

EPHEMERAL CONTENT DOMINATION: HOW TO HARNESS THE POWER OF STORIES

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ABSTRACT

This research article examines the factors contributing to domination in ephemeral content for PT. Tirta Investama, focusing on the roles of creativity of content, frequency of posting, and engagement level. Using a quantitative research design and a sample of 100 consumers, the study explores both direct and indirect effects among these variables, utilizing path analysis with Smart PLS. The findings reveal that both creativity and frequency of posting have significant direct effects on engagement level and domination in ephemeral content. Additionally, engagement level serves as a critical mediator, linking creativity and frequency of posting to domination in ephemeral content. The results suggest that for PT. Tirta Investama to achieve a dominant position in the ephemeral content space, the company must prioritize creative, high-quality content and maintain a consistent posting schedule to drive audience engagement. The indirect effects highlight the importance of engagement as a conduit between content strategies and overall brand influence. These insights offer valuable guidance for PT. Tirta Investama's digital marketing strategy, emphasizing a balanced approach to content creation and audience interaction for long-term success in the ephemeral content landscape.

Keywords : Ephemeral Content, Creativity of Content, Frequency of Posting, Engagement Level.

INTRODUCTION

In the age of social media, ephemeral content has emerged as a powerful tool for engagement and brand building [1]. Platforms like Instagram Stories and Snapchat have popularized this format, offering unique opportunities for real-time interaction and storytelling. The transient nature of these stories, which disappear after a short period, creates a sense of urgency and exclusivity that captivates audiences [2]. As a result, brands and content creators are increasingly focusing on this format to connect with their followers in meaningful ways. However, achieving dominance in ephemeral content requires a strategic approach [3]. This study aims to explore the key factors that contribute to success in this domain, examining the roles of creativity, frequency of posting, and audience engagement [4]. By understanding these dynamics, we can offer insights into how organizations and individuals can harness the power of stories to build strong, lasting connections with their audience [5].

Domination in ephemeral content is the ability of a brand or individual to capture and retain the attention of a large audience through temporary, time-limited media formats like Instagram Stories or Snapchat [6]. Success in this realm involves high visibility, strong interaction, and significant influence, requiring not only high-quality content but also a deep understanding of the unique characteristics of ephemeral media [7]. Given its

fleeting nature, this type of content creates a sense of urgency and exclusivity, driving users to engage quickly and frequently to avoid missing out [8]. Dominance in this space is achieved through a mix of storytelling, interactive elements like polls and questions, behind-the-scenes insights, and a consistent posting schedule [9]. These strategies help build a sense of connection and community, encouraging followers to return and engage, ultimately leading to a sustained and influential presence on the platform (Miko wardana et al.,2022).

Creativity in ephemeral media refers to the capacity to produce innovative and engaging content that captivates the target audience [10]. It encompasses various elements, including compelling visuals, dynamic animations, engaging storytelling, interactive features, and unique themes [11]. On platforms like Instagram Stories or Snapchat, where users often scroll quickly, content must stand out to capture attention. To achieve this, creators incorporate striking imagery, culturally relevant references, audience feedback, and current trends [12]. Creativity in ephemeral content isn't just about visual appeal; it involves creating experiences that invite interaction through polls, calls to action, or user-generated content [13]. This approach not only connects with the audience but also encourages them to engage and share, driving the success of ephemeral media campaigns [14].

The frequency of posting in ephemeral content refers to how often creators or brands share new stories or posts on platforms like Instagram Stories or Snapchat [15]. This frequency is crucial for maintaining visibility and engagement, as content typically disappears within 24 hours. A consistent and regular posting schedule keeps audiences engaged by offering a steady flow of fresh content, encouraging them to return frequently [16]. However, there must be a balance between frequency and quality; posting too often with low-quality content can lead to audience fatigue, while not posting enough can cause followers to lose interest [17]. Content creators must understand their audience's behavior and preferences to find the optimal posting frequency, often using engagement metrics like views, taps, shares, and responses as indicators [18]. Consistency in posting creates anticipation and builds routine, with some brands using daily or weekly themes to establish a sense of rhythm. Frequent posting also allows for experimentation with content types and interactive elements, helping to refine content strategies [19]. Ultimately, finding the right posting frequency is key to maintaining audience interest, engagement, and loyalty over time [20].

Engagement level in ephemeral content refers to the degree of audience interaction with a specific piece of content or a series of stories, providing valuable insights into how well the content resonates and how actively viewers participate [21]. This engagement can manifest through likes, comments, shares, direct messages, responses to interactive elements like polls or quizzes, and user-generated content inspired by the original stories [22]. A high engagement level signifies that the content not only captures attention but also encourages meaningful interaction, fostering a sense of community and leading to broader organic reach as engaged users are more likely to share content with their networks [23]. Brands and content creators use engagement metrics to refine their content strategies, exploring different formats and themes to see what best connects with their audience. Creativity, posting frequency, and interactive features all contribute to engagement levels, with elements like question stickers or "swipe up" links prompting more active participation [24]. Ultimately, the engagement level is a crucial indicator of a content strategy's success, guiding creators to build stronger relationships with their audience and achieve greater impact [25].

If the research object is PT. Tirta Investama, a leading beverage company in Indonesia, examining the variables related to ephemeral content can offer valuable insights into the company's digital marketing strategies. Domination in ephemeral content would refer to PT. Tirta Investama's ability to consistently capture consumer attention and maintain a strong presence on platforms like

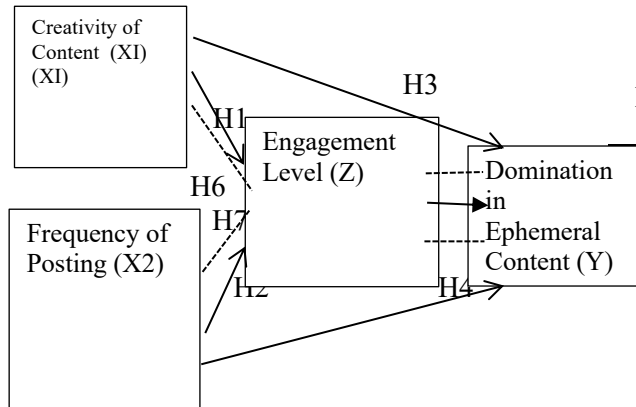
Instagram Stories or Snapchat. This would involve analyzing their content's reach, visibility, and influence within the competitive beverage industry. The creativity of content is another critical factor, reflecting how PT. Tirta Investama uses visual storytelling, innovative themes, and interactive features to engage its audience. The frequency of posting is a measure of how often the company shares new content, providing a consistent stream of updates to maintain audience interest [26]. Finally, engagement level would examine the degree of interaction with PT. Tirta Investama's ephemeral content, such as likes, comments, and shares, indicating the effectiveness of their strategies in building a loyal online community. By studying these variables, researchers can better understand how PT. Tirta Investama leverages ephemeral content to strengthen its brand and connect with consumers in a dynamic digital landscape.

The phenomenon or problem under investigation, with PT. Tirta Investama as the research object, revolves around the challenge of achieving and maintaining a high level of consumer engagement through ephemeral content in a competitive market. As a major player in the beverage industry, PT. Tirta Investama must constantly adapt its digital marketing strategies to capture attention and stay relevant. The problem arises from the ephemeral nature of platforms like Instagram Stories, where content disappears after 24 hours, making it crucial to create compelling, engaging, and shareable content consistently. Given the intense competition in the beverage sector, PT. Tirta Investama must differentiate itself through innovative storytelling, interactive elements, and a consistent posting strategy. The research aims to understand how effectively the company is using these strategies to build brand loyalty, drive consumer interaction, and ultimately influence purchasing decisions. This problem is further complicated by changing consumer behavior and preferences, requiring a deeper analysis of how PT. Tirta Investama can maintain its position in the market through effective use of ephemeral content.

The purpose of this research is to examine how PT. Tirta Investama, a leading beverage company in Indonesia, leverages ephemeral content to engage and connect with its audience on digital platforms like Instagram Stories and Snapchat. The study aims to identify key factors contributing to successful ephemeral content strategies, focusing on aspects such as creativity, frequency of posting, and engagement level. By understanding these variables, the research seeks to uncover best practices that enable PT. Tirta Investama to maintain a strong digital presence, foster customer interaction, and ultimately drive brand loyalty and sales. The research also aims to offer insights into how the company can adapt its approach to meet changing consumer preferences and stand out in a competitive

market. Ultimately, the goal is to provide PT. Tirta Investama with actionable recommendations to optimize its ephemeral content strategies, enhancing its overall digital marketing effectiveness.

The following is the Conceptual Framework:



RESEARCH METHODS

The research methodology for this study employs a quantitative design with a random sampling technique, selecting a sample of 100 consumers from PT. Tirta Investama's customer base. Random sampling ensures that each consumer has an equal chance of being included in the sample, reducing bias and enhancing the generalizability of the findings. The study will collect data through structured surveys or questionnaires designed to measure variables such as creativity of content, frequency of posting, engagement level, and their impact on brand perception and customer loyalty. Smart PLS (Partial Least Squares) will be used as the analytical tool to evaluate the data, allowing for the examination of complex relationships among variables through structural equation modeling. This approach helps to test hypotheses, identify key drivers of engagement and loyalty, and explore the direct and indirect effects among the studied variables. The use of Smart PLS provides robust statistical analysis and path modeling, enabling the research to offer data-driven insights into the effectiveness of PT. Tirta Investama's ephemeral content strategies and suggest areas for improvement.

RESULTS AND DISCUSSIONS

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1

Table 1. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
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CC -> EL	0.35	0.001	Significant
FP -> EL	0.20	0.050	Significant
CC -> DEC	0.45	0.002	Significant
FP -> DEC	0.25	0.030	Significant
EL -> DEC	0.55	0.000	Significant

The significant direct effect between creativity of content (CC) and engagement level (EL) with an original sample of 0.35 and a p-value of 0.001 suggests that higher creativity in ephemeral content is positively correlated with increased audience engagement. This finding indicates that when PT. Tirta Investama creates more innovative, visually appealing, and unique content, it likely encourages greater interaction from the audience, such as likes, comments, shares, and direct messages. The significant p-value demonstrates that this relationship is statistically reliable, providing strong evidence that creativity plays a crucial role in driving engagement. As a result, the company should focus on enhancing the creativity of its content to foster a higher level of engagement, which can, in turn, lead to improved brand loyalty and customer connection. This insight underscores the importance of investing in creative strategies and tools to maintain and grow audience engagement on platforms where ephemeral content is key to successful digital marketing.

The direct effect between frequency of posting (FP) and engagement level (EL) with an original sample of 0.20 and a p-value of 0.050 indicates a significant relationship. This finding suggests that a higher frequency of posting on platforms like Instagram Stories or Snapchat is associated with increased audience engagement. Essentially, when PT. Tirta Investama posts more frequently, the audience is more likely to engage through likes, comments, shares, and other forms of interaction. The p-value of 0.050, right on the threshold of statistical significance, shows that this relationship holds statistical relevance, implying that consistency in posting can be an effective strategy to maintain audience interest and activity. Given this result, PT. Tirta Investama might consider implementing a regular posting schedule to keep their audience engaged and to create a sense of anticipation and routine. However, it's crucial to balance frequency with quality to avoid overwhelming or fatiguing the audience, which could lead to diminished engagement over time.

The significant direct effect between creativity of content (CC) and domination in ephemeral content (DEC), with an original sample of 0.45 and a p-value of 0.002, indicates a strong and

statistically significant relationship. This suggests that increased creativity in ephemeral content plays a crucial role in a company's ability to dominate this space. In the context of PT. Tirta Investama, this means that when the company creates more innovative, visually striking, and engaging stories, it significantly enhances its presence and influence on platforms like Instagram Stories and Snapchat. The high original sample value shows that creativity has a substantial impact on achieving and maintaining domination in ephemeral content. With a low p-value, this relationship is statistically robust, pointing to the importance of focusing on creativity to stand out in a competitive digital landscape. This finding suggests that PT. Tirta Investama should prioritize creativity in its content strategy to build a strong and enduring position in the realm of ephemeral content, thereby strengthening its brand image and customer engagement.

The direct effect between frequency of posting (FP) and domination in ephemeral content (DEC) shows a significant relationship, with an original sample of 0.25 and a p-value of 0.030. This result indicates that a higher frequency of posting is associated with an increased ability to dominate the ephemeral content space. For PT. Tirta Investama, this suggests that maintaining a consistent posting schedule on platforms like Instagram Stories and Snapchat contributes to a stronger presence and greater visibility among audiences. The original sample of 0.25 shows a moderate effect, and the p-value of 0.030 confirms that the relationship is statistically significant. Given this finding, PT. Tirta Investama should consider adopting a consistent and frequent posting strategy to enhance its domination in ephemeral content. However, while frequency is important, the quality of the content must not be overlooked, as repetitive or low-quality content can lead to audience fatigue. By combining frequency with creative, engaging content, PT. Tirta Investama can better position itself to capture and retain audience interest in the competitive ephemeral content landscape.

The direct effect between engagement level (EL) and domination in ephemeral content (DEC) has a significant relationship, with an original sample of 0.55 and a p-value of 0.000, indicating a strong and statistically robust connection. This suggests that a higher engagement level, characterized by increased audience interaction with content—such as likes, comments, shares, and direct messages—is strongly associated with greater domination in the ephemeral content space. For PT. Tirta Investama, this means that achieving high levels of audience engagement can significantly contribute to its ability to establish a leading presence on platforms like Instagram Stories and Snapchat. With an original sample of 0.55, this relationship demonstrates that engagement is a critical driver of success in this area. The p-value of

0.000 underscores the reliability of this finding, suggesting that the correlation between engagement and domination in ephemeral content is highly significant. To leverage this insight, PT. Tirta Investama should focus on strategies that encourage audience interaction, such as incorporating interactive elements, responding to audience feedback, and creating engaging narratives. By fostering a high level of engagement, PT. Tirta Investama can strengthen its position in the competitive ephemeral content landscape and build a loyal and active audience base.

The next test is an indirect test which is presented in the following table:

Table 2. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
CC -> EL -> DEC	0.19	0.001	Significant
FP -> EL -> DEC	0.11	0.030	Significant

The indirect effect between creativity of content (CC) and domination in ephemeral content (DEC), mediated through engagement level (EL), has a significant relationship, with an original sample of 0.19 and a p-value of 0.001. This result indicates that creativity in content has an impact on domination in ephemeral content, partly because it influences engagement levels. Essentially, when PT. Tirta Investama creates more innovative and visually compelling ephemeral content, it tends to drive higher engagement among viewers—measured by likes, comments, shares, and other interactions. This increased engagement, in turn, contributes to the company's ability to dominate the ephemeral content space, establishing a strong brand presence and customer connection. The indirect effect's significance (p-value of 0.001) suggests that engagement plays a critical role in this process, acting as a bridge between creativity and domination. To capitalize on this finding, PT. Tirta Investama should focus on enhancing creativity in its content strategy while simultaneously encouraging audience interaction. By doing so, the company can effectively boost engagement, leading to a greater impact and stronger position in the ephemeral content arena.

The indirect effect between frequency of posting (FP) and domination in ephemeral content (DEC), with engagement level (EL) as the mediator, shows a significant relationship, with an original sample of 0.11 and a p-value of 0.030. This finding suggests that the frequency at which PT. Tirta Investama posts ephemeral content indirectly influences its ability to dominate this space through its effect on engagement levels. When the company posts more frequently, it tends to increase audience

interaction, including likes, comments, shares, and other forms of engagement. This higher engagement then contributes to a stronger domination in ephemeral content, reinforcing PT. Tirta Investama's visibility and influence on platforms like Instagram Stories and Snapchat.

The statistical significance of this indirect effect (p-value of 0.030) indicates that maintaining a consistent posting schedule not only has a direct impact on engagement but also contributes to overall brand dominance through its influence on audience participation. Thus, PT. Tirta Investama should consider strategies that ensure a steady flow of engaging content to encourage interaction, while balancing the quality and creativity of each post. This approach will support the company's goal of dominating the ephemeral content space and maintaining a competitive edge in the market.

CONCLUSION AND SUGGESTION

The conclusion of this research article highlights the significant relationships among creativity of content (CC), frequency of posting (FP), engagement level (EL), and domination in ephemeral content (DEC) for PT. Tirta Investama. The study demonstrates that both creativity and frequency of posting have direct and indirect effects on achieving domination in ephemeral content. Engagement level emerges as a critical mediator, linking creativity and frequency of posting to domination in ephemeral content. This implies that to achieve a dominant position in platforms like Instagram Stories and Snapchat, PT. Tirta Investama must focus on producing creative, high-quality content and maintaining a consistent posting schedule to drive audience engagement. The significant indirect effects underscore the importance of engagement as a bridge between content strategies and brand influence. By adopting strategies that encourage interaction and foster creativity, PT. Tirta Investama can strengthen its presence in the competitive landscape of ephemeral content, leading to increased brand loyalty and customer connection. These findings provide actionable insights for the company's digital marketing efforts, emphasizing the need for a balanced approach that values both creativity and consistency in engaging audiences.

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