



# Youtube As A Digital Marketing Channel: Strategy Optimization And Content Management

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## ABSTRACT

This study analyzes strategies for optimizing the YouTube channel as a digital marketing medium at PT. Tourezia Cakra Inspira. The study was motivated by the fact that the utilization of the YouTube channel has not yet been optimized. YouTube is currently used only as a digital portfolio archive for the company, resulting in low view counts and audience engagement. This study aims to identify the current utilization of the YouTube channel, understand the obstacles and challenges faced, and discover strategies for optimizing video content so that this channel can be transformed into a digital marketing channel. This study employs a qualitative approach using a descriptive method. Data collection was conducted through observation and in-depth interviews with the Digital Marketing Division and Creative Design Division. The results of the study indicate that the obstacles faced include a lack of keyword research, high video content production costs, and an inconsistent upload schedule.

## INTRODUCTION

According to Kingsnorth (2022), digital marketing is the strategic application of digital technology and media integrated with traditional communication methods to achieve marketing and business objectives (Kingsnorth, 2022). This involves managing a company's online presence, such as through websites, mobile apps, and social media, in line with interactive digital communication techniques (Ye et al., 2024). To support this marketing effectiveness, companies utilize various digital platforms as intermediaries directly with consumers (Fattah et al., 2025). Some examples of commonly used platforms include Facebook, Google, Instagram, TikTok, and YouTube (Parker et al., 2024).

Social media has now become a key pillar of digital marketing. According to Chaffey & Ellis Chadwick (2019), social media is a category of digital media that facilitates two-way interaction and audience participation through content creation and real-time information exchange (Chaffey & Ellis-Chadwick, 2019). This means that a social media presence can provide a space

for companies to listen to and respond directly to audience needs, beyond simply conducting promotions. This opinion is supported by Kumar et al., (2022), who argue that a company's use of social media can not only build brand awareness but also create relevant strategic relationships with target markets through interactive and transparent content (Kumar et al., 2022). Therefore, social media management serves not only as a digital medium but also as a crucial tool for companies to build long-term trust with clients.

Among these digital platforms, YouTube serves as an effective marketing medium due to its massive user base. Research by Tewu et al. (2025) states that YouTube can reach 75% of internet users, equivalent to 139 million users in Indonesia, making it a popular promotional channel for many companies (Tewu et al., 2025). According to Iskiev (2022), YouTube's effectiveness makes it the most dominant platform used in digital video marketing, with 77% of global marketers recognizing its crucial role (Iskiev, 2022). Furthermore, YouTube's ability to present in-depth promotional content has proven effective in significantly increasing audience brand awareness (Austin, 2022). Furthermore, video communication allows audiences to feel a "social presence" from afar, positively impacting a company's appeal, persuasiveness, and client perceptions in digital business interactions (Koponen et al., 2024).

In practice, various digital platforms such as Facebook, Instagram, TikTok, and YouTube have been utilized by businesses to support digital marketing activities (Purnama et al., 2026). PT. Tourezia Cakra Inspira, a tourism company, has used YouTube as a platform to store video documentation of client activities (portfolios). These videos serve as a form of accountability to clients after the event, not specifically produced for marketing content. Therefore, YouTube is limited to serving as a portfolio archive, not as marketing content that provides reviews and experiences.

Indications of this suboptimal YouTube function were evident during the author's internship at PT. Tourezia Cakra Inspira and his involvement in the Digital Marketing Division, particularly while serving as the person in charge (PIC) of YouTube for a month. The author realized that PT. Tourezia Cakra Inspira's YouTube channel was not being utilized optimally. Ideally, YouTube serves as a marketing medium that can attract audiences or potential clients through video content uploaded to YouTube. In reality, PT. Tourezia Cakra Inspira's YouTube channel only functions as an archive of the company's digital portfolio, resulting in PT. Tourezia Cakra Inspira has experienced stagnation, which is evident from the low number of views and minimal audience interaction on the majority of uploaded videos.

Based on field findings, three main factors were identified that contributed to the suboptimal performance of PT. Tourezia Cakra Inspira's YouTube channel. First, a lack of keyword research relevant to audience search intent, making the company's video content difficult to find in search engines. Second, the high cost of video content production hindered PT. Tourezia Cakra Inspira in designing marketing video content. Third, an inconsistent content upload schedule limited audience exposure, making it difficult for the YouTube channel to reach a wider audience.

However, optimizing the company's YouTube channel is feasible due to its potential for development. This is supported by research by Koponen et al. (2024) which found that social presence through video is important because it has been shown to be associated with various positive communication outcomes, such as attraction and persuasion (Koponen et al., 2024). According to Salonen et al. (2024), digital content marketing is a "pull" strategy, where companies provide valuable content to solve customer problems, rather than simply promoting company offerings (Salonen et al., 2024).

There is a gap between YouTube's role as a marketing platform and the reality of its implementation at PT. Tourezia Cakra Inspira is the reason the author is researching this topic. As a digital marketing platform, YouTube video content is designed with an audience orientation. This approach indicates that a YouTube channel is not simply a place to upload raw documentation, but rather a medium for presenting videos with educational, informative, and

persuasive value (Cowley et al., 2021). Furthermore, a broad audience reach also requires optimization through SEO (Search Engine Optimization) strategies based on audience search intent (Devianto et al., 2022). In reality, these steps have not been implemented by the company, which is also indicated by an inconsistent content upload schedule. This gap between YouTube's role and the minimal implementation of marketing strategies in the field is what prompted this research. This research aims to identify the causes of the company's YouTube channel's suboptimal performance, evaluate the current condition, and formulate an optimization strategy. Through this report, it is hoped that PT. Tourezia Cakra Inspira's YouTube channel can transform from a mere portfolio archive into an effective digital marketing channel in attracting the attention of new audiences and clients.

## LITERATURE REVIEW

Uses and Gratifications Theory (UGT) emphasizes that audiences are active in selecting and using media to meet various needs such as information, entertainment, self-identity, and social interaction (Katz et al., 1973). In the context of digital media like YouTube, audiences have full control over content consumption, so the success of a video is largely determined by its ability to meet cognitive, affective, personal integration, social integration, and escapism needs. The application of this theory in research shows that the low performance of PT. Tourezia Cakra Inspira's YouTube channel is caused by content that is still focused on internal documentation and is not oriented to audience needs, resulting in less interest and minimal interaction. Therefore, channel optimization needs to be carried out with an audience-based approach through understanding preferences, creating relevant and interesting content, and consistent uploads to increase engagement and make YouTube an effective marketing medium.

Digital marketing is the application of digital media, data, and technology integrated with traditional communications to achieve marketing objectives (Chaffey & Ellis-Chadwick, 2019), and involves data processing, ethical considerations, and the use of various channels such as social media and search engines to reach a broad and efficient audience. This strategy is used in various sectors, including B2B, which demands accuracy, scalability, and personalized services due to more complex decision-making processes. Furthermore, digital marketing also plays a crucial role in building and maintaining an organization's reputation, where consistent innovation can strengthen a company's image, while a lack of initiative can damage it (Kumar et al., 2022). In the context of this research, optimizing PT. Tourezia Cakra Inspira's YouTube channel as a B2B company is a strategic step to transform the platform's function from a passive portfolio to an active marketing medium capable of building professionalism and trust with potential clients.

According to Chaffey & Ellis-Chadwick (2019), digital platforms act as key intermediaries that bridge interactions between companies and consumers, particularly through large ecosystems such as FAMGA, which control digital infrastructure and influence the effectiveness of marketing communications (Chaffey & Ellis-Chadwick, 2019). This is in line with Kumar et al. (2022), who stated that digital platforms also function as transactional networks that increase cost efficiency and support the management of long-term relationships with business partners (Kumar et al., 2022). In the context of this research, YouTube, as part of the Google ecosystem, plays a strategic role as a visual communication medium for companies. Therefore, optimizing YouTube is not limited to just uploading videos, but also utilizing digital platforms to increase marketing effectiveness, so that it can become a medium capable of reaching a broad audience and strengthening business relationships.

According to Salonen et al. (2024), digital content marketing represents a shift from a direct sales approach to one focused on helping, providing insight into the customer decision-making process so that companies can present relevant and solution-oriented content (Salonen et al., 2024). This approach emphasizes that marketing is no longer focused on the product

offered, but rather on the company's ability to understand consumer problems and provide solutions through digital content. In the context of this research, PT. Tourezia Cakra Inspira's YouTube channel, previously used only as a portfolio medium, needs to be transformed into an audience-oriented digital content marketing platform, for example through educational videos relevant to B2B clients. By implementing this helping-based strategy, YouTube can function as an effective pull strategy to build trust and encourage potential clients in the decision-making process.

## METHODS

This research uses a qualitative approach with a descriptive method (Sugiyono, 2023). The unit of analysis is divided into research subjects and objects. The research subjects involved internal parties of PT Tourezia Cakra Inspira who are authorized and directly involved in managing digital media, especially the YouTube channel, namely the Digital Marketing Division (Haris Aji Hogantoro) and the Creative Design Division (Ahmad Fathur Rohman). Meanwhile, the research object focuses on the company's YouTube channel as the digital unit being analyzed. Primary data collection was conducted through observation and interviews, while secondary data was obtained from analytical documentation of the @tourezia.media YouTube channel, which includes graphs of the number of views, watch time, and audience interaction before the implementation of the optimization strategy.

In this qualitative research, validity testing was conducted using five techniques: data triangulation, peer debriefing, researcher self-reflection (clarifying bias), detailed procedural recording, and transcript checking . The data analysis technique used was qualitative descriptive analysis, which was conducted through several stages, including data reduction, data presentation, and conclusion drawing (Creswell & Creswell, 2022).

## RESULTS

### Data Description

Based on data from the sources, the author conducted in-depth interviews with two parties responsible for managing PT Tourezia Cakra Inspira's video content: Haris Aji Hogantoro, Digital Marketing Executive, and Ahmad Fathur Rohman, Creative Design Executive.

The interview with Haris Aji Hogantoro took place in a comfortable office meeting room and lasted 30–60 minutes. The interview revealed that YouTube is viewed as a strategic platform for building long-term branding through the company's video portfolio. He also emphasized the importance of implementing SEO and keyword research, as well as utilizing YouTube Shorts to increase viewership. He also outlined plans to develop the channel through collaboration with influencers, storytelling, and paid advertising to expand audience reach.

Meanwhile, the interview with Ahmad Fathur Rohman took place in the office living room and lasted 30–40 minutes. He viewed YouTube as a portfolio tool to convince clients, with a content strategy focused on video after movie tailored to client needs. Contrary to previous views, he considered low viewership not a major issue because the channel is not focused on reaching a broad audience.

### Data Analysis

**Table 1. Data Coding Results**

| Informant Quote                                                                                        | Initial Code                 | Category         |
|--------------------------------------------------------------------------------------------------------|------------------------------|------------------|
| "YouTube usually displays portfolio content, while YouTube Shorts focuses more on daily content." (HA) | Differences in content types | Content Strategy |
| "The content type is only after movies following                                                       | Focus on portfolio           | Content Type     |

|                                                                                                     |                                        |                  |
|-----------------------------------------------------------------------------------------------------|----------------------------------------|------------------|
| events." (AF)                                                                                       | content                                |                  |
| "YouTube content usually requires higher production costs and a minimum budget." (HA)               | Cost constraints and budget efficiency | Budgeting        |
| "The constraint is the event itself; if there is no event, then there is no content." (AF)          | Dependence on event schedule           | Content Planning |
| "The plan is to collaborate with influencers or accounts that have a large number of viewers." (HA) | Collaboration with external parties    | Development Plan |

From the data in table 1, three main themes were found that can explain the implementation of optimization of the @tourezia.media YouTube channel. The first theme relates to the content strategy on the YouTube channel @tourezia.media. This theme indicates that there is a variety of content uploaded to the channel. The primary content consists of regular videos used as a company portfolio to convince potential clients. This is supported by AF's statement that the content mainly takes the form of after-movie videos. Similarly, HA explained that the channel generally features portfolio videos, while YouTube Shorts are more focused on daily content.

The second theme concerns budget limitations and content availability, which depend heavily on the event schedule. This is supported by both informants. AF stated that content availability is closely tied to whether events are taking place during a given period. HA added that limited budget capacity also becomes a constraint, making it difficult to produce additional video content. The third theme focuses on future development and optimization plans for the @tourezia.media YouTube channel. According to HA, one of the planned strategies includes collaborating with influencers and utilizing YouTube Shorts to maintain consistent audience engagement on a daily basis.

Overall, these three themes are interconnected and reflect the use of the @tourezia.media YouTube channel as a portfolio medium. The first theme highlights content strategy, including content types and planning. However, constraints related to budgeting and inconsistent portfolio content production hinder the development of a structured content plan. Therefore, a strategic development plan is needed to support the optimization of the YouTube channel.

## DISCUSSION

### Analysis of the Conditions of Utilization of the @tourezia.media YouTube Channel

The research results show that the @tourezia.media YouTube channel has not been optimally utilized because it only functions as a portfolio platform without any content planning. However, content planning is crucial for maintaining consistent interactions and building relationships with audiences (Chaffey & Ellis-Chadwick, 2019). Furthermore, passively managing digital platforms as static showcases fails to optimize algorithms or generate engagement (Cartwright et al., 2022).

The findings also indicate differing internal perspectives: AF views YouTube as a portfolio platform for easy access and client engagement, while HA views it as a potential marketing channel, particularly through features like YouTube Shorts to increase reach and cost efficiency. Nevertheless, both agree that the channel's primary function remains as the company's portfolio platform.

### Analysis of Inhibiting Factors in Optimizing the @tourezia.media YouTube Channel

Based on interviews, several major obstacles emerged in managing the @tourezia.media YouTube channel. First, the high cost of producing YouTube content compared to other platforms is a constraint, primarily due to the company's limited budget. Second, SEO implementation is suboptimal, particularly in keyword research and metadata management

(title, description, tags), making content difficult for the algorithm to recognize and less likely to be recommended to audiences.

Third, there is no target for increasing viewers because the channel is solely focused on serving as a portfolio, rather than reaching a wider audience. Fourth, inconsistent upload schedules due to a reliance on events prevent the formation of a pattern of interaction with the audience. Understanding audience behavior and engagement patterns is crucial in digital content strategy (Tewu et al., 2025).

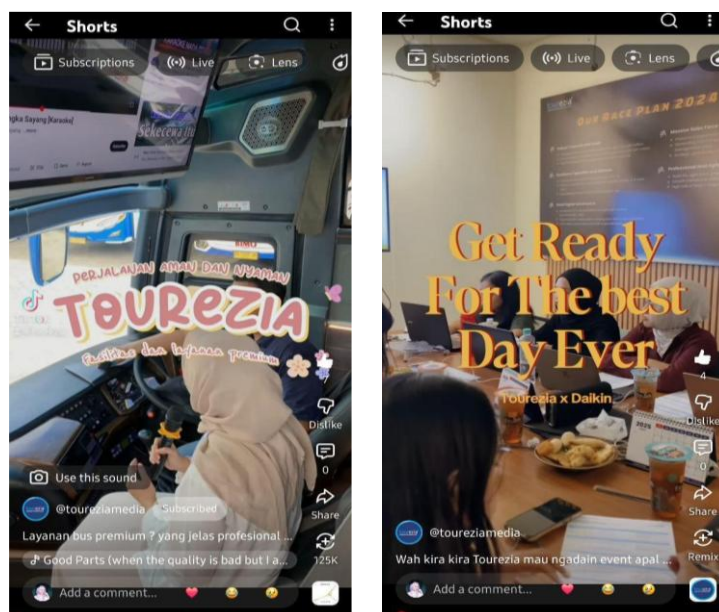
Overall, these obstacles are interconnected, encompassing both strategic and technical aspects, resulting in an under-optimized channel. The lack of audience development goals, inadequate SEO implementation, high production costs, and inconsistent uploads result in low engagement and difficulty for the YouTube algorithm in recommending content to new audiences.

### Analysis of @tourezia.media YouTube Channel Optimization Strategy

Based on the analysis, optimization of the @tourezia.media YouTube channel can be achieved through the implementation of a targeted and sustainable strategy. Optimizing YouTube content, such as using keyword-rich titles, managing metadata, and increasing user interaction, has been shown to increase visibility, customer trust, and a company's professional image (Giankos & Giannakopoulos, 2025). Therefore, a YouTube channel serves not only as a portfolio but can also be developed into an effective digital marketing tool.

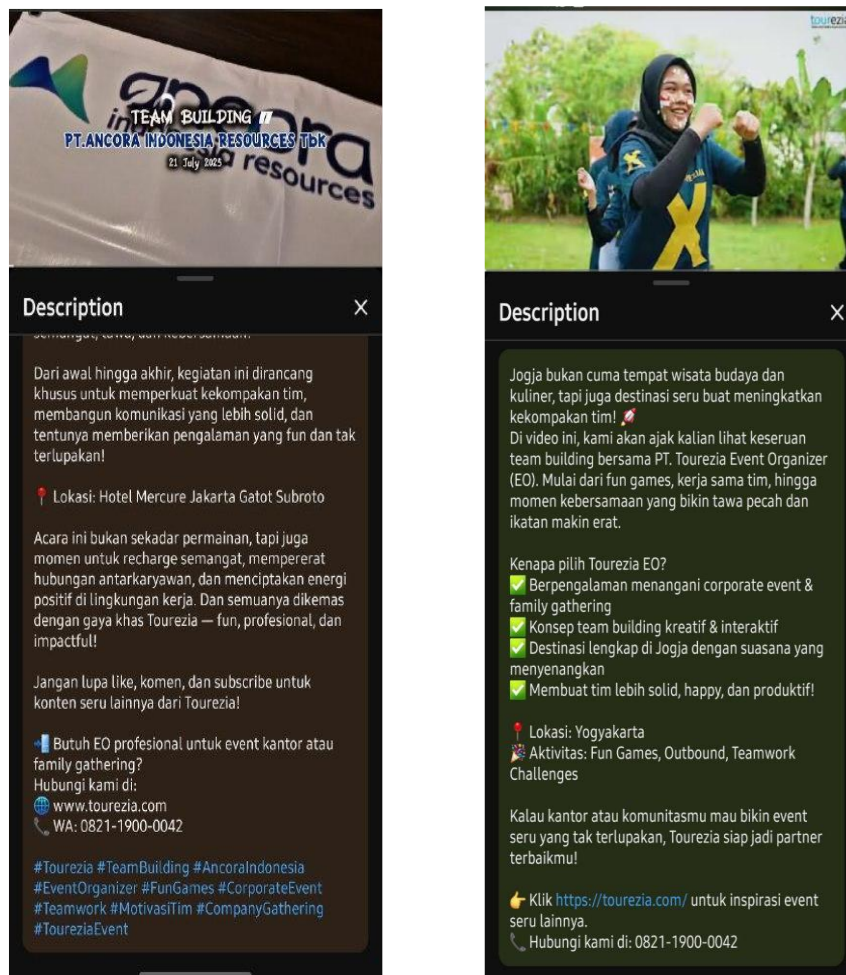
The first strategy that can be implemented is producing content that is genuine or authentic and relevant to the audience. Content that showcases real-life experiences in line with the company's character will more easily attract attention and build rapport with the audience. Furthermore, this strategy is relatively cost-effective because it can utilize existing documentation or simple productions. This approach also aligns with the concept of digital content marketing, which emphasizes informative value and audience engagement as effective ways to generate leads (Salonen et al., 2024).

**Figure 1. Examples of Genuine Content (short-form videos) Uploaded to the @tourezia.media YouTube Channel**

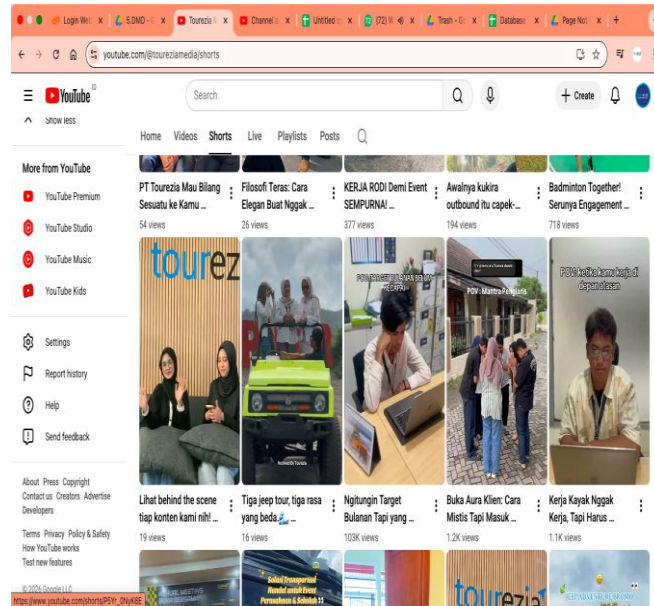


The second strategy is optimizing YouTube SEO. This includes keyword research, keyword usage in titles, descriptions, and tags, and creating descriptions with calls to action (CTAs). This optimization is crucial because keywords play a significant role in increasing content reach, assisting algorithms in categorizing videos, and increasing the likelihood of appearing in search results (Giankos & Giannakopoulos, 2025). This ensures that uploaded content is not only archived but also has a greater chance of being discovered by new audiences.

**Figure 1. Example of a Video Description with a CTA (Call to Action) in Regular Video Content on the @tourezia.media YouTube Channel**



The third strategy is implementing content variation (content pillars) to maintain upload consistency. The primary content remains a high-quality portfolio video as a form of accountability to clients and a means of building trust. Meanwhile, supporting content in the form of educational videos, tips, or entertainment can be produced simply and uploaded regularly. This supporting content can be packaged in the YouTube Shorts format, which currently enjoys high levels of attention and interaction thanks to the recommendation algorithm (Manic, 2024).

**Figure 3. Example of YouTube Shorts Content on the @tourezia.media YouTube Channel**

Implementing this content variation has proven effective in improving channel performance, particularly through YouTube Shorts, which can reach new audiences organically and increase visibility quickly. This indicates a shift in digital content consumption patterns, with audiences increasingly drawn to short, relevant content. With consistent uploads and the right content strategy, the @tourezia.media YouTube channel has the potential to build strong engagement with its audience and significantly increase its viewership.

## CONCLUSION

Based on the research results, the utilization of the @tourezia.media YouTube channel is not optimal because it only functions as a portfolio archive to convince potential clients, which results in low number of views and audience interaction due to lack of SEO optimization, no target views, and inconsistent uploads due to dependence on events and high production costs. However, the strategy of reworking videos into the YouTube Shorts format has proven to be an effective solution with minimal costs. Therefore, this channel needs to be optimized as a digital marketing medium by overcoming obstacles such as lack of keyword research, high production costs, and inconsistent uploads through the creation of authentic and relevant short content, as well as improving video metadata to comply with the YouTube algorithm. This research also shows that YouTube has the potential to be used effectively as a digital marketing medium in the B2B sector in the tourism and event organizer industries.

## SUGGESTION

Companies are advised to consistently implement a content calendar even when there are no events, for example by reworking portfolio videos into YouTube Shorts, and optimizing keyword research and SEO on video titles, descriptions, and tags, including exploring collaborations with influencers to expand audience reach. From a managerial perspective, PT. Tourezia Cakra Inspira needs to align differing perspectives across divisions by establishing clear standards, targets, and evaluation indicators, and implementing Standard Operating Procedures (SOPs) for YouTube management so that the channel can function optimally as a digital marketing medium. Meanwhile, further research can explore the relationship between YouTube Shorts interactions and B2B sales conversions, as well as test the effectiveness of storytelling strategies and influencer collaborations in a broader context.

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