

ABSTRACT

This research explores the strategic approach for CatSwoppr to launch its CatScanR app in Indonesia, focusing on leveraging social media and influencer marketing to drive user engagement and app adoption. The study begins with a comprehensive analysis of social media usage patterns and user preferences within the Indonesian market, revealing that daily engagement is high across platforms like Instagram, TikTok, and YouTube. The findings highlight the effectiveness of content types such as informative articles, interactive polls, and promotional offers in capturing user interest. Influencer collaborations and video content are identified as particularly impactful marketing channels. Additionally, privacy concerns are addressed by recommending features such as avatars or pseudonyms to enhance user trust. The research emphasises a localised launch strategy, starting with key areas like South Jakarta's Kemang, to build a strong user base. The proposed marketing plan incorporates targeted social media ads, influencer partnerships, and app store promotions to maximise reach and user acquisition. By aligning marketing strategies with user preferences and continuously adapting based on feedback, CatSwoppr aims to effectively penetrate the Indonesian market and achieve sustained app engagement and growth.

Keywords: Digital Marketing, Influencer Marketing, App Adoption, Social Media