

ABSTRACT

As a digital marketing intern at Kalbe International, the author was tasked with maintaining and growing the digital presence of Extra Joss in Cambodia. This included analyzing the social media accounts for content engagement rates and follower growth; while also formulating, designing and posting contents for the social media platforms including Facebook, Instagram and TikTok. Extra Joss is an instant energy drink created by PT. Bintang Toedjoe, a Kalbe company. As this product was in the introductory phase in the Cambodian market, the product awareness of Extra Joss needed to be boosted in a method that was as cost-effective as possible. In order to find out this method, the author underwent a project with the objective of investigating whether there was a significant difference between the engagement rates of engagement-type contents and static-type contents. This project was done by analyzing the engagement rates of all of the contents posted by Extra Joss Cambodia on its Facebook page and compiling them, then statistically analyzing the two groups of static and engagement contents using an independent T-test. As a result, it was observed that there was a highly significant difference between the engagement rates of engagement and static content. This was due to the P-value in the independent T-test being less than 0.01, indicating that there is a less than 1% chance that the difference between the datasets are not significant. As a summation of the internship experience, the author created a higher volume of engagement-type content in order to penetrate the market digitally, while still occasionally posting static informative content to maintain audience product knowledge.

Keywords: Cambodia, Digital marketing, Engagement rates, Extra Joss, Product awareness