

Publication of Quality Content as A Tool for Strengthening Consumer Trust in the Modern Business World

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ABSTRACTS

This article discusses how digital platforms and content creators play a crucial role in the success of growing businesses, particularly in the culinary sector. By leveraging social media, small businesses can strengthen their branding and build consumer trust through high-quality, relevant content. A case study of a successful culinary entrepreneur demonstrates that consistent and innovative branding strategies significantly contribute to business growth in a competitive market. This research uses a qualitative approach, with data collection methods including observation and in-depth interviews. The findings emphasize the importance of collaboration between entrepreneurs and content creators in building a strong brand, attracting customers, and fostering a loyal community. Furthermore, this article provides practical strategies that aspiring entrepreneurs, especially the younger generation, can implement when starting digital-based businesses. By leveraging digital technology and creative ideas, entrepreneurs can create new job opportunities and contribute to local economic progress.

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1. INTRODUCTION

In the modern business world, especially for emerging businesses, the existence of digital platforms has become a necessity. Technology and the internet not only help companies expand their reach but also serve as key tools in building consumer trust. Ardiansyah (2023) emphasized that utilizing digital platforms enables companies to sell their products and services more efficiently, while optimizing business processes and increasing productivity. However, these technological advances have also brought changes in consumer behavior. Setiawan, Z. et al. (2024) stated that consumers are now increasingly critical and selective, seeking not only affordable products but also understanding the value and trustworthiness offered by brands.

In this regard, strong branding is a key element of success in the digital era. Branding is not just about logos or visual appearance, but about how a business is able to convey value, trust, and consistency to its customers. Boomsma & Arnoldus, in Tjhin, S. et al. (2021), stated that branding is created to convince potential consumers of the superior quality, reliability, and value of a product. This is especially important for Micro, Small, and Medium Enterprises (MSMEs), which make up the majority of businesses in Indonesia, but only a small proportion of which have optimally utilized digital technology (Tjhin, S. et al., 2021).

In addition to branding, quality content also plays a crucial role. Engaging, useful, and relevant content can be a powerful tool for building relationships with customers. According to Sitompul, P. (2022), content marketing

not only increases sales conversions but also builds long-term consumer loyalty. With the increasing amount of information available online, consumers are becoming more discerning in their choices. Therefore, businesses that are able to combine a strong branding strategy with the publication of quality content have a greater chance of surviving and growing in a competitive market.

This article will discuss the results of an interview with a young entrepreneur who is leveraging social media to strengthen their branding. This case study demonstrates how a smart combination of branding strategy and relevant content successfully captured consumer attention and built trust in the brand.

2. METHODS

This study employed qualitative research methods, namely observation and interviews. Qualitative research methods are used to examine natural conditions. In this study, the researcher presents the research results in a descriptive qualitative manner, where the collected data is in the form of words, images, and not numbers. According to Rusli, M. (2021), descriptive research is a form of research aimed at describing existing phenomena, both natural and man-made. These phenomena can include forms, activities, characteristics, changes, relationships, similarities, and differences between one phenomenon and another. The data comes from interview scripts, field notes, photographs, and videos. In this study, the researcher went directly to the field to document the research process as an an

evidence in the implementation of the study. The researcher involved one informant in this study, consisting of one owner. The data obtained in this study were interview data (scripts) in the form of recordings, field notes, photographs, and videos. Furthermore, the data obtained in the form of interview recordings was transcribed in full and then combined with other data from field notes, videos, and photographs. After all the data was collected, the researcher then analyzed the data and then arranged the data that had been obtained into the form of word descriptions.

3. RESULT AND DISCUSSIONS

An entrepreneur is someone who is capable of making excellent decisions, thus taking the initiative to create, develop, and manage a business. The goal is to generate profits, create jobs for those in need, and be a businessperson who is willing to take risks and can take responsibility for the success or failure of their business. This aligns with the opinion of Margahana, H. (2020), who stated that entrepreneurship is a person's ability to generate economic opportunities through creativity in the form of business. In addition to having courage, a businessperson must have the latest ideas or innovations and be able to promote their products through digital media by creating high-quality and engaging content. New ideas and innovations are very easy for young people to create. Along with the increasingly rapid development of digital technology and the new ideas and innovations they have created, young businesspeople are able to develop an entrepreneurial spirit.

Moreover, with the increasingly rapid development of digital technology, the potential to become an entrepreneur should be increasingly easy and greater. Therefore, college graduates should not only concentrate on finding work, but also create jobs and create employment opportunities. Speaking of digital in today's digital age, Indonesia is the country with the largest internet usage in the world, at 51%. This shows that Indonesia has the potential to become a digital entrepreneur. With the number of entrepreneurs in Indonesia still lagging behind, digital technology actually makes it very possible to create digital-based entrepreneurship. With this digital, we can create quality content regarding the promotion of our products. With the aim of promoting, introducing, and informing the wider public that our products have good quality. So that the products we make can be recognized by many people. Using social media as a promotional medium is the right choice for now. The internet opens up many opportunities for advertising to be offered to the public, because of the ease of accessing content and anyone can access it, advertising can be spread to a wider area APC, B. P. (2022). In addition, the public can have a high sense of trust that the products we sell match their physical condition. By creating quality content plays an important role in building consumer trust in brands. By presenting relevant and useful information, brands can create strong and positive relationships with consumers. In an increasingly competitive world, investing in quality content is not only a marketing strategy but also a necessity for business

sustainability. Therefore, we must maintain this quality content to continue developing products that we will introduce to a wider audience.

There are several examples of those who have successfully developed their hobbies and ideas. One example is Ami Nugraha, a 13-year employee at Bank BRI, who resigned to start her culinary business, making Dimsum, which is now very popular in various regions. Ami's mother is now an extraordinary businesswoman, the founder of Dimsam Mentalai. What began as a way to channel her hobby of cooking, she created Dimsam with an innovative use of mentalai sauce, which has a distinctive spicy and savory flavor. Her initial idea for starting this business was to experiment with making Dimsum. While working at Bank BRI, she often received Dimsum from her coworkers. Furthermore, she also happened to have a passion for cooking. Shortly thereafter, Ami tried making chicken Dimsum and tried to market it. However, Mrs. Ami had an innovation to attract customers: she named it "Dimsam Mentalai Narawi." After focusing on her culinary business, Mrs. Ami now has 23 employees: 6 at the outlet and 17 on the production team.

The initial capital to open the dimsam business was IDR 500,000 for ingredients alone, not including equipment. To launch her business, Mrs. Ami tried to promote it to a content creator in Tasikmalaya. And, thank God, thanks to the content creator's honest review, Dimsam Mentalai Narawi is now famous and loved by many. Mrs. Ami can consume 3,000 dimsams a day on weekends, and 1,000 dimsams a day on

weekdays. Her dimsam mentalai stand is located in Dadaha in front of Mixue. Besides being well-known, Mrs. Ami also has branches in various areas, including Semarang, Bandung, Garut, and Cilacap, Singaparna Square, Bekasi, Porwodadi, East Jakarta. From this example, some young people should also be able to start their own businesses. Even if it doesn't immediately become large, developing ideas and innovations into a small business is also a good start and demonstrates entrepreneurial courage. Entrepreneurship among young people is increasing along with the development of technology and access to information. The younger generation now has greater opportunities to start their own businesses and innovate in the business world. In this modern era, the Gen-Z era strongly supports the development of an entrepreneurial spirit in young people. This also refers to young people who have graduated from college, focusing less on finding work and starting to create jobs. Then, they generate creative ideas and change the mindset of young people to be able to create a business. Creating a business certainly requires several strategies to generate success.

Some suggested strategies for entrepreneurs include determining a business idea, understanding community needs, and understanding market conditions.

1. Determine a business idea that aligns with your passion. This will make it easier for a startup to start a business because they already have mastered their field.

2. Study and understand market demand and market segmentation to ensure your product is targeted correctly.

3. Determine a capital-raising strategy. This can be done by attending training, seminars, or participating in competitions.

4. Once capital is secured, determine the sustainability of your business. Maintaining business operations will ensure long-term profits. By utilizing resources and digital technology, the business can be expected to grow.

5. Increase self-confidence and optimism in your business. An entrepreneur must always have hope that their business will thrive. The various challenges they face can easily cause a startup to give up mid-stride.

Therefore, an entrepreneur must be prepared to fail and not be afraid to try again. Becoming an entrepreneur is a path for someone with creative ideas and a genuine desire to meet their needs. It is hoped that by cultivating an entrepreneurial spirit, young people can create jobs for themselves and others. Furthermore, entrepreneurship will increase prosperity, advance the Indonesian economy, and enable them to catch up.

In the modern business environment, where digital platforms have become the primary medium of interaction between businesses and consumers, the publication of quality content emerges as a central mechanism for strengthening consumer trust. Trust, in this context, is not only derived from transactional reliability but also from the consistency of

communication, relevance of information, and the authenticity of brand messages delivered through digital content (Chaffey & Ellis-Chadwick, 2019).

Quality content functions as an extension of branding strategies. While branding provides the identity and promise of value, content serves as the medium through which businesses continuously demonstrate their credibility. According to Pulizzi (2020), content marketing that is consistent, educational, and audience-centered can establish businesses as thought leaders in their industries. This leadership positioning creates a perception of authority and reliability, both of which are critical in developing consumer trust.

For MSMEs in particular, the strategic use of quality content can offset the limitations of financial or technological resources. Unlike paid advertising that often requires significant investment, content can be produced with relatively lower costs yet deliver sustainable long-term impact. Research by Holliman & Rowley (2014) highlights that consumers are more inclined to trust brands that share transparent and helpful information compared to those that rely solely on persuasive advertising. Thus, MSMEs that publish authentic stories, case studies, product demonstrations, or testimonials can foster closer emotional bonds with consumers, thereby reinforcing trust and loyalty.

Furthermore, in the era of information abundance, consumers are highly selective and often skeptical of commercial messages. As a result, businesses that offer quality, value-driven content—such as

tutorials, educational posts, or user-generated content, differentiate themselves by positioning their brand as trustworthy rather than merely transactional. This is aligned with the findings of Sitompul (2022), who emphasizes that content marketing not only enhances conversion rates but also contributes to sustainable consumer loyalty. Trust cultivated through consistent content delivery becomes a foundation for repeat purchases and advocacy behavior, both of which are essential for long-term competitiveness.

Finally, the integration of branding and content publication ensures coherence in consumer perception. Strong branding without supportive content risks being perceived as superficial, while content without a solid branding framework may appear fragmented. Therefore, the synergy between branding and quality content creates a holistic narrative that strengthens consumer trust, ensuring that businesses, especially MSMEs, can thrive in the highly dynamic and competitive digital marketplace.

4. CONCLUSION

Through the use of digital platforms, content creators can present mouth-watering visuals, recipes, and stories behind each dish, thereby increasing product appeal. By utilizing social media and content-based marketing strategies, culinary entrepreneurs can build trust, build communities, and attract new customers. Success in the culinary business is determined not only by the taste of the food, but also by how the product is presented and marketed. Therefore, the synergy between entrepreneurship and

content creators is crucial in creating a strong and sustainable brand in the culinary industry. An entrepreneur must be prepared to experience failure and not be afraid to try again. Becoming an entrepreneur is a path for someone who has creative ideas and is determined to meet needs.

In conclusion, the publication of quality content plays a pivotal role in strengthening consumer trust in the modern business world. While branding establishes the identity and value promise of a business, content serves as the ongoing proof of credibility, consistency, and authenticity. For MSMEs, which often face limitations in resources, quality content offers a cost-effective yet powerful means of engaging with consumers, fostering loyalty, and building long-term relationships. By aligning strong branding strategies with meaningful and relevant content, businesses can differentiate themselves in an increasingly competitive digital landscape. Ultimately, consumer trust, nurtured through consistent and value-driven content, becomes not only a foundation for immediate sales conversion but also a strategic asset for sustainable growth and resilience in the digital era.

Theoretical Implications

Branding Theory From a theoretical perspective, this study reinforces the view that branding is not limited to visual identity but extends to consumer perceptions shaped through continuous communication. The integration of content marketing into branding theory highlights that brand credibility and consumer trust are co-constructed through narratives,

engagement, and value-driven information. Thus, branding theory evolves beyond static identity elements to include dynamic processes of content publication and interaction with consumers.

Practical Implications for MSMEs

For MSMEs, the findings emphasize the importance of developing consistent, relevant, and authentic content as a strategic branding tool. MSMEs should focus on storytelling, educational materials, and customer testimonials to build emotional connections and trust. Furthermore, leveraging digital platforms for content distribution allows MSMEs to reach broader markets without requiring large advertising budgets. By aligning branding strategies with quality content, MSMEs can enhance their competitive positioning, increase customer loyalty, and sustain long-term growth.

Suggestions for Further Research

Future research can explore the effectiveness of different types of content (e.g., video, user-generated content, social media posts) in shaping consumer trust across various industries. Longitudinal studies could also examine how consistent content publication influences consumer loyalty and brand equity over time. Additionally, research focusing on cross-cultural perspectives may reveal how consumer trust through content publication varies across different cultural contexts, providing deeper insights for MSMEs aiming to enter international markets.

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