

**CONTENT CREATOR DRIVEN DIGITAL MARKETING COMMUNICATION IN
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Abstrak

Penelitian ini mengkaji strategi komunikasi pemasaran digital berbasis content creator yang diterapkan oleh Ombilin Construction melalui Instagram dan TikTok dalam membangun trust dan engagement konsumen. Industri konstruksi kerap dipersepsikan sebagai sektor yang teknis dan kurang komunikatif, sehingga menghadapi tantangan dalam membangun hubungan digital dengan konsumen. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus melalui wawancara mendalam, observasi konten media sosial, dan dokumentasi digital. Analisis data dilakukan menggunakan perangkat lunak NVivo untuk mengidentifikasi tema dan pola relasional antar informan. Hasil penelitian menunjukkan bahwa Instagram berfungsi sebagai etalase visual profesional yang menampilkan portofolio proyek, sementara TikTok dimanfaatkan sebagai media naratif untuk menampilkan proses kerja dan aktivitas di balik layar. *Content creator* berperan sebagai mediator dalam menerjemahkan pesan teknis menjadi konten yang lebih mudah dipahami. Namun, pembentukan trust masih didominasi pendekatan informasional, sementara engagement partisipatif belum dioptimalkan. Penelitian ini menegaskan pentingnya integrasi storytelling nilai untuk memperkuat hubungan jangka panjang dengan konsumen.

Kata Kunci: content creator, komunikasi pemasaran digital, engagement, industri konstruksi, kepercayaan

Abstract

This study examines content creator driven digital marketing communication strategies implemented by Ombilin Construction through Instagram and TikTok in building consumer trust and engagement. The construction industry is often perceived as highly technical and less communicative, posing challenges in developing effective digital relationships with consumers. This research employs a qualitative case study approach using in-depth interviews, social media content observation, and digital documentation. Data were analyzed using NVivo software to identify key themes and relational patterns among informants. The findings indicate that Instagram functions as a curated visual showcase emphasizing project portfolios and professional credibility, while TikTok serves as a narrative platform highlighting work processes and behind-the-scenes activities. Content creators act as intermediaries in translating technical messages into accessible visual narratives. However, trust formation remains predominantly information-based, and participatory engagement strategies are not yet fully optimized. This study highlights the importance of value-based storytelling integration to strengthen long-term consumer relationships in professional service industries.

Keywords: construction industry, content creators, digital marketing communication, engagement, trust

INTRODUCTION

Digital transformation has shifted marketing communication practices from a one-way messaging pattern to a dialogic, participatory, and relational communication process. Social media now functions as a symbolic interaction space where brand meaning is constructed, negotiated, and interpreted collaboratively by companies and audiences (Dwivedi et al., 2021). In this context, digital marketing communications are no longer sufficient to rely on product information but are required to build emotional closeness, authenticity, and trust through visual representation and ongoing interaction (Hollebeek & Macky, 2019).

These changes present both challenges and opportunities for sectors traditionally perceived as technical and formal, particularly the construction industry (Tresnawati & Iskandar, 2023). Unlike consumer goods, fashion, or tourism, which inherently have visual and emotional appeal, the construction industry is generally perceived as a service provider based on technical specifications, work processes, and project deliverables. As a result, communication with consumers tends to be functional and informative, while the relational aspect often receives less attention. Yet, in high-stakes service marketing like construction, consumer trust and engagement are key foundations for decision-making, satisfaction, and the formation of long-term relationships (Alt, 2022; Rachbini, 2021).

The increasing use of visual-based social media platforms like Instagram and TikTok opens up new opportunities for construction companies to represent their

professionalism in a more communicative and accessible way. Instagram allows for a curated presentation of project portfolios and professional imagery, while TikTok offers a narrative, spontaneous, short-form video format that aligns with the digital consumption patterns of contemporary audiences, particularly younger generations (Pearce et al., 2020). However, the effectiveness of digital marketing communications is determined not only by the platform and the visual quality of the content, but also by the actors delivering the message and how that message is interpreted by the audience (Estriana et al., 2025).

The role of content creators is a strategic element in digital marketing communications. Content creators function as mediators capable of translating technical and corporate messages into visual narratives that are closer to the audience's everyday experiences (Putra & Hidayat, 2025). Several studies have shown that messages delivered through content creators tend to be perceived as more authentic and credible than marketing communications delivered directly by the company (Djafarova & Trofimenko, 2019; Campbell & Farrell, 2020). From a two-step flow of communication perspective, content creators can be positioned as opinion leaders who bridge the company's message with the audience, making it easier to receive and internalize (Lou & Yuan, 2019).

Social media is understood as a two-way dialogue space that enables audience engagement through symbolic interaction and digital participation. Communication effectiveness is not solely determined by

the delivery of information, but rather by the communicator's ability to build lasting relationships through meaningful responses, interactions, and engagement (Fitriani et al., 2025). In this participatory digital space, audiences are no longer positioned as passive recipients of messages, but rather as active actors involved in the process of constructing meaning through various forms of interaction, such as comments, visual responses, and ongoing online conversations. This process demonstrates that the meaning of communication messages is not entirely controlled by the communicator, but rather socially negotiated between the communicator and audience according to the context, experience, and interpretive framework of each party (Putra et al., 2025).

In an increasingly competitive and information-dense digital environment, building audience trust becomes increasingly complex and inextricably linked to the communicator's credibility and the consistency of the message's representation. Trust is not only built through message content or information claims alone, but also through audience perceptions of the legitimacy of the message source, narrative continuity, and the alignment between visual representations and the communication experience presented repeatedly (Gusty et al., 2025).

This perspective serves as an important foundation in this study to understand how Ombilin Construction's digital marketing communication strategy, mediated by content creators through the Instagram and TikTok platforms, functions

not only as a means of conveying project information but also as a space for constructing meaning that shapes perceptions of professionalism, trust, and consumer engagement among audiences.

Previous research in the construction sector has generally emphasized technical, managerial, and service quality aspects, while the dimensions of digital marketing communication as a social media-based relational process have not been widely explored (Nuseir et al., 2023). Specifically, studies that position content creators as communicative actors in building trust and consumer engagement in the construction industry through visual platforms like Instagram and TikTok are still rare. This situation indicates a significant research gap in the digital marketing communication literature (Bashir, Khwaja, Rashid, Turi, & Waheed, 2020; Yeğin & Ikram, 2022).

Based on this gap, this study aims to analyze content creator-based digital marketing communication strategies in building trust and consumer engagement in the construction industry through a case study of Ombilin Construction. Based on a constructivist paradigm, this study views professionalism, trust, and consumer engagement not as objective attributes inherent to the company, but as meanings constructed through symbolic interactions between the company, content creators, and audiences in the digital space.

The novelty of this research lies in its focus on the construction industry as a non-traditional context in digital marketing communication studies, its integration of the role of content creators as mediators of

meaning-making, and its mapping of strategic communication patterns through thematic analysis assisted by NVivo software. Thus, this research is expected to enrich the scientific knowledge of digital marketing communications while providing practical contributions to the development of communication strategies in the construction sector.

METHOD

This study employed a qualitative research approach using a case study design to obtain an in-depth understanding of digital marketing communication strategies based on content creators in building consumer trust and engagement. The qualitative approach was chosen because the study aimed to explore meanings, experiences, and interpretations of the actors involved, rather than to measure variables statistically. According to Creswell, (2024), qualitative research is appropriate for examining complex, contextual, and dynamic social phenomena, as it allows researchers to generate rich descriptions and identify patterns and themes emerging from the data.

The research was conducted at Ombilin Construction, a construction and interior design company located in Tangerang Selatan, Indonesia, and was carried out between September and December 2025. The subjects of this study included company management and marketing staff, content creators collaborating with the company on Instagram and TikTok, and consumers who had used Ombilin Construction's services.

The object of the study focused on digital marketing communication strategies implemented through Instagram and TikTok, particularly the role of content creators in shaping consumer trust and engagement.

Data were collected through in-depth interviews, social media content observation, and digital documentation. Interviews were conducted to explore strategic planning, content creation processes, and perceptions of trust and engagement. Observations focused on the types of content, communication styles, posting frequency, and audience interactions such as likes, comments, shares, and direct messages. Documentation included social media posts, captions, audience comments, and analytics reports. To ensure systematic and transparent analysis, all qualitative data were processed using NVivo software, which facilitated coding, categorization, and thematic analysis.

Data analysis was conducted using thematic analysis to identify recurring patterns and key themes related to digital marketing strategies, content creator roles, trust formation, and consumer engagement. This process involved data familiarization, coding, theme development, and interpretative narrative construction (Hesse-Biber, 2010). The research adopted a constructivist paradigm, which views social reality as a product of interactions and shared meanings among individuals. As emphasized by Matthew & Milles, (2017), the constructivist paradigm is suitable for studies that aim to understand how meanings are formed through social

processes. To ensure data credibility and trustworthiness, triangulation, member checking, peer debriefing, and audit trails were applied throughout the research process.

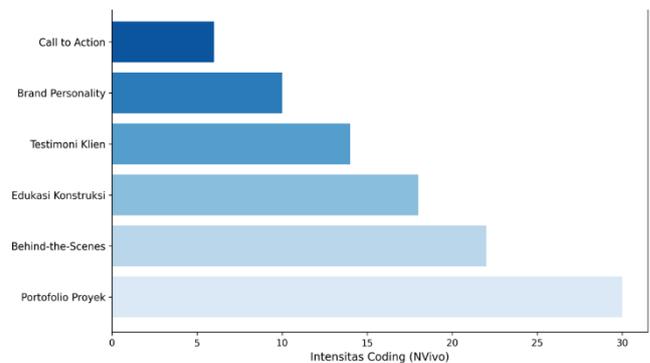
RESULTS AND DISCUSSION

Data Analysis Process Using NVivo

Data analysis in this study employed NVivo-assisted thematic analysis to identify patterns of meaning (themes) from qualitative data derived from (1) in-depth interviews with Ombilin Construction management, (2) interviews with content creators, (3) interviews with clients/consumers, (4) observation of Instagram and TikTok content, and (5) digital documentation in the form of posts, comments, and summarized analytics. Procedurally, all data were first transcribed, followed by systematic coding and theme development, culminating in an interpretive narrative that explains the relationships among themes.

Within NVivo, the analysis was conducted through four main operational stages. First, all interview transcripts and observation notes were imported as internal sources and organized by source type (management, creators, consumers, and content artifacts). Second, case classifications were created to distinguish informant categories (e.g., management, content creators, consumers), enabling cross-role comparisons. Third, open coding was applied to mark relevant meaning units aligned with the research focus (content strategy, creator collaboration patterns, trust, and engagement), followed by axial coding to consolidate related codes into more conceptual nodes (e.g., “visual

evidence,” “behind the scenes,” “CTA/DM,” and “social proof”). Fourth, analytical queries (such as word frequency, matrix coding, and, where necessary, coding comparison) were conducted to assess thematic consistency and examine inter-node relationships. This analytical procedure aligns with established practices that position NVivo as a tool to enhance rigor, consistency, and transparency in coding and theme development within qualitative research.



Source: Intensitas Coding (Nvivo)

Figure 1. NVivo Treemap/Hierarchy Diagram of Content Node Strategy (IG vs TikTok)

Figure 1 presents the NVivo Treemap/Hierarchy Chart illustrating the thematic coding results of Ombilin Construction’s Instagram and TikTok content strategy. The visualization reflects the relative prominence of each theme based on the frequency of references identified through qualitative analysis of interviews, content observation, and digital documentation.

The findings indicate that “Project Portfolio” is the most dominant theme, highlighting the company’s strong reliance on visual evidence of completed projects to demonstrate technical competence and

reduce consumer uncertainty in the high-risk construction industry. The second most prominent theme, “Behind-the-Scenes,” reflects efforts to enhance transparency and humanize the brand by showcasing work processes and team activities, thereby strengthening perceived authenticity.

Themes related to “Construction Education” and “Client Testimonials” appear with moderate intensity, suggesting a supportive role in building cognitive trust and social proof, although they are not as central as portfolio- and process-based content. In contrast, “Brand Personality” and “Call to Action” show the lowest intensity, indicating that narrative brand values and interactive engagement prompts are not yet fully optimized within the content strategy.

Overall, Figure 1 demonstrates that Ombilin Construction’s digital marketing communication is predominantly evidence-driven and process-oriented, emphasizing professional legitimacy and transparency. At the same time, the results reveal opportunities to strengthen value-based storytelling and interactive elements to further enhance long-term consumer engagement.

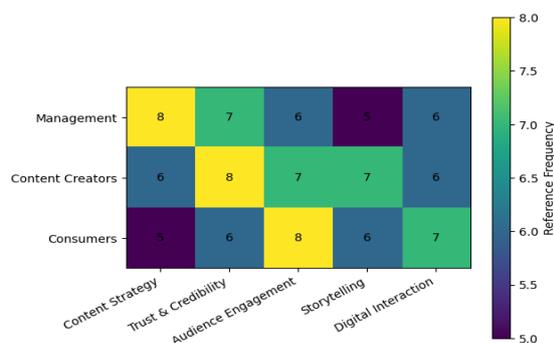
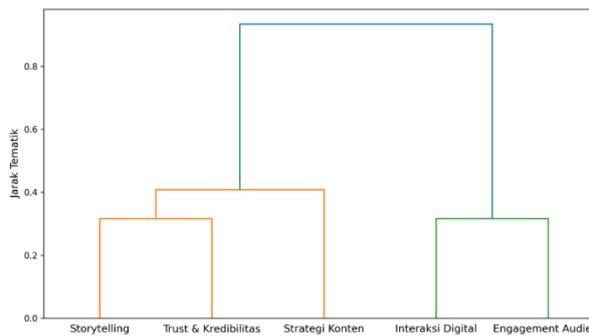


Figure 2 NVivo Coding Query Matrix Comparison of Themes per Informant Group

Figure 2 presents the results of the NVivo Matrix Coding Query, illustrating the distribution and intensity of key themes across three informant groups: Ombilin Construction management, content creators, and consumers. This matrix enables a comparative analysis of how each group interprets and emphasizes the digital marketing communication strategy based on content creators.

The findings indicate that each informant group highlights different but complementary aspects of the strategy. Management primarily emphasizes content strategy and trust and credibility, reflecting a strategic and instrumental perspective focused on message consistency and professional image building. In contrast, content creators place the strongest emphasis on trust and credibility, followed by audience engagement and storytelling, underscoring their role in translating technical messages into relatable and authentic narratives. Consumers, meanwhile, demonstrate the highest intensity in audience engagement and digital interaction, suggesting that they evaluate the effectiveness of digital marketing strategies mainly through their direct interaction experiences, such as responsiveness, ease of communication, and emotional connection with the content. Overall, the Matrix Coding Query reveals a shift in meaning across stages of the communication process from strategic planning (management), to message production (content creators), and finally to experiential reception (consumers). This finding confirms that the effectiveness of

content creator based digital marketing communication at Ombilin Construction depends not only on content design, but also on alignment between strategic intent, creative execution, and the quality of audience interaction.



Source: Intensitas Coding (Nvivo)

Figure 3 NVivo Cluster Analysis of Proximity Between Themes

Figure 3 presents the results of the NVivo cluster analysis in the form of a dendrogram, illustrating the degree of proximity among the main research themes based on their co-occurrence patterns within the coded qualitative data. The analysis shows that Storytelling, Trust & Credibility, and Content Strategy are grouped within the same cluster, indicating a strong conceptual relationship. This finding suggests that consumer trust in Ombilin Construction is not formed independently, but is closely linked to how content is strategically designed and narrated. In other words, credibility emerges through the integration of informative content and persuasive storytelling that frames the company's professionalism.

A second cluster reveals a close relationship between Digital Interaction and Audience Engagement. This pattern

indicates that consumer engagement is largely driven by the quality of two-way interactions facilitated through social media, such as comment responses, direct messages, and audience participation. Engagement is therefore shaped not only by visual content, but also by the presence of active dialogue between the brand and its audience.

The greater thematic distance between the two clusters highlights that trust and engagement, although interconnected, are constructed through different mechanisms. Trust is primarily influenced by content credibility and narrative coherence, while engagement depends more heavily on interaction quality and communication experiences. These findings reinforce the argument that digital marketing strategies based on content creators should balance credibility driven content with interactive communication to foster sustainable consumer relationships.

Digital Marketing Communication Strategy Based on Content Creators through Instagram and TikTok

Based on observations of Ombilin Construction's Instagram and TikTok content, in-depth interviews with management and content creators, and NVivo-assisted data analysis, the company's digital marketing communication strategy can be understood as a systematic effort to showcase professional competence through work visualizations and process-oriented narratives tailored to each platform's characteristics. The strategy is not merely

promotional, but is oriented toward constructing perceptions of professionalism through repetitive, consistent, and easily comprehensible content for non-technical audiences.

From a managerial perspective, Instagram and TikTok are positioned as digital storefronts operating at the early stages of the customer journey, particularly to build brand awareness and first impressions. This is reflected in statements from Informant A (Apis), who emphasized social media as a primary channel for reaching prospective clients who previously relied on word-of-mouth recommendations. Visual content and short-form videos are used to expand audience reach while encouraging subsequent interactions via direct messages (DMs) or WhatsApp for further consultation. These findings indicate a shift from purely informational marketing toward experience- and interaction-oriented communication.

NVivo coding results visualized in Figure 1 (Treemap/Hierarchy Chart) show that the content strategy concentrates on several dominant themes: project portfolios, progress documentation and behind-the-scenes content, light construction education, client testimonials, and brand personality through team profiling. The dominance of portfolio and behind-the-scenes themes suggests a prioritization of visual evidence to demonstrate technical capacity and work credibility. Educational and testimonial content functions as complementary elements that help audiences contextualize services and reduce uncertainty in selecting construction providers.

Further analysis reveals functional differentiation between Instagram and TikTok. Instagram is primarily used to build a curated, orderly, and convincing image through portfolio displays, final project documentation, and consistent visual aesthetics. In contrast, TikTok serves to broaden audience reach via short narrative content that highlights work processes, spatial transformations, and accessible explanations of construction in a more relaxed and digestible format. This pattern indicates that Ombilin's strategy extends beyond presenting outcomes to "telling the process," thereby bridging the comprehension gap between a technical industry and lay audiences.

Content creators play a crucial role in operationalizing this strategy. Interviews with Informants B (Nadia) and C (Fadhil) indicate that collaborations involve briefs outlining mandatory points such as service types, project evidence, and calls to action while still allowing creators autonomy over angles, visual styles, and narrative flow. From a constructivist perspective, this practice suggests that professionalism is not produced unilaterally by the company but negotiated through creators' interpretations aligned with platform logics and communication cultures. Creators act as mediators who translate technical corporate messages into visual symbols and narratives perceived as relevant and trustworthy by audiences.

The findings also reveal limitations in implementation. While content effectively attracts initial attention and increases visibility, NVivo analysis supported by Figure 3 (Cluster Analysis) shows that content strategy and trust

remain more closely associated with informational aspects than with deeper value-based storytelling. Content emphasizing safety standards, quality control mechanisms, project timelines, and after-sales services is not yet presented consistently. Consequently, the current strategy is stronger in building initial trust but has not fully optimized narratives that sustain confidence and more convincingly drive consumer decision-making.

Overall, Ombilin Construction's content creator based digital marketing communication strategy on Instagram and TikTok can be characterized as an effective visual-narrative approach for building awareness and a professional image at early stages of consumer interaction. However, to achieve more sustainable impact, the strategy requires strengthening value-driven storytelling so that trust evolves beyond initial impressions into long-term conviction.

The Role of Content Creators in Building Consumer Trust toward Ombilin Construction

Based on in-depth interviews with content creators and consumers, as well as thematic analysis using NVivo, this study finds that the role of content creators in building consumer trust toward Ombilin Construction extends beyond a promotional function. Content creators act as meaning mediators who bridge the perceptual gap between a technically oriented construction company and potential clients. Trust in this context is not formed instantaneously through content exposure, but emerges gradually through

the credibility of the message source, visual consistency, and repeated digital interaction experiences.

The NVivo matrix coding query (Figure 2) indicates that themes related to trust and credibility are most strongly emphasized by management and content creators, while consumers tend to associate trust with audience engagement and digital interaction. These finding highlights differing entry points of trust formation: from the organizational and creator perspective, trust is understood as a strategic outcome of message design, whereas from the consumer perspective, trust is constructed through experiential interaction with content and responsiveness.

Interview findings show that visual representations of real work processes, such as project progress and behind-the-scenes activities, are perceived as more credible than explicit promotional claims. Content creators contribute to trust formation by presenting information in a personal and narrative manner, reducing psychological distance and uncertainty. Cluster analysis further demonstrates the close relationship between trust, storytelling, and content strategy, indicating that credibility is constructed through narrative coherence rather than isolated messages.

From the consumer perspective, trust is built through the accumulation of consistent content, alignment between creator narratives and the company's official communication, and responsive interaction. NVivo analysis identifies three key mechanisms of trust formation: visual evidence, narrator credibility, and

consistency of digital experience. However, the trust developed remains largely at an initial level, sufficient to encourage contact but not yet fully established as deep trust grounded in comprehensive understanding of professional values.

Overall, the findings confirm that content creators play a strategic and symbolic role in constructing consumer trust. Trust is shaped through a negotiated process involving corporate messages, creator interpretation, and audience experience, aligning with the constructivist paradigm adopted in this study.

The Influence of Content Creator–Based Digital Marketing Communication on Consumer Engagement

The findings of this study indicate that content creator–based digital marketing communication strategies have a positive influence on consumer engagement at Ombilin Construction. Engagement in this research is not understood merely as quantitative responses such as likes, comments, or shares, but as a broader communicative and psychological process reflecting audience interest, attention, and participation toward the brand. NVivo-based thematic analysis reveals that consumer engagement is most strongly generated through visual content highlighting work processes, behind-the-scenes activities, and two-way digital interactions, particularly on TikTok.

Content creators function as symbolic mediators who translate the company’s technical messages into more personal and narrative-driven visual content, thereby increasing audience

involvement. Their presence also facilitates what can be described as spillover engagement, where interactions extend beyond the original content to activities such as visiting the official company account, sending direct messages, or saving content for future reference. This indicates that engagement does not remain confined to surface-level interaction but may evolve into more private and potentially business-relevant communication.

However, the findings also suggest that the engagement generated remains largely surface-level, primarily in the form of brief reactions and limited interaction. NVivo cluster analysis shows that audience engagement has not yet been fully integrated with deeper brand value storytelling and participatory content strategies. From a constructivist perspective, engagement emerges through the negotiation of meaning between the brand, content creators, and audiences. While Ombilin Construction’s digital marketing strategy has successfully created initial engagement through accessible and visually relevant content, further development is needed to transform algorithmic responses into sustained relational engagement by consistently incorporating value-based narratives and participatory communication.

Discussion

The findings of this study indicate that the content creator–based digital marketing communication strategy implemented by Ombilin Construction through Instagram and TikTok cannot be understood merely as a promotional activity, but rather as a process of

constructing professional meaning that is socially negotiated among the company, content creators, and audiences. From a constructivist paradigm, the reality of a “professional and trustworthy construction company” does not exist as an objective and fixed fact, but is continuously constructed through visual representations, process-oriented narratives, and repeated digital interactions on social media. NVivo-based analysis demonstrates that professional meaning emerges from the interconnection among content strategy, the role of content creators, trust, and engagement, which mutually reinforce one another within Ombilin Construction’s digital marketing practices.

Ombilin Construction’s digital communication strategy reflects the principles of Integrated Marketing Communication (IMC), particularly in terms of message consistency and platform integration. Instagram functions as a curated visual showcase displaying project portfolios and final outputs, while TikTok is utilized to expand audience reach through short narratives, work progress, and simplified explanations that align with recommendation-based algorithms. This pattern is consistent with Dwivedi et al. (2021), who argue that visual and short-video social media platforms enable more dialogic relationships between brands and audiences, especially at the early stages of the customer journey. In this context, social media no longer operates solely as a one-way information channel, but as a space of symbolic interaction that shapes consumers’ initial perceptions of organizational credibility.

The role of content creators is shown to be crucial in bridging the technical nature of the construction industry with digital audiences’ expectations for concise, visual, and easily understandable content. Interview findings reveal that content creators are granted creative flexibility in determining narrative angles and presentation styles while remaining aligned with the company’s core messages. From a source credibility perspective, this condition enhances perceived authenticity, as audiences interpret the content not only as corporate messaging but as experiences mediated by figures perceived as relatable and trustworthy. This finding supports previous studies by Campbell and Farrell (2020), which emphasize that content creators act as intermediaries who enhance consumer trust through personal and narrative-driven communication styles.

Consumer trust in this study does not emerge instantaneously, but is constructed through the accumulation of visual evidence, content consistency, and congruence between digital representations and consumers’ perceived experiences. NVivo coding results show that trust is formed through a combination of visual evidence (project outputs and work progress), uncertainty reduction (process explanations and estimations), and social proof (testimonials and audience interactions). These findings align with Bashir et al. (2020) and Alt (2020), who highlight that trust in digital environments is strongly influenced by information transparency and source credibility. From a constructivist standpoint, trust is not simply derived from corporate claims, but

from audiences' interpretations of consistently displayed symbols of professionalism on social media.

However, this study also identifies a strategic gap. While Ombilin Construction's content effectively builds initial impressions and captures audience attention, narratives that articulate deeper organizational values such as occupational safety standards, quality control mechanisms, and long term client commitments remain underdeveloped. This finding reinforces Hollebeek & Macky, (2019) argument that sustainable trust and engagement require content that goes beyond informational and visual appeal to construct relational meaning between brands and consumers.

In terms of engagement, the content creator-based digital marketing strategy demonstrably encourages audience involvement, both through public interactions (likes, comments, shares) and private interactions (direct messages and consultations). NVivo Matrix Coding Query results show that engagement themes are most prominent among content creator and consumer informants, indicating that audience involvement is driven by creators' communication styles and the accessibility of content. This finding aligns with the Consumers' Online Brand-Related Activities (COBRA) framework proposed by Muntinga et al., (2011) , which conceptualizes engagement as a spectrum of activities ranging from consumption to contribution and active participation. Recent studies du Plessis, (2022) further confirm that higher social media engagement correlates with

perceived relevance and emotional closeness to brands.

Overall, this discussion confirms that Ombilin Construction's content creator-based digital marketing communication strategy contributes not only to increased visibility, but also functions as a mechanism for constructing trust and engagement within a digital ecosystem. These findings extend digital marketing communication scholarship by situating the construction industry as a professional service sector capable of adapting to social media communication logics. Consequently, this study offers both theoretical contributions by enriching the understanding of the relationship among IMC, source credibility, trust, and engagement and practical implications for construction companies seeking to develop more sustainable and relational digital communication strategies.

CONCLUSION

This study aims to examine how content creator based digital marketing communication strategies are implemented by Ombilin Construction through Instagram and TikTok, how content creators contribute to the formation of consumer trust, and how these strategies influence consumer engagement. The findings indicate that Ombilin Construction strategically utilizes Instagram as a curated digital showcase to present project portfolios and professional credibility, while TikTok functions as a narrative-driven platform to expand audience reach through short, process-oriented, and behind-the-scenes content. The collaboration with content creators

plays a crucial role in translating technical construction messages into visual and narrative formats that are perceived as more authentic and relatable by digital audiences, thereby strengthening consumer trust through socially constructed meanings rather than corporate claims alone. Consumer engagement emerges not only through surface-level interactions such as likes and views, but also through comments, direct messages, and follow-up consultations, particularly in response to content that highlights work processes and contextual explanations. However, the study also reveals that engagement and trust formation remain largely informational and could be further strengthened through more consistent storytelling of corporate values, such as work standards, quality control mechanisms, and service commitments. These findings suggest that content creator-based digital marketing communication constitutes an effective approach for construction companies to overcome the industry's technical and rigid image, while future research is encouraged to adopt mixed-method approaches or comparative sectoral analyses to deepen understanding of trust and engagement formation in digital marketing communication across professional service industries.

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