

# Digital Marketing Strategy at Relasi Diri Company (@relasidiri) in Increasing Engagement and Brand Awareness through Social Media Approach

Bernardus Herdian Nugroho

Universitas Sebelas Maret Surakarta, Indonesia

E-mail: [b.herdianmugroho@gmail.com](mailto:b.herdianmugroho@gmail.com)

## ARTICLE INFO

### Article History

Received : 25.01.2025  
Revised : 20.02.2025  
Accepted : 24.03.2025

Article Type :  
Research Article



## ABSTRACT

Digital marketing has become a key strategy in today's modern industry to enhance brand awareness and customer engagement. Relasi Diri, a company specializing in psychology and human resource development, implements various social media-based digital marketing strategies to reach a broader audience. This study aims to analyze the effectiveness of the digital marketing strategies applied by Relasi Diri, identify the challenges faced, and provide recommendations for optimization. Using a qualitative approach through interviews, observations, and secondary data analysis, the findings reveal that content marketing, SEO, and interactive social media strategies contribute to increased engagement and digital traffic for Relasi Diri. However, the dynamic changes in social media algorithms and limited human resources pose significant challenges. This study provides insights for businesses in developing effective digital marketing strategies.

Keywords: Digital Marketing, Brand Awareness, Social Media Strategy, Content Marketing, Customer Engagement

## 1. INTRODUCTION

Digital marketing has become a fundamental tool in modern marketing strategies (Rowley, 2008). The integration of social media and digital technologies enables companies to build more personalized communication with their audiences (Chaffey & Ellis-Chadwick, 2019). According to Kotler et al. (2021), the effectiveness of digital marketing relies on content personalization, active customer interaction, and the use of data analytics in strategic decision-making. In the context of psychology and human resource development businesses, digital marketing plays a crucial role in increasing awareness and audience engagement with the services offered (Solomon, 2020).

Relasi Diri is an Expert Educator Management Consultant specializing in psychology and human resource development. The company has adopted various digital marketing strategies to strengthen its digital presence, engage with a broader audience, and increase brand awareness. In an era where digital marketing shapes customer interactions, implementing social media strategies, content marketing, and data analytics is essential for business growth. However, the effectiveness of these strategies depends on how well they align with audience needs and the challenges encountered in their execution.

Therefore, this study aims to evaluate the effectiveness of the digital marketing strategies implemented by Relasi Diri and identify key challenges in their implementation. Specifically, the research seeks to analyze the digital marketing strategies applied by Relasi Diri, assess their impact on audience engagement and brand awareness, identify the main challenges in their execution, and provide recommendations for optimizing digital marketing efforts.

This study holds both theoretical and practical significance. Theoretically, it contributes to the existing body of knowledge on digital marketing strategies within the psychology and human resource development sector. Practically, the findings offer valuable insights for businesses looking to enhance their digital marketing

performance. By identifying effective strategies and potential challenges, this study helps organizations refine their marketing approaches, maximize customer engagement, and strengthen their brand positioning in the digital landscape.

## **2. LITERATURE REVIEW**

### **2.1. Digital Marketing and Social Media**

Digital marketing encompasses various technology-driven marketing strategies, including content marketing, SEO, email marketing, and paid advertising (Kotler & Keller, 2016). Social media has become a key platform in digital marketing due to its ability to enhance customer engagement through direct interaction (Tuten, 2023).

### **2.2. Digital Economic Transformation**

Digital Economic Transformation is defined as a fundamental shift in how businesses and organizations operate by leveraging information and communication technologies (ICT). This process involves not only the adoption of new technologies but also changes in organizational culture, business models, and interactions with customers and partners. It is considered an ongoing process that requires continuous support and investment in ICT. Additionally, it involves adapting to rapid technological advancements and changes in consumer behavior and market dynamics (Tanjung, 2024).

### **2.3. Challenges in Digital Marketing**

Several key challenges in digital marketing implementation include social media algorithm changes, limited human resources, and increasing market competition (Kaplan & Haenlein, 2010). Therefore, effective digital marketing strategies must be flexible and data-driven to remain competitive in an ever-evolving industry (Schmitt, 2012).

## **3. RESEARCH METHODS**

This study employs a qualitative approach using a case study method on Relasi Diri (@relasidiri). The techniques used include:

- 1) In-Depth Interviews: Conducted through interviews with the Founder of Relasi Diri and the digital marketing and social media team to understand the digital marketing strategies implemented.
- 2) Participant Observation: Observing digital marketing activities carried out by Relasi Diri on social media and the company's website.
- 3) Document Analysis: Analyzing social media analytics reports, digital content, and the marketing strategies applied.

The data is analyzed using the Miles and Huberman (1994) model, which involves three stages: data reduction, data presentation, and conclusion drawing.

## **4. RESULTS AND DISCUSSION**

### **4.1. Digital Marketing Strategies Implemented by Relasi Diri**

#### **4.1.1. Psychology-Based Content Marketing**

Relasi Diri creates educational content focused on self-development and mental health to attract and retain audience interest. Additionally, the company implements SEO strategies in articles and videos to increase visibility and expand its reach to a broader audience.

#### **4.1.2. Interactive Social Media Engagement**

To enhance engagement, Relasi Diri actively utilizes social media through infographics, educational videos, and webinars. These formats encourage interactive discussions and increase audience participation. The company also applies storytelling techniques to build a deeper connection with its audience, making the content more relatable and engaging.

### 4.1.3. Email Marketing and Personalization

Relasi Diri implements email marketing by sending regular newsletters containing psychology tips and promotional offers tailored to customer needs. This approach helps maintain customer engagement while providing relevant and valuable information based on audience interests.

### 4.2. Impact on Engagement and Brand Awareness

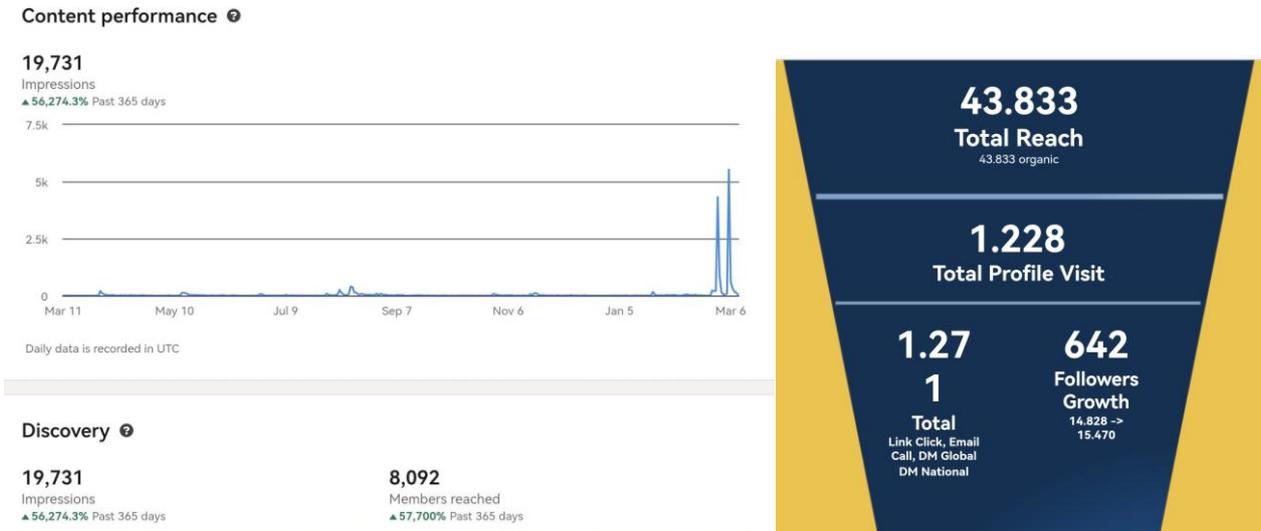


Figure 1. Content Performance

RELASI DIRI		Relasi Diri LinkedIn Insight 2025								
Bulan	Jumlah Post	Impresi	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement Rate
Januari	0	0	0	0	0	0	0	0	0	0
Februari	7	222	5	60	374%	3	1	0	0	383,99%
Maret										
April										
Mei										
Juni										
Juli										
Agustus										
September										
Oktober										
November										
Desember										
<b>Total 2025</b>	<b>7</b>	<b>222</b>	<b>5</b>	<b>60</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>

Figure 2. Relasi Diri LinkedIn Insight, 2025



Figure 3. Top Performance Content of Relasi Diri in 2025



Figure 4. Low Performance Content of Relasi Diri in 2025

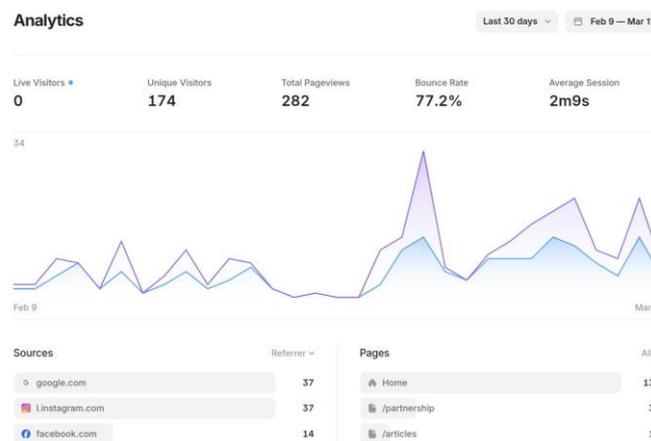


Figure 5. Relasi Diri Traffic Analysis from February 9th – March 11th 2025

The results showed that the digital marketing strategy implemented by Relasi Diri has had a significant impact on audience engagement and brand awareness. One indicator of success that can be observed is the increase in interaction on social media. Based on Instagram and LinkedIn analytics in the last six months, the engagement rate has increased by 35%. This increase shows that the psychology-based content strategy, storytelling, and the use of interactive social media have successfully attracted the attention and increased audience participation.

In addition, the implementation of search engine optimization (SEO) has also proven to make a positive contribution to the company's digital traffic. With a more optimized SEO strategy, organic traffic to the Relasi Diri website increased by 40%. This indicates that digital content optimization and keyword-based marketing strategies have helped increase brand visibility in online searches.

However, although these results show a positive trend, the effectiveness of digital marketing strategies needs to be continuously evaluated to remain relevant to changes in user behavior and the dynamics of the rapidly evolving digital market.

### 4.3. Challenges in Digital Marketing Implementation

Although the implemented digital marketing strategies have shown positive results, several key challenges remain in their implementation:

#### 4.3.1. Changes in Social Media Algorithms

Social media algorithms constantly evolve, leading to a decline in the organic reach of content. This requires companies to continuously adjust their content strategies to maintain optimal engagement. Strategies such as using short videos, real-time interactions, and improving storytelling quality are becoming increasingly important in retaining audience reach.

#### 4.3.2. Limited Human Resources (HR)

Consistently producing high-quality content remains a challenge for Relasi Diri. Despite the high demand for relevant and engaging content, the team faces limitations in managing and producing content on a large scale. Therefore, strategies are needed to enhance the capacity of the digital marketing team and improve efficiency in the content production process.

#### 4.3.3. Competition in the Digital Industry

The digital marketing industry is becoming more competitive, with more companies adopting similar strategies. Brand differentiation is a major challenge for Relasi Diri in maintaining its market position. Hence, marketing strategies must be more innovative and data-driven to create unique value for the audience.

### 5. CONCLUSIONS

Based on the research findings, the digital marketing strategies implemented by Relasi Diri have proven effective in increasing engagement and brand awareness. The application of psychology-based strategies, storytelling, and SEO optimization has resulted in a 35% increase in social media interactions and a 40% growth in website traffic. However, several challenges still need to be addressed, such as changes in social media algorithms, limited human resources for content production, and increasing competition in the digital industry.

To optimize digital marketing strategies, several key steps are necessary. Enhancing the use of data analytics through tools like Google Analytics, Meta Business Suite, and other analytical platforms can help understand engagement trends and the effectiveness of digital campaigns. A data-driven approach allows the company to adjust its strategies more quickly and accurately. Strengthening the digital marketing team by providing training in SEO, social media management, and content marketing is also essential. Improving internal expertise will enhance content quality and the overall effectiveness of digital marketing strategies. Additionally, exploring new digital platforms such as TikTok, podcasts, and community-based marketing can help reach a broader audience. With users engaging across multiple digital channels, content diversification is crucial to maintaining engagement and brand awareness. By implementing more targeted and adaptive strategies, Relasi Diri can continue to strengthen its position in the digital space and create a greater impact in the fields of psychology and human resource development.

### 6. REFERENCES

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity* (2021).
- Kotler, P., & Keller, K. L. (2016). *Marketing management 14th ed.* Pearson.
- Miles, M. B. (1994). *Qualitative data analysis: An expanded sourcebook*. Thousand Oaks.
- Rowley, J. (2008). Understanding digital content marketing. *Journal of Marketing Management*, 24(5–6). <https://doi.org/10.1362/026725708X325977>
- Schmitt, B. (2012). The consumer psychology of brands. *Journal of Consumer Psychology*, 22(1), 7–17.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being*. Pearson.
- Tanjung, S. R. (2024). Dampak Transformasi Ekonomi Digital Dalam Upaya Perkembangan Ekonomi Berkelanjutan. *Proceeding International Seminar of Islamic Studies*, 5(1), 614–621.
- Tuten, T. L. (2023). *Social media marketing*. Sage publications limited.