

# **Leveraging Psychological Storytelling and LinkedIn Content Strategy for Brand Awareness in the Training Industry: A Case Study of Relasi Diri**

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## **Abstract**

This study aims to examine the digital content strategy on LinkedIn implemented by Relasi Diri, a personal growth and professional training company based in Indonesia. The objective is to understand how LinkedIn content contributes to building brand awareness and fostering audience engagement in the training industry. The research focuses on how storytelling, psychologically based messages, and personal branding strategies are applied to enhance the company's positioning and credibility on a professional platform. The object of the research is the official LinkedIn page of Relasi Diri, particularly its content from January to May 2025. The study uses a qualitative case study method, collecting data through in-depth interviews

with the founder, content analysis, and observation of audience interactions. Findings indicate that consistent value-based content, combined with a humanistic tone and expert narratives, effectively increases organic engagement, builds trust, and, when integrated with SEO, drives high-intent digital traffic. The use of psychological storytelling and thought leadership positions Relasi Diri not only as a service provider but also as an educational voice in the industry. In conclusion, LinkedIn can be a strategic platform for companies in the training and consulting sector to strengthen their digital presence and build long-term relationships with their audience.

**Keywords:** *LinkedIn, Digital Communication, Brand awareness, Engagement, Storytelling.*

## **1. Introduction**

In the field of communication studies, digital transformation has brought fundamental changes in how organizations establish, manage, and sustain relationships with their audiences. Communication is no longer a linear, one-way process; instead, it has evolved into an interactive, personalized, and ongoing dialogue across multiple platforms. Social media plays a pivotal role in this transformation by enabling organizations to build brand narratives, engage audiences emotionally, and develop trust-based relationships (Prodanova & Dimitrov, 2025).

In the last decade, the strategic use of social media has become increasingly significant, especially for organizations in the training and personal development industry (Bilgin & Çetinkaya, 2025). Platforms like LinkedIn are not merely used to broadcast institutional messages, but to build credibility, share knowledge, and create spaces for professional dialogue (Usera & Durham, 2025). LinkedIn, in particular, allows companies to reinforce their thought leadership and positioning among industry practitioners and academics alike. The integration of well-crafted content strategies on such platforms can significantly elevate brand awareness and strengthen emotional connection with target audiences (Andraus Quintero et al., 2025).

Capriotti & Zeler (2023) Emphasized the importance of consistency in digital communication, as repeated exposure to coherent messaging across platforms enhances public perception of organizational professionalism and integrity. Additionally, Muntinga et al., (2011) the COBRAs model (Consumers' Online Brand-Related Activities) was introduced, which classifies user engagement into content consumption, contribution, and creation. This model

underscores the need for content strategies that not only inform but also invite participation and collaboration.

This digital shift holds particular significance in emerging economies like Indonesia, where the professional training and development sector is rapidly expanding and becoming increasingly competitive. In this dynamic landscape, generic communication strategies are no longer sufficient. Training companies must now leverage digital platforms not just to broadcast services, but to build trust and demonstrate unique value in a crowded marketplace (Zollo et al., 2020). Specifically, platforms like LinkedIn have evolved into crucial ecosystems for establishing credibility and fostering professional relationships, a trend that is critical for service-based B2B organizations in the Indonesian context (Lupak et al., 2021).

In Indonesia, the COVID-19 pandemic significantly accelerated the public's shift toward digital spaces for education and self-development (Nahidh et al., 2023). The 2023 report by We Are Social and Kepios reveals that 63% of Indonesian internet users actively search for psychological content, self-growth tips, and professional development insights through social media. This shift presents a great opportunity for psychology-based organizations to craft more human-centered and solution-oriented digital communication strategies.

One such organization is Relasi Diri, a Jakarta-based training and consulting company established in 2023. With the tagline “Training with Human Psychology,” the company serves individuals and organizations seeking emotional intelligence, stress management, and soft skills development. Relasi Diri employs a twofold branding strategy: institutional branding and personal branding of its trainers. While the former focuses on corporate credibility and core values, the latter showcases expert trainers as relatable human figures capable of connecting emotionally with the audience, aligning with value-based content approaches (Confetto et al., 2023).

From January to May 2025, the author conducted an in-depth internship and qualitative case study at Relasi Diri, with a specific focus on LinkedIn as the primary research object. This study explores how LinkedIn content strategy is conceptualized, planned, and executed to enhance brand positioning and audience engagement in the training industry. Unlike Instagram, which is more emotional and visual, LinkedIn emphasizes reflective articles, training testimonials, and professional insights tailored to a knowledge-driven audience. This research contributes to communication studies by integrating applied

psychology into digital content creation. It aims to bridge the academic gap in literature on content strategies for professional training organizations in Indonesia, particularly in the context of social media and human behavior (Buijsen, 2025).

Communication in the digital era requires a deep understanding of both technological tools and audience psychology. According to Bilgin & Çetinkaya (2025) the authors, successful digital marketing strategies must be grounded in data analytics, audience segmentation, and emotional storytelling. Relasi Diri's content on LinkedIn reflects this integration—developing narratives based on user personas, emotional pain points, and career-related aspirations.

In the modern service industry, branding transcends mere advertising; it hinges on establishing trust and perceived expertise, particularly on professional networking platforms. Success in this environment is heavily influenced by the use of 'native content'—material crafted specifically for the unique culture and user expectations of each platform. For a professional platform like LinkedIn, this means shifting from generic posts to content that reinforces thought leadership and credibility. As research by Haudi (2022) suggests, B2B organizations that tailor their content to align with LinkedIn's professional ecosystem are more effective at building a strong and credible brand position.

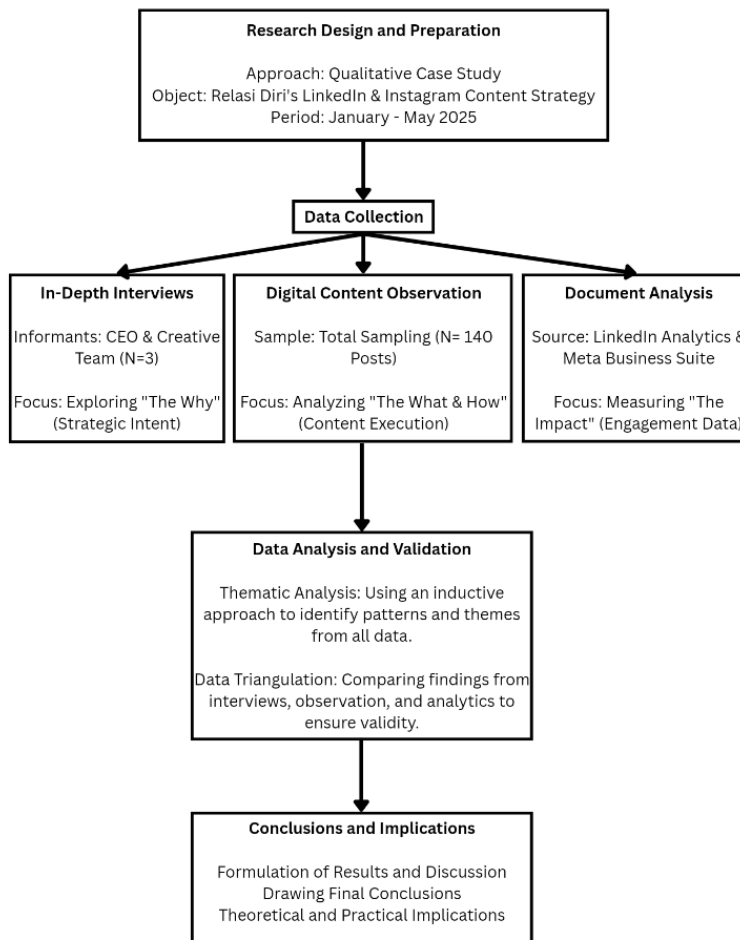
Beyond platform-specific tactics, the core of effective digital engagement lies in the power of psychological narrative (Stephen, 2016). Emotional storytelling, which creates authentic and empathetic narratives, is crucial for building lasting brand loyalty. Such stories foster 'content resonance,' where the audience feels the message aligns deeply with their personal values and needs, making them more likely to interact. This dynamic can even create a sense of personal connection, or 'parasocial interaction,' with the brand's experts. The resulting audience activities, ranging from simple consumption to active contribution and creation, can be understood through frameworks like the COBRAs model, which classifies these different levels of engagement.

While the body of literature on social media strategy is extensive, there remains a notable research gap concerning the specific application of psychological storytelling on professional platforms like LinkedIn, particularly within the context of Indonesia's training industry. Much of the existing research tends to focus on consumer-facing (B2C) brands on visually-driven platforms such as Instagram, leaving the nuanced

strategies for B2B service industries underexplored. This study aims to address this gap. By conducting a case study of Relasi Diri, a Jakarta-based, psychology-focused training company, this research provides an in-depth analysis of how a LinkedIn content strategy is specifically designed to build brand awareness and professional credibility. Based on the preceding background and the identified research gap, this study is therefore guided by the following primary research question: “How does Relasi Diri leverage psychological storytelling in its LinkedIn content strategy to build brand awareness within Indonesia's professional training industry?”

## **2. Research Methods**

This study uses a descriptive qualitative approach with a single case study design (Nahidh et al., 2023). The case study was chosen because it can provide an in-depth understanding of the digital content strategy carried out by one specific entity, namely the Relasi Diri company, which is engaged in psychology-based training and consulting. This method allows researchers to analyze content dynamics, internal strategies, and interactions with social media audiences contextually and holistically (Prodanova & Dimitrov, 2025).



**Figure 1.** Research Flow Diagram

## 2.1 Subjects and Research Location

The main subjects in this study are the CEO and the digital creative team of Relasi Diri. The location of the research was virtually focused on the company's official digital channel, LinkedIn (Relasi Diri Official Page) <https://www.linkedin.com/company/relasi-diri> and Instagram <https://www.instagram.com/relasidiri/>

## 2.2 Data Collection Techniques

Three main techniques are used to obtain comprehensive data:

### 2.2.1 *In-Depth Interview*

In-depth, semi-structured interviews were conducted with three key informants, who were purposefully selected based on their direct

involvement in the strategy and execution of Relasi Diri's digital content. These informants included:

- a. The **CEO and Founder, Mas Hieronymus**, will provide insight into the overarching brand strategy, objectives, and the 'why' behind the company's communication approach.
- b. Two senior members of the digital creative team are responsible for the day-to-day content creation, platform management, and audience interaction analysis.

This selection ensured that the data captured both high-level strategic intent and on-the-ground operational practice. Each interview lasted approximately 60 minutes, was conducted online, and was recorded and transcribed verbatim for thematic analysis.

#### *2.2.2 Non-participatory Observation of Digital Content*

For the content analysis, a total sampling approach was adopted to ensure a comprehensive and holistic view of the company's communication strategy. The researcher conducted non-participatory observations on the entire population of content published on Relasi Diri's official LinkedIn account during the research period of January to May 2025. This amounted to a total of 47 Post LinkedIn and 93 Post Instagram unique posts, which included all articles, videos, image carousels, and text updates. This method was chosen to capture the full spectrum of the content strategy in action and to avoid any potential sampling bias that might arise from selecting a smaller subset of posts. The researcher observed the Instagram and LinkedIn content of Relasi Diri published between January and May 2025. Content categories are analyzed by type (reels, carousel, educational videos), message tone (educational, promotional, reflective), and audience response (like, comment, share, save).

#### *2.2.3 Document Analytics and Engagement Data*

Quantitative data such as reach, impressions, engagement rate, and conversion are obtained from Meta Business Suite (for Instagram) and LinkedIn Analytics (for LinkedIn). This data is used to periodically view audience engagement trends and support qualitative findings from interviews.

### **2.3 Data Analysis Techniques**

This study uses thematic analysis with an inductive approach (Braun & Clarke, 2019). This means that themes were not predetermined by existing theories, but rather emerged directly from the raw data collected through interviews and content observation. The

coding process involved identifying recurring patterns, ideas, and concepts to build a bottom-up understanding of the content strategy.

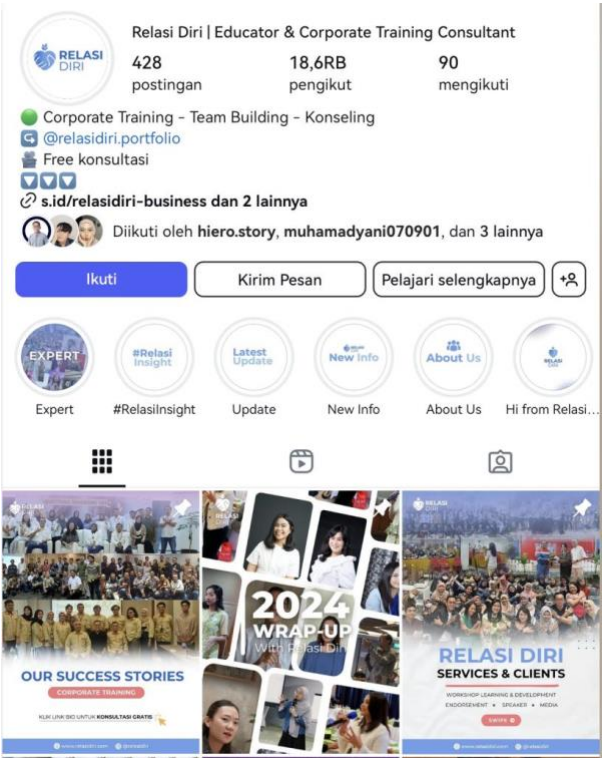


Figure 2. Official Account Instagram @relasi.dir

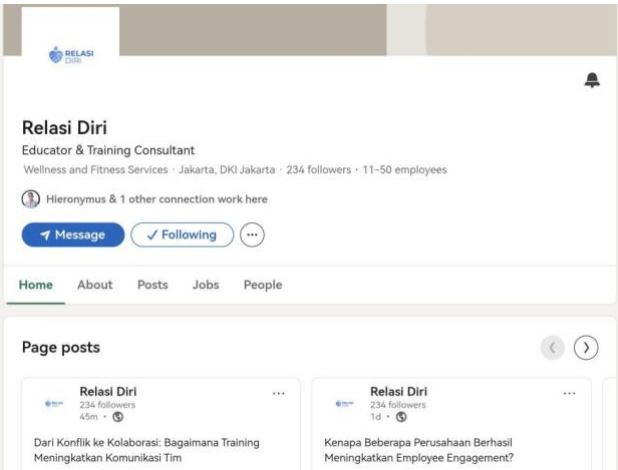


Figure 3. Official Account LinkedIn Relasi Diri



To ensure the validity and richness of the findings, this study employed a systematic triangulation process. This involved cross-referencing data from the three primary sources to build a comprehensive understanding of the case. For instance:

1. The strategic intentions revealed in the CEO's interview (the 'why' behind the strategy) were compared against the actual digital content published on the Instagram and LinkedIn platforms (the 'what' and 'how' of the execution).
2. These qualitative findings were then corroborated with the quantitative engagement data from LinkedIn Analytics (the 'impact' on the audience).

This integrative approach allowed the researcher to verify if the intended strategy aligned with its real-world execution and if that execution, in turn, produced the desired audience response. This method strengthens the credibility of the study's conclusions.

### **3. Results and Discussion**

A closer look at Relasi Diri's digital content strategy reveals a multifaceted approach that shaped their brand image, boosted engagement, and navigated the challenges of social media execution. The performance metrics point to a sophisticated, complementary omnichannel strategy, where each platform played a distinct role. The findings suggest that Instagram was effectively used as a 'top-of-funnel' tool, leveraging its visual and emotional nature to capture a broad audience and build initial brand awareness.

This engaged audience was then channeled towards LinkedIn, which served as the 'bottom-of-funnel' platform for building deeper professional credibility, showcasing thought leadership, and converting interest into client relationships. In essence, Instagram sparked the initial connection, while LinkedIn solidified the professional trust. The following discussion unpacks how these results were achieved through specific content choices and theoretical applications.

#### **3.1 The Core Strategy: Building a Dual Axis of Trust through Psychological Branding**

From the results of the interview with the CEO of Relasi Diri, it was found that the main content strategy is divided into two axes: company branding and personal branding expert. Company branding is focused on strengthening the credibility of the organization through content that introduces services, training activities, and psychological approaches used. Meanwhile, personal branding is focused on experts

or trainers who are the public face of the brand (Capriotti & Zeler, 2023a).

*"People are more engaged when they feel that the content is 'talking to them'. We often use a storytelling style that is relevant to the emotional condition of the target audience," said the CEO of Relasi Diri (Interview with CEO of Relasi Diri, 2025).*

This approach, which focuses on the expert as the public face of the brand, aligns with findings that emotional engagement increases when audiences feel connected to a real figure rather than an abstract corporate entity (Westlake & Robbins-Kanter, 2025). This phenomenon can be more deeply understood through the theoretical lens of parasocial interaction. By having trainers share reflective stories and personal vulnerabilities, the strategy intentionally fosters a one-sided intimacy. The trainers transition from being distant experts to becoming relatable, trustworthy mentors in the eyes of the audience. It is this perceived personal bond "the very core of a parasocial relationship" that serves as a powerful driver for building the long-term trust and loyalty so essential in the competitive training and consulting industry.

This powerful insight from the CEO of Relasi Diri, that "audiences engage when content speaks directly to them," is empirically supported by the engagement data, particularly the 1,905 content saves recorded on Instagram between January and May 2025. This specific metric offers compelling evidence for the self-referencing theory in action (Colussi et al., 2022). The theory posits that individuals process information more deeply and find it more meaningful when it connects to their own self-concept. The high number of saves indicates that the audience did not merely consume the content; they actively identified with it on a personal level, seeing their own challenges, questions, and aspirations reflected in the posts. In doing so, they transformed a public brand message into a personal resource worth keeping, a clear indicator of successful, psychologically-resonant communication.

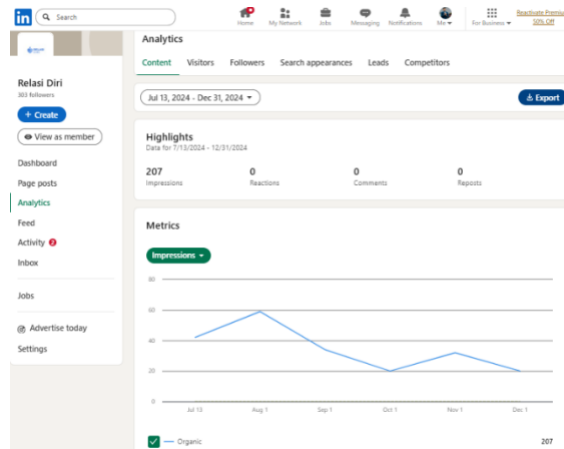
### **3.2 The Strategy in Action: Quantifying the Dual-Platform Performance**

The initial analysis of key performance metrics from January to May 2025, as summarized in [Table 1], reveals a deliberate and highly distinct dual-platform strategy. The data clearly shows that Relasi Diri utilized Instagram and LinkedIn not as interchangeable channels, but as complementary tools, each serving a unique role in the overall brand-building journey.

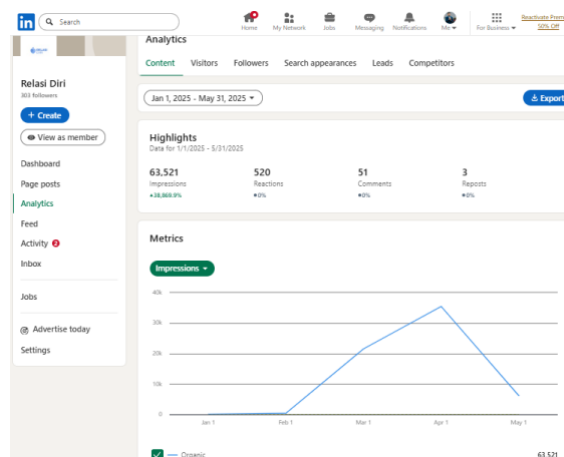
**Table 1.** Key Performance Metrics of Digital Strategy (Jan - May 2025)

| <b>Metric</b>     | <b>Platform</b> | <b>Performance Growth</b> |
|-------------------|-----------------|---------------------------|
| Total Posts       | LinkedIn        | 47 Post                   |
| Total Posts       | Instagram       | 93 Post                   |
| Total Impressions | LinkedIn        | + 63,136                  |
| Total Impressions | Instagram       | + 352,615                 |
| Total Reactions   | LinkedIn        | 521                       |
| Total Likes       | Instagram       | 12,359                    |
| Total Comments    | LinkedIn        | 49                        |
| Total Comments    | Instagram       | 387                       |
| Total Reposts     | LinkedIn        | 47                        |
| Total Shares      | Instagram       | 2,021                     |
| Total Saves       | Instagram       | 1,905                     |
| Total New Follows | LinkedIn        | 86 Followers              |

Instagram evidently served as the primary engine for broad audience outreach and emotional engagement. Over the five-month period, the platform generated a substantial 352,615 impressions. The high volume of interactions, including 12,359 likes and 2,021 shares, points to strong top-of-funnel awareness. More significantly, the 1,905 content saves suggest that the audience found the content not just engaging, but personally valuable and worth revisiting, indicating a deep level of content resonance. In contrast, the LinkedIn strategy was more targeted, focusing on building professional credibility and network capital. While the absolute numbers were smaller, with 63,136 impressions, the quality and nature of the engagement were telling. The acquisition of 86 new followers in a professional context and 47 content reposts by other professionals are strong indicators of growing thought leadership. These metrics suggest that on LinkedIn, the goal was not just to be seen, but to be endorsed by a relevant professional community.



**Figure 4.** LinkedIn Analytics (July – December 2024)



**Figure 5.** LinkedIn Analytics (January – May 2025)

Figure 4 displays the analytics from the preceding six months (July 13, 2024 - December 31, 2024). During this period, before the implementation of the systematic psychological storytelling strategy, the platform's activity was minimal. It recorded only 207 impressions with virtually no audience interaction, showing zero reactions, comments, or reposts. This data serves as a crucial baseline, depicting a channel that was largely dormant. In stark contrast, Figure 5 showcases the analytics during the five-month research period (January 1, 2025 - May 31, 2025), when the new strategy was active.

The platform experienced an exponential leap in performance, garnering **63,521 impressions**, a growth of over 38,000% from the previous period's near-zero baseline. More importantly, this increased

reach translated into tangible audience engagement, with **520 reactions**, **51 comments**, and three **reposts** recorded. This dramatic shift from a passive to an active and engaged audience provides strong quantitative evidence that the consistent and value-driven content strategy was highly effective in building brand presence and fostering a professional community on LinkedIn.

### **3.3 Platform-Specific Execution: Adapting Content for Ecosystems**

Content containing reflective quotes, educational short videos, and trainer personal experience stories showed a significant increase in engagement. Based on data from Meta Business Suite (from Instagram), the engagement rate of personal branding content reached an average of 4.2%, higher than that of formal informative content. Relasi Diri actively adjusts the format and communication style of the Instagram and LinkedIn platforms. Instagram is used as a visual and emotional channel. The most effective content is educational reels that last 30–60 seconds, as well as short psychological carousels with light but filling tones. LinkedIn is positioned as a place to strengthen credibility and thought leadership.

Popular content on LinkedIn is in the form of short reflective articles, formal educational carousels, and recaps of training activities. This strategy is in accordance with the findings of Capriotti & Zeler (2023), who stated that each platform has a unique audience ecosystem and algorithm, so contextual content is needed. Relasi Diri confirms their argument, suggesting that differentiating content between visual-emotional platforms (Instagram) and professional-informative platforms (LinkedIn) is key to effectively reaching different audiences. *"We can't use the TikTok style on LinkedIn. The format, tone, and headline should be different. That's why we distinguish the script from the beginning,"* said the CEO of Relasi Diri. The results of observations show that content containing free education based on popular psychology (burnout, self-sabotage, overthinking) is the best-performing type of content (see Table 2 and Table 3).

Table 2. Monthly Content Plan of Relasi Diri

| Month    | Target Next Month   |
|----------|---|
| January  | <p><b>TARGET NEXT MONTH</b></p> <ul style="list-style-type: none"><li>• <b>Fokus pada Topik yang Relate untuk Banyak Orang</b></li></ul> <p>Konten yang membahas pengembangan diri dan mental health lebih banyak mendapatkan interaksi. Hindari topik yang terlalu niche atau spesifik (misal: leadership).</p> <ul style="list-style-type: none"><li>• <b>Format Reels Lebih Efektif dibandingkan Carousel</b></li></ul> <p>Semua konten dengan performa tinggi berbentuk Reels, sedangkan format Carousel memiliki engagement paling rendah.</p> <ul style="list-style-type: none"><li>• <b>Gunakan Format Podcast Reminder yang Insightful</b></li></ul> <p>Konten pengembangan diri dalam bentuk podcast reminder terbukti memiliki engagement tinggi.</p> <ul style="list-style-type: none"><li>• <b>Pemilihan Tema yang Emosional &amp; Memicu Diskusi</b></li></ul> <p>Konten tentang mental health, luka batin, dan ADHD lebih banyak disimpan &amp; dibagikan karena relate dengan pengalaman audiens.</p> <ul style="list-style-type: none"><li>• <b>Optimasi Caption &amp; CTA</b></li></ul> <p>Ajak audiens untuk berinteraksi dengan pertanyaan atau diskusi di komentar.</p> |
| February | <p><b>TARGET NEXT MONTH</b></p> <p>Fokus ke topik pembahasan nya yang lebih universal (<b>Education mental health, self-growth, hubungan interpersonal, dan trauma healing</b>)</p> <p><b>Coba Eksperimen Format Baru untuk Carousel &amp; Quotes</b></p> <ul style="list-style-type: none"><li>• Konten carousel sebelumnya kurang performa → Coba ubah pendekatan dengan storytelling lebih kuat.</li><li>• Gunakan format swipeable storytelling → Misal, "5 Cara Mengatasi Overthinking (Slide 1-5)".</li></ul> <ul style="list-style-type: none"><li>✓ Minimal 70% konten tetap berbasis reels karena engagement terbaik.</li><li>✓ Coba eksperimen dengan format Q&amp;A atau polling untuk meningkatkan interaksi.</li><li>✓ Lebih banyak konten yang mengundang audiens berbagi pengalaman → Seperti "Share pengalaman kamu di komen!"</li><li>✓ Evaluasi harian/mingguan berdasarkan reach, saves, &amp; shares untuk terus menyesuaikan strategi.</li></ul> <p>@relasidiri Februari 2025</p>  |
| March    | <p><b>TARGET NEXT MONTH</b></p> <p>Fokus ke topik pembahasan nya yang lebih universal (<b>Education mental health, self-growth, hubungan interpersonal, dan trauma healing</b>)</p> <ul style="list-style-type: none"><li>✓ Minimal 70% konten tetap berbasis reels karena engagement terbaik.</li><li>✓ Coba eksperimen dengan format Q&amp;A atau polling untuk meningkatkan interaksi.</li><li>✓ Lebih banyak konten yang mengundang audiens berbagi pengalaman → Seperti "Share pengalaman kamu di komen!"</li><li>✓ Evaluasi harian/mingguan berdasarkan reach, saves, &amp; shares untuk terus menyesuaikan strategi.</li></ul>   |
| April    | <p><b>TARGET NEXT MONTH</b></p> <p>Fokus ke topik pembahasan nya yang lebih universal (<b>Education mental health, self-growth, hubungan interpersonal, dan trauma healing</b>)</p> <p><b>Coba Eksperimen Format Baru untuk Carousel &amp; Quotes</b></p> <ul style="list-style-type: none"><li>• Konten carousel sebelumnya kurang performa → Coba ubah pendekatan dengan storytelling lebih kuat.</li><li>• Gunakan format swipeable storytelling → Misal, "5 Cara Mengatasi Overthinking (Slide 1-5)".</li></ul> <ul style="list-style-type: none"><li>✓ Minimal 70% konten tetap berbasis reels karena engagement terbaik.</li><li>✓ Coba eksperimen dengan format Q&amp;A atau polling untuk meningkatkan interaksi.</li><li>✓ Lebih banyak konten yang mengundang audiens berbagi pengalaman → Seperti "Share pengalaman kamu di komen!"</li><li>✓ Evaluasi harian/mingguan berdasarkan reach, saves, &amp; shares untuk terus menyesuaikan strategi.</li></ul>   |

**Table 3. Highest Content Type and Engagement**

| Top Performance Content  | Low Performance Content   |
|--|---|
| <p><b>Top Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 4 Januari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 130 Likes, 22 Save, 19 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 5 Januari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 120 Likes, 15 Save, 17 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 9 Januari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 100 Likes, 8 Save, 15 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p>                     | <p><b>Low Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 27 Januari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 17 Likes, 1 Save, 3 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 15 Januari 2025</b><br/>Format: Carousel<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 18 Likes, 0 Save, 0 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 14 Januari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 127 Likes, 6 Save, 3 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> |
| <p><b>Top Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 21 Februari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 150 Likes, 160 Save, 47 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 6 Februari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 177 Likes, 7 Save, 80 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 25 Februari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 160 Likes, 14 Save, 20 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p>               | <p><b>Low Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 4 Februari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 13 Likes, 1 Save, 3 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 7 Februari 2025</b><br/>Format: Carousel<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 17 Likes, 0 Save, 3 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 5 Februari 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 21 Likes, 0 Save, 4 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p>  |
| <p><b>Top Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 18 Maret 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 197 Likes, 47 Save, 89 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 2 April 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 130 Likes, 70 Save, 64 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 24 Maret 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 79 Likes, 27 Save, 37 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p>                         |   |
| <p><b>Top Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 3 April 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 176 Likes, 367 Save, 102 Share, 80 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 30 April 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 152 Likes, 2 comments, 37 Save, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 4 April 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 84 Likes, 3 Comments, 8 Share, 0 Save, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p>           | <p><b>Low Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 17 Mei 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 156 Likes, 7 Comments, 4 Share, 7 Save, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p>  |
| <p><b>Top Performance Content</b><br/>Base On Reach</p> <p><b>Konten tanggal 28 Mei 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 123 Likes, 109 Save, 14 Save, 12 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 17 Mei 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 170 Likes, 53 Likes, 14 Save, 8 Share, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> <p><b>Konten tanggal 6 Mei 2025</b><br/>Format: Reels<br/>Link: <a href="#">IGS.8563</a><br/>Insight: 181 Likes, 7 Comments, 4 Share, 7 Save, 0 Pilar<br/>Reason: Konten tentang kesehatan mental yang menarik dan informatif, dengan visual yang menarik dan teks yang mudah dipahami.</p> |   |

From the interview, it was revealed that Relasi Diri uses monthly theme-based content planning, which is divided into educational, promotional, testimonial, and personal reflection formats. The production process is carried out by an in-house team, but for the design

and execution needs of the advertisement, they also involve external partners. *"We always have one big theme every month, for example 'confidence' or 'leadership'. The content is compiled by derivatives, but remains flexible to adjust to trends"* (Interview with Creative Team of Relasi Diri, 2025).

### **3.4 Challenges and Technological Adaptation in Strategy Implementation**

Some of the challenges faced by Relasi Diri in executing a content strategy include fluctuations in social media algorithms, which affect organic reach. This is in line with the findings of (Pérez-Serrano et al., 2020) that non-transparent algorithms are one of the major obstacles in digital engagement. Limited human resources, especially in producing consistently high-quality content. This condition is common in small to medium-sized companies (Kantor & Haddad, 2021). The very high competition for content in the field of digital education makes content differentiation more important than quantity. In response, Relasi Diri began to develop AI-based technology approaches to improve the efficiency of interactions with audiences, such as using AI chatbots to respond to messages and exploring AI tools in copywriting and automation. *"We have just started using AI chat for interaction in Instagram DMs. It is hoped that engagement will remain high even though human resources are limited,"* said the CEO of Relasi Diri.

Furthermore, while the adoption of AI tools offered a practical solution to resource limitations, it was not without its own set of challenges. The team noted limitations in the AI chatbot's ability to grasp nuanced emotional queries from potential clients, raising ethical concerns about delegating sensitive first-contact conversations to a non-human entity. This experience highlights an ongoing tension: the need for efficiency through automation versus the imperative of maintaining a human-centered approach, which is core to the Relasi Diri brand. It underscores that for a psychology-based service, AI should be viewed as an assistant, not a replacement for genuine human interaction. In addition, the implementation of search engine optimization (SEO) has also been proven to make a positive contribution to the company's digital traffic. Moreover, the 77.2% growth in organic website traffic attributed to SEO demonstrates that the digital strategy extends beyond social media platforms. By optimizing article content with relevant keywords related to mental health and professional development, Relasi Diri successfully captures an audience with high intent—those actively searching for solutions. This highlights how a content strategy,



when integrated with SEO principles, can create a sustainable inbound marketing engine that complements social media efforts.

### **3.5 Strategic Implications for Practitioners**

From a practical standpoint, this study offers a clear roadmap for similar organizations. The findings underscore the importance of an omnichannel strategy where platforms serve complementary roles, such as using Instagram for broad emotional outreach and LinkedIn for targeted professional credibility. Success is also contingent on a data-driven approach, thoughtfully integrating tools like SEO and AI to enhance efficiency and capture high-intent audiences, while recognizing that technology must support the human creativity at the heart of resonant storytelling.

### **3.6 Directions for Future Research**

This research also opens avenues for future inquiry. While this study confirms high audience engagement, future research could quantitatively measure the direct impact of this engagement on lead conversion and client acquisition rates. Additionally, exploring the potential of User-Generated Content (UGC) could be a fruitful next step. Investigating how organizations can transition their engaged audiences from content consumers to active brand advocates would provide valuable insights into building sustainable digital communities.

### **3.7 Methodological Limitations**

It is important to acknowledge the limitations of this study. The single-case study design, while providing rich, in-depth insights into the specific context of Relasi Diri, limits the generalizability of the findings to other organizations in Indonesia's diverse training industry. The findings should therefore be seen as an illustrative model rather than a universally applicable formula.

By successfully building brand awareness and engagement through this psychologically-informed, adaptive approach (evidenced by significant growth in platform followers and high interaction rates) Relasi Diri provides a potent and replicable model for how other educational service organizations can bridge the gap between market needs and deeper human values in the digital age.

## **Conclusion**

This study concludes that psychological storytelling combined with platform-specific content strategy significantly enhances brand awareness and audience engagement in the professional training industry. The case of Relasi Diri illustrates how integrating personal

branding of expert trainers with corporate credibility builds both emotional connection and professional trust. The key contribution of this research is to position LinkedIn not only as a networking tool but also as a persuasive platform where emotionally resonant, human-centered content can effectively influence audience perception. This supports theoretical frameworks such as self-referencing theory and parasocial interaction within the context of B2B digital communication.

In practical terms, this study provides actionable insights for small to mid-sized training organizations. It highlights the value of implementing a data-informed omnichannel strategy that combines Instagram for emotional outreach and LinkedIn for professional positioning. The integration of SEO and AI tools can help extend reach and improve efficiency, provided these technologies are aligned with human-centered storytelling. This study has a limitation in its single-case design, which may constrain generalizability. Nevertheless, the depth and triangulation of data offer a replicable model for similar organizations navigating digital transformation in the education and consulting sectors. Future research is recommended to explore comparative studies across digital platforms, measure user-generated content dynamics, and assess how digital storytelling impacts lead conversion, client acquisition, or long-term audience retention.

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