

Analysis Of Marketing Content Strategies On Instagram Lucky Fit Club Kediri In Increasing Brand Awareness

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Abstract

Research aim : To analyze how content published on the platform can increase brand awareness among the audience and to determine the effectiveness of various types of content used such as images, videos and stories in attracting attention and building relationships with followers. As well as maintaining increased insight into Instagram features such as number of viewers, likes, shares

Design/Method/Approach : Uses a descriptive qualitative approach to analyze the content marketing strategy implemented by Lucky Fit Club on Instagram in an effort to increase brand awareness. This method was chosen because of its ability to provide deep insight into the audience's experiences and perceptions of the content presented. Data was collected through in-depth interviews with Instagram account managers, observing the type and frequency of content, and analyzing interactions on the platform. The research results show that a content strategy that includes careful planning, the use of attractive visuals, and consistency in posting frequency has proven to be effective in increasing brand awareness, as measured by increasing the number of followers and interactions. These findings provide recommendations for Lucky Fit Club to continue exploring new types of content and conducting regular analysis of content performance. This research is expected to contribute to the development of marketing strategies in the fitness and health industry [1].

Research Finding : In this research, I found that the content marketing strategy implemented by Lucky Fit Club Kediri on Instagram significantly increased brand awareness and audience engagement. With a structured approach, including clear goal setting, precise audience mapping, and relevant content creation, Lucky Fit Club managed to attract attention and build a strong community around their brand [2].

Theoretical contribution/Originality : This research provides an important theoretical contribution by adding insight into the application of content marketing strategies on social media, especially in the context of the fitness industry in Indonesia. The novelty of this research lies in its specific focus on the use of Instagram as a marketing tool, which is still rarely discussed in the existing literature. Thus, this research enriches the understanding of the dynamics of digital marketing in the fitness sector.

Practitioner/Policy implication : The practical implications of this research show that fitness industry players and other businesses can utilize Instagram as an effective platform for increasing brand awareness and audience engagement. I recommend that businesses adopt a structured approach to designing and managing content, and undertake ongoing content evaluation and development to maintain

relevance in a competitive marketplace [3].

Research limitation : *Limitations of this study include limited audience coverage and short study time, which may affect the generalizability of the findings. In addition, this research does not consider external factors that can influence the effectiveness of content marketing strategies. For further research, I plan to expand the audience reach and observe the long-term impact of the strategies implemented, as well as explore the comparison between various social media platforms in a marketing context.*

Keywords : *Instagram, Content Marketing, Brand Awareness*

1. Introduction

In the current digital era, choosing a social media platform has become an important strategic decision for individuals and organizations, especially in the marketing context. The phenomenon of increasing use of social media, especially Instagram, shows that this platform not only functions as a means of communication, but also as an effective marketing tool. With more than 100 million users in Indonesia by early 2024, Instagram offers a great opportunity for businesses to increase brand awareness and reach a wider audience [4]. However, many businesses, including Lucky Fit Club, face challenges in creating interesting content and maintaining audience engagement, which is key to building strong brand awareness.

There are several theories that will be discussed which are expected to provide in-depth insight into consumer behavior on social media, as well as marketing principles that can be applied to achieve the desired brand awareness goals.

a) Instagram

Instagram or another term for photo sharing is a mass media that is very popular nowadays because it has added value in terms of filters or effects. Instagram can be said to be like Twitter, where we can follow other people and other people can also follow us back. Then we can like each other's everything they post, both photos and videos. The reason why Instagram has become a popular mass media is because Instagram has many interesting instant effects.

b) Marketing strategy

Marketing strategy has an important role in a company or business because it functions to determine the company's economic value, both the price of goods and services. Factors that determine the price of goods or services are production, marketing and consumption. The definition of marketing strategy is a marketing logic in which a business unit hopes to create value and gain profits from its relationship with consumers.

c) Brand awareness

Consumer awareness of a brand includes various associations such as reputation, benefits and quality. In order for a brand to be better known, it is important to build relationships with consumers related to brand awareness, whether it is a business or personal brand. Brand awareness is a consumer's ability to recognize and remember a brand, including elements such as name, image, style and logo.

Recent research shows that content marketing has a positive influence on brand awareness, with a focus on creating content that is relevant and interesting to the target audience. Several previous studies have identified various strategies that can be implemented to increase the effectiveness of content on social media, but there is still a gap in research that specifically examines how video content on Instagram can be

optimized to increase engagement and brand awareness in the fitness sector. This shows the need for further research to understand the dynamics of video content in the context of marketing on social media [5].

This article will focus attention on the differences between previous research and this research by highlighting the new approach taken by Lucky Fit Club in creating aesthetic and engaging video content. Using descriptive qualitative methods, this research aims to analyze the content marketing strategy implemented by Lucky Fit Club on Instagram. Apart from that, this research will also explore how this strategy can increase brand awareness amidst increasingly fierce competition [6].

The purpose of this article is to provide in-depth insight into best practices in content marketing on Instagram, as well as offer recommendations for Lucky Fit Club and other businesses in optimizing their video content. The structure of this article will begin with a review of related literature, followed by research methodology, data analysis, and end with conclusions and recommendations for more effective marketing practices.

Before discussing previous research, it is important to understand how empirical studies can strengthen understanding of content marketing strategies on Instagram. These studies provide insight into the effectiveness of various types of content, audience engagement, and the impact of social media on brand awareness. By referring to these findings, we can understand the context and dynamics that influence the success of marketing strategies on Instagram, as well as identify best practices that Lucky Fit Club Kediri can implement to increase their brand awareness.

a) According to research conducted by Novita and Rino in 2023, the results obtained are [7]:

This research aims to determine the content marketing strategy of Screen Printing Shift Nganjuk. After knowing the content marketing strategy from Screen Printing Shift, the next step is to find out the form of customer engagement based on content marketing. Based on the results of the research, it can be concluded that in running its business, Sablon Shift has implemented a content marketing strategy through the content planning flow, however there are several aspects of the content marketing planning flow carried out by Sablon Shift but are still not optimal so that customer engagement has not yet changed or increased. . The advice given by researchers to Shift Screen Printing owners to increase customer engagement is that Shift Screen Printing is expected to carry out regular content evaluations to increase customer engagement and brand awareness.

b) According to research conducted by Erwin in 2024, the results obtained are [8]:

Based on research on content marketing strategies to build brand awareness for Skintific products, it can be concluded that this brand implements several main strategies, namely collaborating with influencers through creative campaigns, offering attractive discounts and promotions such as flash sales and giveaways to increase audience engagement and sales. This strategy considers design factors, current events, reading experience, timing, and tone. Skintific also utilized various social media platforms and marketplaces such as Shopee, TikTok, and Lazada, which contributed to an increase in sales of 44.48% in one year. This research recommends marketing innovation while maintaining existing strategies, and suggests further research to focus more on the use of influencer marketing to produce more in-depth analysis.

1.1. Statement of Problem

In the context of digital marketing, many businesses, including Lucky Fit Club, face challenges in creating interesting video content and maintaining high levels of engagement on social media platforms such as Instagram. Even though Instagram has great potential to increase brand awareness with more than 100 million users in Indonesia, the video content produced by Lucky Fit Club does not get the expected interactions, thereby reducing its effectiveness in building brand awareness. Additionally, the challenge of maintaining consistent quality video content is a concern, given that producing high-quality content requires resources and skills that may not always be available. In the increasingly fierce competition on the Instagram platform, the abundance of video content from various brands makes it difficult for Lucky Fit Club to stand out and attract the attention of the audience. Therefore, it is important to identify and overcome these problems so that Lucky Fit Club can maximize the potential of video content in increasing brand awareness and building stronger relationships with its community.

1.2. Research Objectives

The aim of this research is to analyze how content published on the Instagram platform can increase brand awareness among the audience [9]. By understanding the relationship between the content presented and the audience's response, it is hoped that effective strategies can be identified in building brand awareness. In addition, this research aims to determine the effectiveness of the various types of content used, such as images, videos and stories, in attracting attention and building stronger relationships with followers. This research will also evaluate how this content can maintain increased insight into Instagram features, including the number of viewers, likes and shares. Thus, it is hoped that the research results can provide useful recommendations for Lucky Fit Club in optimizing their content marketing strategy on Instagram.

2. Method

In this research, a qualitative approach was used to explore in depth how content published on Instagram by Lucky Fit Club can increase brand awareness. Data collection was carried out through several methods, including interviews, observation and documentation. Interviews will be conducted with coaches, admins and Lucky Fit Club members to gain diverse perspectives on the effectiveness of published content. This interview was planned to take place at the club location and was conducted at a time that suited the training schedule, so that respondents could provide relevant and in-depth information.

Additionally, observations will be made within the club during training sessions and community activities to record members' interactions with content published on Instagram. These observations will be carried out directly over a certain period, allowing researchers to understand the social context and dynamics of interactions that occur. Documentation will also be collected from content that has been published on Instagram, including images, videos and stories, for further analysis.

Qualitative analysis techniques used in this research include data classification, data reduction, and triangulation. Data classification is carried out by grouping information obtained from interviews and observations into relevant themes. Data reduction will be carried out to filter out irrelevant information and focus on data that supports the research objectives. Triangulation is used to ensure data validity by comparing information from various sources, such as interviews, observations, and documentation.

This research paradigm is based on constructivism, which is relevant to the research

problem because it allows researchers to understand how individuals construct meaning from their experiences related to content on social media. With this approach, it is hoped that research can provide deeper insight into the influence of Instagram content on Lucky Fit Club brand awareness and how content strategies can be optimized to achieve the desired marketing goals.

2. Results and Discussion

Along with the increasing public awareness of the importance of a healthy lifestyle, the Lucky Fit Club Kediri fitness center provides modern sports facilities as a form of support for achieving optimal fitness. Located at Jl. Sriwijaya No.49 with an additional branch at Café Jl. Imam Bonjol, Ngadirejo, this facility offers a variety of training programs designed to improve physical strength, endurance, and physical and mental health of its members.

In order to gain a deeper understanding of the marketing strategy implemented by Lucky Fit Club Kediri through the use of Instagram social media, the researcher conducted an interview with Mr. Yoga Lucky Bimanggara as the Chief Executive Officer (CEO). This interview aims to comprehensively explore the strategic stages carried out by Lucky Fit Club Kediri in an effort to increase brand awareness and audience engagement.

Marketing Content Strategy at Lucky Fit Club Kediri in Increasing Brand Awareness

No.	Stages	Action
1.	<i>Goal Setting</i>	The use of Instagram social media for Lucky Fit Club Kediri promotional activities is because this media is widely used by the public so that the delivery of messages and promotions will be easy to realize.
2.	<i>Audience Mapping</i>	The application of buyer personas is useful for describing the nature, character, and preferences of the target audience through Instagram social media.
3.	<i>Content Ideation and Planning</i>	Understanding the nature and character then determines the appropriate content including blog articles, videos, infographics, podcasts, or other types of content.
4.	<i>Content Creation</i>	Ensure that the content produced is of high quality, informative, and in line with the style and identity of Lucky Fit Club Kediri and ensure that the content is optimized for SEO to make it more accessible to the audience through search engines.
5.	<i>Content Distribution</i>	Reaching other platforms like Facebook and YouTube
6.	<i>Content Amplification</i>	Presenting Lucky Fit Club Kediri in seminars or academic forums
7.	<i>Content Evaluation</i>	Content evaluation is a crucial final step for Lucky Fit Club in improving the quality and relevance of the material, in order to optimize the effectiveness of future content marketing strategies.

8.	<i>Content Enhancement</i>	Lucky Fit Club evaluates the effectiveness of content by measuring metrics such as engagement rate, reach, and audience response to assess its impact on increasing brand awareness.
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Table 1.1 Content Marketing Strategy

The content marketing strategy implemented through Instagram social media refers to the "Marketing 4.0" approach, which is considered a strategic innovation in responding to the dynamics of digital transformation and changes in consumer behavior in the modern era. This strategy is under the direct supervision of the CEO and begins with the initial stage of setting measurable goals (goal setting), followed by audience mapping with the application of buyer personas which are useful for describing the nature, character, and preferences of the audience to identify relevant market segments. Understanding audience character helps in choosing the right type of content, such as blog articles, videos, infographics, or podcasts, that suit their preferences and habits. Choosing the right content increases the effectiveness of message delivery and audience engagement.

After the planning stages are compiled, the team then designs content ideas that are in accordance with the characteristics of the audience, produces high-quality content, is informative, and is in line with the style and identity of Lucky Fit Club Kediri and ensures that the content is optimized for SEO to be more easily accessible to the audience through search engines, and distributes it through the right media, with the main goal of increasing brand awareness and audience engagement.

The final stage is content evaluation to measure the level of effectiveness of the published material. Based on the results of the evaluation, content development is carried out as an effort to improve the quality and relevance of content in the next period. Through this comprehensive approach, Lucky Fit Club is committed to optimizing the effectiveness of its content marketing strategy.

In an effort to design effective content for social media platforms, Lucky Fit Club Kediri adopted a collaborative approach that involved regular brainstorming sessions with the team. This process allowed the team to share ideas, discuss, and produce content that was relevant and interesting to the audience by producing up-to-date content. In addition, prioritizing audience feedback as a consideration in designing content. By listening to the needs and preferences of the audience, Lucky Fit Club was able to create more personal and responsive material to the expectations of its followers. Not only interesting, the content produced also has educational value, which aims to provide useful information to the audience about health and fitness in real terms.

With this approach, the content produced not only serves as a promotional tool, but also conveys a narrative that can create a stronger emotional connection with the audience. This approach allows the audience to witness the real process of the fitness journey, which ultimately deepens the bond between the club and its followers.

In an effort to increase brand awareness and reach a wider audience, Lucky Fit Club Kediri chose Instagram as the main platform to distribute their content. Instagram was chosen because it has a high frequency of visits, which allows the club to more easily reach a larger audience. Instagram has unique characteristics as a platform that emphasizes sharing photographic works from its users. The utilization of Instagram by users can be seen from how they choose and use the various features available, because each feature has its own function. These features include Followers, Upload Photos, Live Video, Photo Captions, Photo Effects, Tagging with the @ symbol (Arroba), Use of Hashtags (#), Location Tagging (Geotagging), Connection to Social Networks, Comments, Share Features, Instagram Stories,

and Likes.

However, to further expand their reach, Lucky Fit Club does not only rely on Instagram, but also shares their content on other platforms such as Facebook and YouTube. In this way, the club seeks to reach different audience segments interested in the fitness programs offered, thus ensuring that the content produced is accessible to many people.

Furthermore, Lucky Fit Club leverages various features available on Instagram, such as Stories and Reels, to increase the visibility of their content. These features allow the club to expand their reach and introduce their content to a wider audience in a more engaging and dynamic format. By utilizing these formats, the club can engage more directly and deeply with their audience, creating a closer and more personal relationship. This multi-channel approach not only increases engagement between the club and its audience, but also strengthens the overall brand exposure across digital platforms.

This multi-channel strategy illustrates how Lucky Fit Club maximizes the use of various platforms to reach a wider audience and increase in-depth interactions. In addition, participation in seminars or academic forums also helps in expanding the reach of the audience. As a result, they have succeeded in strengthening their digital presence and expanding their customer reach, which ultimately supports their efforts in increasing brand awareness and building a more solid community.

2. Conclusion

Lucky Fit Club Kediri has successfully implemented an effective and relevant content marketing strategy through the use of social media, particularly Instagram, as part of the *Marketing 4.0* approach. This strategy involves thorough planning stages, including goal setting, audience mapping using buyer personas, and the production of high-quality, educational content. By leveraging Instagram features such as Stories and Reels and distributing content across other platforms like Facebook and YouTube, Lucky Fit Club effectively reaches a wider audience and fosters deeper engagement. A collaborative approach in content creation, audience feedback consideration, and participation in academic forums further support their efforts in increasing brand awareness and building a strong fitness community. This multichannel strategy strengthens Lucky Fit Club's digital presence as a modern fitness center that adapts to the evolving digital landscape.

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