

DIGITAL MARKETING STRATEGY OF FEDIA CREATIVE SOCIAL MEDIA AGENCY IN MANAGING BRAND REPUTATION

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Abstract

In the era of digital disruption, brand reputation has become a highly fragile intangible asset, susceptible to negative sentiments. This phenomenon demands a transformation in the role of social media agencies, shifting from mere content promoters to guardians of corporate image. This study aims to analyze the digital marketing strategies implemented by Fedia Creative, a social media agency, in managing and maintaining client brand reputation. The study employs a qualitative approach with a case study design. Data collection was conducted through participatory observation and in-depth interviews with key informants selected via purposive sampling, including the Head of Digital Marketing, Social Media Specialist, and Content Creator. Data analysis follows the interactive model by Miles, Huberman, and Saldaña. The primary focus of this research highlights the agency's functional shift from offensive strategies (brand awareness) to defensive strategies (reputation guarding). The findings are expected to delineate Fedia Creative's working mechanisms, ranging from strategic content planning and audience interaction management to Standard Operating Procedures (SOP) for crisis communication mitigation. This research provides a theoretical contribution regarding an agency-based reputation management model that is adaptive to the dynamics of algorithms and digital audience psychology.

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1. INTRODUCTION

The development of digital technology has fundamentally transformed the way companies build relationships with consumers and manage brand image in the public sphere. Social media no longer functions merely as a promotional channel; it has become a space for interaction, negotiation of meaning, perception formation, and public evaluation of a brand's credibility. Modern consumers have broad access to information, user reviews, comparisons of other consumers' experiences, and open channels for expressing opinions through digital platforms. This condition makes digital marketing strategy a central necessity for companies seeking to maintain visibility, relevance, and public trust. Digital marketing is not only related to the use of technology but also encompasses the process of building targeted, interactive, measurable, and sustainable communication with consumers through digital media (Kotler & Armstrong, 2021). Therefore, companies need to manage their digital presence strategically so that communication activities do not merely generate exposure but also strengthen brand reputation.

In practice, brand presence on social media does not always produce positive outcomes when it is not managed through an appropriate strategy. Many companies still understand social media merely as a space for publishing promotional content, without adequately considering audience characteristics, algorithmic dynamics, platform communication styles, and the risks of negative sentiment. Digital activities that are not carefully designed may turn into information noise and may even damage brand image when the messages delivered do not align with public expectations. An effective digital marketing strategy needs to include situation analysis, goal setting, audience segmentation, channel selection, content planning, interaction management, and periodic performance evaluation (Chaffey & Ellis-Chadwick, 2019; Kingsnorth, 2022). Thus, the success of digital marketing cannot be measured solely through popularity metrics such as the number of followers, reach, or likes, but also through its capacity to build positive perceptions, meaningful engagement, and long-term trust in the brand.

The complexity of managing digital communication has further increased the importance of social media agencies as strategic partners for companies. Social media agencies do not only function as content creators but also as communication strategy designers, audience interaction managers, public sentiment monitors, and guardians of brand identity consistency. In this context, agencies act as third parties that translate the values, objectives, and character of client brands into visual and textual narratives that can be accepted by digital audiences (Quesenberry, 2020). This role requires agencies to understand audience psychology, platform trends, algorithmic logic, and potential communication risks that may emerge in online interactions. Freberg (2021) emphasizes that strategic communication on social media requires an integration of creativity, research, message planning, data monitoring, and the ability to respond to the public quickly. Therefore, social media agencies occupy an important position in maintaining a balance between promotional needs and the protection of client reputation.

Brand reputation has become an increasingly crucial aspect in the digital ecosystem because public opinion can be formed and disseminated very rapidly. Reputation is an intangible asset formed through the consistency of actions, quality of communication, consumer experiences, and public perceptions of an organization (Doorley & Garcia, 2015). On social media, reputation is highly vulnerable to negative comments, customer complaints, viral issues, content errors, and administrative responses perceived as lacking empathy. This situation indicates that reputation management cannot be separated from digital communication management. Cornelissen (2020) explains that organizational reputation is built through alignment between the identity a company seeks to project and the perceptions formed in the minds of the public. When a gap emerges between brand messages and audience experiences, the potential for reputational crisis increases. Therefore, digital marketing strategy should be understood not only as an offensive strategy to increase brand awareness but also as a defensive strategy to maintain trust, control sentiment, and mitigate the risks of communication crises.

Fedia Creative, as a growing social media agency in Medan City, is a relevant object of study because it manages various clients with different industry characteristics, target audiences, and reputational challenges. Based on the research data, Fedia Creative was established in 2021 and has approximately 50 client portfolios, 32 of which have maintained cooperation for more than two years. This fact indicates that the agency does not merely perform a content production function but also builds long-term relationships based on client trust. The main challenge faced by Fedia Creative lies in its ability to formulate strategies that correspond to the needs of each client, ranging from business audits, brand identity determination, content pillar development, and audience interaction management to the handling of negative sentiment. In this context, Fedia Creative must be able to integrate visual creativity, data analysis, persuasive communication, and crisis management so that the brand reputation of its clients can be consistently maintained amid unpredictable digital dynamics.

Previous studies on digital marketing have generally focused more on strategies implemented by business owners, micro, small, and medium enterprises, or internal corporate divisions to increase brand awareness and sales. Studies on the role of digital agencies also tend to focus on increasing brand awareness, optimizing content, and expanding audience reach, while the aspects of reputation management and crisis mitigation by agencies as third parties have not been discussed in depth (Nabilah & Yudhiasta, 2024; Putri & Lestari, 2022; Wibowo, 2021). This gap indicates the need for a study that does not merely position agencies as content promoters but also as guardians responsible for maintaining public perceptions of client brands. Based on this gap, the novelty of this study lies in its analysis of agency-based digital marketing strategies in managing brand reputation, particularly through a case study of Fedia Creative. This study aims to analyze how Fedia Creative plans digital marketing strategies, implements content and audience interaction management, and applies crisis-handling mechanisms as part of its efforts to maintain and strengthen the brand reputation of its clients.

2. RESEARCH METHOD

This study employed a qualitative approach with a case study design. The qualitative approach was selected because this study aimed to gain an in-depth understanding of the processes, strategies, managerial considerations, and meanings constructed by Fedia Creative Social Media Agency in managing clients' brand reputation through digital marketing. Qualitative research is relevant for examining communication phenomena that are contextual, dynamic, and not adequately explained solely through numerical data, as it emphasizes an understanding of the experiences, practices, and interpretations of research subjects in natural settings (Creswell & Creswell, 2023; Sugiyono, 2022). A case study design was used because this research focused on one specific case, namely the digital marketing strategy practices of Fedia Creative as a social media agency in designing content, managing audience interaction, monitoring public sentiment, and handling clients' brand reputation risks. A case study is relevant for answering "how" and "why" questions regarding how a strategy is implemented in a real-life context when the researcher has no control over the events being studied (Yin, 2019).

This research was conducted at the Fedia Creative office, located at Komplek CBD Polonia Blok BB No. 92, Medan, North Sumatra. The research site was selected purposively because Fedia Creative is an active social media agency that manages digital marketing strategies for various clients with different industry characteristics, audiences, and reputational risks. The research informants were determined using purposive sampling, namely the selection of informants based on specific considerations because they were regarded as having knowledge, experience, and direct involvement in the phenomenon under investigation (Sugiyono, 2022). The key informants in this study consisted of the Head of Digital Marketing, who formulates macro strategies and crisis-handling policies; the Social Media Specialist, who carries out technical implementation by monitoring audience interaction and digital sentiment; and the Production/Content Creator team, which translates reputation strategies into visual forms, designs, videos, and content narratives. Data collection techniques included in-depth interviews, observation, and documentation. In-depth interviews were used to explore the strategic planning process, content management, responses to negative comments, and crisis mitigation mechanisms. Observation was conducted to understand the agency's workflow and inter-divisional coordination, while documentation was used to examine content portfolios, social media insight reports, visual guidelines, and communication archives relevant to brand reputation management.

The data analysis technique in this study employed the interactive model of Miles, Huberman, and Saldaña, which consists of data condensation, data display, and conclusion drawing and verification (Miles et al., 2014). Data condensation was carried out by selecting and grouping information relevant to the research focus, such as client business audits, brand identity determination, content pillar development, audience interaction management, sentiment monitoring, and communication crisis-handling procedures. Data display was presented in the form of narrative descriptions so that the patterns of Fedia Creative's digital marketing strategies could be analyzed systematically and interpretatively. Furthermore, conclusion drawing was conducted by connecting field findings with the concepts of digital marketing, reputation management, strategic communication, and digital crisis management. Data validity was tested through source triangulation and technique triangulation. Source triangulation was carried out by comparing information from the Head of Digital Marketing, Social Media Specialist, and Production/Content Creator team, while technique triangulation was conducted by cross-checking the results of interviews, observation, and documentation. In addition, member checking was conducted with informants to ensure that the researcher's interpretations were consistent with the experiences and practices taking place at Fedia Creative (Hennink et al., 2020; Moleong, 2021).

3. RESULT AND ANALYSIS

Digital Marketing Strategy Planning in Building Brand Reputation

The research findings indicate that digital marketing strategy planning at Fedia Creative does not begin directly with content production, but starts with a comprehensive client business audit. This audit is conducted to understand the industry background, business age, vision and mission, product characteristics, competitive advantages, target audience, and reputational issues currently faced by the client. This process serves as the basis for the agency in determining a digital communication direction that aligns with the brand identity and market needs. Thus, strategic planning is not only directed

toward increasing brand visibility, but also toward ensuring that every piece of content, message, and digital interaction is capable of building positive perceptions among audiences. This was emphasized by the Head of Digital Marketing at Fedia Creative, who stated, “Before creating content, we first have to understand what the client’s business is like, who the target market is, what problems they are currently facing, and what kind of image they want to build. Therefore, a strategy cannot be created merely based on trends; it must be grounded in the character and needs of the brand itself” (Interview with Felix Tjiawi, Head of Digital Marketing at Fedia Creative). This statement shows that digital marketing strategy planning at Fedia Creative is research-based and does not merely follow general promotional patterns.

In the planning stage, Fedia Creative also emphasizes the importance of determining brand identity and content pillars as the foundation of digital communication. Brand identity is not understood merely as visual elements such as logos, colors, or typography, but also includes values, personality, language style, and brand positioning before the audience. Once the brand identity is understood, the agency develops content pillars tailored to the client’s communication objectives, such as educational, promotional, testimonial, interactive, entertainment, and reputational content aimed at strengthening public trust. This planning demonstrates that the digital marketing strategy implemented by Fedia Creative has a long-term orientation, namely forming message consistency so that audiences can gradually recognize, understand, and trust the brand. In the context of reputation management, message consistency is important because reputation is not formed from a single viral content piece, but from the accumulated audience experience of the brand’s messages, responses, and communication behavior in the digital space.

In addition to developing identity and content pillars, Fedia Creative establishes initial evaluation indicators that focus on organic performance, such as reach, interaction, profile visits, audience growth, and the quality of public responses to content. The findings show that the agency does not treat instant revenue growth as the sole measure of success in the early phase, because brand reputation requires a gradual formation process. This approach is important because many clients have rapid expectations of digital marketing results, while algorithmic dynamics and audience behavior cannot always be predicted directly. One informant explained, “Usually, clients want quick results, but we always explain that building reputation cannot be instant. In the beginning, we first look at how the audience responds, the engagement, the reach, and whether the brand message is starting to be accepted. Once the foundation is strong, then the strategy can be directed further toward conversion or sales” (Interview with the Fedia Creative Team). This statement indicates that Fedia Creative’s strategic planning positions brand reputation as a long-term process that requires consistency, monitoring, and continuous adjustment.

The finding that Fedia Creative begins its digital marketing strategy with a business audit shows that the agency does not position content as an independent communication product, but rather as the result of an in-depth reading of the client’s identity, problems, and reputational needs. Interpretatively, the business audit can be understood as a form of formative research that serves as the agency’s foundation for reducing the gap between the brand identity the client seeks to present and the audience perceptions formed in the digital space. This is in line with Cornelissen’s (2020) view that organizational reputation is formed through alignment among identity, communication, and stakeholder perceptions. In the context of Fedia Creative, the process of exploring industry background, vision and mission, logo meaning, business age, and target audience characteristics shows that digital marketing strategy is not merely directed toward increasing exposure, but toward building coherence in brand meaning. Thus, the business audit becomes an initial mechanism to ensure that every piece of content produced is not only visually appealing but also consistently represents the values and character of the brand.

The determination of brand identity and content pillars in Fedia Creative’s planning demonstrates that reputation is understood as an accumulative process, not an instant result of virality. This finding is important because in social media practice, many brands are trapped in short-term popularity orientation through content that seeks rapid attention but does not necessarily strengthen audience trust. Fedia Creative’s strategy of positioning brand identity and content pillars as the foundation of communication reflects an awareness that digital reputation is built through consistency in message, visual style, tone of voice, and audience experience with the brand. Kingsnorth (2022) emphasizes that an effective digital marketing strategy must be able to integrate business objectives, audience characteristics, and communication channels in a planned manner, rather than merely following platform trends. Therefore, in the context of Fedia Creative, content pillars can be interpreted as reputation-control instruments because they function to limit the direction of messages so that the

brand does not lose its communicative character amid algorithmic pressures and changing digital trends.

Fedia Creative's focus on organic metrics such as reach, engagement, and profile visits in the early stage of collaboration indicates a shift in understanding digital marketing success from merely transactional outcomes toward the gradual formation of trust. Interpretatively, this choice shows that the agency understands reputation as a long-term communication investment that requires observation of audience responses before being directed toward sales conversion. Doorley and Garcia (2015) explain that reputation is an intangible asset formed from the accumulation of actions, communication, and public experiences with an organization. In this context, organic metrics are not merely evaluative numbers but also initial indicators of whether brand messages are beginning to be accepted, trusted, and considered relevant by the audience. Thus, Fedia Creative's planning strategy shows that reputation management in the digital space requires a balance between content creativity, narrative consistency, data interpretation, and the management of client expectations so that the strategy does not become trapped in demands for instant results that may overlook the foundations of long-term reputation.

Implementation of Content Management and Audience Interaction

The research findings indicate that the implementation of digital marketing strategies at Fedia Creative is carried out through collaboration between the social media division and the production division. After the macro strategy is developed during the planning stage, the production team is responsible for translating the client's brand identity, campaign messages, and reputational objectives into consistent visual forms. This process is not conducted instantly; rather, it begins with an interpretation of the brand's character, audience segmentation, and the local social context targeted by the communication strategy. In practice, Fedia Creative uses mood boards, color palettes, typography, and visual style guidelines to maintain brand identity consistency across various platforms, particularly Instagram and TikTok. Sulistia Siregar from the Production Division explained, "Before creating a design or video, we first examine the character of the brand and the message it wants to build. If the brand wants to appear professional and trustworthy, the visuals cannot simply be crowded or excessive. The colors, fonts, and content style must be consistent so that audiences can recognize and trust the brand" (Interview with Sulistia Siregar, Production Division of Fedia Creative). This statement shows that content management at Fedia Creative is not only oriented toward aesthetics, but is also directed toward building a credible brand perception that is easily recognized by audiences.

At the audience interaction stage, Fedia Creative positions the Social Media Specialist as the frontline actor in maintaining the relationship between the brand and the digital public. This role is not limited to uploading content, but also involves monitoring audience sentiment, interpreting daily responses, adjusting language style, and determining the most appropriate form of response to user comments or messages. The findings show that Fedia Creative applies different communication styles according to the character of each client. For brands targeting younger audiences, the language tends to be casual, light, and interactive. In contrast, for corporate brands or sectors that require a higher level of public trust, the language is made more formal, informative, and cautious. Faradila, as a Social Media Specialist, stated, "We cannot use the same way of responding for all client accounts. If the target audience is young people, the language can be more relaxed and closer to them. However, if the client is in property or health, we have to be more formal and clear. General comments can be answered publicly, but if they involve personal complaints, we usually direct them to DM so that it is safer and does not expand further" (Interview with Faradila, Social Media Specialist at Fedia Creative). This statement indicates that audience interaction is managed strategically so that brand responses remain aligned with public characteristics and do not trigger reputational risks.

The effectiveness of content management and audience interaction implementation can be seen from the analytical achievements of several clients managed by Fedia Creative. In the Food and Beverage sector, Fritto Mart generated approximately 67,000 impressions and 1,300 interactions, with Reels serving as the dominant content format. In the property sector, Agung Tahta Mandiri achieved more than 53,100 impressions, with static image or carousel content as the dominant format, which was considered more suitable for products requiring higher levels of audience consideration. Meanwhile, in the Health and Wellness sector, Living Clinic succeeded in reaching approximately 213,600 accounts, generating 1,500 interactions, and gaining new followers through a combination of regular educational content and daily stories. These data indicate that Fedia Creative does not apply a single content pattern to all clients, but instead adjusts the format, visual style, and interaction model according to the industry characteristics and reputational needs of each brand. Thus, the implementation of Fedia Creative's digital marketing strategy shows that brand reputation is built through visual consistency, appropriate

language style, audience response management, and the ability to continuously interpret content performance.

Table 1. Digital Content Performance of Fedia Creative's Clients Based on Industrial Sector

Brand Name	Industry Sector	Total Impressions	Total Interactions	Dominant Content Format
Fritto Mart	Food & Beverage	67,000	1,300	Reels (67.0%)
Agung Tahta Mandiri	Property	53,131	238	Post/Static Image (58.5%)
Living Clinic	Health & Wellness	213,660	1,500	Post (48.4%) and Story (31.5%)

Content Management Implementation and Audience Interaction

The implementation of content management at Fedia Creative shows that digital content is not understood merely as visual material designed to attract attention, but as a strategic instrument for building consistency in brand identity. The collaboration between the production division and the social media division demonstrates that brand reputation is shaped through the integration of visual messages, language style, and audience experience with the brand across various platforms. Interpretatively, the use of mood boards, color palettes, typography, and visual style guidelines represents the agency's effort to maintain a stable brand identity, even when the brand appears in different platform formats such as Instagram and TikTok. This is in line with Cornelissen's (2020) view that organizational reputation is formed through the alignment between communicated identity and public perception. Thus, consistent visual choices do not merely function as aesthetic elements, but also serve as reputational mechanisms that help audiences recognize, remember, and continuously trust the brand.

The audience interaction management carried out by the Social Media Specialist indicates that digital reputation is not only built through published content, but also through the way a brand responds to the public after the content is received. The finding that Fedia Creative adjusts its language style according to brand character and target audience shows an awareness that every brand has a distinct "voice." For brands targeting younger audiences, casual and relatable language may build emotional closeness, whereas sectors such as property or health require a more formal, informative, and careful communication style to build credibility. From the perspective of strategic social media communication, digital interaction must be managed by considering audience context, communication objectives, and potential risks that may arise from public responses (Freberg, 2021). Therefore, the customization of tone of voice at Fedia Creative can be understood as a form of reputation control, because responses that do not align with brand character may create perceptual gaps and weaken audience trust.

The analytical performance of several clients, such as Fritto Mart, Agung Tahta Mandiri, and Living Clinic, shows that content effectiveness cannot be separated from the suitability between format, industry characteristics, and audience decision-making patterns. The dominance of Reels in the Food and Beverage sector indicates that fast-moving consumer products require dynamic visual formats to stimulate attention and spontaneous engagement. Meanwhile, the use of static images or carousel posts in the property sector reflects the audience's need for more detailed, structured, and rationally considered information. In the health sector, the combination of educational content and daily stories shows that reputation is built through consistent education and the brand's presence in the audience's everyday life. Kingsnorth (2022) emphasizes that an effective digital marketing strategy must be able to align channels, formats, and messages with audience behavior and business objectives. Thus, Fedia Creative's content performance data does not only indicate technical success in gaining reach and interaction, but also demonstrates the agency's ability to read the psychological needs of audiences and translate them into different reputation strategies for each industrial sector.

Crisis Handling Mechanism and Defense Strategy

The research findings show that Fedia Creative applies a gradual communication crisis-handling mechanism, beginning with audience sentiment monitoring and continuing to strategic decision-making at the managerial level. Crisis is not understood only as a situation in which a brand has already received widespread public attacks, but also as a potential reputational disturbance that may arise from negative comments, customer complaints, content errors, or sensitive issues developing

on social media. Therefore, the social media division plays an important role as an early detection system because it is positioned closest to the dynamics of audience responses. The Social Media Specialist monitors changes in comments, direct messages, increases in negative sentiment, and interaction anomalies that may develop into a crisis. One informant explained, "If there are negative comments that start gaining attention or repeated complaints, we do not respond carelessly. Usually, we first monitor the direction of the issue, check the context of the problem, and then prepare a brief report for the team so that the response issued does not worsen the situation" (Interview with Faradila, Social Media Specialist at Fedia Creative). This statement shows that crisis handling at Fedia Creative is not conducted reactively, but through a process of identification, verification, and internal coordination.

After a potential crisis is identified, Fedia Creative implements a vertical coordination flow involving the Social Media Specialist, the Head of Digital Marketing, and the client to determine the most appropriate form of response. If the crisis originates from a content error made by the agency, the agency prepares an apology, clarification, or content revision according to the level of error and its impact on the public. However, if the crisis stems from the client's business operations, such as service complaints, product quality, or customer experience, the agency acts as a communication partner that assists the client in preparing clarification messages that are more focused, empathetic, and non-defensive. The Head of Digital Marketing at Fedia Creative stated, "In a crisis situation, the most important thing is not to panic and not to respond carelessly. We must first understand where the source of the problem comes from. If it is a content mistake from us, the agency must take responsibility. But if the issue comes from the client's operations, we help prepare a clarification narrative so that it remains honest, calm, and acceptable to the public" (Interview with Felix Tjiawi, Head of Digital Marketing at Fedia Creative). This statement shows that Fedia Creative's crisis mechanism emphasizes a clear division of responsibility between the agency and the client.

Reputation defense strategies are also carried out through adjustments to visual content and communication style when a brand is in a sensitive situation. Under normal conditions, content may be directed toward building attraction, promotion, and emotional closeness with the audience. However, during a crisis, the orientation of content shifts to become more cautious, empathetic, transparent, and focused on restoring trust. The production division adjusts visual elements such as color, typography, composition, and delivery style so that the content does not appear aggressive or overly promotional. Bright colors previously used to attract attention may be replaced with more neutral colors, while visual narratives are made more straightforward so that clarification messages can be easily understood. In several cases, Fedia Creative also encourages the use of authentic evidence, such as documentation of service improvements, official statements, or field visuals, so that crisis responses are not merely symbolic. Thus, Fedia Creative's crisis handling mechanism and defense strategy show that digital reputation management does not depend solely on response speed, but also on the accuracy of sentiment reading, internal coordination, clarity of responsibility, communication empathy, and the ability to present concrete evidence to restore public trust.

Crisis Handling Mechanism and Defense Strategy

The findings regarding the crisis-handling mechanism at Fedia Creative indicate that digital reputational crisis is understood as a process that must be managed from the earliest signs, not only when an issue has developed into a widespread public attack. The monitoring of negative comments, recurring complaints, direct messages, and interaction anomalies shows that the Social Media Specialist functions as an early warning system within the brand's digital communication ecosystem. Interpretatively, this practice confirms that social media is not merely a space for content publication, but also a space for detecting reputational risks. From the perspective of issue management, crises often do not emerge suddenly, but develop from minor issues that fail to be identified, responded to, or managed appropriately (Cornelissen, 2020). Therefore, Fedia Creative's strategy of not responding spontaneously to negative comments demonstrates an awareness that hasty responses may escalate the problem. At this point, speed is not the only measure of crisis effectiveness; what is more important is the accuracy of reading the context, verifying the source of the problem, and determining a response that aligns with the brand character and audience sensitivity.

The vertical coordination flow among the Social Media Specialist, the Head of Digital Marketing, and the client indicates that crisis handling at Fedia Creative is not understood merely as an administrative task performed by social media administrators, but as a strategic decision involving the division of responsibility between the agency and the client. The distinction between crises originating from agency content errors and those arising from the client's business operations carries important meaning in reputation management. Interpretatively, this division shows that brand reputation on social

media is the result of collective work between communication and organizational action. The agency can manage narratives, language style, and forms of clarification, but the credibility of the message still depends on the alignment between public statements and real corrective actions taken by the client. This is in line with Doorley and Garcia's (2015) view that reputation is formed through the accumulation of communication, behavior, and organizational performance. Thus, Fedia Creative does not only act as a message creator, but also as a reputational mediator that helps clients transform crisis situations into opportunities to demonstrate responsibility, openness, and commitment to improvement.

The defense strategy carried out through visual adjustments, reduced promotional tone, the use of neutral colors, more straightforward narratives, and the inclusion of authentic evidence shows that digital crisis communication requires empathy and contextual sensitivity. In crisis situations, visuals no longer function merely as aesthetic elements, but become a nonverbal language that can communicate the seriousness, caution, and reflective attitude of the brand. Interpretatively, the shift from promotional content to clarification content marks a change in communication orientation from commercial persuasion to trust recovery. Freberg (2021) explains that strategic communication on social media must be able to adjust messages to the audience's condition, including when the public is disappointed, angry, or doubtful about a brand. Therefore, the use of concrete evidence, such as documentation of service improvements or official statements, becomes important so that clarification is not perceived as defensive rhetoric. Thus, Fedia Creative's defense strategy demonstrates that digital reputation recovery cannot be achieved solely through apologies, but must be built through a combination of empathy, transparency, visual consistency, narrative accuracy, and corrective actions that can be publicly verified.

4. CONCLUSION

Based on the research findings, it can be concluded that the digital marketing strategy implemented by Fedia Creative Social Media Agency in managing brand reputation is carried out through three main stages: strategy planning, implementation of content management and audience interaction, and crisis-handling mechanisms with reputation defense strategies. At the planning stage, Fedia Creative does not immediately produce content, but first conducts a business audit, identifies brand characteristics, understands the target audience, develops content pillars, and determines organic evaluation indicators as the foundation for long-term reputation building. At the implementation stage, the agency manages brand reputation through collaboration between the social media and production divisions by emphasizing visual consistency, appropriate language style, sentiment monitoring, comment management, and content format adjustment according to the client's industry characteristics. At the crisis-handling stage, Fedia Creative applies an early detection system for potential negative sentiment, conducts internal coordination, distinguishes crisis sources between content errors and client operational issues, and adjusts narratives and visuals to be more empathetic, transparent, and credible. The findings of this study show that the role of a social media agency is not limited to that of a content promoter aimed at increasing brand awareness, but also extends to that of a reputation guardian that helps clients maintain public trust amid the fast-moving, open, and crisis-prone dynamics of social media. Thus, brand reputation management through digital marketing requires strategies that are planned, consistent, adaptive, data-driven, and supported by the ability to understand audience psychology and respond to issues appropriately.

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