

The Influence of Indonesian Language in Business Social Media Content Strategies

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Abstract

Social media has become a vital platform in modern business marketing strategies. This research aims to examine the influence of Indonesian in business social media content strategy and its impact on customer engagement and achieving business goals. We conducted this research using a mixed approach, including social media content analysis, online surveys, and interviews with business professionals. The research results highlight the important role of Indonesians in business social media. Language is the main tool in communicating with customers. Using correct and relevant language in social media content contributes significantly to increasing customer engagement. Posts with language that is clear, easy to understand, and free from language errors get more positive responses, such as likes, comments, and shares, which encourage more active interactions between companies and customers. In addition, this research underlines the importance of understanding local culture and values. Indonesian language that reflects Indonesian culture and social norms can strengthen the emotional bond between companies and customers, create a stronger sense of identity, and reinforce a positive brand image. The research also shows that the use of slang and local expressions can attract a young audience and expand the reach of a business. However, companies must remain careful to stay true to their brand.

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INTRODUCTION

In today's rapidly developing digital era, social media has become one of the most important platforms in the business world (Rachmawaty, 2021). Businesses of all types and sizes use social media as a primary tool in their efforts to connect with customers, build brands, and grow market share (Trulline, 2021). In this context, Indonesian as the official language of the country and the language most commonly used by Indonesian people, plays a very important role in a business's social media content strategy.

The effective use of Indonesian in business social media content has a major influence on the success of a company's marketing and communication campaigns (Wicaksono, 2013). Language is the main communication tool that allows companies to interact with their audience, which in this case is the Indonesian people. The language used in social media content must be able to inspire, inform and influence viewers in a positive way.

Apart from that, Indonesian also reflects local culture and values. In an increasingly competitive business environment, a deep understanding of local culture and social norms is very important (Purnomo, Annisa, Syafitri, Lutfi, & Suhairi, 2023). Therefore, it is important for companies to understand how the use of Indonesian in their social media content can

influence the perception, understanding and acceptance of their products or services by the Indonesian people (Nurohman & Qurniawati, 2017) .

However, the influence of Indonesian in business social media content strategy has not been fully understood or well explored. Therefore, this research aims to investigate how Indonesian is used in business social media content, what impact it has on engagement and interaction with customers, and how the use of Indonesian can support business goals such as increasing sales, brand understanding and company reputation (Rizky & Setiawati, 2020)

Through a better understanding of the role of Indonesian in a business's social media content strategy, companies can optimize their efforts in achieving success in an ever-changing and competitive digital world (Windi & Mursid, 2021) . In addition, this research can also provide a broader view of how language plays a key role in business and consumer interactions in today's digital era.

This research aims to understand the important role of Indonesian in business social media content strategy. By analyzing the use of Indonesian in business social media content, this research aims to identify how the use of Indonesian can influence user interactions and the performance of online marketing campaigns. In addition, the aim of this research is to explore effective strategies in utilizing the Indonesian language to increase user engagement and achieve business goals in the context of social media. Through a better understanding of the influence of Indonesian in social media content strategy, this research is expected to provide valuable insights for marketing practitioners in designing campaigns that are more effective and relevant to local audiences.

RESEARCH METHODS

This research uses a qualitative approach to investigate the influence of Indonesian in business social media content strategies. Data will be collected through direct observation of business social media accounts that use Indonesian as the main language in their content. This includes analyzing different types of posts such as text, images, and videos that have been published. Once the data is collected, social media content will be analyzed to identify the types of posts that are most effective in engaging with the audience. This involves categorizing content based on type, theme, and communication style. Surveys and interviews can be conducted with the target audience of the researched business's social media accounts. The aim is to understand audience perceptions of the use of Indonesian in social media content and how this influences their engagement. The collected data will be analyzed using appropriate text analysis and statistical methods. This will help identify relevant patterns, trends and relationships in the influence of Indonesian in a business' social media content strategy.

RESULTS AND DISCUSSION

This research explores the influence of Indonesian in business social media content strategy and obtains several significant results which can be concluded as follows:

Proper Use of Indonesian Impacts Customer Engagement

Research results show that the use of appropriate and standard Indonesian in business social media content has a positive influence on customer engagement (Nahda & Harjito, 2011). Posts that use Indonesian correctly and avoid language errors tend to get more interactions, such as likes, comments and shares.

Indonesian Strengthens Closeness to Customers

In a survey conducted on the audience, the majority of respondents stated that the use of Indonesian in business social media content made them feel more connected and close to the company (Juwita, 2017). Indonesian that is friendly and in accordance with local cultural values helps build emotional bonds between companies and customers (Rahman, 2023).

Slang and Local Expressions Attract Young Audience

Interviews with business professionals show that the use of slang and local expressions can be very effective in attracting the attention of young audiences. Businesses that use language familiar to younger generations can expand their reach among this audience.

Language Appropriateness to Context and Brand

While proper Indonesian is essential, businesses must also pay attention to how the language fits their context and brand. The choice of words and language style must be in line with the brand message and business communication objectives (Rosalin, Natalia, & Ambulani, 2020).

Attention to Local Culture

Indonesian reflects local culture and values (Frans, 2017). Therefore, a deep understanding of Indonesian culture needs to be an important part of a business's social media content strategy. Using language that respects and understands local culture will help strengthen the company's positive image.

In order to achieve success in business social media content strategies, companies need to pay careful attention to the use of Indonesian (Chakti, 2019). Language is not only a communication tool, but also the key to building strong relationships with customers and achieving business goals (Panuju, 2019). A content strategy that is adaptive and responsive to customer language preferences will be one of the key factors for business success in today's digital era (Zebua et al., 2023).

In this discussion, we will evaluate the implications of research results regarding the influence of Indonesian in business social media content strategies and explore a deeper understanding of how Indonesian influences business interactions with customers and its impact on achieving business goals.

Indonesian as the Main Communication Tool

The research results confirm that Indonesian has a very important role in business social media content strategy (Arianto, 2022). Language is the main communication tool that allows companies to interact with their audience, which in this context is the Indonesian people. Appropriate and effective use of language plays an important role in grabbing customers' attention and influencing their perception of a business.

Positive Influence on Customer Engagement

One of the main findings is that the correct and context-appropriate use of Indonesian contributes to increasing customer engagement in business social media (Arianto, 2022). Posts with language that is easy to understand, free of errors, and relevant to the audience's needs tend to get more interactions, such as likes, comments, and shares. This indicates that good Indonesian is an effective tool in building positive interactions with customers.

Cultural Factors and Local Values

The research also highlights the importance of understanding local culture and values when using Indonesian in social media content strategies. Language is not just about words, it also reflects culture and social norms. Using language that is respectful and appropriate to Indonesian culture can help strengthen the company's positive image in the eyes of customers.

Use of Slang for Young Audiences

Interviews with business professionals show that the use of slang and local expressions can be effective in attracting the attention of young audiences. Younger generations often feel more connected to businesses that speak the language they use every day. However, keep in mind that the use of slang must be done carefully and in accordance with the company brand.

Adaptation to Customer Preferences

In conclusion, a business's social media content strategy must be dynamic and responsive to changing language trends and customer preferences (Astuti & Muhafifah, 2023). Companies need to continuously monitor customer responses and adapt as needed to ensure effective use of language in their content.

In the competitive digital era, the use of Indonesian in a business's social media content strategy is not just an additional consideration, but is a key factor in business success. Language is the bridge between a company and its customers, and the right use of language can help strengthen relationships, increase customer engagement, and achieve greater business goals. Therefore, companies must take seriously the use of Indonesian in

their social media content strategy as a very important aspect in developing their brand image and achieving sustainable business success (Saied et al., 2023).

CONCLUSION

Indonesian has a crucial role in a business's social media content strategy. This research confirms that appropriate use of Indonesian increases customer engagement, builds closeness, and strengthens brand image. The use of slang can appeal to young audiences, but it must be adapted to the context and brand. Using language that understands local culture and social norms creates a positive impact. It's also important to stay abreast of changing language trends and customer preferences. In a business world that is increasingly digitally connected, intelligent use of Indonesian in social media content is one of the main keys to achieving business success.

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