

IMPLEMENTASI *CONTENT PLAN* UNTUK MENINGKATKAN *BRAND AWARENESS* PT INDOBISMAR DI SURABAYA

Naswa Yuansyah Putri
Creative Digital Marketing

Dudi Anandya
Indarini

ABSTRAK

Laporan Kerja Lapangan ini bertujuan untuk menggambarkan implementasi *content planning* yang diterapkan oleh PT Indobismar dalam mendukung peningkatan *brand awareness* melalui media sosial Instagram dan TikTok. Berdasarkan hasil observasi selama pelaksanaan praktik magang pada Divisi *Digital Marketing*, ditemukan bahwa pengelolaan konten media sosial sebelumnya belum berjalan secara optimal, ditandai dengan ketidakkonsistenan publikasi konten, keterbatasan variasi format konten, serta belum maksimalnya pemanfaatan data insight dalam mengevaluasi performa konten, sehingga berdampak pada rendahnya interaksi audiens dan visibilitas merek. Implementasi kegiatan difokuskan pada penyusunan *content plan* yang lebih terarah, meliputi penentuan tujuan konten, pemetaan audiens, perencanaan ide dan format konten, penjadwalan unggahan, serta evaluasi performa konten berbasis data insight. Proses implementasi dilakukan secara sistematis melalui tahapan perencanaan, produksi, distribusi, dan evaluasi konten selama periode magang Februari hingga Mei 2025. Hasil implementasi menunjukkan bahwa *content planning* yang diterapkan mampu memperbaiki konsistensi publikasi konten serta meningkatkan jangkauan dan interaksi audiens pada akun media sosial PT Indobismar. Platform TikTok menunjukkan perkembangan performa yang lebih menonjol dalam hal keterlibatan audiens, sementara Instagram berperan dalam menjaga konsistensi kehadiran merek dan memperluas jangkauan akun. Dengan demikian, implementasi *content planning* yang terstruktur dapat mendukung upaya peningkatan *brand awareness* PT Indobismar melalui media sosial.

Kata Kunci: *Brand Awareness, Content Marketing, Content Planning.*

*IMPLEMENTATION OF A CONTENT PLAN TO ENHANCE
BRAND AWARENESS OF PT INDOBISMAR IN SURABAYA*

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ABSTRACT

This Field Work Practice Report aims to describe the implementation of content planning carried out by PT Indobismar to support brand awareness through Instagram and TikTok. Based on observations during the internship period at the Digital Marketing Division, it was found that previous social media content management had not been optimally implemented. This condition was reflected in inconsistent content publication, limited variation in content formats, and the underutilization of insight data in evaluating content performance, which affected audience interaction and brand visibility. The implementation activities focused on developing a more structured content planning process, including the formulation of clear content objectives, audience mapping, content ideation, format planning, scheduling of content uploads, and performance evaluation using social media insights. The implementation process was carried out systematically through planning, content production, distribution, and evaluation stages during the internship period from February to May 2025. The results indicate that the applied content planning improved content consistency and supported increased reach and audience interaction on PT Indobismar's social media accounts. TikTok showed stronger audience engagement, while Instagram helped maintain brand presence and support overall audience reach. Therefore, structured content planning effectively supports PT Indobismar's efforts to strengthen brand awareness through social media platforms consistently.

Keywords: Brand Awareness, Content Marketing, Content Planning.