The Strategy of Content Marketing to Increase The Revenue of Fundamental Hypnosis Training at Course Institute and Indonesian Hypnosis Centre Training in Mataram City

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Abstract: This research aims to identify and analyze the content marketing strategies employed by the Indonesian Hypnosis Centre (IHC) to enhance revenue from the Fundamental Hypnosis training in Mataram City, West Nusa Tenggara Province. The primary issue under investigation is revenue instability, with a focus on utilizing unpaid content marketing strategies on Instagram as an alternative solution. Through a qualitative approach involving in-depth interviews and secondary data analysis, this study reveals that before 2018, IHC relied solely on paid marketing methods such as purchasing provider numbers and distributing brochures. However, since its introduction in 2018, Instagram content marketing has proven effective starting in 2019. A consistent, though modest, increase in participant contributions from Instagram has been observed. Additionally, the research explores the use of editing tools such as CapCut, CorelDRAW, and Filmora, and the benefits of microblogging and Instagram Reels within the content marketing strategy. The findings are expected to provide significant contributions to the development of content marketing strategies for training institutions, particularly in the field of hypnosis, to address the challenge of unstable revenue.

Introduction

The development of technology and digitalization has changed the way businesses operate, facilitating product access, and increasing increasingly tight competition. To survive in a competitive market, companies need to implement innovative marketing strategies. One increasingly important strategy is content marketing, which involves creating and distributing relevant content to build awareness, attract interest, and strengthen relationships with audiences. Organic content, which is content created without advertising costs, is a strategic choice for many companies, including LKP Indonesian Hypnosis Center (IHC).

LKP IHC, founded in 2010, has become a professional training institution specializing in hypnosis, NLP, EFT, and other mind technologies. Along with the times, LKP IHC has shifted marketing from traditional methods such as SMS and brochure distribution, to digital marketing, utilizing social media such as Facebook, Instagram, and websites to reach a wider audience. However, despite using a digital platform, LKP IHC faces challenges in maintaining sales stability, especially during the COVID-19 pandemic, which has resulted in a significant decrease in revenue.

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According to LKP IHC revenue data from 2020 to 2022, there has been a decrease in the number of participants in Fundamental Hypnosis Training. This decrease can be caused by increasing competition from similar training institutions, as well as changes in consumer behavior that increasingly rely on technology to search for information. In facing these challenges, LKP IHC needs to take advantage of opportunities through content marketing, especially on social media such as Instagram. Content marketing is an effective way to reach audiences, increase brand visibility, and build relationships with potential customers.

By considering the increasingly massive use of social media platforms, this study aims to analyze how the content marketing strategy implemented by LKP IHC can increase their training revenue, especially Fundamental Hypnosis Training, through eight pillars of marketing communication, namely: goal setting, audience mapping, content ideation, content creation, content distribution, content amplification, content evaluation, and content improvement (Abdul Aziz, 2020). Although digital marketing through social media has shown a significant impact in increasing sales in many companies (Ibrahim, 2023; Pertiwi, 2018), LKP IHC needs to continue to innovate in order to remain competitive and be able to increase its income amidst increasingly fierce competition, both at the local and national levels.

This study also identifies the challenges faced by LKP IHC in maintaining business during the pandemic and how content marketing strategies on Instagram can help increase revenue and attract more training participants. Therefore, this study aims to answer the following research questions: 1. What are the challenges of LKP IHC in dealing with the Covid-19 pandemic in order to be able to maintain business? 2. How can the content marketing strategy carried out by LKP Indonesian Hypnosis Center (IHC) on Instagram social media increase the income of Fundamental Hypnosis Training based on the 8 pillars of marketing communication? Thus, this study is expected to provide new insights into the implementation of effective content marketing in increasing company revenue and competitiveness, as well as providing references for similar training institutions that want to optimize their marketing strategies in the digital era.

Research Method

This study used a qualitative approach to understand the phenomena in the field in depth, focusing on inductive and deductive analysis of the dynamics between the observed phenomena. According to Hardani (2020), qualitative research aims to develop sensitivity to the problems studied and provide an understanding of the existing reality. This approach is natural and carried out in the field (Abdussamad, 2021), in contrast to quantitative research which relies on numbers. As explained by Bogdan and Taylor (1982), qualitative research produces descriptive data in the form of words that describe individual behavior and thoughts holistically. In this study, in-depth interviews were conducted with internal parties of the company to obtain relevant insights regarding the content marketing strategy implemented.

This research was conducted at the LKP Indonesian Hypnosis Center (IHC), located at Jl. Langko No. 100, Dasan Agung Baru Village, Selaparang District, Mataram City, West Nusa Tenggara. IHC was selected as the research setting because it is one of the leading hypnotherapy course and training institutions in Mataram City and has implemented a content marketing strategy to increase sales of the Fundamental Hypnosis Training. The selection of IHC as the research location was based on the relevance of this institution to the research focus related to content marketing, as well as the role of IHC as an appropriate example for understanding the implementation of digital

marketing strategies in the context of training institutions. This research was conducted for six months after being approved by the relevant parties. The duration of this research was intended to allow researchers to collect in-depth data and analyze the implementation process of content marketing strategies at IHC.

The main subjects of the study consisted of the Marketing Manager and Head of the Content Marketing Team of LKP IHC, who have a deep understanding of the content marketing strategy implemented by this institution. These two subjects were selected based on their involvement in the planning and implementation of the marketing strategy that was the focus of the study, so that they could provide deeper and more relevant insights into the topic being studied.

Data collection in this study was conducted through three main techniques: in-depth interviews, participant observation, and documentation. In-depth interviews were conducted with the Marketing Manager and Head of the IHC Content Marketing Team to explore information related to the organic content marketing strategy implemented, with a flexible approach adjusted to the informant's response. Participant observation involved researchers who were directly involved in marketing activities at IHC, observing the implementation of the strategy, especially through social media and websites. In addition, documentation techniques were used to collect data from internal document sources, such as meeting reports and financial data, as well as external information such as magazines and bulletins that were relevant to the marketing strategy implemented by IHC.

The data analysis method in this study was carried out in three main stages that took place simultaneously: data reduction, data presentation, and drawing conclusions (Miles and Huberman, 1992). Data reduction involves selecting and simplifying relevant data, while irrelevant data is filtered. Furthermore, the data is presented in narrative or visual form, such as tables and diagrams, to facilitate understanding. The final stage is inductive drawing of conclusions based on the findings, which are then verified to ensure compliance with the research objectives and provide answers to the research questions.

Result and Discussion

Challenges for LKP Indonesian Hypnosis Centre (IHC) in Increasing Income during Covid-19

Based on empirical data in the field, LKP Indonesian Hypnosis Center (IHC) has indeed experienced a decline in revenue since the COVID-19 pandemic, exacerbated by increasing competition from similar LKP. However, LKP IHC continues to innovate and strive to be more creative in developing the Fundamental Hypnosis Training class to reach a wider range of participants. This development is carried out through a more intensive and targeted marketing strategy. This was revealed in the results of in-depth interviews with informants who contributed to this study:

No	Informant Questions about the challenges of Covid-19 on LKP IHC's revenue	Informant's Statement on Covid-19 Challenges to IHC LKP Revenue
1.	When we were hit by Covid, many businesses closed. How did LKP IHC face the challenges of Covid at that time? Was this institution still safe or did it experience a decline. Then what marketing tips were used to boost LKP IHC's sales?	Informant 1 *"So, in the past, LKP IHC held training via online zoom which was held for alumni. On average, if there were not too many new prospective participants, we used the alumni database to hold zoom training. Well, since Covid, the LKP IHC office is still standing today thanks to the help of the online training process and zoom meetings with alumni participants who had taken previous hypnosis training, training such as hypno*

langasing, hypno public speaking training at low prices but not cheap. At that time, many hypnosis institutions also went bankrupt due to no income from participants and minimal innovation so that many of these institutions went bankrupt, but LKP IHC was still struggling to continue to be able to spread hypnosis and not go bankrupt like other institutions"

Informant 2
"At that time, hypnosis training was included in tertiary needs, because participants who wanted to register for classes prioritized kitchen needs and stomach needs so that this hypnotic need was not prioritized. So LKP IHC created a class with an online system where the cost rate was around 500 thousand - 1 million rupiah. For the cost of 500,000, the training is held for two days with an intensity of around 2 hours/session. If it is 1 million, it can be 3-5 days of classes with an intensity of 2 hours/day. At that time, the database becomes the main factor in attracting participants and sales for the institution so that the institution can survive and continue to run. With good management and administration, LKP IHC will continue to survive, as can be seen from the 12 thousand alumni, only 50% of participants who participate online can have a stable impact on the company's finances. "

The Importance of Instagram Social Media in Content Marketing Strategy based on 8 pillars of marketing communication. Instagram social media is a digital platform that has quite a lot of users after Facebook. Because the number of users is quite large, companies are aggressively marketing their products/services through this platform both organically and non-organically. Organic content is content that is not paid for, while non-organic content is content that is later advertised/paid for. From what researchers see in the field, this organic content is highly prioritized to support a wider audience reach because there is an Instagram algorithm that continues to run according to who the audience is who is interested or has become a follower of the company's Instagram account. This is in line with the results of interviews conveyed by informants.

No	Informant Questions about Practitioners' Views on Marketing Content on Instagram	Informant's statement regarding practitioner's views on marketing content on Instagram
1.	As a practitioner in social media or digital marketing, what is your view as a practitioner who understands the world of digital media, especially Instagram, regarding content marketing?	Informant 1 *"In my opinion, content is informing about something with various themes, be it food, family, couples, education, small and large businesses, traveling and many more that can be information, education, or even just entertainment. Well, if we talk about content marketing, it means content marketing. Hmm, the purpose of this content is to be marketed in a wide range with different purposes. It could be that people create content because it is just a hobby, or to sell,*

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affiliate, or indeed focus on large companies in an effort to increase the market wider. So that's all from me in understanding content marketing".

Informant 2
"In my opinion, many people still don't understand the concept of content marketing. Content marketing is not just posting content on social media, but more than that. Content marketing focuses on content, where the content itself must have various pillars such as education, entertainment, etc. depending on each Instagram account. The most important thing about content marketing is providing education and information about our products to the public, not focusing on selling. It's called marketing, which means we lead people to be interested in the products we have by delivering information through the content we post."

2	Then how is the Instagram content marketing strategy in the company to increase the company's income. In your opinion, what form of marketing is carried out in the company to reach a wide audience to become hypnotherapy participants at LKP IHC?	**Informant 1** *"Instagram as the first platform to distribute organic content to the general public who will become prospective participants because in our opinion Instagram reaches middle to upper class customers and of course it is very effective because this organic content provides an attraction for consumers to take part in hypnosis training.* *On the other hand, the marketing that we use in creating Instagram content is from what is needed in society, it could be that the content is a viral problem. However, the content that is created is not far from the theme of hypnotherapy, psychology, mental health, and the subconscious. So this is the theme that we associate with the problems that exist at that time. So that later the content will spread. Slowly there are those who like, some who comment, even DM. Well, in this DM there are those who join, some who are not ready for funds, and some who are immediately interested and join the class."* **Informant 2** *"So we have 2 marketing strategies, namely organic marketing and paid marketing. These two forms of marketing are equally important and have the same impact on developing content on Instagram. If organic content is content that is created periodically so there is already a specific time or schedule while paid content is advertised from organic content that has been uploaded, just set the target audience. But both are equally important to monitor because both can introduce our products/services and thankfully until they want to take our class."*

The Stages of Instagram Content Marketing in Marketing Communications

a.   Goal setting

The first stage in content creation at LKP IHC is goal setting, which involves team discussions to determine relevant and trending content themes in Indonesia. The content created includes videos, photos, or articles that focus on hypnosis topics, such as the definition, history, and tips for hypnotherapy to overcome anxiety, trauma, and phobias. Next, the team determines a daily schedule for content creation and task distribution. Each content includes information for prospective participants who want to register for a hypnotherapy session, with a link that directs them to IHC Customer Service.

No	Informant Questions about the 8 pillars of marketing communications	Informant's statement regarding the 8 pillars of marketing communications
1.	How does LKP IHC determine the purpose of creating Instagram content to be shared with customers?	**Informant 1** *"The main purpose of creating organic content on LKP IHC's Instagram is to increase brand awareness and reach more customers. By posting content regularly, the Instagram algorithm will work to introduce the content to more audiences. Interesting content will create a better relationship with the audience, which can lead to class registration via Instagram DM. LKP IHC's target audience is men and women aged 15 to 70 years old, who are interested in mental health, psychology, and the subconscious. In addition, it is important to conduct regular evaluations to find out which content the audience likes the most, whether it is liked, saved, or reshared. This helps improve the effectiveness of the content and expand the reach of the Instagram account".* **Informant 2** *"Organic content on Instagram aims to introduce brands or services widely and consistently, so that the audience is familiar with the themes raised, especially related to hypnotherapy and mental health. With informative content, the audience can understand the benefits, and if they are interested, they can follow the account, save or share the content, and even register for classes. The increasing mental health problems are an important reason to provide education to the audience on how to manage emotions and thoughts. The main purpose of this content is to provide educational benefits to the audience while attracting participants to the hypnotherapy class".*

b.   Audience Mapping

Audience mapping is very important in marketing products or services through organic content on Instagram. With clear audience mapping, the reach of content becomes wider. The use of hashtags and choosing the right topics also help the Instagram algorithm to distribute content to relevant audiences. When people like or save posts about mental health, the content can reappear, and if interesting, can make them follow the account. If the content is shared, its reach will expand to non-followers, who have the potential to follow the account if they feel relevant.

No	Informant Questions about the 8 pillars of marketing communications	Informant's statement regarding the 8 pillars of marketing communications
2.	Regarding audience mapping, how does LKP IHC determine clear and sharp audience mapping so that it is right on target?	**Informant 1** *"For audience mapping, first, because we prioritize brand awareness first, then monitor the audience from existing followers or non-followers, then pay attention to what they like, such as which content is most in demand, can be checked from likes, comments, and saves of our posts. Well, that can be monitored via Instagram insights. There are insights on Instagram that we can see how many people from non-followers see. Second, we look at similar content. We find out which ones are interesting and often go viral. Don't forget that music, audio, and image displays also greatly affect the attractiveness of the content. Third, continue to monitor how the audience responds to the content we create by checking Instagram insights. Because the theme of LKP IHC is hypnotherapy, the content created is not far from mental health, psychology, and the subconscious."* **Informant 2** *"For organic content, there is actually no specific audience that is too targeted. This can be for all groups, all ages and all genders. Because its nature is more about providing education, benefits, tips, sharing, etc. So it is not necessary to determine a very sharp audience mapping. The point is that this content is still posted consistently on a schedule that has been determined and agreed upon from the start. Although there may be audience A who likes travel content, it is possible that our content, which is in the hypno field, passes by their homepage, or there is audience B who likes food but it is possible that our posts are missed. For example, if that happens, they may follow our account if they feel that the content is useful."*

c.   Conten Ideation and planning

The next step is content ideation and planning. At LKP IHC, content ideas emerge based on community needs and social issues, especially those related to mental health, psychology, and the subconscious. Before realizing the idea, the content team discusses to choose a trending and relevant topic to discuss through organic content on Instagram. This process ensures that the content created is in accordance with the needs of the audience and is effective in marketing.

No	Informant Questions about the 8 pillars of marketing communications	Informant's statement regarding the 8 pillars of marketing communications
3.	Regarding Content Ideation and Planning. Then how does ILKP IHC do it on content	**Informant 1** *"content ideas at LKP IHC focus on education about hypnotherapy, mental health, and psychology. They*

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marketing on Instagram social media?	*see trends in mental health issues in society, such as toxic environments, that need solutions. The most popular content is about mental health, because many people need this information. Content creation can be in the form of videos or writing, designed to be relevant to the audience."*
	Informant 2 *"content ideas are managed by a special team that always pays attention to what the audience needs, such as tips on mental health. They monitor similar content and adjust ideas to current trends. Mental health is the topic that is most in demand by the audience at IHC."*

d.   Content Creation

At the IHC LKP institution, content creation is carried out by the IHC team and does not use third parties in its creation. This content creation is carried out based on what the community needs and feels, plus cases that exist in the community or are innovated by the creation of the content team itself. The creation of this content cannot be made immediately, it requires designing ideas, creating scripts, editing content until finishing. This was also stated in the results of interviews with several research informants. Here is their statement:

No	Pertanyaan Informan tentang 8 pilar komunikasi pemasaran	Pernyataan Informan mengenai 8 pilar komunikasi pemasaran
4.	Can you explain the next steps,? This is about Content Creation. Can you explain who creates the content, whether from the IHC team or from a third party, then the content must be consistent. So what is the model so that this content remains consistent for uploading? Then next, regarding content editing, what applications are used and what are their uses in the process of creating organic content?	Informant 1 *"The content creation process begins with creating a script, then editing it using Canva and CapCut. For more detailed graphic designs, CorelDRAW is used, and for videos, Filmora is used for editing. All processes are carried out by the IHC internal team, without third parties, so that revisions are more flexible. Content is uploaded according to a regular schedule to maintain consistency and the Instagram algorithm".* Informant 2: *"The IHC content team creates content internally, without third parties, and always ensures that content is scheduled and consistently uploaded three times a day. The process begins with a script, then editing using Canva and CapCut, with the addition of video, music, and audio to attract the audience's attention".*

e.   Content Distribution

The next pillar of communication is content distribution, which means that if the distribution is correct and appropriate, the content shared will be right on target to the audience. In LKP IHC, organic content distribution is carried out on the Instagram platform. The researcher also interviewed about the distribution of appropriate content by LKP IHC. The following are the statements of the informants.

No	Informant Questions about the 8 pillars of marketing communications	Informant's statement regarding the 8 pillars of marketing communications

5.	Well, no matter how good the content is, if it is not distributed properly, it will be in vain. Now for LKP IHC itself, regarding content distribution, what form does it take to be right on target?	Informant 1: *"At LKP IHC, content distribution is done through Instagram, with posting consistency as the main key. Instagram has a supportive algorithm, so that content that is regularly uploaded will still be seen by followers and non-followers. The use of relevant hashtags such as #psychology, #hypnotherapy, and #mentalhealth is very important to reach the right audience. In addition, the Reels and microblog features help distribute content, with Reels attracting attention through short videos and microblogs providing more in-depth information. This combination ensures that content distribution is more targeted and effective."* Informant 2: *"LKP IHC content is distributed through Instagram which has a large audience in Indonesia. Consistency of posting and the use of relevant hashtags allows content to reach more people, including non-followers who may be interested and eventually follow the account. Instagram also allows topic selection to ensure content is targeted, such as mental health or family topics. With the right approach, content distribution becomes more effective, often generating new participants through organic and paid content."*

f.   Content Amplification

Content amplification is the main key to content distribution, such as designing content in such a way that it can be discussed or even go viral. In this case, the role of influencers, buzzers, or figures has an important role in the content amplification process. Their role is to open wider access to a larger target audience group. In this case, it was also stated by the informants. Here is their statement.

No	Informant Questions about the 8 pillars of marketing communications	Informant's statement regarding the 8 pillars of marketing communications
6.	One of the pillars of marketing communication is called content amplification, which is content that is designed in such a way that it goes viral and opens wider access. So how is the content created in the LKP Indonesian Hypnosis Center (IHC) so that it can go viral and open wider access? How did the idea come about so that the content could later go viral in the market?	Informant 1 *"For example, for content that is currently viral, such as cases of sambo, psychopaths and the like, so we create how the characteristics of psychopaths, the characteristics of psychopaths, can this psychopathic character be cured or maybe is this psychopathic character dangerous. So that the distribution of this content is appropriate and the possibility of it going viral is high because that is the reality that occurs in society. There are also several types of businesses that use the services of celebgrams to boost a business to be more famous in the market. But so far at LKP IHC we have not used that service. So we are still focusing on organic content and paid advertising."* Informant 2 *"Actually, hypnotherapy already has its own market.*

	So the more we go here, we can see that many people who are even young are already feeling disturbed by their mentality, or are more unable to control their emotions and psyche that are disturbed due to environmental factors. Well, that means that this society is actually indirectly aware of psychology, mental health and hypnotherapy. Actually, if it is to go viral, we do not prioritize what must go viral if the main thing is that our content can be accepted by society according to what is needed. Yes, most of the problems that are currently viral in society. We make it content like the case of artists who are related to mental health or psychological illnesses. Well, we can create ways to manage it, tips, or tell the audience what the causes are, the impact of a problem is due to what. Well, if the content is in line with the news that is currently trending in society, of course our Instagram content can also spread faster. Because so far organic content and paid advertising have both given quite significant results to increase the number of participants in LKP Hypnotherapy. So our content team must be creative, must be able to see the phenomena that are happening now, must be able to stay up to date with the increasingly rampant mental health problems."

g.   Marketing content evaluation

After the content is distributed, evaluation becomes the next important stage. Of course, to see the performance of the strategy that has been implemented, whether the content has an influence on the strategy that has been set. Here are the statements from the informants:

No	Informant Questions about the 8 pillars of marketing communications	Informant's statement regarding the 8 pillars of marketing communications
7.	Is there always an evaluation in creating content? namely an evaluation of how to increase the rate more or an evaluation of how to develop more interesting and viral content ideas so that many are known by LKP Indonesian Hypnosis Center (IHC) customers?	Informant 1 *"Yes, first, there is always an evaluation, usually regarding what ideas can be developed so that the appearance of the content can be more interesting to watch. Second, what type of content contributes the most likes, post saves, or story shares to Instagram. Third, how do we respond to the audience because from those posts there are always those who comment and even continue to DM to take the Hypnotherapy class in the end. Fourth, measuring participants who enter through Instagram content so we have our own format that enters through Instagram and can differentiate which ones enter through unpaid content and also from paid content."* Informant 2 *"ooo we still have to evaluate, evaluate with the content team in particular. This is very important so that we know what content needs to be increased in*

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| | | *value or its display model improved. Then we check the insights so we know which content has the most fans, right? Well, if that's the case, we can increase the number of similar content themes by displaying different information."* |

h.   Marketing Content Improvement

Marketing content has the advantage of being more measurable, allowing brands to monitor the performance of published content, including themes, formats, and channels. The main challenge is creative innovation, by constantly updating the themes, formats, and channels used. Without innovation and consistency, content will quickly become outdated and irrelevant in a rapidly changing era.

No	Informant Questions about the 8 pillars of marketing communications	Informant's statement regarding the 8 pillars of marketing communications
8.	With the variety of content created, how do you think the marketing development (Marketing Improvement) of the LKP Indonesian Hypnosis Center (IHC) Instagram content will be so that it can be updated in the market?	**Informant 1** *"First, we as the IHC team must always be up to date to see the content that is currently viral so that the benchmark for the content we create can also go viral. Second, we must always respond to customers, this is one of the keys to building trust and feedback with our customers. Every question from customers, for example, if a user asks something, we must answer correctly and provide sufficient information for them or they ask for help with the problems they have, so we also help them until the existing problems can be resolved. Third, also focus on testimonials from alumni, officials, governors, legality in the form of official permits and partners from various ministries because this is important to increase consumer appeal."*
		Informant 2 *"Actually, the first point is that this content must be creative, innovative, see similar content, see phenomena that occur in society. So that our content can be interesting and connected to the problems that are happening now. Second, we do not ignore DM messages, comments, Followers, meaning that every time they give a response we respond quickly. Because if we respond quickly, the audience will like it and feel appreciated that their messages are answered quickly. Third, be consistent in creating content. That's all from me."*

The COVID-19 pandemic has had a significant impact on the income of LKP Indonesian Hypnosis Centre (IHC), but they managed to survive by formulating an affordable training strategy, between 500 thousand and 1 million rupiah, to attract participants. LKP IHC also focuses on database management and the use of online training, which helps financial stability even though only 50% of participants participate online. With around 12 thousand alumni, IHC shows resilience and innovation in managing resources.

Organic content marketing strategies on Instagram are an important means of reaching a wider audience. The published content has succeeded in increasing followers, likes, saves, and shares, and often encourages audiences to register for classes via DM. The content marketing process at IHC consists of several stages:

1. Goal Setting: Setting goals to introduce brands and products with educational content about mental health.
2. Audience Mapping: Identifying relevant audiences, with the majority of participants aged 30-60 years.
3. Content Ideation and Planning: The content team develops ideas based on community needs, current issues, and social trends.
4. Content Creation: Content creation with scripts, editing in Canva and CapCut, and adding visual and audio elements.
5. Content Distribution: Content distribution through Instagram, with consistency and understanding of algorithms to increase visibility.
6. Content Amplification: Strengthening reach with organic content and paid advertising.
7. Content Marketing Evaluation: Regular evaluation of content performance using data insights to ensure relevance.
8. Content Marketing Improvement: Improving content quality by paying attention to trends and audience interactions.
9. With a planned and consistent strategy, IHC has managed to maintain operational stability and remain relevant in the market.

Challenges of LKP Indonesian Hypnosis Center (IHC) During Covid-19

1. Challenges of the Indonesian Hypnosis Center (IHC) LKP in Handling Participants Who Are Not Technologically Proficient (Gaptek) Zoom Meetings

Due to the Covid-19 pandemic, there was an appeal from the government regarding the prohibition of gathering in close proximity, so LKP IHC created a strategy for training to be carried out online at a price that was not too high but of good quality. One of the major challenges faced by LKP Indonesian Hypnosis Center (IHC) during the COVID-19 pandemic was how to handle training participants who were not technologically proficient, especially participants over the age of 40. Many of these participants were not accustomed to using digital platforms such as Zoom Meeting, which was the main tool in implementing online training. This limitation often caused difficulties in accessing classes, attending sessions in full, and utilizing interactive features during training.

To overcome this problem, the IHC admin team took a proactive role in providing intensive guidance to participants who experienced technological difficulties. This guidance included technical steps such as how to download and install the Zoom application, how to join a session, and utilize basic features such as mute, unmute, and screen sharing. The admin team also provided easy-to-understand written guides, and held simulation sessions for participants who felt the need to try using Zoom before the training began.

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Not only that, during the session, the IHC admin team remains on standby to provide real-time technical support, ensuring that participants do not miss the material due to technical problems. This personal assistance is carried out through various communication channels, such as telephone, WhatsApp, and direct chat on the Zoom application. This approach shows IHC's commitment to providing the best service to participants, even though they are faced with quite complex challenges. The patient and responsive admin team ensures that all participants, regardless of age and level of technological literacy, can follow the training well and get maximum benefits from the classes held.

2. Challenges of the Indonesian Hypnosis Center (IHC) LKP in Handling Participants Who Prioritize Primary Needs During the COVID-19 Pandemic

In addition to technological challenges, the Indonesian Hypnosis Center (IHC) LKP is also faced with the fact that many prospective participants prioritize primary needs such as food, drink, and other basic needs compared to tertiary needs such as training and self-development. The COVID-19 pandemic has caused people's economic conditions to become difficult, so that their spending priorities have shifted to meeting daily needs, which has significantly decreased interest in taking hypnosis training. In this condition, IHC faces a major challenge in convincing the public that hypnosis training is still important even in the midst of economic difficulties. One approach taken by IHC is to emphasize the practical and long-term benefits of hypnosis training in helping to overcome stress, anxiety, and mental instability that many have experienced during the pandemic. IHC positions hypnosis training not merely as a tertiary need, but as an investment in mental health that can have a positive impact on participants' daily lives, both in family, work, and social relationships.

To overcome cost constraints, IHC also offers various training packages at more affordable prices, as well as providing installment or installment payment options. This promotion is also strengthened by the use of educational content on social media that highlights the importance of maintaining mental well-being, especially in difficult times like the pandemic. Through this approach, IHC seeks to reach more participants, even though they are in difficult economic situations.

3. Continuation of Challenges and Solutions Implemented by LKP Indonesian Hypnosis Center (IHC) During the Pandemic

a. Adaptive Training Programs

In dealing with the COVID-19 pandemic, the IHC team realized that innovation was needed in designing training programs that were more flexible and accessible to various groups, especially those who were economically affected. Some of the methods used were:

1. Providing classes with shorter durations but still effective.
2. Integrating more interactive training sessions through online platforms such as Zoom Meeting.
3. Opening free consultation or training sessions as a way to attract new participants.

b. Competitive and Flexible Prices

As previously mentioned, LKP IHC offers more affordable training prices during the pandemic. They facilitate participants with more flexible payment options, for example through installments or discounts for participants who register early. This is done to provide wider access to people with financial limitations without reducing the quality of the training provided.

c. Strategic and Comfortable Location

Although most of the training has been shifted to online platforms, IHC still maintains offline training locations in strategic and comfortable three-star hotels for participants who still choose face-to-face training. This is done to improve learning comfort for participants who prefer to take part in direct training.

d. Aggressive Digital Promotion

IHC intensifies promotions through social media, especially with organic content that highlights the benefits of hypnosis during the pandemic. In addition, they also utilize WhatsApp Business to reach potential participants through direct broadcast messages. The IHC team consistently produces relevant and educational content, which helps the public understand the importance of hypnosis training as part of self-care and improving the quality of life, even in difficult conditions.

4.   Internal Challenges of LKP Indonesian Hypnosis Centre (IHC) in Facing the Change in Training from Offline to Online (Zoom Meeting)

The drastic changes that occurred during the COVID-19 pandemic forced LKP Indonesian Hypnosis Centre (IHC) to shift most of its training programs from face-to-face (offline) to online formats using platforms such as Zoom Meeting. This change, although bringing advantages in terms of accessibility and participant reach, also presents a number of internal challenges that must be overcome by the institution, including:

1.   Technology Adaptation by Instructors and Internal Team

One of the main challenges is the ability of the IHC instructor and staff team to adapt to the new technology needed in online training. Before the pandemic, most training was conducted face-to-face, which required a different approach in delivering materials and interacting with participants. When having to switch to Zoom Meeting, instructors needed to master various technology features such as screen sharing, breakout rooms, and other virtual interactions that they had not previously used.

Solutions implemented:

A. IHC held internal training for instructors and staff to improve technology literacy, including the effective use of the Zoom Meeting platform.

B. The admin team is also prepared to support instructors in technical matters during training sessions, from moderating participants, solving technical problems, to guiding the use of Zoom features.

2.   Changes in Teaching Methods and Interactions

Hypnosis training, especially those involving live demonstrations and interactions, has different dynamics when conducted online. In face-to-face sessions, instructors can usually easily make visual contact, understand participants' body expressions, and provide direct feedback. However, in a virtual environment, instructors face challenges in maintaining the same effective interaction.

Solutions implemented:

A. Instructors at IHC adjusted the way they delivered the material by utilizing Zoom features that support interaction, such as chat boxes, polling, and breakout rooms for small group discussions.

B. The IHC team also adjusted the curriculum to be more suitable for the online format, by breaking long sessions into shorter, more interactive modules to maintain participants' attention.

3. Decreased Internet Connection Quality for Participants and Instructors

One of the challenges that often arises in online training is the uneven quality of internet connections, both from the participants' and instructors' sides. Disruptions such as dropped connections, laggy video, or unclear sound can hinder the training process and reduce the overall learning experience.

Solutions implemented:

A. IHC provided technical guidance to participants and instructors before the training began, including suggestions for checking internet connections, using adequate devices, and minimizing disruptions during the session.

B. To anticipate connection disruptions, training materials were also prepared in the form of recordings or supporting documents that participants could re-access after the training.

4. Difficulty in Maintaining Participant Engagement

One of the challenges in online training is maintaining participant engagement, which is not easy to maintain when training is conducted via a screen. In face-to-face training, instructors can immediately catch and direct participants who are less active or appear to be losing focus, while in online training, this is more difficult to do.

Solutions implemented:

A. IHC adopts more interactive learning methods, such as practical simulations, active Q&A sessions, and the use of interesting videos or illustrations to keep participants focused.

B. The IHC team also conducts regular participant satisfaction surveys to find out aspects of online training that need to be improved and which areas are considered effective by participants.

5. More Complicated Internal Team Coordination

Before the pandemic, internal team coordination at IHC was easier because of face-to-face meetings in the office. However, with social restrictions and the implementation of remote work, coordination between teams has become more challenging, especially in ensuring readiness for online training, monitoring schedules, and ensuring the entire team is working in sync.

Solutions implemented:

A. IHC utilizes internal communication platforms such as WhatsApp and project management applications to facilitate team collaboration, including scheduling virtual meetings, assigning tasks, and monitoring performance.

B. The management team also organizes weekly online meetings to evaluate performance and plan future training. Despite facing various internal challenges in the transition from face-to-face to online training, LKP Indonesian Hypnosis Centre (IHC) was able to adapt quickly through appropriate training, innovation, and technology support. This allowed them to continue serving participants effectively and maintain the quality of training, albeit in a different format.

Growing number of participants from Instagram (2018-2023)

Year	Number of Participants from Instagram	Information
2018	34	The beginning of content marketing on Instagram
2019	60	Experienced an increase in participants due to the introduction of organic content
2020	20	Decrease in the number of participants due to the COVID-19 pandemic
2021	17	Decrease in the number of participants due to the COVID-19 pandemic
2022	94	Significant recovery and increase after the pandemic
2023	148	Increase in the number of participants by 1.5% from the previous year, reflecting the success of the content strategy

From the table, it can be seen that the number of participants coming through Instagram continues to increase from year to year, with varying growth rates. Although this increase is not always large, the consistency of the increase shows that the content marketing strategy implemented is increasingly effective in attracting potential participants from the platform. This table and explanation illustrate the transition of IHC's marketing strategy from a paid approach to a more efficient organic approach through social media, especially Instagram.

Conclusion

The content marketing strategy implemented by LKP Indonesian Hypnosis Center (IHC), especially through Instagram social media, has proven effective in increasing the number of training participants. Although the increase is consistent but not large, the use of organic content helps build engagement and awareness of the importance of hypnosis training. During the COVID-19 pandemic, IHC faced major challenges with a decrease in participants and revenue. However, innovations such as affordable prices, online training, and intense promotions through social media helped IHC survive despite a significant decline at the beginning of the pandemic. Of the eight pillars of marketing communication implemented, organic content on Instagram contributed the most to attracting new participants, while other strategies such as paid promotions, offline workshops, and WhatsApp broadcasts also played an important role in maintaining the stability and visibility of the institution. The combination of these strategies creates an effective synergy to increase engagement and build a positive image in the eyes of the audience.

Recommendation

Future research could explore several areas to build on this study. First, comparing the effectiveness of different social media platforms, such as Facebook or YouTube, in promoting training programs could offer insights into which platforms best reach target audiences. Longitudinal studies tracking the long-term effects of content marketing on sales and engagement would help assess the sustainability of marketing strategies. Additionally, expanding the research to include competitors in the hypnotherapy training sector could provide valuable comparisons of best practices. Quantitative methods could also be incorporated to measure the direct impact of content on sales performance, while investigating consumer perceptions and engagement with content could further reveal how marketing influences decision-making. Future studies might also consider the role of cross-platform strategies, personalized content, or influencer partnerships in enhancing marketing effectiveness and customer loyalty, offering a more comprehensive view of content marketing's potential in the educational and service sectors.

Acknowledgment

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