

ABSTRACT

The domino effect of disruption has impacted various sectors, encouraging many companies to develop marketing strategies that are appropriate and relevant to consumers. Content marketing comes as a strategy and also an effective approach for marketing products or services to foster consumer buying interest through a local culture-based content approach and neutral content marketing. This study aims to identify the most effective digital marketing strategies in companies that will operate in the era of society 5.0 with perceived value as the mediating variable.

Population of this study comes from two tribes, namely the Javanese and the Batak tribes who live in Indonesia, and have knowledge of the local culture of their ethnicity or tribe. The number of samples used was 100 samples for the Javanese tribe and 100 samples for the Batak tribe so that the total was 200 respondents selected using purposive sampling technique. The data obtained from the questionnaire results were analyzed using the SmartPLS version 4.0.9.2 program.

The results of this study indicate that local culture-based content marketing and neutral content marketing have a positive influence on perceived value and purchase intention in the Javanese tribe, while in the Batak tribe neutral content marketing has no effect on purchase intention. Findings based on an open-ended questionnaire, samples from the Batak tribe tend to say that content marketing becomes ineffective if it is not adapted to the prevailing values and culture, for example, if a content is acceptable to the Batak tribe, it is not necessarily accepted by other tribes. In Java, both local culture-based content marketing and neutral content marketing have a positive effect on consumer buying interest. This difference arises inseparable from the historical background of the origin of the community.

Keywords: Content Marketing, Local Culture, Purchase Intention, Society 5.0.

FEB UNDIP