

# **ANALISIS *CONTENT MARKETING* PADA *WEBSITE* PT BUANA KARYA BHAKTI, BANJARMASIN**

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## **Abstrak**

Penelitian ini dilakukan di PT Buana Karya Bhakti. Tujuan dari penelitian ini yaitu untuk mengetahui dan menganalisis content marketing pada website PT Buana Karya Bhakti. Metode yang digunakan dalam perolehan data adalah metode kuesioner yang dibagikan kepada 96 responden. Analisis dalam penelitian ini menggunakan uji instrumen diantaranya yaitu uji validitas dan uji reliabilitas serta menggunakan arithmetic mean. Hasil analisis penelitian ini diketahui nilai r tabel sebesar 0,200 dan cronbach's alpha sebesar 0,806 sehingga dapat dikatakan semua indikator yang di ujikan dikatakan valid dan reliabel. Hasil arithmetic mean keseluruhan indikator pada penelitian ini sebesar 3,36 dengan indikator terendah yaitu indikator uniqueness dan intelligence sebesar 3,28 yang artinya konten pada website PT Buana Karya Bhakti kurang menarik.

**Kata Kunci:** *Content Marketing, Website*

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**AN ANALYSIS OF CONTENT MARKETING ON PT BUANA KARYA  
BHAKTI, BANJARMASI'S WEBSITE**

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***Abstract***

*This research was conducted at PT Buana Karya Bhakti. The objective of this study was to determine and analyze content marketing on the PT Buana Karya Bhakti website. The data acquisition method employed in this research was questionnaire distributed to 96 respondents. The analysis in this study utilized instrument tests, including validity and reliability tests, as well as the use of the arithmetic mean. The results of the research indicated that the critical r-table value was 0.200, and Cronbach's alpha was 0.806, indicating that all tested indicators were considered valid and reliable. The overall arithmetic mean of the indicators in this study was 3.36, with the least scores observed in the uniqueness and intelligence indicators, both at 3.28, indicating that the content on the PT Buana Karya Bhakti website was less appealing.*

***Keywords:*** Content Marketing, Website