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CORRELATION BETWEEN CONTENT MARKETING AND CUSTOMER ENGAGEMENT IN ARCADE TOURISM DESTINATIONS (CASE STUDY AT INSTAGRAM ACCOUNT @INFODUFAN)

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Abstract: The ubiquitous utilization of the internet for marketing purposes on social media platforms has emerged as a remarkable phenomenon. The purpose of this study was to investigate the correlation between content marketing and consumer engagement, as well as to assess the strength of this correlation. The study population consisted of Instagram followers @infodufan. The research employed a quantitative methodology and included a sample size of 64 respondents. The data collection technique employs a questionnaire administered through Google Form. Subsequently, the obtained results are examined by correlation analysis. The research findings indicate a substantial correlation between content marketing and customer engagement at Dunia Fantasi. The Pearson association coefficient is 0.707, indicating a relatively significant positive association.

Keywords: Content Marketing, Customer Engagement, Correlation, Tourism.

INTRODUCTION

Technological advancements, particularly digital technology, will continue indefinitely. The advent of digital technology has led to the transformation of marketing practices from traditional to digital, even traditional marketing is perceived as less effective (Limandono, 2018). The transition from traditional to digital marketing is a significant challenge for marketers as they must adapt and align with ongoing technical advancements, evolving customer interests, and changing consumer behavior across all generations, particularly millennials and Generation Z. According to a survey by We Are Social, as reported by Katadata.co.id, the internet user population in Indonesia is projected to reach 185 million by January 2024. This would account for around 66.5% of the total national population of 278.7 million. In early 2023, the number of Indonesian internet users had a growth of 0.8%, equivalent to an increase of 1.5 million individuals, compared to January of the same year.

Currently, numerous organizations are utilizing a diverse range of social media platforms, including Instagram, Facebook, Twitter, and TikTok, to exhibit captivating material. Instagram is a highly popular and widely utilized social media platform that is frequently employed for business purposes. Instagram is one of the application that used the most.

Marketing necessitates the application of communication science, as the dissemination and endorsement of products or services constitute a crucial aspect of marketing. The relationship between marketing and communication is established by the use of communication in marketing operations, which can be intricate and not straightforward. This enables communicators to effectively convey messages to recipients by employing an appropriate communication strategy (Firmansyah, 2020). Content marketing is a commonly employed marketing strategy in social media.

Quoted from (Ashari, et al., 2023), engaged customers are increasingly using social media platforms to exchange information and share their experiences with other brands and customers (Carlson et al., 2019). Business people should harness this spike in social media use for productive purposes. An essential determinant of contemporary corporate success is the capacity to establish and sustain enduring relationships with clients (Balio & Casais, 2021). Customer engagement (CE) is a proposed concept that aims to foster mutually advantageous relationships between consumers and brands (Vinorean & Opreana, 2021).

Marketers must cultivate contemporary marketing strategies that are appealing and captivating in response to evolving consumer behavior. Certain customers utilize social media platforms to access pertinent, up-to-date, and enlightening content. Consumers have the option to either individually comment on the information or share it with others. Consumer involvement in this regard can be advantageous for firms as it allows them to obtain feedback (Kee & Yazdanifard, 2015).

Researchers initiated an investigation into the significance of the correlation between content marketing and customer engagement. Prior research conducted by Naili Surayya M. Yanis in 2019 aimed to ascertain the impact of content marketing on customer engagement at Elzatta Bandung. The findings demonstrated a notable influence of content marketing on customer engagement at Elzatta Bandung. A separate study conducted by Bening and Kurniawati (2019) further explores the impact of content marketing on customer engagement. The findings indicate that content marketing has a favorable effect on the level of customer engagement among Tokopedia users.

This study focuses on Dunia Fantasi, a prominent tourist attraction that offers distinctive and captivating entertainment experiences to its tourists. Recreational park arenas are experiencing significant growth in order to attract more tourists. Dunia Fantasi consistently enhances its amenities by introducing new attractions that stimulate adrenaline and captivate its guests (Frimayasa et al, 2019). Dunia Fantasi, a tourist attraction that emphasizes family entertainment, is continuously expanding its audience and enhancing engagement with potential customers using many marketing channels, including content marketing, particularly on Instagram. Furthermore, the prosperity of a tourism site is greatly influenced by the level of customer participation. An exceptional customer experience enhances client loyalty and amplifies positive word-of-mouth. The significance of customer engagement in the business realm is in its strong correlation with brand loyalty and audience involvement (Fahimah & Ningsih, 2022).

The researchers did this study to investigate the relationship between content marketing and customer involvement, which has been observed as a phenomenon in the community. The

rationale for the research is strengthened by the findings of previous studies. The research aims to investigate two main objectives: (1) To determine the correlation between Content marketing and Customer engagement in Dunia Fantasi tourist sites, and (2) To quantify the extent of the relationship between Content marketing and Customer engagement in Dunia Fantasi tourist destinations.

LITERATURE REVIEW

Content Marketing

Content marketing, as defined by the Content Marketing Institute (Baltes, 2015), is a strategic marketing approach that involves the creation and distribution of relevant information to attract, acquire, and engage audiences in order to drive profitable customer behavior. Alhidayatullah (2024:124) defines content marketing as the practice of developing and distributing valuable material specifically tailored to the intended audience. Companies can enhance consumer attention and brand loyalty by effectively implementing content marketing strategies (Baltes, 2015). Levrant and Wulansari (2024:24) emphasized that establishing content marketing as a key aspect of long-term client connections is crucial for fostering consumer loyalty.

Customer engagement

Customer Engagement refers to the way customers interact with a brand or company beyond simply making purchases. This includes activities such as word of mouth, recommendations, interactions between consumers, blogging, writing reviews, and similar actions. This definition is provided by The Marketing Science Institute in Rahmawati & Sanaji (2015). Customer engagement refers to the deliberate actions taken to establish, cultivate, and enhance connections with customers. It is a crucial approach for sustaining corporate performance in the long term (Brodie in Mahayani et al, 2019). Furthermore, according to Goetz in Purwardhana & Mujiasih (2020), customer engagement manifests as specific activities or behaviors. Engaged consumers exhibit behaviors that are distinct from those of unengaged consumers.

Dunia Fantasi Ancol

Dunia Fantasi, also known as Dufan, was inaugurated on August 29, 1985, making it the first theme park established by the Company. It has been awarded the ISO 9001:2015 accreditation since February 2017, as stated on the official Dufan Ancol website.

Dufan is the largest physics edutainment park in Indonesia, offering guests a Fantasy Around the World experience. The amusement park features state-of-the-art gaming rides that are categorized into nine distinct regions: Indonesia, Jakarta, Asia, Europe, America, Greece, Hikayat, Kalila, and Fantasy Lights.

METHOD

The research methodology employed in this study is a quantitative survey, specifically a sort of descriptive research. This study employs the content marketing dimension (referred to as X1) as proposed by Patricia Raquel in Devan (2021) to assess the following aspects: *Relevance, Accuracy, Value, Clarity, Accessibility, and Consistency*. According to Brodiel in Pandu (2022), the Customer Engagement dimension (referred to as X2) comprises *Learning, Sharing, Advocating, Socializing, and Co-Developing*. The employed methodology aligns with the study

requirements, specifically aimed at investigating and examining the correlation between content marketing and customer engagement. The demographic sample for this study consists of the 1.3 million followers on Infodufan's Instagram account as of May 31, 2024. According to the research conducted by Roscoe, Sugiyono, and Chandra (2021), the recommended sample size for the study ranged from 30 to 500. Consequently, the researchers established a sample size of 100 participants for this investigation, based on predetermined criteria. The questionnaire utilized in this study underwent rigorous validation and verification processes to ensure its validity and reliability. It was constructed using a Likert scale.

The acquired data will be processed and analyzed utilizing electronic data processing techniques with the assistance of the IBM SPSS Statistics 25 software. The activities involved in processing this data include categorizing the variables to be processed and conducting computations for hypothesis testing.

H₁: There is a statistically significant correlation between content marketing and customer engagement.

H₀: There is no statistically significant correlation between content marketing and customer engagement.

Foundation for Decision-Making

1 A correlation is present if the p-value is less than 0.05 (<0.05).

2 If the p-value is greater than 0.05 (>0.05), then there is no correlation.

Guidelines for Determining the Degree of a Relationship

1 Pearson A correlation value between 0.00 to 0.20 indicates no correlation.

2 Pearson A correlation value between 0.21 to 0.40 indicates a poor correlation.

3 Pearson A correlation value between 0.41 to 0.60 indicates a moderate correlation.

4 Pearson A correlation value between 0.61 to 0.80 indicates a high correlation.

5 Pearson A correlation value between 0.81 to 1.00 indicates a perfect correlation.

1st Table. Operationalization Table

Variable	Dimensions	Indicator
Content Marketing	Relevance	<ul style="list-style-type: none"> Content contains the required information Content can solve problems
	Accuracy	<ul style="list-style-type: none"> Content contains current conditions Content corresponds to reality
	Worth	<ul style="list-style-type: none"> Content is trustworthy Content can provide benefits
	Easy to understand	<ul style="list-style-type: none"> Content is easy to understand Content contains clear writing
	Easy to find	<ul style="list-style-type: none"> Content is easy to find Content is uploaded on many social media
	Consistent	<ul style="list-style-type: none"> Content is uploaded frequently Content is updated regularly
Customer Engagement	Learning	<ul style="list-style-type: none"> Customers provide responses to content, such as likes, comments, and shares. Customers search for Dunia Fantasi.
	Sharing	<ul style="list-style-type: none"> Customers share the relevant information they get in online community Customers share their knowledge in online community Experience (specific social media acc) in online community

	Advocating	<ul style="list-style-type: none"> Customers recommend the Dunia Fantasi Tourist Attraction Customers recommend the facilities/services of Dunia Fantasi
	Socializing	<ul style="list-style-type: none"> Customers of Dunia Fantasi can interact with other customers
	Co-Developing	<ul style="list-style-type: none"> Customers contribute to the development of the Dunia Fantasi through feedback or criticism and suggestions.

RESULTS AND DISCUSSION

The researcher conducted a study including a sample size of 100 participants. The data collected from the questionnaire will undergo validity testing. The instrument is evaluated by computing the correlation coefficient between the item scores and the total score, using the Pearson Product Moment Correlation algorithm, with a significance level of 0.05. An instrument is considered valid if its estimated R value is greater than the R table value. The given R table value is calculated using the formula $df = n-2$ ($100-2$) = 98. Therefore, the R table value at the 98th position for the Product Moment is 0.195.

The validity tests done by researchers indicate that the content marketing variable has a computed R value of 0.195. Therefore, this implies that the assertion pertaining to the content marketing variable is considered to be valid. Moreover, according to the validity tests completed by academics, the customer engagement measure has a R value above 0.195. Therefore, this indicates that the statement item from the customer engagement variable is confirmed to be valid. Reliability testing is conducted to ascertain the degree of consistency of a statement. Upon running a reliability test on the content marketing statement using SPSS 25, it was found that the alpha value was 0.919. Similarly, the customer engagement test yielded a result of 0.921. Both scores above 0.6, indicating strong dependability according to Cronbach's Alpha. It can be inferred that all goods are dependable.

Correlation Analysis Test

A correlation study was conducted to determine the presence of a relationship between variable X1 and variable X2. The test findings also reveal the magnitude and nature of the link between the two variables, indicating whether it is positive or negative.

2nd Table. Correlation Calculation Results

Correlations			
		content_mark eting	customer_eng agement
content_marketing	Pearson Correlation	1	,707**
	Sig. (2-tailed)		,000
	N	100	100
customer_engagement	Pearson Correlation	,707**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2024).

Based on the table provided, the significance value is less than 0.05, indicating a correlation between variables X1 and X2, namely content marketing and consumer engagement. Therefore, H0 is rejected based on this evidence. According to the table, the Pearson Correlation value is 0.707. According to the criteria for measuring the degree of relationship in the research methods section, the Pearson correlation value of 0.707 falls within the range of 0.61 – 0.80,

indicating a significant correlation. There exist two distinct forms of correlation, specifically positive correlation and negative correlation. A positive correlation coefficient indicates that a rise in the first component will result in an increase in the second component. When the correlation value is negative, it indicates that a rise in the first component will result in a drop in the second component (Saputra, et al., 2016). The number indicated above is positive, indicating that there is a direct relationship between the variable X1 (content marketing) and the variable X2 (client engagement). In other words, as the value of X1 increases, the value of X2 also increases. This implies that the higher the quality of the information offered, the more significant the level of client involvement.

Conclusion and Suggestion: Based on the aforementioned explanation, it can be inferred that there is a substantial and positive correlation between content marketing and customer engagement. The Pearson correlation coefficient between content marketing and customer engagement is 0.707. This demonstrates that the higher the quality of the content produced by Dunia Fantasi on the @infodufan Instagram account, the more significant the level of customer engagement. The researchers are optimistic that the owner of the Instagram account @infodufan would be able to deliver high-quality content that aligns with the indications, so ensuring the sustained engagement of customers.

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