

MARKETING COMMUNICATION STRATEGY OF GOLD MINING COMPANY “PT ANTAM LOGAM MULIA” THROUGH DIGITAL PLATFORM

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ABSTRACT

Technological developments in the digital era have made social media a "BOOM" in the 21st century. Because more than 3 billion people in the world use digital platforms for social media applications, and it is estimated that the number will continue to increase every year. The presence of social media has dramatically changed the communication activities of all lines of people's lives in the world. Not only is it used for chatting (or) communication purposes between two individuals but social media can also be used as an excellent marketing tool. No wonder companies use social media as a marketing communication strategy. This study aims to determine the implementation of marketing communication strategies through digital platforms implemented by PT Antam Logam Mulia as one of the largest gold mining companies in Indonesia. This study uses a qualitative descriptive methodology. Researchers conducted in-depth interviews with several experts in Marketing Communication Strategy at PT Antam Logam Mulia and technical implementers, as competent resource persons in answering the problems to be studied. The results of the study reveal the marketing communication strategy model through digital platforms (social media) implemented by PT Antam Logam Mulia, that the main direction of the marketing communication strategy is to increase sales, focus on the goals and target market by using organic marketing and Ads marketing. This study has implications for promoting digital aspects that do not only appear in the communication mix, but the overall process of marketing communications carried out by PT Antam Logam Mulia using digital platforms - social media to carry out marketing activities such as disseminating information, influencing or persuading, and or reminding target market for the company and its products to be willing to accept, want to buy, and be loyal to the products offered by the company.

Keywords: *Marketing Communication, Digital Promotion, Social Media, Precious Metals Gold, Social Networking*

1. INTRODUCTION

In today's digital era, social media is not only a communication tool but also known as a platform for retail companies to conduct campaigns on a large scale. This platform is used because it can reach a large audience. Simple, cost-effective and with a consistent and efficient business plan, brings great benefits to businesses. The use of social media, especially as a digital-based platform to disseminate information, influence or persuade, and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company. While social media marketing was originally all about publishing and sharing content on digital platforms, it's much more than that now.

Indonesia has a high internet penetration rate. In 2020, of the total 272.1 million Indonesian population, 64% or 175.4 million people use the internet and 160 million or more than 50% of the total population are active users of social media. The number of social media users is likely to continue to grow both in Indonesia and around the world. This requires a company to continue to carry out marketing communication strategies through more attractive and innovative digital platforms. Since the last few years, social networking sites have been recognized as the highest marketing factor that leads to business success [1]. Stated that during the early 1990s individuals predicted that Social Media Marketing would become a relationship marketing tool in the future [2]. Social networking sites are recognized

as very effective sites and help companies to achieve marketing goals and strategies, especially in terms of customer relationship management[3].

Social networking platforms have changed marketing styles. Digital platforms are used as tools for marketing and to build good buyer-seller relationships [4]. Marketing communication is an alternative strategic solution in promoting business to consumers in winning a very tight competition [5]. Thus, innovative marketing communications, especially through social media, have a positive impact on the sales of a company's products. Although the appeal of a product is well available with the help of adequate access and attractive prices, it will be in vain without communicating with consumers (Kotler, 2012). Therefore, a good communication strategy is needed in the marketing process of a product.

PT Antam Logam Mulia, is a Mining Company which processes several minerals as well as operating other business including trade and industry. transportation and other services related with mining sector. Precious Metals (LM) has become the leading gold trading in Indonesia which is very common in the market. Nowadays LM could be easily found in online market because it is a popular investment among Indonesian. But there are more potential markets that haven't yet reached out in certain areas in Indonesia.

Through New Marketing Excellence, Antam is shifting the transaction to online system, focusing on digital platforms such as the metalaulia.com website, whatsapp and social media (Instagram, Twitter, YouTube, and Facebook). As to encourage Indonesia's target market, PT Antam Logam Mulia is providing the digital transaction service for consumers to buy LM gold through an official website for Logam Mulia.com.

Marketing Communication creates a digital activity campaign to optimize Precious Metals digital assets (website, whatsapp, and social media). Maintain Precious Metals socialization program as retention program, increasing customer satisfactory, increasing potential sales quality and revenue, increasing brand image/ awareness and customer relationship.

Antam Logam Mulia has developed into the only *refinery* in Indonesia that is included in the LBMA (London Bullion Market Association) *Good Delivery List* with gold bullion products as

the top brand in Indonesia which guarantees authenticity and purity of 99.99%. Other products include dinars, dirhams, *customized products*, *platinum labware*, etc. On 24 April 2019, PT Antam Logam Mulia won an award The Most Promising Company in Entrepreneurial SOE's in the event BUMN Marketeers Award 2019. In this award, Antam LM received the predicate *Gold Winner* as the highest award in that category. Antam LM's award is related to the gold bullion education program with the title *Gold Reinvented* as one of Antam LM's flagship product innovations. The evaluation criteria for the BUMN Marketeers Award 2019 for the category of The Most Promising Company in Entrepreneurial SOE's are performance in the effectiveness and accuracy of the application of creativity, innovation, enterpreunership, and leadearship by the company to consumer in national and international markets. The selection process is carried out by a panel of judges consisting of a team of collaboration between MarkPlus Inc, BUMN Public Relations Forum and marketing figures who are members of the *Indonesia Marketing Association* and The Jakarta CMO Club.

In facing competition in the current era of industry 4.0, Antam LM as a business unit continues to innovate by issuing new products, especially as people's choice in investing in gold bullion instruments. Some of them are by releasing products *gift series* which targets millennials and the metalmulia.com e-commerce platform. Antam LM uses a marketing communication strategy through a digital website platform, YouTube, Instagram, Facebook, and Twitter. Meanwhile, Instagram [@antamlogammulia](https://www.instagram.com/antamlogammulia) has 394,000 followers with verified account status, twitter [@LogamMuliaAntam](https://twitter.com/LogamMuliaAntam) with 37,700 followers, Youtube Antam Logam Mulia, Facebook PT. Antam Tbk. Precious Metals UBPP with 5254 likes, and the total visitors to the antammetalmulia.com website reached more than 723,000.

Seeing from the high number of audiences looking for Antam's digital platform, it attracts researchers to explore the Marketing Communication Strategy of PT Antam Tbk. Precious Metals UBPP through digital platforms to disseminate information, increase promotion and sales of gold bars or Precious Metals products.

The contribution of this research is to provide references to academics and practitioners in the

field of precious metals to make appropriate use of social media. Scientifically, it strengthens how marketing communication can be implemented through social media, even for investment products such as precious metals.

2. THEORETICAL FRAMEWORK

2.1 Marketing Communication

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions, or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants [6].

In the company's operations, marketing communication has a very important role. In an organization or company, marketing communication plays a role in providing information, persuading, and reminding consumers directly or indirectly about the products and brands being sold [7]. Marketing communications perform many functions to consumers or target markets, especially to inform and show about how and why the product is used, who the target market is, and where and when the product can be obtained. The marketing communication environment with the development of communication process technology has also changed, as is the case with internal developments that have developed recently. The presence of the internet has an impact on the world of corporate industry. This also affects consumers in obtaining information about a product. A more specific study concludes that social media determines and influences consumer decisions in buying a product or service [8].

Marketing communication can form brand equity and improve promotional performance [9]. The rapidly changing development of marketing communications through advertising is not the only or most important thing in building brand equity and driving sales, but it can also be a means of increasing equity and driving sales through the marketing communications mix. In addition, expanding this communication can also make the product reach a wider market. The marketing communication mix is carried out to encourage the effectiveness and efficiency of marketing communications which consists of eight main communication models, including advertising, sales promotion, events and experiences, public

relations, direct marketing, interactive marketing, word of mouth marketing, and sales force [7].

2.2 Digital Promotion

Promotion is one of the determining factors for the success of a marketing program that can provide motivation [10] and information [11]. However, qualified a product is, if consumers have never heard of it and are not sure that the product will be of use to them, they will never buy it.

Digital Promotion is a widespread period of time due to advertising and marketing that has to be done about targeted, scalable, or interactive production but using the product in a way that digital technology according to the advantages and provide trading courses due to customers and regulars they. The main motive of this activity is after promoting the brand, building preferences, while increasing revenue through various digital advertising method [12]. Various types of regarding digital advertising activities consisting of *search engine optimize* (SEO), a question instrument marketing (SEM), content marketing, influencer marketing, content automation, advertising campaigns, e-commerce marketing, associative media marketing, social media optimization, email advice marketing, event advertising, e-books, optical discs, games, then numbers dirty form of digital media. Things to do also run extended Non-Internet channel, such as mobile phones, offering digital media applications (SMS or MMS), then social media.

Advertising is a complex and diverse field, and often even those involved with it have difficulty discerning what works and why. In 1976, Charles Ramond argued that advertising has no general theory that is widely accepted but forms a discipline in which a collection of pseudoscientific theories exist whose reason for existence is introspection. While advertising typically uses information, the emphasis in a persuasive advertising message is on influencing the receiver. Moreover, since the advent of the Internet and online marketing, the long-held notion of the mass market has given way to that of a more individualized consumer as digital consumers are no longer "passive" receivers of the advertiser's message but will actively select the advertising message or completely disregard it. New theoretical models are emerging to explain the many-to-many communication processes evolving.

2.3 Social Media

The emergence of internet technology automatically also affects the development of social media use in society. Social media is an online media that supports social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. Some examples include social networks, blogs, wikis, youtube, and others. Through social media, everyone can create, edit, and publish their own news content, promotions, articles, photos, and videos. Besides being more flexible and broader in scope, it is more effective and efficient, fast, interactive, and varied. The existence of social media now continues to penetrate human life. In its development, social media can be used for various purposes, ranging from making friends, certain program campaigns to the promotion and marketing of certain products or services. The rapid progress in the field of information technology is balanced by advances in transportation technology and logistics management. This makes it easier for both human and goods traffic to occur. These two things should be a business opportunity that must be exploited. In this case, how to utilize social media such as Facebook and Twitter or others to market products.

Social Media Marketing as trading information resources, where consumers are equal and active partners who create market value together with marketers [13]. Social media marketing as sharing experiences, opinions, expertise, interesting links, and others [14]. Defines social media marketing as a modern era marketing style that differs from traditional marketing concepts and is used to promote and sell services and products on social networking sites to reach a larger audience [15]. (Gordhamer, 2009) social media marketing is based on relational marketing, sellers must establish strong relationships with consumers and avoid traditional marketing methods. Certain special strategies must be taken to make it successful. In order to design and implement a successful social media marketing strategy, it is very important to study and analyze the styles in which social media interactions are formed [16]. Social media for young consumers and tries to attract the older age group [17].

Digital marketing as a marketing approach [12]. The approach is not only traditional marketing channels supported by digital but all marketing activities that utilize digital channels to

promote products [18]. Instagram is a mobile social network for sharing photos and videos. Instagram estimate has 700 million word-wide active users. Furthermore, showed that Instagram is a good medium for advertising, because this platform can tell stories about a product or brand in a visually and attractive way[19]. (Cannon, 2014), new product development consists of several stages: idea generation, idea screening, concept development and evaluation, business analysis, product development, marketing test, and commercialization.

Social media has revolutionized our social contacts not only in daily life. The use of social media has also become popular as a marketing tool for relationship formation and management and has been shown to influence people's shopping behavior [4]. According to the traditional marketing paradigm, marketing is only seen from a one-way interaction model, where the producer is the sender, and the customer is the receiver. In contrast, the use of social media in marketing is based on a multi-way interaction approach, where the roles of sender and receiver are combined so that they can directly interact [20]. Social media can create a mix of value, where value is created for the entire network including customers and companies [21].

The pull-marketing strategy is more efficient and effective for the use of social media than the traditional push-marketing approach. That is, manufacturers use social media to be able to communicate information, knowledge, values, and ethics related to or products, so that customer entities can interact. When customers are interested in taking part in interactions, valuable information about interests, preferences, and values can be exchanged in informal processes and customer relationships and further marketing activities to make the product or service more attractive. Contrary to many other market communication efforts, marketing through social media is accepted by most users if it is not exaggerated [22]. The combination of different uses of social media can also amplify the marketing effect. Social media can be an economic alternative, especially for entrepreneurs and small businesses because it requires low, in addition to working hours.

2.4 Managing Social Media for Marketing Communication Strategy

There are 5 (five) stages of Managing Social Media for Marketing Communication Strategy: Objectives, competitor analysis, segmentation, content, analytical metrics [23], [24], [25], [26].

2.4.1 Objectives

Managing social media serves the purpose of helping lay out the path the company should follow. Its objectives are: increase awareness, increase sales, and build stakeholder loyalty. More precisely, increased brand awareness can be achieved in various ways, such as by increasing the number of page followers/likes, or by increasing engagement with shared content. Therefore, to reach more users in the network can be used organic strategies, such as:

- increase the effectiveness of published content (by focusing on the characteristics of content in terms of length, type and time of sharing, thereby reaching more people);
- grow the size (using a holistic approach that helps increase the effectiveness of all content on the page); and
- additional, paid promotions that increase the reach of publications, beyond organic promotions.

2.4.2 Analysis of Competitors' Online Presence

Analyzing a competitor's online presence helps explain how other companies behave in the online environment, thereby providing insight into how the company should approach its own presence in this channel.

2.4.3 Segmentation

To influence the intended target consumers in the online environment, the company segmented the market, taking into account the peculiarities of each social network. Thus, the market can be segmented by considering user motivation to use social networks, demographic factors, values, and behavior.

Motivation can include socialization (seeking emotional support, belonging, and friendship), entertainment, self-status (expression of one's identity), and information seeking (the exchange of information between

companies and consumers). Regarding demographic factors, it can highlight gender and age (differences arise according to whether the target is male or female, and there is also a difference between users under 30 vs over 30).

2.4.4 Content

Regarding the type of content to be published on social networks, it can convey interactivity, information, entertainment and clarity. In addition, two other factors influence interaction: position of published content and valence of user comments (in response to published content). Thus, the main factor to keep in mind is that the content should be created to meet the needs and expectations of the users. Therefore, users should be influenced by the company's internal and external information. It should also be noted that published content may contain text, images or videos, as well as links to other websites.

Clarity is indicated by the presence of an image or video, that is, the more visual features a post has, the clearer the clarity will be. Interactivity refers to the level of interaction a user can have with a post (for example, a post has a link that redirects to another website, thereby increasing the level of interactivity).

Information content is characterized by sharing information about brands or products/services. Consumers tend to have more positive attitudes toward posts with higher levels of information than those that convey non-informational content, as consumers prefer verifiable brand information and more rational appeal. Entertainment posts, on the other hand, involve more fun, fashionable, and flashy features, and increase users' attitudes towards the brand, as well as their desire to visit the brand's website. Published content placement refers to the fact that the longer a post stays at the top of the page, the more likely it is to generate a higher level of user engagement. Comment valence refers to the type of comment that attracts the post; it may be negative, neutral, or positive. In short, such comments affect the user's perception of the brand, depending on whether it is positive or negative.

2.4.5 Analytical Metrics

Metrics that can be used to assess the results of strategies implemented in social networks can be divided into two categories: growth rates and engagement rates. The former is determined by the growth in the number of followers and likes of the business profile page, and the latter by the number of clicks, likes, comments and post shares. This data can be easily collected through existing social networking tools.

3. METHOD

This study uses a post-positivistic paradigm that demands the unification of the research subject with the object under study and the supporting subjects. Post-Positive Paradigm emphasizes *discovery* and *theory verification*, the purpose of choosing this paradigm is because of its ability to guide researchers to collect various realities and categorize them according to the research framework.

The research design was carried out using descriptive qualitative methods with research subjects or so-called informants, namely people who were used in research to provide information according to the research topic. In this study, sample was carried out using Purposive Sampling techniques with the research subjects involved were several experts in the *Strategic Marketing field* at PT Antam Logam Mulia and the Technical Implementers, namely the Retail Bureau Head, Exhibition and Promotion Department Head, and Supervisor Promotion, who have been active in PT Antam Logam Mulia's for more than 10 years which makes them a reliable source. These informants were chosen because they understand about marketing communication strategies and has implements marketing communication activities effectively. Informants are people who competent to provide detailed explanations on research topics, namely How PT Antam Logam Mulia's Marketing Communication Strategy through digital platforms in order disseminate information, increase promotion and sales of gold bars or Precious Metals products.

The primary data collection technique of this research is in-depth interviews conducted with informants or research sources. Interview questions were developed based on research instruments obtained from theories related to research. while the secondary data used are literature studies,

articles, related internet media, and journals or other official documents.

4. RESULT AND DISCUSSIONS

The results of the interview revealed that based on the consultant's data used to photograph customer satisfaction, Antam Logam Mulia's customer index ranges in age from 25 to 50 years, and Antam's Instagram followers are 25-35 years old, while Facebook is mostly used over the age of 35. So digital platforms are not only for young millennials but also for seniors. It can be concluded that based on the age of the customers who follow PT Antam Logam Mulia's social media, at least the last education of these customers is a high school graduate. Meanwhile this study did not generalized the results about gender and technical issues. Antam's market criteria are people who have a dominant desire to have deposits as collateral in the future and choose gold because it is easy to converts into cash also has a lower risk of investment loss. PT Antam Logam Mulia's also has consumers who are bound under long-term contracts with international market prices basis, mostly in Europe and Asia, so they are mostly loyal established customers with decades of long-term business relationships and orientation.

Technological developments have encouraged the industry to use digital-based communication platforms. This is also supported by the results of interviews conducted with PT Antam Logam Mulia informants. Head of the Exhibition and Promotion Department, Heru Seno said:

"Speaking of digital media, currently Antam LM has used social media as a means of communication, there are 2 (two) activities carried out, namely organic marketing and Ads. or paid marketing. Organic Marketing is all of Antam LM's social media, namely Instagram, Facebook, Twitter and Youtube. Organic content is self-generated and uploaded daily managed by the company, while Ads. or paid marketing is used depending on the needs of the company, for example at certain moments such as Hari Raya, New Years, moments of boutique reallocation or other activities that require additional media to increase sales itself."

Abdul Muluk, Retail Bureau Head also added that the company routinely carries out organic marketing activities at least 10-15 times a week. posting is done at an hour when the traffic level of social media usage is high. In addition, the

Instagram account @Antamlogamulia which has been blue ticked (verified) since 2019 and then 2021, Antam Logam Mulia YouTube has also been verified. the verified status or blue tick greatly affects the increase in the number of followers. Regarding the blue tick Instagram and youtube account strategy, Abdul Muluk added:

"That the strategy we are doing is that the company submits to Facebook or Google or YouTube that the account belongs to Antam and with this status, the level of public trust in the company is also higher, the increase in followers is faster."

Regarding the communication of marketing materials, Antam LM first examines the purpose of the content to be uploaded and identifies the target audience. The results of the interview stated that there were differences between the content/material on Facebook, the main Instagram account @antamlogammulia and the precious metal boutique regional Instagram accounts such as antamlogammulia_palembang, antamlogammulia_surabaya, antamlogammulia_bandung and others.

"Talking about the material we all use, both education and awareness, the second is fun fact, the third is about the product launched or about the company's services, about information related to updates issued by the company, such as adjusted operating hours, both in the safe, on the website, or boutique. For organics, it's usually to create what's trending, which makes followers feel engaged and in touch with how the social media audience is feeling now, leaving an impression and memorable."

For Ads, it is possible to use KOL (Key Opinion Leader), for example when relocating the Surabaya 1 boutique, we use KOL's Ads, we use Anjasmara and Joshua Suherman because we see the objectivity of the Ads users. The two KOLs are celebrities who were born in Surabaya and have lived in Surabaya, so they have an average Surabayan following, hopefully the Surabaya 1 boutique relocation will be copied by the people of Surabaya and its surroundings, because this KOL has power in Surabaya. This strategy is taken to get optimal and proven results"

Antam Logam Mulia's social media is used to regularly post content related to education, boutique operations, as well as simple but funny content to attract customer engagement, inviting followers to interact more with the company. Abdul Muluk said:

"The main function of Antam Logam Mulia's social media is to build brand awareness to the public. and it is proven that more than 20% of social media can influence customers to visit the precious metal website.com. although through search engine search a greater level in directing customers to visit the website. Brand awareness does not have to directly drive customers to make purchases on the website on the same day, but later when the customer has sufficient funds for a transaction to buy gold, they can buy it on the website or come to the boutique."

Antam's strategy is unique compared to other competitors: Antam Logam Mulia combines online and offline sales, so its content is not only bought online, but also in boutiques. PT Antam Logam Mulia as an LBMA certified gold producer and we have boutiques that can serve customers to buy and resell/buyback. The selling point is that Antam's Precious Metals can be sold anywhere and anytime, in Indonesia and abroad. On social media the company raised a halal gold campaign, mining is not illegal mining, does not employ underage workers, does not get funds from money laundering.

The results of the interview besides KOL, there are other advertising media, for example Ads. Facebook, when someone is opening Facebook then Ads appear around the Antam LM company as well as on Instagram. the goal is to direct internet users to know about visiting the Ads site. even though the Ads are not clicked. In addition, this is in line with the objectives of marketing communications as discussed earlier that marketing communications can form brand equity and improve promotional performance.

"For example, the company will hold an exhibition at Transmart Cempaka Putih, so I will use Ads one week before the exhibition is held, the goal is that people who live in locations around the exhibition location with a radius of 8 kilometers will get information related to the exhibition event. as well as its Google Ads. The point is that information"

related to events, or the implementation of our activities will try our best to inform it more than organic."

In the future, Antam will improve SEO (search engine optimize) through the website, using more KOL, such as Facebook Ads. Google Ads. it is important to multiply it again to ensure that Antam is the market leader in relation to the gold business and to conduct studies on the TikTok application. Retail Bureau Head, Abdul Muluk added:

"No matter how much we try to increase our engagement with social media customers, it will still direct us to use ads. or paid marketing. So, for new companies it is very necessary to balance between organic marketing and paid marketing. If a new company only relies on organic marketing, its development will not be as fast as if we use paid marketing."

This result of the interviews is in line with the previous research which states that social media is carried out as a strategic marketing tool where in this case PT Antam Logam Mulia's has implemented it so it can generate interactions between the company and its customers so that it can improve awareness of the public to the company [27]. Treatment for social media platforms is different, both on Instagram, Facebook, Twitter, YouTube, and on TikTok. This is because the audience has different habits of using social media. Usually it depends on the location, for example in Jakarta or big cities Instagram is number 1, but for cities under big cities, Facebook has more fans than Instagram. This means that the content that is created or the information that is made the treatment must be different, so that it fits the segments of each existing social media. It can be concluded that the results of the identification of the target audience for marketing communications tend to influence the decisions of communicators (in this case the management of PT Antam LM).

According to Heru Seno, the Exhibition and Promotion Department Head of promotional media cannot immediately take and give gifts, it takes time to get the impact of published advertisements. For example, if an ad is issued today, the results can be seen a few weeks later or even a few months later. Because the main purpose of promotion is to build brand awareness and then generate buying

interest. Creating an Ad in addition to adjusting the needs also adjusts to the budget and expectations of what you want to achieve from the Ads.

The results of the interview revealed that based on the consultant's data used to photograph customer satisfaction, Antam Logam Mulia's customer index ranges in age from 25 to 50 years, and Antam's Instagram followers are 25-35 years old, while Facebook is mostly used over the age of 35. So digital platforms are not only for young millennials but also for seniors.

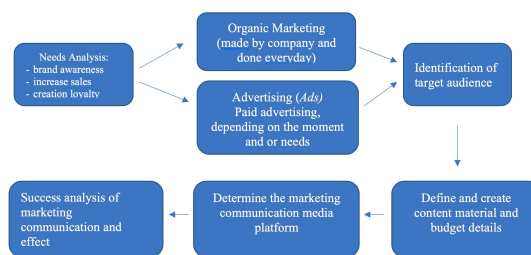


Figure 1: Results in-depth interviews with informants, model of marketing communication strategy through PT Antam Logam Mulia's digital platform. (by:own creation)

The picture above briefly describes PT Antam Logam Mulia's marketing communication strategy through digital social media platforms, which have been used optimally since 2019. Sales and marketing communications require a social media approach as a potential tool [23]. PT Antam Logam Mulia performs the stages of Managing social media for Marketing Communication Strategy: Objectives (objectives), competitor analysis, segmentation, content, analytical metrics [23], [24], [25], [26]. In this case the objectives that can be achieved based on the measurement results of digital marketing communications, the objectives are to identify the target audience, design digital marketing communications that involve the audience, mix and channel digital marketing communications, and marketing budgets [28].

In this study findings four dimensions of the social media marketing communications, that is: Management, Content, Media Sosial as Digital Platform, and Effect.

Management

Social media marketing usually falls under the marketing department and is led by a marketing

manager, Often IT people know more about social media, but they may not be skilled in marketing. Social media activities are part of the annual plan but are difficult to plan, because often the content used is something that is happening at the time. So, flexibility is required and plans for more than one year must remain. Company management realizes that people who handle social media need to have adequate competence for that. However, they do not have formal training, but learn from experience and learn from the success of others who have successfully managed social media.

In addition, that there is a difference in expectations between top management levels who expect the promotion or costs that have been spent on Ads to be immediately felt, and top management wants results that are more than the costs that have been spent in a fast tempo. while based on research, that the impact of new marketing communication activities can be felt maybe one to two weeks ahead or one month or even a year ahead.

Social Media as Digital Platform

This dimension concerns the choice of social media for marketing communications. Instagram is the most common medium by far. Companies actively use Twitter, Facebook and YouTube are also quite widespread. Companies still use traditional media as a complement to social media for their marketing communications, mainly because some customers are parents who do not use social media. However, some of them are dissatisfied with the results of traditional media advertising and believe that social media marketing will expand the share of communication efforts.

Content

This dimension contains the substance of corporate communications on social media. The amount of content on social media varies in amount over time.

Creating interest is very important, keep posting original content, not just copying, and pasting other people's posts. Generally, posts on social media are written in a personal style, but true. In addition, on Facebook the names of the people who wrote are usually revealed to make it more personal. However, this is usually not the case on Twitter. Using pictures is very common because they attract attention and express many

things. Creating feelings and impressions is often considered more important than conveying information. The goal is not a hard sale but to maintain a positive relationship. Time to publish content is important. Usually, afternoons and evenings are seen as the best times to post on social media as these are the times that people spend the most time.

In terms of marketing strategy, targeting and positioning [25], [29] continues in the process of characterizing the types of content that can be published on the network, taking into account clarity, interactivity, informational content, and entertainment content [23], [24], [25], [26] and is supplemented by the position of published content and its valence of comments.

Effect

This dimension considers the perceived effect of the company from their social media marketing activities. Analyzing and measuring the effects of social media marketing is not done in a systematic way. This is something the company realized they had to improve on. Companies can see how many followers they have and how active they are with comments. Comments from customers are positive things for the company, because with the company and customers interact, and based on comments the company can make improvements. It is impressive that social media activity has contributed to attracting more customers.

Social media activities can be both high-cost and low-cost. requires more funds to use KOL or paid advertising. In addition, the competence of social media managers must also be guaranteed. It may be a good investment for someone skilled in social media, although this will be expensive.

The main reason to be active on social media is the effect they are supposed to have on a company's brand. Companies don't believe that their activity on social media makes them look more modern and trendier. Moreover, they claim that it would be very strange for them not to be on social media. It's just something they must do in the current media situation, they guess. They also see social media as a way of spreading "word of mouth". The constructive comments and suggestions that the company receives on social media are very helpful in improving the service and achieving higher customer satisfaction. The feedback is very fast and efficient.

Analysis and assessment of the results of the adopted strategy, indicating whether the objectives have been achieved, or what improvements need to be made. This analysis can be done considering the engagement rate (related to posts) and audience growth rate (related to the page).

5. CONCLUSION

Facing changes in people's consumption patterns and information seeking in the digital era requires companies, including PT Antam Logam Mulia, which previously had no social media management division, now exists. What was once just a distraction is now the main thing.

The results of this study indicate that the management of marketing communication through a digital platform as a marketing medium can be more effective and efficient in reaching a wider market share if it has an innovative management strategy. The strategy is focused on the community, or users of the digital marketing platform by analyzing the target audience and company needs first before determining the content or material to be launched through digital platforms such as Facebook, Instagram, Youtube and Twitter. In addition, planning an annual, monthly, and daily digital marketing communication management calendar with strategic analysis that has been planned together with the management team, creating content regularly with uploads that relate to internet users and following ongoing trends to attract customers and use *Ads.* paid to attract more customers, especially at certain moments.

In the future, PT Antam Logam Mulia will further develop a marketing communication strategy by first focusing on its objectivity, secondly determining the key performance index (KPI) and the main target for achieving company sales, for example whether to increase purchases through boutiques, or increase engagement through the *antamlogammulia.com* website. or upgrade the *safelm.com* platform. With a more structured management strategy, the use of digital marketing communication can achieve the sales goals set by the company's management.

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