

ABSTRACT

This study focuses on enhancing the digital marketing content strategy of Otiv.co by utilizing Social Media Marketing Activities (SMMA) and the Kano Model. The primary goal of this research is to identify audience needs and key attributes through SMMA dimensions such as entertainment, informativeness, interaction, trends, and perceived relevance. Additionally, the study aims to assess the strengths and weaknesses of the content by applying SMMA and classifying customer needs using the Kano Model, which categorizes attributes must-be, one-dimensional, attractive, indifferent, reverse, and questionable.

The research methodology involves collecting data from social media marketing activities and in-depth interviews to capture the Voice of Customer (VoC). The data obtained is then analyzed to design a content strategy, which is validated with feedback from Otiv.co's management team. The outcome is a set of recommendations in the form of advertising content ideas designed to improve the effectiveness of Otiv.co's Instagram ads, enhance customer interaction, and ensure that the content aligns with customers' true needs.

The findings of this research provide valuable insights into customer preferences and offer actionable suggestions for Otiv.co to refine its digital marketing efforts. The proposed strategy emphasizes improving content aesthetics, strengthening storytelling, clarifying product benefits, and boosting interaction through interactive elements such as polls and Q&A sessions, ultimately increasing audience engagement and conversion rates.

Keywords: Kano Model, Social Media Marketing Activities (SMMA), True Customer Needs