

Welcome to 2026:

The New Era of Digital Marketing



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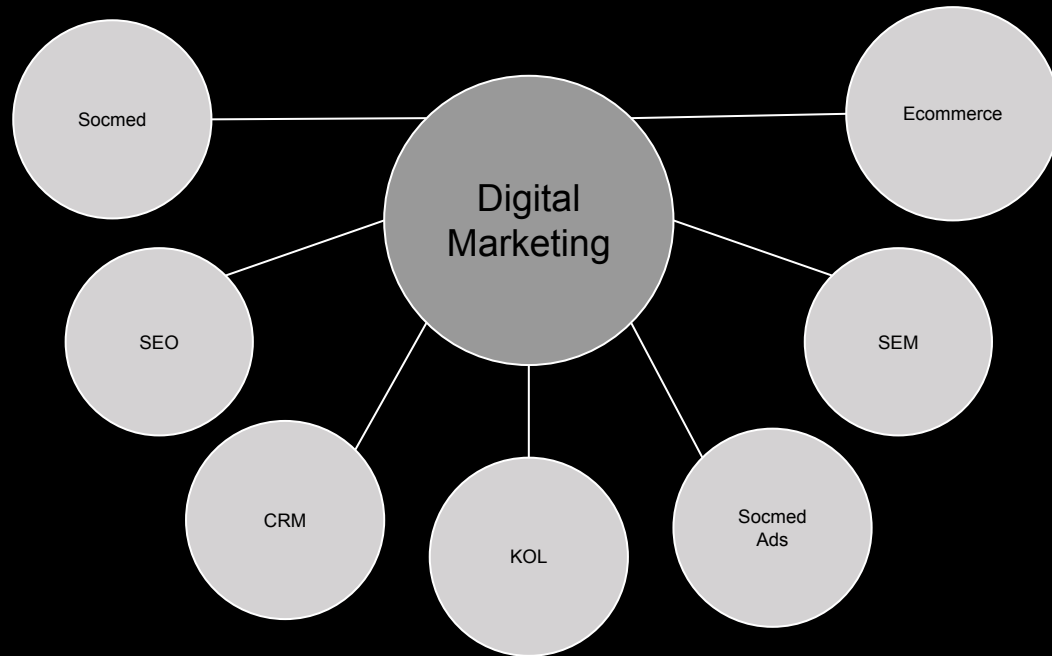
Out- line

- **Overview Digital Marketing**
- **Tren Algoritma dan Perilaku Audiens**
- **Peran Artificial Intelligence dalam Digital Marketing**
- **Content Strategy di 2026**

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Overview Digital Marketing

Digital Marketing?



Why Digital?

Offline Marketing

- **Traditional Marketing**
- **One Way Communication**
- **Expensive**
- **Hard to Track**
- **Broad Target**
- **No Feedback**

Online/Digital Marketing

- **Modern/Digital Marketing**
- **Direct**
- **Cheaper » More Effort**
- **Tracked**
- **Targeted**
- **Easier Feedback » Manage Reputation**

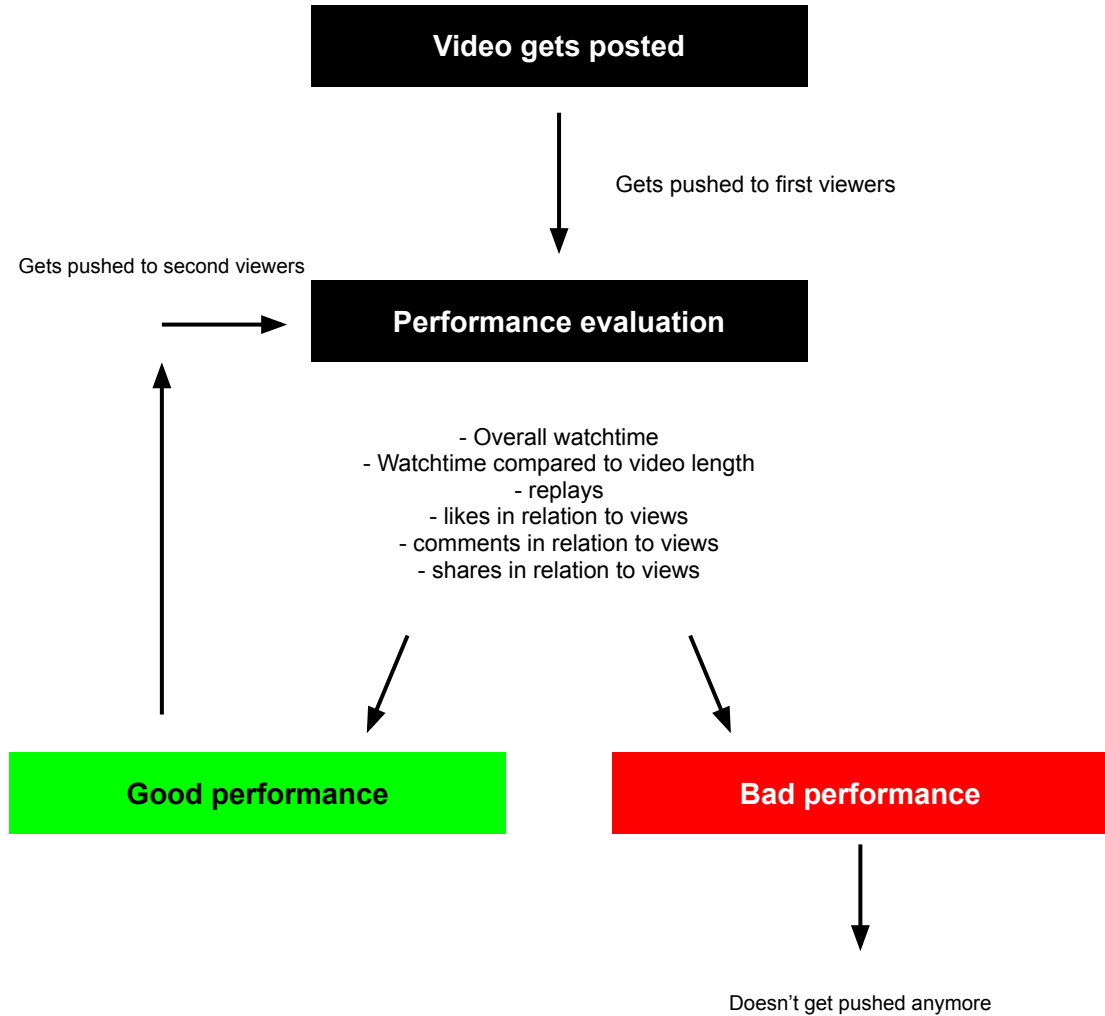
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Tren Algoritma & Perilaku Audiens

**Ada yang Ngonten dan
stuck di 200 views?**

Tiktok

- 1 Interaction
- 2 SEO Konten
- 3 Account Setting



Kalau aku nggak pakai hashtag, postinganku nggak akan dilihat orang



Semakin sering posting, semakin disukai algoritma

Interaksi di 1 jam pertama itu penting banget



Algoritma lebih suka akun besar daripada akun kecil



Kalau engagement turun, berarti aku di-*shadowban*.



Semakin panjang orang nonton video aku, makin tinggi performanya



Kalau aku share link keluar (misal ke YouTube / website), reach-nya turun

Algoritma berubah terus



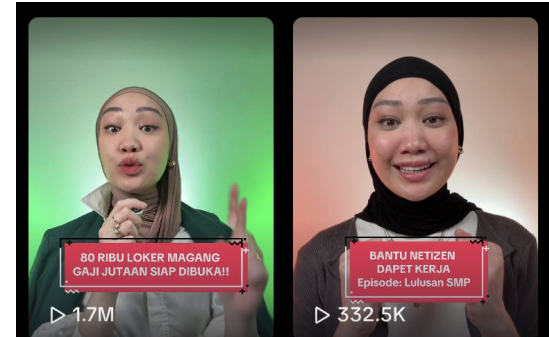
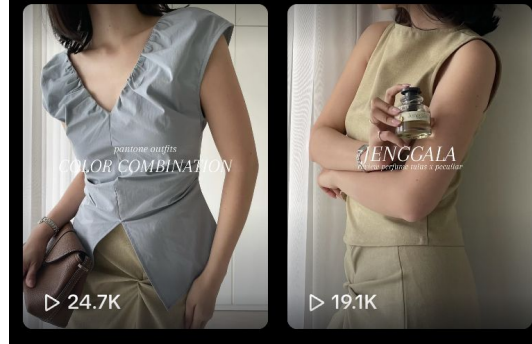
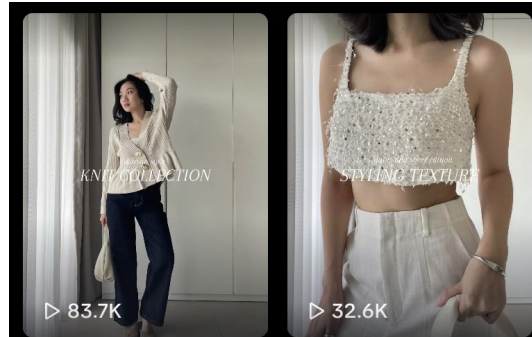
Konten harus viral biar akun bisa tumbuh



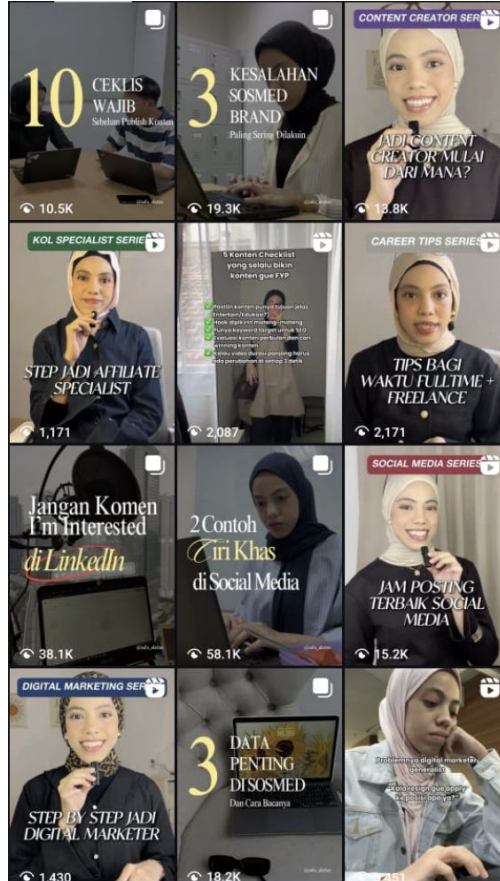
Kalau aku edit caption atau hapus post, algoritma bakal marah.



Seneng yang Monoton



Instagram



- Carousel sudah muncul saat scroll reels
- Carousel lagi lumayan di push algoritma Instagram

**Jam Posting Penting
Gak Sih?**

TikTok

- Medium - Not as critical
- TikTok distributes content based on engagement history, even if it's older
- Longer lifespan – videos can still be pushed by the algorithm days/weeks later.
- quality > timing. Focus on hooks & watch time.

Instagram

- High - More critical
- Fresh content is prioritized in Feed
- Shorter lifespan – content peaks within 24 hours then drops
- Post at your audience's peak active hours.



Peran AI dalam Digital Marketing

Digital Marketing

SOCIAL MEDIA

ChatGPT Ideation & writing captions, post copy, and scripts for reels or TikTok.

Canva AI (Magic Write & Magic Design) Generate visual content, auto-design social posts, and resize assets for multiple platforms.

ADVERTISING

Meta Ads AI (Advantage+ Campaigns) Automate targeting, creative testing, and budget allocation for better ROI.

Pippit.ai, It allows you to create videos, images, ads and avatars using AI without needing advanced editing skills.

KOL

Upfluence, Discover influencers and track campaign performance with AI-driven data.

ChatGPT, Writing and structuring influencer briefs

Before After AI

ASPECT	BEFORE AI	AFTER AI
Content Creation	Manual brainstorming and copywriting	Automated ideas, captions, and visuals with AI tools (e.g., ChatGPT, Canva AI)
Ad Optimization	A/B testing done manually	Auto-optimization of creatives and budgets (e.g., Meta Advantage+, Google Performance Max)
Customer Interaction	Handled by humans via chat or email	24/7 AI chatbots and voice assistants
Influencer Marketing	Selection based on manual research	AI tools analyze engagement, audience fit, and detect fake followers
Creative Production Speed	Time-consuming & limited by resources	Faster production with AI-generated videos, images, and copy

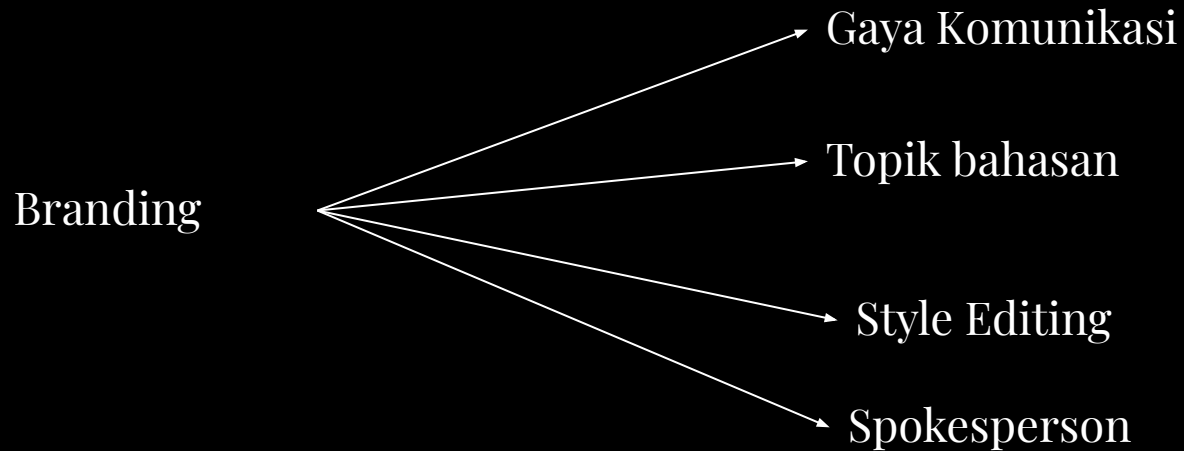


Content Strategy 2026

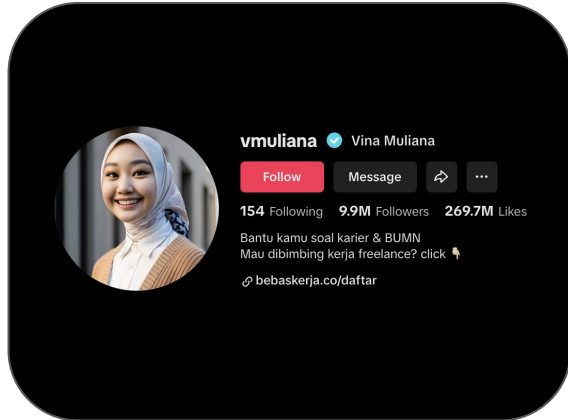
Kamu tim mana?


- Bikin konten editing suka-suka
- Bikin konten, editing harus selalu sama

Branding = Konsistensi




Niche Topik



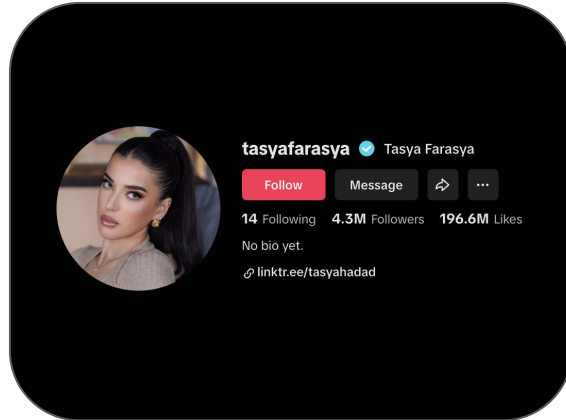
vmuliana  Vina Muliana


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154 Following 9.9M Followers 269.7M Likes

Bantu kamu soal karier & BUMN
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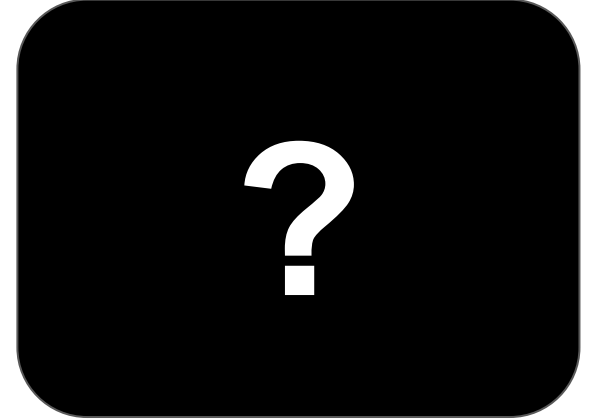
tasyafarasya  Tasya Farasya

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14 Following 4.3M Followers 196.6M Likes

No bio yet.

linktr.ee/tasyahadad



Gimana Nemuin Niche?



Skill
Interest
Hobi

Orang yang akan
terbantu

Solusi yang bisa
ditawarkan

Contoh Ciri Khas

1 Sisi Editing

01. Transisi

02. Font

03. Intro video

04. Lagu yang digunakan

05. Cover video yang dipilih

2 Sisi Talent

01. Make up

02. Pakaian

03. Tempat taping

04. Suaranya

05. Bahasa yang digunakan

Kalo nonton konten, lebih seneng yang mana?


- Jualan?
- Tips/informasi?
- Lucu?

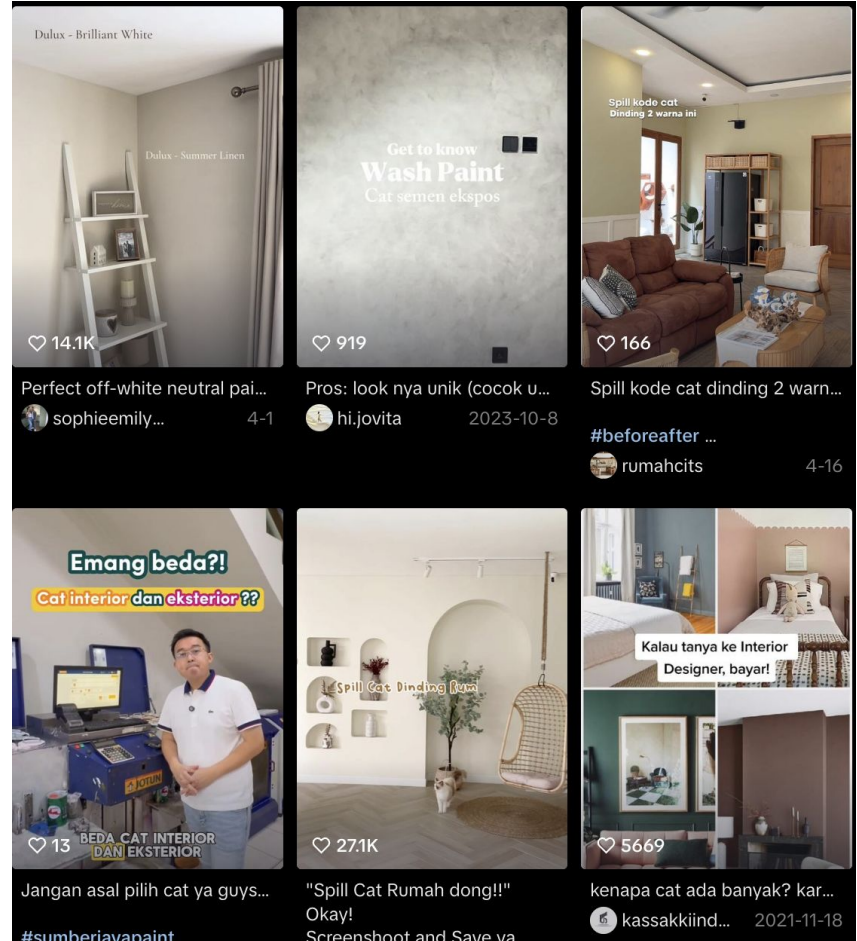
Creating Clear Content Goals

Konten yang bagus = punya tujuan yang jelas.

Sebelum bikin, tanya dulu?

- **Educate** – Bagi tips / informasi
- **Entertain** – Lucu, relatable
- **Sell** – Ada promo / CTA beli
- **Engage** – Ajak komentar / interaksi
- **Build trust** – Cerita personal / behind the scenes

 Satu konten = satu tujuan. Jangan campur semua.



Perbanyaklah POV orang Pertama

1. Lebih Personal & Relatable

“Gue cobain sendiri dan ternyata hasilnya kayak gini...”

Or

“Aku pernah ada di fase ini...”

- ✔ Audiens merasa lebih dekat karena seperti dengar cerita langsung dari teman.
- ✔ Bikin orang mikir: “Gue juga ngerasain hal ini.”

2. Meningkatkan Trust & Authenticity

POV pertama = pengalaman nyata

Orang lebih percaya review atau cerita pribadi dibanding “iklan” yang terlalu formal.

- ✘ “Produk ini sangat bagus dan berkualitas tinggi.”
- ✔ “Awalnya aku kira ini biasa aja, tapi setelah aku pakai...”

3. Bikin Penonton Stay (Storytelling Lebih Kuat)

First-person POV narasi bikin penonton ikut “masuk” ke dalam cerita.

Misalnya:

“Waktu itu aku lagi buru-buru banget, dan ternyata...”

Penonton jadi penasaran kelanjutannya.

**Siapa yang kalo bikin awal
video “Hi Guys” atau
“A day in My Life”**

Rekomendasi Hook

- **Gunakan Trigger word**
 - Jangan mau dibohongin sama produk yang katanya xxx
 - Nyesel banget baru tau xx
 - Ini rahasia kenapa kulit lo xx
 - Jangan sampe xx gara-gara xx
 - Stop ngelakuin xxx
 - Gua kaget banget! Jadi xxx
- **Sebab-akibat**
 - Gara-gara xx gue jadi xxx
 - Lo sadar gak sih, lo bisa xx kalo lo xxx
- **Kasih Ekspektasi**
 - Dapet kulit glowing dalam 7 hari gara-gara xxx
 - Lakuin 5 cara ini biar xx
- **Konflik**
 - Gue baru aja dimarahin gara-gara xxx
 - Diliatin orang satu bus gara-gara
 - Diputusin pacar karena xx

Visual Hook



[Tonton di sini](#)

Old Mindset:

- “Yang penting upload”
- Fokus ke likes dan views saja
- Gak konsisten
- Sekali posting banyak

New Mindset:

- Punya strategi & tujuan
- Evaluasi konten dan performa
- Fokus ke value dan konsistensi
- Posting Berkala

Thank You



Safa Alattas



@shoofa



@shoofa