Content Strategy Marketing in Increasing Interest in Buying Stores Panda Lovely Jombang Cosmetics

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Article Info	Abstract
	Content using technological advances, marketing has incorporated the interactivity provided by technology to create a two-way communication channel with current and potential customers. Using internet-based technology, marketing encourages the active participation of consumers.Our type of research is a type of qualitative research, in our approach we use a descriptive approach, namely the type of data we collect is not in the form of numbers but in the form of words and pictures. Based on the research we did, the influence of Content Marketing Strategy for consumer buying interest, Panda Lovely Jombang Cosmetics Shop carry out several content creation activities - light content uploaded on their Tiktok and Instagram accounts with various different concepts interesting, like introducing skincare ingredients that suit some skin types, how to care for the body, they also create content that introduces what products are available in their store, and so on.

INTRODUCTION

Content using technological advances, marketing has incorporated the interactivity provided by technology to create a two-way communication channel with current and potential customers. Using internet-based technology, marketing encourages the active participation of consumers. We are on the verge of transforming brands and organizations because of content, as nine out of ten companies use content marketing to engage, interact, transform and remind consumers of their products and brands. This is of course done by business people to innovate so as to be able to attract as many consumers as possible to increase sales. Consumer buying interest is something that business people need to pay attention to in order to be able to improve brand image and also get profits in the business they are in. Consumers are people who search for, need an item or service to use, as a result when consumers match the goods or services provided by businesses they trust, they will likely become loyal to the business and provide information to other people. Through the reviews he gave.

There are several problem formulations, namely: 1. What is meant by content marketing? 2. What is meant by content marketing strategy? 3. How is the content marketing strategy carried out by Panda Lovely Jombang Cosmetics Shop? 4. Can the content marketing strategy carried out by Panda Lovely Jombang Cosmetic Shop attract consumers?.

a. Content Marketing

The word 'content' has its roots in publishing, where the words, images, as well motion graphics should be attractive enough for the target audience to seek out the platform publishing whether it be a newspaper, magazine, TV or radio. Channels.. on p bringing this concept into online and digital marketing, content is considered be "everything that is designed and uploaded to the website: terms, pictures, or other things that are in here. focuses on the user (as well as the customer potential) from the company website, . This definition expresses content in general or in a digital framework, the concept of 'content marketing' is still in the process of being developed as a tactic proper online marketing. use thus, the definition of this word is necessary explored. Content marketing is already part of the origins of digital marketing strategy company operating on online framework for many years. As a result, a global content marketing education and training organization founded, accompanied by a website, namely the Content Marketing Institute (CMI).

b. Strategy Marketing Content

The entire content marketing strategy is also related to other aspects originates digital inbound marketing, namely search engine optimization, namely techniques certain steps must be implemented to increase the visibility and reach of each content type. This is the content marketing strategy, namely:

1. Setting goals
   Marketing professionals need to clearly define their goals before starting the content shaping process.
2. Describe the audience
   After goal planning, the marketer must choose which audience to target targeted. Marketers can't just state whether a group of people fits the definition of "our customer" or "youth in decent terms."
3. Planning and ideas for content
   Find ideas for materials to be designed and carried out Effective planning comes next.
4. Generate content
   All the activities that have been covered lead to the generation of content, that is is a very important stage.
5. Content distribution
   High-quality content has no practical value because the audience doesn't can access it.

c. Consumer buying interest

Consumer buying interest is a consumer behavior in which consumers have goals in buying or specifying a product, based on experience in specifying, wearing and consuming or even want a product. Consumer Buying Interest according to Bakti et al., (2020) It means an intention that exists within a person before making a purchase to a product or service that is considered beforehand the buying process takes place. Factors that influence buying interest related to feelings and emotions, when someone feels happy and satisfied in buying goods or services then it will strengthen the intention to buy, general dissatisfaction. when buying, interest can generate motivation make up your mind. If consumers need to meet needs, it can be done for them realizing what he dreamed of, also interested in buying related to emotions and feelings, feelings of pleasure and satisfaction when buying a product or services can increase interest in buying it

METHOD

Our type of research is a type of qualitative research, in our approach we use a descriptive approach, namely the type of data we collect is not in the form of numbers but in the form of words and pictures. Opinion of Sugiyono (2020) qualitative research method is a research method that is based on interpretive, which is useful for studying the state of environmental objects, where a researcher is a key. While descriptive research is one of the types of research that aims to describe the existing conditions both in nature and in human technology. The aim of this research is to make systematic, fact-based and accurate forecasts. The facts and characteristics of certain areas. This research is used to determine the implementation of content marketing marketing carried out by the Panda Lovely Jombang cosmetics store. Sources of data in research are information topic activities collected. When the researcher selects an interview for the data collection he uses, the informant is called an informant, that is, someone who is asked questions and answers well. In our research, the primary data source was in the form of sentences obtained from interviews with several people covering several fields related to the creation of content marketing carried out by Panda Lovely Jombang Cosmetics Shop. Then the secondary data sources in this study are in the form of videos on Tiktok accounts, and Panda Lovely's Instagram. Our type of research is a type of qualitative research, in our approach we use a descriptive approach, namely the type of data we collect is not in the form of numbers but in the form of words and pictures. Opinion of Sugiyono (2020) qualitative research method is a research method that is based on interpretive, which is useful for studying the state of environmental objects, where a researcher is a key. While descriptive research is one of the types of research that aims to describe the existing conditions both in nature and in human technology. The aim of this research is to make systematic, fact-based and accurate forecasts. The facts and characteristics of certain areas. This research is used to determine the implementation of content marketing marketing carried out by the Panda Lovely Jombang cosmetics store. Sources of data in research are information topic activities collected. When the researcher selects an interview for the data collection he uses, the informant is called an informant, that is, someone who is asked questions and answers well. In our research, the primary data source was in the form of sentences obtained from interviews with several people covering several fields related to the creation of content marketing carried out by Panda Lovely Jombang Cosmetics Shop. Then the secondary data sources in this study are in the form of videos on Tiktok accounts, and Panda Lovely's Instagram.

In our research using data collection techniques based on theory from Kriyantono (2020), namely interviews, observation, and methods documentation. Researchers describe as follows:

a) Interview

Kriyantono (2020) revealed interviews in qualitative research can be called an intensive interview, and the average is not structured. In qualitative research, interviews are conducted to get in-depth qualitative information. According to Kriyantono (2020), intensive interviews are a collection method information and knowledge conducted face to face with informants to obtain complete and detailed information. In this study, researchers interviewed employees of a cosmetic shop Panda Lovely Jombang and also researchers interviewed existing buyers in the store on matters relating to content marketing from the shop.

b) Observation

Observation is an activity that is carried out almost every time someone in analyzing something. Observation activities are one of the activities carried out to analyze the environment, besides read information from the news in the newspaper, or talk to other people. Observation can be interpreted as a series of activities in observation directly to understand more closely about the activities what an object

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does. In this study, researchers went directly to the Panda Cosmetics Shop Lovely Jombang to find out how content creation works uploaded on their Instagram and Tiktok accounts.

c) Documentation

According to Kriyantono (2020), this method can be used both in qualitative and quantitative research. With the help of the method. This documentary is possible to systematically and objectively discovering the past, framing, semiotics, discourse analysis, analysis qualitative content. When applying methods such as observation, survey or interviews, documentary research is often involved. It's looking information that supports the analysis and interpretation of the information. Do not forget that our researchers collect documentation about videos created by content creator marketing Panda Lovely Cosmetic uploaded on Instagram and on Tiktok.

Miles and Huberman (Sugiyono. 2020) say analyzing activities Qualitative data continues until it is complete, so that the data is obtained already saturated. Activities in data analysis include:

a) Data reduction

Data reduction is defined as a process of analysis, focus on simplification, abstraction, and transformation of "raw" information from data set. Reduction occurs after data collection, start summarize, code, browse topics, write notes, and so on, for the purpose of preserving information or information that is not aligned, the data will be not verified.

b) Display data

Data collection or data presentation is a continuous process and standardized to obtain the required information. Information collected must be sufficiently lawful to use. Collection factual data in qualitative research during the pre-investigation period, during the investigation and ongoing.

c) Conclusion verification.

Making conclusions is a final process of qualitative research. Researchers provide conclusions and prove relevance as well the accuracy of the evaluation approved by the research organization. Formed meaning the researcher must validate the information he gets for accuracy, application and durability. Researchers need to understand this to seek meaning from the point of view of central information, not interpretation importance from the researcher's perspective (ethical perspective).

RESULTS AND DISCUSSION

Panda Lovely Cosmetics Shop business is engaged in selling cosmetics, not only selling cosmetics but Panda Lovely Cosmetics Shop provides face and body equipment. Panda Lovely Cosmetics shop is famous at an affordable price. Panda Lovely Cosmetics shop too accept customer orders in sales if the product is not available in shop. Consumers who order goods via cell phone can be delivered via courier. Since starting the first offline store in Jombang city in December 2020, Panda Lovely currently has 11 branches spread across Jombang, Kediri, Tulungagung, Mojokerto, Bitar, Madiun, Driyorejo, Pasuruan, Malang, Nganjuk and Gresik. Panda Lovely Cosmetics Shop's main products are products that support beauty, you can also find various brands in this store. If the consumer intends to buy the desired item, then consumers directly contact the seller and make a transaction purchase. The marketing strategy used is inseparable from the mix marketing or practice 4P (Product, Price, Promotion and Place). Strength and Weaknesses of Panda Lovely Cosmetics Shop's marketing strategy are checked with identify internal/external factors. Panda Lovely Cosmetics Store already are on track in implementing a viable growth strategy further increase sales. The strategy to be applied is strategy product development.

1. Market development

   Entrepreneurs can implement brand marketing strategies by working together with consumers who buy cosmetic products. Added strategy Qualified sales can help entrepreneurs improve more sales in the future.

2. Product development

   Entrepreneurs can carry out product development if entrepreneurs are more Invest heavily in improving product quality and maintaining image good brand in the eyes of consumers. But the marketing strategy implemented by Panda Lovely Cosmetics Shop is an aggressive strategy based on SWOT analysis that is developing existing strengths and enhancing and maintaining capabilities which exists. This strategy can be done with more investing in maximizing product quality and improving the quality of the strategy marketing related to the sales level of Panda Lovely Cosmetics products shop.

Based on the research we did, the influence of Content Marketing Strategy for consumer buying interest, Panda Lovely Jombang Cosmetics Shop carry out several content creation activities - light content uploaded on their Tiktok and Instagram accounts with various different concepts interesting, like introducing skincare ingredients that suit some skin types, how to care for the body, they also create content that introduces what products are available in their store, and so on. This matter make consumers interested in buying skincare products as well bodycare in their store because of the content they create. At some time, Panda Lovely Jombang Cosmetic Shop also did challenge Tiktok to get promos on the products they sell. Many of the consumers who took part in the challenge to get purchase promo at Panda Lovely Jombang Cosmetics Shop. This matter shows that the content marketing strategy has a good effect in attracting consumer buying interest at the Panda Lovely Jombang Cosmetics Shop.

CONCLUSION

Based on the results of the study it can be concluded that the content marketing strategy applied by Panda Lovely Cosmetics Shop can generate interest consumers to buy the products they sell using a variety of concepts in creating interesting content and then uploading it on the Tiktok account and instagram. In addition to attracting consumer buying interest, this can be an added value for Panda Lovely Jombang Cosmetics Shop in introducing their business to people outside the city of Jombang and several cities that have branches from another Lovely Panda Cosmetics Shop.

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