively understanding the content message, mapping, and editorial plans can be more accessible. Meanwhile, the secondary data are obtained by doing reference studies or comparisons from other accounts that have the same contents issues, such as @sejauh_mata_memandang @sukkhacitta and @duanyam.

RESULT AND DISCUSSION

The content design process for Plus Batik's Instagram account begins with analyzing the target audience. Previously, Plus Batik had determined its customer segments, namely women and men aged 25 to 40 years and living in big cities. Has a love for Batik but tends to use modern or contemporary motifs with casual clothing styles that can be used in everyday life. More than that, Plus Batik targets those concerned with Sustainable Development Goals (SDGs), especially those related to improvements in the batik industry. This was then raised in the campaign strategy for the first period, May 24 to June 20, 2021.

Even though Batik is the pride of Indonesia and is even understood globally as an intangible world cultural heritage through the 2009's UNESCO award charter, the batik industry still leaves a lot of 'homework,', especially on the environmental sustainability of batik production sites. Liquid waste from dyeing batik dyes is still dumped directly into rivers, leaving ecological problems, including liver health (Mulyasari 2016). Disposing batik dye waste now to the environment and does not manage through the Wastewater Treatment Plant (WWTP) has become a behavior carried out for generations. This has resulted in significant changes in river water quality and quantity (Adi, 2008). Most of the batik industry originates from micro-scale home industries; therefore, there is little or no concern for and provision of funds for waste management.

Apart from waste, another problem in the batik industry is wages which still do not prosper the workers (Melati 2017). In Yogyakarta, for example, batik workers are only paid around IDR 40,000 – 80,000 or less than 6 US Dollars (exchange rate IDR 14,351) per day (Anon 2021).Assuming that the average monthly wage is only IDR 1,500,000; therefore it is lower than Yogyakarta's provincial government of Regional Minimum Wage in 2021 of IDR 2,069,530. This is concerning because, in Yogyakarta alone, which has earned the nickname of the International City of Batik, batik workers are still paid below the standard of living.

Another issue related to SDG's is about empowering the community through various training related to Batik. Plus Batik has been invited to provide batik training for government, private and individual agencies. This is the foundation for building a community that comes from its customers and people who care about Batik. Those who are part of the Plus Batik community are named #PlusPeople.

Aside from raising the improvement of the batik industry by SDG's principles as the central theme, Plus Batik then raised this as a campaign strategy on the Instagram account @plusbatik.id. Through the storytelling approach or writing stories related to problems in the batik industry, content is produced by adapting various photos and charts to tables. The script or caption section describes conditions related to batik waste, wages, and empowerment. Furthermore, the description of these problems is adapted or actualized to situations close to the community. For example, batik waste can contaminate nearby rivers and be used to irrigate paddy fields. If the wastewater is infected, the rice and rice that we consume as daily food can harm the body.

Apart from presenting problems in the batik industry, the marketing strategy for the second period (June 21-July 16, 2021) is to showcase various products of Plus Batik specialty with *knowing* and *parang* batik motifs designed in a contemporary manner. Plus, Batik strives to

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give a modern approach disparate from the batik motif. Along with casual clothing styles and bright colors make it look attractive. In this period editorial plan was created by visualizing models wearing clothes accompanied by messages that were in line with the philosophy of sustainability in the fashion world, namely the movement of responsible production and consumption.

In the following or third period (July 17 - August 22, 2021), the theme is 'All about Plus Batik.' This section summarizes or combines the content created in the first and second periods with a more attractive and descriptive appearance. The product visualization then not only explained the product description but raised information related to the exploration of Batik in general and the Batik produced by Plus Batik.

The goal that Plus Batik wants to achieve is to create brand and product awareness. Also, with the correct editorial, each content is expected to generate engagement rates. These three goals are relevant considering that Plus Batik, as a new MSME, wants to gain awareness differently. Not just sell products but provide education related to problems in the batik industry and how Plus Batik intends to contribute to solving these problems. With a suitable engagement matrix, it is hoped that it will be able to boost the growth of the @plusbatik.id account among its target audience.

Creating Content Mapping and Editorial Plan

As for content mapping, it describes the schedule in the form of days and upload times arranged in weekly or monthly timetables. In addition, the central theme and sub-themes are defined for each day by paying attention to patterns, templates, and important events when the content is uploaded. This section also determines the type of Instagram content.

Creating creative content requires an introduction to the creative economy or creative industry as support. There should be no misidentification of the creative industry sector(Ainul, Ali, and Anwar 2022). Like ecotourism in supporting the creative economy (L. H. A Amri et al. 2022), Batik can also lift MSME's economy and, ultimately, the creative economy. This opinion is reinforced by Lala's statement (Lala Hucadinota Ainul Amri et al. 2022) in elaborating on creative economy potential problems and challenges to creative economy sub-sector strategies. Writing an overview of creative cities in Jepara Regency also strengthens the statement that creative city development uses creative industries (L. H. A. Amri, Ali, and Anwar 2022).

Unlike other social networking sites, Instagram has various features to optimize content, whether in text, audio, visual or audiovisual. As for the types of Instagram content, namely: the

first 'Feed' or main content that appears on the timeline so that it becomes the main showcase or gallery on the account's front page. Content can be a single image or a carousel model, a series of pictures that are shifted in turn. The second content is 'Stories,' which broadcast short content in photos or videos. Stories only air for 24 hours and are automatically stored in the archives section. Reports stored in the archive can be displayed in the Highlights section, arranged, or named by the content owner. Highlights are located on the page.

Third, what is the latest content from Instagram, namely 'Reels' or video content with 15, 30, to 60 seconds? Reels have a dedicated page, although users can also set the placement of this type of content on the front page of the timeline. Fourth is 'Instagram Live', which allows users to broadcast live with a maximum duration of 60 minutes. Broadcast recordings can be stored in archives or published as Instagram TV content. In addition, users can also categorize content that appears on separate pages. This feature helps users, especially business actors, display content and the catalog.

Table 1. Period of Content Mapping

FIRST PERIOD: MAY 24- JUNE 20, 2021						
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	24 Mei 2021	25 Mei 2021	26 Mei 2021	27 mei 2021	28 Mei 2021	29 Mei 2021	30 Mei 2021
Tema	Yakin Berasmu dari Limbah Bebas Sawah	Produksi Bajumu= minummu selama 3 tahun	Ajaran Budha tentang Lingkungan (Greeting: Hari Raya Waisak)	Logam Berat Mengintai air rumah mu	Limbah Batik bisa menyebabkan penyakit serius loh!	Bahaya Air Limbah bila tidak sengaja terpakai	Mengenal IPAL: Solusi bagi Limbah Batik
Jenis Konten	Postingan dan Cerita	Postingan dan Cerita	Postingan	Postingan dan Cerita	Postingan dan Cerita (repost)	Postingan	Postingan dan Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	31 Mei 2021	1 Juni 2021	2 Juni 2021	3 Juni 2021	4 Juni 2021	5 Juni 2021	6 Juni 2021
Tema	IPAL PLUS: Rekomendari IPAL untuk industry Batik Rumahan	Konsumsi dan Produksi Batik yang Bertanggung Jawab (greeting: Hari kesaktian Pancasila)	UNESCO berikan penghargaan intangible, apa maksudnya?	Mengenal Division of Labor di kalangan pekerja batik	Kisah Buruh batik yang harus kamu tahu	Ngobrol bareng para pekerja batik (greeting : Hari lingkungan hidup sedunia)	Pelatihan batik untuk kaum muda oleh Plus Batik dan Kemenpora

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Jenis Konten	Postingan dan Cerita	Postingan dan Cerita	Postingan	Postingan dan Cerita	Postingan	Postingan dan Cerita	Postingan dan Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	7 Juni 2021	8 Juni 2021	9 Juni 2021	10 Juni 2021	11 Juni 2021	12 Juni 2021	13 Juni 2021
Tema	Wujudkan komunitas edukasi batik dan isu lingkungan Bersama Plus Batik	Melalui Batik mewujudkan kehidupan masyarakat lebih baik (MIS)	Menjadi perusahaan yang terdepan dalam mengatasi masalah-masalah di industri batik (VISI Plus Batik)	Menjadi perusahaan yang bernilai di Yogyakarta dalam mewujudkan kehidupan masyarakat yang lebih batik (VISi I Plus Batik)	Alokasi hasil penjualan Plus Batik	Kegiatan SDG's Plus Batik	Edukasi: Perbedaan batik dengan printing
Jenis Konten	Postingan	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	14 Juni 2021	15 Juni 2021	16 Juni 2021	17 Juni 2021	18 Juni 2021	19 Juni 2021	20 Juni 2021
Tema	Memperkenalkan motif batik kontemporer PARANG	Memperkenalkan motif batik kontemporer Kawung	Memperkenalkan motif batik kontemporer Lurik	Lingkungan: Pengolahan sampah	Masker kain untuk mengurangi sampah masker sekali pakai	Totebag kain untuk mengurangi sampah plastik	Motif batik mana jadi favorit
Jenis Konten	Postingan	Postingan dan Cerita	Postingan	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Cerita

Tabel 2. Pemetaan Konten Periode 2

PERIODE KEDUA: 21 JUNI- 16 JULI 2021							
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	21 Juni 2021	22 Juni 2021	23 Juni 2021	24 Juni 2021	25 Juni 2021	26 Juni 2021	27 Juni 2021

Tema	Jawaban pertanyaan batik mana jadi favorit	Quiz: pendapat produk	Quiz: fitur baru di Instagram	Repost testimoni	Slow fesyen 101	Produk: Baju Aloha dan Celana Furi-furi	Slow Fesyen vs Fast Fesyen
Jenis Konten	Cerita	Cerita	Cerita	Cerita	Postingan	Postingan dan Cerita	Postingan dan Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	28 Juni 2021	29 Juni 2021	30 Juni 2021	1 Juli 2021	2 Juli 2021	3 Juli 2021	4 Juli 2021
Tema	Produk: Baju Aloha dan Celana Furi-furi Biru	ISU Pekerja dalam Fast Fesyen	Produk: Detail elana Furi-Furi	Ethical Fesyen	Produk: Baju Aloha dan Celana Furi-furi	2013's Dhaka Garment Factory Collapse	Produk: Detail elana Furi-Furi Kuning
Jenis Konten	Postingan dan Cerita	Postingan	Postingan, Cerita dan Reels	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	5 Juli 2021	6 Juli 2021	7 Juli 2021	8 Juli 2021	9 Juli 2021	10 Juli 2021	11 Juli 2021
Tema	Slow & Ethical Fesyen	Produk: Baju Aloha dan Celana Furi-furi	HiCerita of Batik	Produk: Knot top dan Ruffle pants	Lelaku Batik	Produk: Knot top	Batik Keraton vs Batik Pesisir
Jenis Konten	Postingan dan Reel	Postingan dan Cerita	Postingan, Cerita dan Reels	Postingan dan Cerita	Postingan	Postingan dan Cerita	Postingan dan Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat		
Tanggal	12 Juli 2021	13 Juli 2021	14 Juli 2021	15 Juli 2021	16 Juli 2021		
Tema	Produk: Ruffle pants	Batik: Classical Touch to Your Daily Wear	Produk: Pink Ruffle Outer dan Jinny Pants	Batik cap dan Modern	Produk: Jinny Pants		
Jenis Konten	Postingan dan Cerita	Postingan d	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita		

Tabel 3. Pemetaan Konten Periode 3

Hari	**Senin**	**Selasa**	**Rabu**	**Kamis**	**Jumat**	**Sabtu**	**Minggu**
Tanggal						17 Juli	18 Juli 2021

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						Batik Goes International	Produk: Pink Ruffle Outer
Tema						Batik Goes International	Produk: Pink Ruffle Outer
Jenis Konten	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	19 Juli 2021	20 Juli 2021	21 Juli 2021	22 Juli 2021	23 Juli 2021	24 Juli 2021	25 Juli 2021
Tema	Produk: Pink Ruffle Outer	Produk: Pink Ruffle Outer. Greeting Idul Adha	All About Modern Batik	Produk: Kemeja Pagi-Sore	Batik sebagai media seni kontemporer	Produk: Kemeja Liris	Produk: Kemeja Liris
Jenis Konten	Cerita	Cerita	Postingan	Postingan	Postingan dan Cerita	Postingan dan Cerita	Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	26 Juli 2021	27 Juli 2021	28 Juli 2021	29 Juli 2021	30 Juli 2021	31 Juli 2021	1 Agustus 2021
Tema	Produk: Kemeja Liris	Metode cap untuk batik kontemporer	Produk: Kemeja Liris	Produk: Kemeja Pagi-sore	Proses cap kain batik ala Plus Batik	**Quiz: This or That**	Jawaban quiz This or That
Jenis Konten	Cerita	Postingan dan Cerita	Postingan dan Cerita	Cerita	Postingan dan Cerita	Cerita	Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	2 Agustus 2021	3 Agustus 2021	4 Agustus 2021	5 Agustus 2021	6 Agustus 2021	7 Agustus 2021	8 Agustus 2021
Tema	Greeting: kemenangan emas untuk Indonesia di Olimpiade Tokyo 2020	Produk: Kemeja segara	Pesona Keindahan Batik Cap Khas Plus Batik	Quiz: Proses pembuatan batik	Produk: kemeja 3 negeri	Eksplorasi barik cap kontemporer dalam Fesyen modern	Quiz: membaca konten feed
Jenis Konten	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	9 Agustus 2021	10 Agustus 2021	11 Agustus 2021	12 Agustus 2021	13 Agustus 2021	14 Agustus 2021	15 Agustus 2021

Tema	Produk: kemeja 3 negeri	Greeting: Tahun Baru Islam Pricelist	Produk scarf atau hijab Pricelist	Produk: scarf atau hijab Greeting: Hari UMKM Nasional. Expose UMKM lain	Produk: scarf atau hijab Fakta tentang UMKM	Produk: scarf atau hijab	Industri fesyen paling polutif
Jenis Konten	Postingand	Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita	Postingan dan Cerita
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	16 Agustus 2021	17 Agustus 2021	18 Agustus 2021	19 Agustus 2021	20 Agustus 2021	21 Agustus 2021	22 Agustus 2021
Tema	Produk: scarf atau hijab	Kemerdekaan RI Fakta tentang industri fesyen	Produk scarf dan asal mulanya	Cintai lingkungan, cintai batik	Produk: scarf atau hijab tema terang bulan	Produk: scarf atau hijab tema empowerment	Produk: scarf atau hijab tema kualitas bahan
Jenis Konten	Postingan dan Cerita	Postingan dan Cerita	Postingan	Postingan dan Cerita	Postingan	Postingan	Postingan

The editorial plan then applies the content mapping that has been made with a visual appearance along with scripts or captions and hashtags related to the content. With editorial planning, it is possible to thoroughly review before uploading. The script section also considers the language that suits the target consumer. In the visual appearance, we also have to pay attention to the tones and manners of the content to connect the content. While the script section describing the visuals is also directed at creating engagement rates, which is a measure of interaction on Instagram, such as likes, comments, shares, views, saves, and reposts. Engagement metrics are essential for building customer trust in Plus Batik.
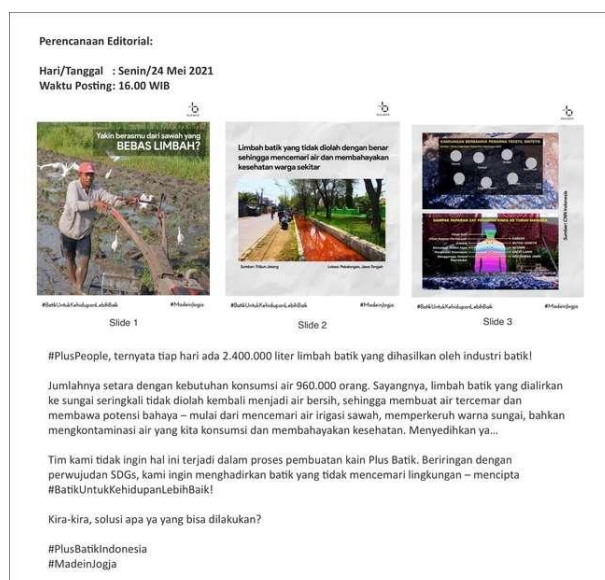
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Figure 1: One of the Editorial Plans in the first period

In the first period of content (figure 1), a content template is created as a framing heading for the Plus Batik logo and footers for #Batik for Better Life and #MadeInJogja. Besides that, in the visualization, whether it's a single image or at the beginning of the carousel content model, there is also a headline script in the form of a short sentence that directly shows the intent of the content. This headline is also a strategy to immediately tell the theme accession because it is conveyed in a question sentence or using an exclamation point. This method, especially content with a carousel model, makes readers interested in knowing the complete information by sliding or swiping into the following image.

The description section of the image is divided into at least three paragraphs, namely the opening, message content, and closing. In the opening part, the message refers to the question sentence to connect the content with the reader. Message content explains in more detail what information you want to convey. At the same time, the closing can be a sentence that invites the reader to engage by commenting, liking, reposting, or even saving. This solicitation sentence has also been termed a 'call to action.' In addition, the closing section usually ends with hashtags (word tags and fences; #) in the form of words or sentences in a row which algorithmically will enter into the same category space so that it is easier for other readers to find. The more hashtags Instagram users use, the easier it is to search. However, hashtags must be related to the content of the message and should not be too many.
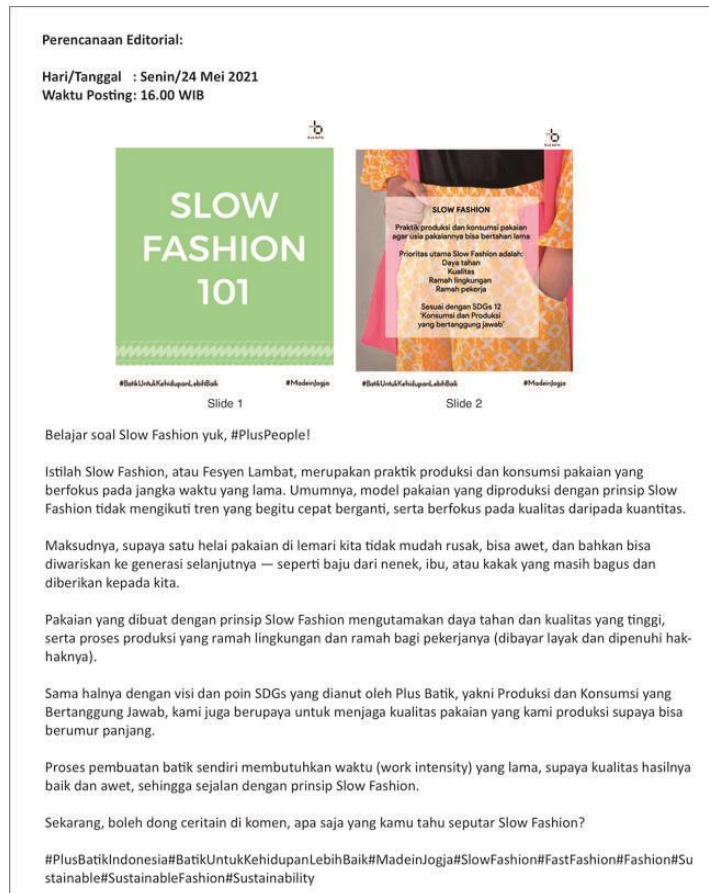
Figure 2: One of the Editorial Plans in the Second period

Figure 3: One of the Editorial Plans in the third period

The second and third-period content (figures 2 and 3) is similar to the alternating display between products and information. This is done to have the same tone and manner and look more

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dynamic. In these two periods, templates were also specially made with visual uniformity. One content and another are interconnected with the background of the arrangement of various batik motifs typical of Plus Batik. The experience will then become the border of the message. At the same time, the core message of each content is made on colorful blocks with pastel colors. These templates are significant for highlighting the theme of a particular period and for making an excellent impression on the front page of a timeline.
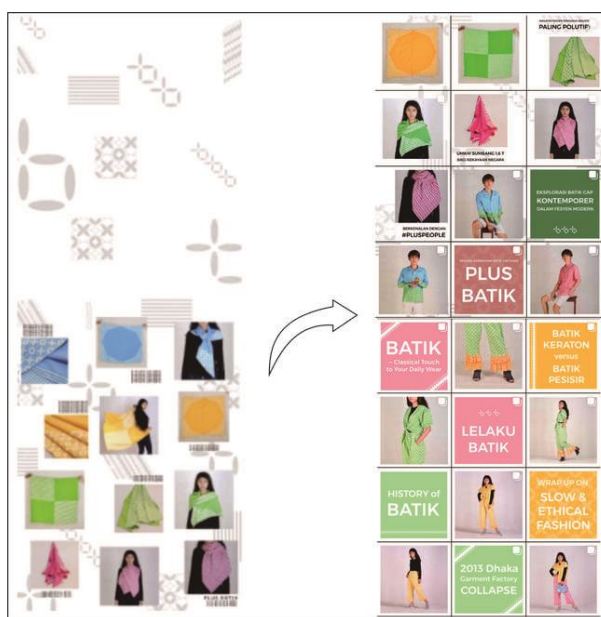
Figure 4: Designing the template (left) and its application (suitable)

The editorial plan for content with the Stories type differs from Posts, where the display size in this section is 16:9 in length (Figure 5). Because Stories are short, or only 24 hours, the information conveyed is also lighter. The features in Stories also differ with various filter effects for editing, stickers, emoticons, to attractive and attractive Graphics Interchange Format (GIF). Furthermore, to increase interaction, Stories are equipped with features to ask questions, opinions, or choices. With the flexibility of Stories' features, many readers prefer to look at Stories rather than Feeds.
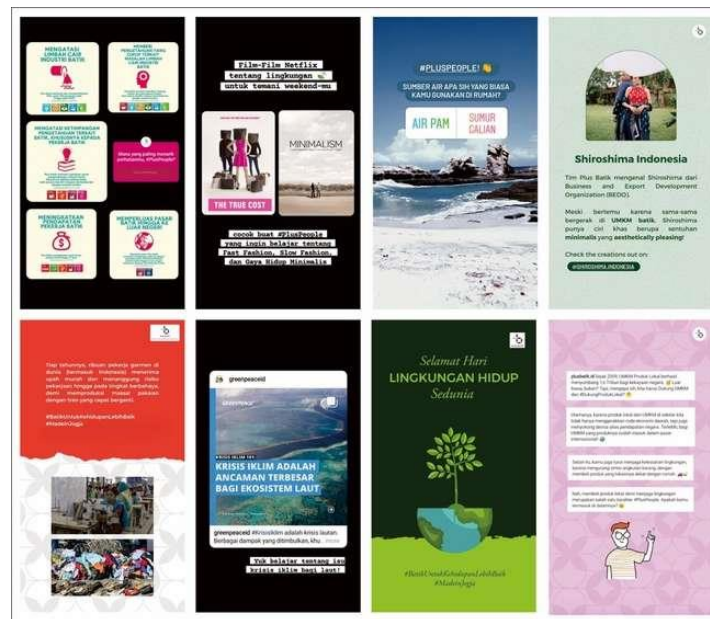
Figure 5: Designing the Stories section adding features to
encourage interaction with viewers

The implications of editorial planning include organizing and identifying views as a whole. When monitoring, for example, we can find out the performance of the content, whether it has met the target or not. If it is inappropriate, it is possible to make corrections or edits directly or in real time. Even with feedback or interaction with readers, we can respond quickly to increase the engagement matrix.

Monitoring and Evaluation

Each content uploaded on Instagram can be monitored daily and weekly, for 14 days, 30 days, and the previous month up to a maximum of the last 90 days. Users can see content performance daily from how many likes, comments, and shares. For stories, how many views and comments, while for Reels, how many play and comment? Meanwhile, non-daily monitoring can use the 'Insights' feature, which provides a concrete picture, including the growth patterns that accounts have made within one week. Social media admins or SMO must continue to check, especially to respond to questions or exciting comments from viewers as soon as possible. The response can be read as a component in the weekly Insights increase.

The Insight algorithm has three tools to check content performance in the last seven days (a week).

1. The account reached contains an explanation of the following:

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  a. Viewer's hometown

  b. Can reach both followers and non-followers

  c. The type of content that is reachable by viewers

  d. Popular post

2. Accounts that interact contain an explanation of:

  a. The number of engaged viewers

  b. Number of good content interactions like commenting, saving, share on the type of content uploaded

3. Total Followers contains the total followers of the account assessed from

  a. Follower growth

  b. Follower location

  c. Follower age

  d. Follower gender

  e. The most active time followers watched

As long as the content follows content mapping and editorial plan, the @plusbatik.id account experiences dynamic interactions. Each content affects the growth percentage with an optimal value, integrating posts with Stories, even Reels in one day. In the first period, it uploaded 28 pieces of content, both Posts and Stories, focusing on providing informative content related to challenges in the batik industry. Content that discusses the liquid waste management system gets the most attention, especially when it comes to asking whether the rice we consume is free from waste contamination. Thirty-nine viewers liked it, and 16 comments discussing their concern and shock about this fact. One of the @alvinrrs' followers also revealed that the same condition occurred around his house in the Bekonang area, Mojolaban, Sukoharjo, where the ditch water used to irrigate the rice fields is polluted by textile factory waste. In the interaction in the comments column, the environmentalist account @greenpeaceid is also mentioned so that it gets careful attention.

While in the second period, the content that received the most attention was the Reels video with the theme of Shopping in the PPKM or Community Activities Restrictions Enforcement era during Covid-19. The 30-second video has an organic reach of up to 2,855 with 2,770 views, 31 likes, two comments, and six shares. This content is very close and actual to the current conditions where many people panicked when the government decided to implement PPKM. At the same time, Plus Batik is promoting tote bag products as a substitute for plastic shopping bags. Through the hashtag PlusPeople #belanja #masappkm #ppkmdarurat #noworries

#tasbelanjaan   #tasbelanjaankeren   #totebagkeren   #tasbatik   #totebagbatik   #plusbatik #batikuntukkehidupanlebihbaik #reelsvideo #reelsjogja this content gets a high algorithm.

In the period when the most interactions occurred on August 12, 2021, or to commemorate National UMKM Day, during the making of the editorial, it has been planned to generate a commemorative greeting story and feature selected MSMEs profiles, namely Kaja Shibori, Leg Blanket, Shiroshima Indonesia, Okainku, Gunawan Setiawan Batik, Putra Laweyan Batik, Decodian, and Lila's Wardrobe. It turned out that this received a pretty good response because the MSMEs whose profiles were appointed by Plus Batik then reposted Plus Batik's uploads. That way, it's not only MSMEs that get exposure. Plus Batik also gains awareness from MSME account viewers, some of whom have a more significant number of followers. In addition, MSME's also get to generate a total reach of 241 viewers, five content interactions, and six profile visits by non-follower Plus Batik viewers.

From monitoring the performance of content with a high level of engagement, both in the first, second, and third periods can be evaluated as follows:

1. Stories with similar themes must support posts to optimize audience reach since Stories are more desirable to watch

2. Headlines as visual copy for content that has extended information. Headlines lure viewers into seeing the content or message in the caption and the following visible row (for carousel format).

3. Visual optimization can be done by creating a short-duration video in the Reel content type. The reel is interesting, but this Instagram's new feature is also algorithmically driven to be played more by followers or non-followers. With the right hashtags and related to current conditions, the Instagram algorithm will automatically play Reel videos according to the preferences of the audience.

4. Optimizing interactions with Stories content with attractive features, such as asking questions, quizzes, polls, votes, and even mentioning other accounts as part of the content. Mentioning or tagging other accounts is a strategy to expand the content reach. One of the Stories features even provides its tool icon to mark MSME accounts so that an attractive display icon encourages viewers to check the account.

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CONCLUSION

As an MSME established during the Covid-19 pandemic, Plus Batik utilizes social media as 42% of Indonesia's total 64 million micro-entrepreneurs. Instagram was chosen because this platform increasingly presents features that make it easier for business people to explore their products and services. Instagram is also the third favorite social media for Indonesian netizens. Content design is essential, especially since many MSMEs have limited funding for content production, including limited human resources qualified to operate their social media pages. Creation planning is also part of the effort to increase account growth.

Content mapping and editorial planning are essential in producing content for the @plusbatik.id account. Previously, an account situation analysis was carried out targeting urban audiences aged 25-40 years, especially those concerned about the sustainable development movement, who love Batik, and tend to choose modern-casual clothes. This concept is also the campaign strategy to create brand awareness and product content, and production is then implemented. In content mapping, three periods are made, each describing the upload time, theme, and type of content, be it Posts, Stories, or Reels. The first period narrates the challenges in the batik industry, then the second period regarding responsible production and consumption in the fashion industry. After monitoring these two periods, for the next or third period, start exploring Batik, products, motifs, and Plus Batik philosophy.

Editorial planning then translates the content mapping table with visuals or scripts. This section also determines the template for each period. With the strategy of extracting themes in each period, the tone and manner were determined to make the content unity visible. Additionally, visual design displays and scripts for each content are also created to generate interactions, resulting in a high engagement rate. Relevant hashtags and inviting the audience to interact or make a 'call-to-action' can also boost engagement.

The monitoring and evaluation results show that post-type content, whether in the form of information or products, in addition to visual appearance, must also be attractive in the caption section, accompanied by a call-to-action. Posts with information news made using a carousel model have to be supplied with sort but persuasive headlines. Meanwhile, in Stories content, optimizing interaction with features such as questions, quizzes, polls, and votes is feasible. Meanwhile, for Reel content, it is necessary to use and utilize hashtags currently being discussed to include them in the Instagram algorithm.

After the period of designing content mapping and editorial planning ended, the performance of the @plusbatik.id account was considered quite adequate, with growth in account reach for both followers and non-followers to see; high interaction, especially when

lifting or joining the conversation that was going on that day, as well as an increase in the number of followers.

Therefore, this research can be used as a reference and practical guide for the mechanisms and stages of creating social media content, especially with table, editorial plan, and the result in boost engagement. However, this research still has limitations, especially in terms of analysis data performance that do not only come from the platform or Instagram insights but professional website analytic tools which can read more precisely and in detail.

ACKNOWLEDGEMENT

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