

**ANALYSIS OF DIGITAL MARKETING STRATEGY AND CONSUMER  
ENGAGEMENT IN DIGITAL MEDIA**

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**ABSTRACT**

The era of the industrial revolution has had an impact on the rapid and rapid development of information technology and telecommunications. This causes business competition is also increasingly competitive. Today's media business has transformed into the digital era. This study aims to analyze the Digital Marketing Strategy, implement Digital Marketing as a marketing strategy, how Media Business actors can get and maintain Consumer Engagement. This research is descriptive qualitative research. The sampling technique used was purposive sampling method. The informants in this research are three media business actors in Bali which include Nusa Bali, Tribune Bali and Fajar Bali. The results show that Digital Marketing Strategy Analysis in the Digital Media Business is one of the media companies' efforts to deal with changes that occur from conventional to digital. Media Business actors implement Digital Marketing as a marketing strategy and a form of innovation and transformation to continue to exist in the media business. The strategy for Media Business actors to get Consumer Engagement is through transformation into digital media and implementing digital marketing. The strategy of the Media Business actors to maintain Consumer Engagement is to create content that is liked by application organizers and their followers.

**Keyword:** Media, Digital Marketing, Consumer Engagement.

**1. INTRODUCTION**

The Covid-19 pandemic has had an impact on almost all sectors of life, especially in the business and economic fields. In a fairly short period of time, marketing patterns changed when social distancing and Large-Scale Social Restrictions (PSBB) were implemented. In the era of a pandemic, the application of regulations seems to clash with economic interests (Hadi and Zakiah, 2021). Digital marketing is a solution that is growing very rapidly and cheaply to reach maximum customers without any limits. Digital marketing is a promotional activity and market search through digital media online by utilizing various means, such as social networks.

Information accessed through the <https://databoks.katadata.co.id> page, 2022 states that Indonesia is one of the countries with the largest population of internet users in the world. According to the We Are Social report, there are 204.7 million internet users in the country as of January 2022. The data on the growth of internet users in Indonesia. The rapid development of information and communication technology has also brought major changes to the media industry, especially print media such as newspapers, tabloids and magazines. The presence of smartphones and social media has changed the order of people's lives, including the lifestyle, especially when

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looking for information or accessing news. Based on the Katadata Insight Center (KIC) survey, Indonesians tend to use social media as a source of information. In addition to social media, television and news in the network (online) are the next option to get information that can be accessed. Along with the development of the current digitalization of old media (print media: newspapers, magazines, tabloids, etc.) eventually gradually began to be abandoned. To be able to continue to compete as a source of public information, the print media also innovates by transforming (Setianingchaya, 2017). This condition has caused a number of print media industries in the country to go "out of business" because of their inability to seize the market. Transformation into new media is one of the solutions for media owners to survive in the midst of an increasingly competitive level of competition. This is also done to be able to retain customers (customers).

Digital Marketing (digital marketing) is the best marketing method today. The rapid development of ICT, the increase in internet and social media users are factors driving the effectiveness of digital marketing. Digital marketing, encouraging businesses to rethink from the perspective between business and consumers allows new contacts and interactions (Afwah et al., 2021). The presence of digital marketing such as Websites, Search Engine Optimization (SEO), and Social Media will shape customer value and long-distance customer engagement (Susanti, 2021).

Social media as a promotional media has increased its use, especially on media sharing-based platforms that have an influence on users to carry out online brand related activities, namely activities carried out by social media users to engage ('engage') with brands. The activities carried out are varied and give rise to different levels of involvement (Anindyaputri., et al., 2020). The use of social media as a form of digital marketing is able to create consumer engagement which certainly has a positive impact on the company. Digital marketing activities do not rule out consumer interaction (customer engagement). Customer engagement plays an important role in a brand or company. Customer engagement not only allows cost minimization, but also has a large and even effective impact in reaching various things that will be achieved by a company or brand (Kozinets et al., 2010). Based on the explanation of this phenomenon, the researcher wants to study more deeply about "Analysis of Digital Marketing Strategy and Consumer Engagement in Digital Media".

## **2. MATERIALS AND METHODS**

This research is descriptive qualitative research. This research was conducted in Denpasar. The sampling technique used was purposive sampling method. The criteria for informants determined by the researchers are that the informants are media business actors who have switched from traditional mass media (print) to digital marketing for their media business businesses which include Nusa Bali, Tribune Bali and Fajar Bali. Data collection techniques in this study are in-depth interviews and documentation. The data analysis technique used in this study is an interactive analysis technique, where in this model there are 4 components of analysis, namely: data collection, data reduction, data presentation and conclusion drawing. In this study, the validity of the data was checked using triangulation.

## **3. RESULTS**

Media transformation makes the use of conventional media that used to be one platform now shifts to using digital and multiplatform media. There are various reasons why companies choose

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to switch or transform into digital media, one reason is that they want to remain a media that exists in Bali and become the ruler of the media market. As stated by Informant A, one of the company leaders in the Nusa Bali media when asked about why the company chose to switch or transform into digital media. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Also conveyed by informant B as a staff at the Bali Tribune, according to informant B said that indeed the company must transform to digital or a new era so as not to be abandoned by marketers. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). The same thing was conveyed by informant C as the founder of the Fajar Bali public daily. According to informant C, the reason for switching or transforming into digital media is because transformation is a demand. Interview results link <https://youtu.be/nIgwngA1HuY>

The development of digital media today is unavoidable and is growing so rapidly following the new era. The rapid development of information and communication technology has also brought major changes to the media industry, especially print media such as newspapers, tabloids and magazines, developing into digital media. The rapid development of the media is unavoidable and must be faced. The statement was expressed by informant A as the company leader in Nusa Bali media regarding the views and analysis of the rapid development of digital media today. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Also conveyed by informant B as a staff at the Bali Tribune. According to informant B, the development of digital media is quite rapid. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). The same thing was conveyed by informant C as the founder of the Fajar Bali general daily that the rapid development of digital media is currently good. Interview results link <https://youtu.be/nIgwngA1HuY>.

The development of digital media today certainly makes some companies switch to digital media. To be able to continue to compete as a source of public information, the print media also innovates by means of transformation. Media transformation makes the use of conventional media that used to be one platform now shifts to using digital and multiplatform media. Today's media must switch to digital media. As stated by informant A as the company leader in the Nusa Bali media when asked about his opinion about the current media whether to switch to digital media or not. According to informant A, in order to continue to exist in the media world, one must adapt to the development of the existing media. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. As stated by informant B as a staff at the Bali Tribune. According to informant B, the company must switch to digital media because it is related to green economy issues, one of which is the application of digital media. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). In addition, informant C as the founder of the Fajar Bali public daily said. Informant C said that if you don't take the area of online media, the media business can die or not develop. Interview results link <https://youtu.be/nIgwngA1HuY>.

Digital media has a close relationship with digital marketing or online/digital marketing. This phenomenon is one of the factors that encourage conventional media businesses to switch to digital media. As stated by informant A as the company leader at Media Nusa Bali when asked whether this phenomenon is one of the factors that encourage conventional media businesses to switch to digital media. According to informant A, of course, digital media has a close relationship with digital marketing or online/digital marketing. This phenomenon is one of the factors that encourage conventional media businesses to switch to digital media. Nusa Bali saw how the development of digital marketing took up so much of the advertising market. Interview results link

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<https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Informant B as a staff at Tribun Bali also said that digital media has a close relationship with digital marketing or online/digital marketing. This phenomenon is one of the factors that encourage conventional media businesses to switch to digital media. Informant B said that they did not switch but transformed. Because conventional media still exist and try to gradually transform to digital media. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Another opinion was also expressed by informant C as the founder of the Fajar Bali general daily regarding digital media having a close relationship with digital marketing or online/digital marketing. This phenomenon is one of the factors that encourage conventional media businesses to switch to digital media. According to informant C, the digital media market, the marketing market, is never promising because it doesn't look intendable. But it depends on the management management. Interview results link <https://youtu.be/nIgwngqA1HuY>.

The presence of a digital-based platform is a form of mass media company strategy so that their news content is able to spread to various media platforms with many attractive offers. Digital Marketing (digital marketing) is the best marketing method today. The company carries out various digital marketing strategies for its digital media business. As stated by informant A as the company leader in Nusa Bali media when asked about the analysis of digital marketing strategies in the digital media business at the company today. According to informant A, the digital marketing strategy is to be able to look at each platform. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Informant B as a staff at the Bali Tribune also conveyed related to the analysis of digital marketing strategies in the digital media business at the company at this time. According to informant B, the strategy is to shape the character of the Bali Tribune media, namely local media and take advantage of the market. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Another opinion was also conveyed by informant C as the founder of the Fajar Bali general daily regarding the analysis of digital marketing strategies in the digital media business at the company today. According to informant C, the strategy must have an online, accelerative (speed) and informative media network. Interview results link <https://youtu.be/nIgwngqA1HuY>.

There are various ways and media used for media business people to implement digital marketing as a marketing strategy. As stated by informant A as the company leader in Nusa Bali media when asked about how they implement digital marketing as a marketing strategy and digital media is most often used as a digital marketing platform. According to informant A, one of the strategies adopted must be adapted to the platform and use all media or platforms by adapting it in different ways. The media used are twitter, tiktok, youtube, instagram and so on. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Informant B as staff at the Bali Tribune also conveyed how they implemented digital marketing as a marketing strategy and digital media that was most often used as a digital marketing platform. According to informant B, he said that it is necessary to utilize digital marketing strategies on social media, but it is more focused on printing and digital, currently the transformation supports print media and is not purely digital. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Another opinion was also conveyed by informant C as the founder of Fajar Bali general daily regarding how they implement digital marketing as a marketing strategy and digital media that is most often used as a digital marketing platform. According to informant C, to implement digital marketing through networking, actuality, accelerative, informative, and share as well as digital media used as digital marketing platforms

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are Facebook, YouTube, Instagram, and Twitter. Interview results link <https://youtu.be/nIgwngA1HuY>.

As we know, one of the challenges of the media business is creating and getting consumer engagement. As stated by informant A as the company leader in Nusa Bali media when asked about the strategy of media business people to get consumer engagement. According to informant A, to be able to get consumer engagement, it is helped by what is called insight or analytics. So each platform must be read how the analysis is then adjusted with the content so that later it is in accordance with what is expected by each platform so that the followers or viewers or readers are in accordance with the target we expect. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Informant B as a staff at the Bali Tribune also conveyed related to the strategy of media business players to get consumer engagement. According to informant B, that to get consumer engagement, namely by shaping the character of the media and creating a market in the media, creativity is needed. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Another opinion was also conveyed by informant C as the founder of Fajar Bali daily newspaper regarding the strategy of media business players to get consumer engagement. According to informant C, that you can get consumer engagement by maintaining information and strengthening information and presenting information that you really like. Interview results link <https://youtu.be/nIgwngA1HuY>.

Some companies have certain consumer sectors or segments which are potential customers with the highest consumer engagement in their business. As stated by informant A as the leader of the company in Nusa Bali media, related to whether the company has a particular consumer sector or segmentation which is a potential customer with the highest consumer engagement in the current business. According to informant A, the consumer segmentation is adjusted to the platform. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Informant B as a staff at Tribun Bali also conveyed whether the company has a certain consumer sector or segmentation which is a potential customer with the highest consumer engagement in the current business. According to informant B, said that for conventional customers are the government and BUMN, for online media they have collaborated a lot with consumers, including outside Bali. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Another opinion was also conveyed by informant C as the founder of Fajar Bali daily related to whether the company has a specific customer sector or segmentation which is a potential customer with the highest customer engagement in the current business. According to informant C, the segmentation is readers who like reading politics such as the DPR, government, and general consumers such as students. Interview results link <https://youtu.be/nIgwngA1HuY>.

In maintaining consumer engagement in the midst of highly competitive business competition in the digitalization era, the company has a strategy to overcome this. As stated by informant A as the leader of the company in the Nusa Bali media, he said it was related to the strategy of media business people to maintain consumer engagement. According to informant A, to maintain consumer engagement is to maintain content that is liked by the organizers of the application and also from the followers. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Informant B as a staff at Tribun Bali also conveyed that it is related to the strategy of media business people to maintain consumer engagement. According to informant B, to maintain consumer engagement, namely by maintaining quality and creativity. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Another opinion was also conveyed by

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informant C as the founder of Fajar Bali daily newspaper related to the strategy of media business people to maintain consumer engagement. According to informant C, to maintain consumer engagement, that is by consistently providing things that are liked by customers to maintain the grid. Interview results link <https://youtu.be/nIgwngA1HuY>.

Media business people use various strategies to maintain customer engagement. The strategies that have been implemented by the company today are appropriate. As stated by informant A as the leader of the company in the Nusa Bali media when asked about whether the current strategy implemented is considered appropriate and in accordance with the needs and desires of the customer. According to informant A, several platforms have been very appropriate. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. As also conveyed by informant B as a staff at the Bali Tribune. According to informant B, the strategy that was applied temporarily was appropriate. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). The same thing was conveyed by informant C as the founder of the Fajar Bali public daily. According to informant C, the strategy implemented so far has been correct. Interview results link <https://youtu.be/nIgwngA1HuY>.

The implementation of digital marketing that affects consumer engagement in the media business is currently very important. As stated by informant A as the company leader in the Nusa Bali media when asked about the extent to which the importance of digital marketing implementation affects consumer engagement in the media business. According to informant A, the implementation of digital marketing affects consumer engagement in the media business today is very important. In today's digital era, we can quickly see how readers respond, whether it's good or not. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. As also stated by informant B as a staff at Tribun Bali, that the implementation of digital marketing affects consumer engagement in the media business today, which is very important. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Another opinion was conveyed by informant C as the founder of Fajar Bali daily. According to informant C, the content on the online media platform must be creative. Interview results link <https://youtu.be/nIgwngA1HuY>.

In the development of digital media, companies experience various challenges. The challenges experienced are related to the development of digital media and how the company can still exist as it is now. As stated by informant A as the company leader at Media Nusa Bali related to the challenges for the media business in developing digital media in relation to digital marketing and consumer engagement. According to informant A, the challenges experienced were related to the development of digital media and how to keep the company alive as it is now. Interview results link <https://youtu.be/3JeYNpSyWdo> and <https://youtu.be/0y2YULGDiVo>. Informant B as a staff at Tribun Bali also conveyed the challenges faced by the media business in developing digital media in relation to digital marketing and consumer engagement. According to informant B, the challenges faced were related to human resources, and learning related to ethics. Interview results link [https://youtu.be/QGdT93L4\\_6I](https://youtu.be/QGdT93L4_6I). Informant C as the founder of the Fajar Bali daily newspaper also conveyed the challenges faced by the media business in developing digital media in relation to digital marketing and consumer engagement. According to informant C, the challenges faced are in the print media regarding consumer tastes, and the challenges of online media are content creativity (content filling), expanding networks, and the huge difference in tariffs between print media and online media. Interview results link <https://youtu.be/nIgwngA1HuY>.

## **4. DISCUSSION**

### **4.1 Digital Marketing Strategy in Digital Media Business**

Burhan Bungin (2009: 296), virtual world communication theory or what is often known as cyber community theory is the latest theory in the development of communication science or the sociology of communication (Piliang 2004: 29). This theory emphasizes social groups that develop in cyberspace. How to create groups, how to communicate in groups and how a group in cyberspace constructs user messages. Applying the Uses and Gratifications Theory (UGT) (Katz and Foulkes, 1962) and the underlying principles of persuasion theory such as multiple processing theory (Kahneman, 2011) this study offers an explanation of how specific types of social media content (grouped in terms of rational message appeal) versus emotional messages) can influence active and passive online consumer engagement behavior. The basic assumption of this theoretical approach is that media users are active. They use the media because it has a specific purpose.

The results of the study show that to deal with the changes that occur from conventional to digital, media business people have started implementing digital marketing strategies. As a form of implementing digital marketing, media business players disseminate their news on various social media platforms. Companies must be able to see every platform, so in digital media there are various platforms such as Twitter, Facebook, Instagram, YouTube and others. So companies take advantage of the existing market and take advantage of social media. In addition, the company also has an online media network.

Research by Efendi, et al., (2021) shows the results that although the impact of the pandemic is quite influential on the economy, it does not dampen the opportunity for MSME actors to continue to develop and advance their business. Business actors must be able to adapt their business activities to the current situation. One of them is by following the times and utilizing technological sophistication to implement digital marketing as a means to market products online. Thus, some of the benefits obtained for MSME actors are cheaper promotional costs, can reach customers or consumers directly, buying and selling transactions can be done anywhere and anytime without having to meet face to face. Research conducted by Herlina (2021) shows that the role of social media as digital marketing is very important for business development. Research conducted by Ervianah (2021), the results of this study recommend that the use of social media marketing is a medium that is quite cheap and very effective if used in marketing products or services online. Research conducted by Sari (2020) shows the results that consumers have used to online purchases and they really enjoyed it.

### **4.2 Media Businesses Implement Digital Marketing as a Marketing Strategy**

Digital marketing is marketing through digital media in offering brands owned by a company (Muljono, 2018). Digital marketing is a form of business to do marketing and promote a brand or product through the digital world or the internet. With the aim of being able to reach consumers and potential consumers quickly and on time (Sabila, 2019). In simple terms, digital marketing is a way to market and promote certain products or brands through digital media. It can be through internet advertising or social media that are widely used by business people such as Facebook, Youtube, Twitter, Instagram, Tiktok and other social media. Digital marketing can provide convenience, convenience, versatility, and faster than others for consumers.

The results of the study show that media business business people market their products by

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utilizing digital marketing. Media business people use various methods such as and use social media (networks) to reach a wider area and customers. The use of social media as a marketing strategy will be able to establish long-term relationships between media businesses and customers through online communities. The platform commonly used by media businesses is Facebook. Instagram, twitter, tiktok, youtube and more. This platform is used to quickly disseminate information, share, and go viral to a large number of users. Social media is one of the new paradigms in the good marketing industry. Utilizing online platforms to market products is very good, the benefits of using social media as a marketing tool are enormous. Marketing through digital platforms can increase sales. This shows that the implementation of digital marketing has strong potential to continue to be developed.

Research conducted by Herlina (2021) shows that the role of social media as digital marketing is very important for business development. Research conducted by Ervianah (2021) shows the results that this study recommends that the use of social media marketing is a medium that is quite inexpensive and very effective if used in marketing products or services online. Research conducted by Ervianah (2021) shows the results that this study recommends that the use of social media marketing is a medium that is quite inexpensive and very effective if used in marketing products or services online. Research conducted by Sari (2020) shows that consumers are accustomed to online purchases and they really enjoy it.

#### **4.3 Strategies for Media Businesses Can Get Customer Engagement**

Customer engagement is a manifestation of attitudes towards a brand or company, which involves customer commitment on the cognitive and affective sides actively through online media in the form of word of mouth activities, helping fellow consumers, providing reviews, recommendations and blogging driven by a motivation (Sanjaya, 2007). 2019). Customer engagement is characterized by repeated interactions between customers and the company which can indirectly strengthen the emotional, psychological, and physical investment that customers have in the company (Palazon et al., 2015). According to Harrigan et al (2017), customer engagement is a repeated interaction between customers and organizations that strengthens the emotional, psychological, or physical investment that customers have in brands and organizations.

The results of the study show that digital media companies use various strategies to get consumer engagement. The company's strategy is through interaction on social media to get consumer engagement. The strategies carried out include being helped by what is called insight or analytics, so each platform must be read how the analytics are then adjusted to the content so that later it is in accordance with what is expected by each platform so that the followers or viewers or readers are in accordance with our target. I hope, the second is to shape the character of the media and create a market in the media, one needs creativity, and the third is to maintain information and strengthen information and present information that is indeed liked. Business people manage content on their social media so that customers can be interested and willing to interact, content for content engagement on social media is very important because content is the first thing customers see. Media business players take advantage of all available technologies and applications to maintain and interact with customers.

Chandra and Sari's research (2021) shows that content marketing has an effect on customer engagement from the LazadaID Instagram account. Research by Juliana, et al., (2021) proves that the higher the use of advertising in promotions, the higher the level of consumer engagement, as



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well as the higher the use of social media content, the higher the level of consumer engagement. Susanti (2021) research shows that digital marketing has an influence directly to customer value and customer engagement in the marketplace. Customer value and customer engagement have a direct influence on repeat purchases in the marketplace. And digital marketing has an indirect influence on repeat purchases through customer value and customer engagement in the marketplace.

#### **4.4 Strategies for Media Businesses to Maintain Consumer Engagement**

Hidayah (2019) also states that customer engagement is the intensity in the individual participation of each current or potential customer, and its relationship to organizational offerings or organizational activities carried out by customers or organizations. Raouf (2019) states that there are five dimensions of customer engagement:

- a. Absorption, a pleasant state that describes the customer's feelings, such as feeling happy when using a brand.
- b. Enthusiasm, a strong feeling of enthusiasm for the object Attention, the level of customer attention to a brand
- c. Identification, identification can help explain the customer's relationship with the brand. A strong corporate customer relationship depends on the customer's identification with the company.
- d. Interaction, the exchange of thoughts, ideas and feelings with others.

The results of the study show that digital media companies carry out various strategies and have tried to maintain consumer engagement. To maintain consumer engagement, the company maintains content that is liked by application organizers and their followers. In addition, the company also maintains quality and creativity and consistently reports things that are liked by its customers. Chandra and Sari's research (2021) shows that content marketing has an effect on customer engagement. Research by Juliana, et al., (2021) proves that the higher the use of advertising in promotions, the higher the level of consumer engagement, as well as the higher the use of social media content, the higher the level of consumer engagement.

#### **5.CONCLUSION AND RECOMMENDATIONS**

Based on the research findings and discussion above, the following conclusions can be drawn:

1. Analysis of Digital Marketing Strategy in the Digital Media Business is one of the media companies' efforts to deal with changes that occur from conventional to digital. The strategy implemented is through transformation into digital media and implementing digital marketing strategies (digital marketing).
2. Media Business actors implement Digital Marketing as a marketing strategy and a form of innovation and transformation to continue to exist in the media business. Digital Marketing is used as a medium for disseminating the news on various social media platforms such as Website, Facebook, Instagram, YouTube, TikTok, Twitter and so on.
3. The strategy of Media Business actors to get Consumer Engagement is through transformation into digital media and implementing digital marketing. In the digital marketing strategy by media companies, media companies will be able to establish long-term relationships between media businesses and customers through online communities

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and can attract more target consumers. The platforms commonly used by media business people are Websites, Facebook, Instagram, twitter, tiktok, youtube and more.

4. The strategy of Media Business actors to maintain Consumer Engagement is to create content that is liked by application organizers and their followers. In addition, the company also maintains quality and creativity and consistently reports things that are liked by its customers.

Based on the results of the research above, it can be suggested for future research, namely:

This research still has limitations, namely the informants, the informants in this study only included 3 informants who had businesses in the digital media sector in Denpasar City. The method used in this study is only a qualitative method. For further research can add research informants and can use other research methods.

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