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Analysis of Corporate Communication Roles in Event and Social Media Content Management for the National Sales Conference Revass 2026

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Abstract

The rapid development of digital technology has encouraged companies to utilize corporate events not only as internal communication forums but also as strategic media supported by social media content. PT Revass Utama Medika organizes the National Sales Conference (NSC) as an annual event to strengthen corporate strategies and employee engagement through integrated event and digital communication management. Previous studies on event management and social media communication have generally focused on organizational communication strategies or overall event implementation, with limited discussion of the role of Corporate Communication in managing event publications and digital content. Therefore, this study aims to analyze the role of Corporate Communication as Content & Creative in event and social media content management during NSC Revass 2026. This study employed a qualitative case study approach. Data were collected through participatory observation conducted from February to May 2026, semi-structured interviews with three key informants, documentation, and literature review. The data were analyzed using Miles and Huberman's interactive analysis model with Goldblatt's Event Management theory and Luttrell's Circular Model of Social Media (SoMe). The findings show that Corporate Communication played a role in all stages of event management, including research, design, planning, coordination, and evaluation. The division also managed content distribution and audience engagement through Instagram, TikTok, and LinkedIn. However, content evaluation remained limited to engagement metrics, reducing the measurement of broader communication effectiveness. This study highlights the importance of integrating event management and social media strategies in corporate communication practices.

KEYWORDS

corporate communication; digital content; engagement; event management; social media

Introduction

The development of information and communication technology has changed the way people interact, where social media functions as a participatory communication space that allows audiences to produce and disseminate messages ([Muhardillah et al., 2025](#)). This digital transformation has also influenced the business sector, encouraging companies to develop effective communication strategies and strengthen organizational competitiveness through digital communication practices. This development has encouraged organizations to integrate event management and digital communication strategies in corporate activities, including annual meetings categorized as MICE (Meetings, Incentive Trips, Conferences, and Exhibitions). PT Revass Utama Medika implements this strategy through the National Sales Conference (NSC), an annual

corporate event designed to strengthen business strategies and improve employee engagement. In the digital era, corporate events are no longer limited to internal organizational activities but have also become strategic communication media through integrated social media publications (Sefthian et al., 2025). The increasing use of social media in Indonesia, particularly Instagram, has encouraged companies to utilize digital platforms to disseminate information, strengthen audience engagement, and maintain corporate image (We Are Social, 2025).

The National Sales Conference (NSC) Revass 2026 was held from January 29 to February 1, 2026, at the Artotel Mangkuluhur Hotel Jakarta. Several activities, including the gala dinner session, were conducted in a hybrid format through Zoom to accommodate back-office employees outside the city and ensure broader participation. At the National Sales Conference (NSC), Revass used Instagram, TikTok, LinkedIn, and the official website to publish a series of activities through pre-event, main-event, and post-event content. This indicates that annual corporate events have evolved into integrated organizational communication media, where structured message delivery helps audiences understand the purpose and value of organizational activities (Syawalludin et al., 2024). Therefore, the selection and use of social media platforms must be adjusted to audience characteristics and communication objectives because each platform requires different communication approaches according to its functions and target audiences (Bu'ulolo & Hulu, 2025).

At the National Sales Conference (NSC) Revass 2026, Corporate Communication plays an active role in the content production and publication process as Content & Creative. The role includes content concept planning and design, copywriting, production, editing, content publication, and evaluation of delivered content. Social media has become an important medium for corporate publications because it enables companies to disseminate information quickly and broadly through various forms of content (Kartini, 2022). Therefore, managing video content on Instagram is a crucial aspect of leveraging social media as a platform for publishing and disseminating corporate information, while also building the company's image and increasing audience engagement (Prameswari, 2025).

The concept of social media management in this study refers to The Circular Model of Social Media (SoMe) proposed by Regina Luttrell, which consists of four interconnected aspects: share, optimize, manage, and engage. These aspects support audience interaction and optimize the strategic use of social media for information dissemination and engagement (Praditha, 2024). Previous research by Latumeten (2024) showed that effective social media management requires structured content planning, message consistency, timeline management, and periodic performance evaluation. The study emphasized that social media functions not only as an information dissemination medium but also as a tool for building institutional engagement and image through targeted content strategies. Nurcahyani and Setyawan (2023) found that social media utilization in corporate events requires structured editorial planning, content planning, and content approval processes to support information dissemination and event promotion through digital platforms. In terms of event management, Rehatta and Kurniasari (2021) explained that the implementation of event management based on Joe Goldblatt, (2013) theory involves research, design, planning,

coordination, and evaluation stages in supporting event publications through Instagram. Sulistiawati et al., (2025) stated that Corporate Communication plays an important role in maintaining corporate image through integrated internal and external communication strategies.

Based on previous studies, research on social media management, event management, and corporate communication has generally been discussed separately. Previous studies mostly focused on content planning, audience engagement, event implementation, and corporate image management. However, studies specifically examining the role of Corporate Communication as Content & Creative in integrating event management and social media content management within hybrid corporate annual events are still limited. Therefore, this study aims to analyze the role of Corporate Communication in managing event publications and digital content during the National Sales Conference (NSC) Revass 2026, as well as the implementation of social media management strategies to support organizational communication.

Methods

Research Type

This study employed a qualitative descriptive case study approach to analyze the role of Corporate Communication as Content & Creative in managing event publications and digital content during the National Sales Conference (NSC) Revass 2026. A qualitative approach was selected because this study aimed to explore the processes, strategies, and dynamics of event management and social media content management based on the perspectives and experiences of individuals directly involved in the event implementation. The study focused on understanding how Corporate Communication managed content planning, publication, coordination, and audience engagement throughout the event. Data were collected through participatory observation, semi-structured interviews, documentation, and literature review to obtain an in-depth understanding of the implementation process in its natural setting.

Population and Sample/Informants

Informants in this study were selected using purposive sampling based on their direct involvement, responsibilities, and experiences in organizing the National Sales Conference (NSC) Revass 2026, particularly in event management and digital content publication activities. This technique was chosen to obtain in-depth information from individuals who were directly involved in planning, coordinating, and evaluating the event implementation. The study involved three informants consisting of the Operational Director (Informant 1), Corporate Communication Supervisor (Informant 2), and Social Media Officer (Informant 3). Each informant had different roles and responsibilities in the event, allowing the researcher to obtain information from strategic, supervisory, and operational perspectives. The three informants were considered sufficient because the interview results showed consistent findings related to event management, content production, and social media publication during the implementation of NSC Revass 2026. Data credibility was strengthened by comparing interview findings with participatory observation, documentation, and related literature. Before the interviews were conducted, all informants were informed about the purpose of the study and agreed to participate voluntarily. The confidentiality of personal information and organizational data was

maintained throughout the research process.

Research Location

The study was conducted at PT Revass Utama Medika, located at Revass Building, Jl. Raya Pondok Gede No. 23A, Lubang Buaya, Cipayung District, East Jakarta, Special Capital Region of Jakarta. The Corporate Communication division of PT Revass Utama Medika is responsible for managing corporate communication, producing digital content, and disseminating company information, as well as handling several corporate events, including the National Sales Conference (NSC) Revass 2026.

Instrumentation or Tools

Research instruments are tools used by researchers to systematically collect data and measure research variables in order to obtain information that is relevant to the objectives of the study (Muslihin et al., 2022). The instruments used in this study included:

1. Mobile phone used as a voice recorder to document interviews with the committee members of the National Sales Conference (NSC) Revass 2026 and Revass management.
2. Laptop used to prepare, organize, and write the research related to the analysis of the role of Corporate Communication as Content & Creative in the National Sales Conference (NSC) Revass 2026.
3. Interview guide used to support the interview process and obtain relevant information and data needed for this study.

Data Collection Procedures

In this study, data served as the basis for analysis and conclusion. The data used consisted of primary data obtained through participatory observation and semi-structured interviews with the Corporate Communication division and Revass management. Secondary data were obtained from books, journals, articles, company documents, social media content, engagement data, and websites related to this study.

Data collection was conducted from February to May 2026 using several techniques:

1. Participatory observation was conducted through the researcher's direct involvement as part of the Corporate Communication division and Content & Creative committee during NSC Revass 2026. The observations focused on content planning and production, social media publication activities, team coordination, and the implementation of communication strategies during the pre-event, main-event, and post-event stages.
2. Semi-structured interviews were conducted from March to April 2026 with three key informants consisting of the Operational Director (I1), Corporate Communication Supervisor (I2), and Social Media Officer (I3). The interviews were conducted both online and offline with durations ranging from 30–40 minutes.
3. Documentation and literature study were conducted by collecting references from books, journals, articles, social media publications, engagement data, design materials, and event evaluation documents related to NSC Revass 2026.

Data credibility was strengthened by comparing findings from interviews, observations, documentation, and related literature. All informants participated voluntarily through an official research permission letter issued by the university, and data confidentiality was maintained throughout the research process.

Data Analysis

Data analysis in this study used the interactive model by Miles and Huberman, consisting of data reduction, data display, and conclusion drawing. The interview, observation, and documentation data were first organized and selected based on information related to event management and social media publication activities during NSC Revass 2026. The data were then grouped into several categories based on the stages of event management and social media management to identify patterns and findings related to the role of Corporate Communication as Content & Creative. In the data display stage, the findings were presented descriptively using interview results, documentation data, social media publications, and engagement data obtained. The final stage involved drawing conclusions and verifying the consistency of findings by comparing data obtained from interviews, observations, documentation, and related literature.

Ethical Approval (Optional)

The study received approval from the Ethics Committee of X University (Approval Number: 123/KEPK/2024). All participants provided informed consent before participating in the study. For participants under 18, consent was obtained from parents or guardians. Confidentiality was strictly maintained, ensuring participants' data were anonymized and securely stored."

Result and Discussion

The Role of Corporate Communication in the Management of the National Sales Conference Revass 2026 Event

The National Sales Conference (NSC) is an annual event organized by PT Revass Utama Medika as a forum to align corporate goals and strengthen internal communication among employees from across Indonesia. The event also serves as a medium to strengthen employee engagement through learning sessions, discussions, and entertainment activities. Based on interviews, participatory observation, and documentation, the findings show that Corporate Communication played an important role in managing event publications and digital content across the pre-event, main-event, and post-event stages. The division was involved in content planning, publication management, audience engagement, and coordination activities across Instagram, TikTok, LinkedIn, and the company website.

The findings also indicate that social media management during NSC Revass 2026 was implemented through audience analysis, platform selection, content scheduling, publication management, and engagement monitoring. In addition, coordination between divisions and the consistency of digital content publication became important factors in supporting organizational communication during the event implementation. The study further found that content evaluation was primarily conducted using engagement indicators, such as reach, likes, comments, shares, and views, obtained from social media insights. Based on the findings obtained from observations and interviews with the NSC committee team and Revass management, the implementation of NSC Revass 2026 can be explained through the following stages.

Research

The research stage is the initial stage in event management, which identifies the needs, goals, and characteristics of the audience before the event is created and the content production process begins. Properly

conducted research can minimize the risk of failure in the execution of an event (Rehatta & Kurniasari, 2021). At this stage, the Corporate Communication team, as Content & Creative, collects information as a basis for preparing digital content strategies to support the implementation of the National Sales Conference (NSC) Revass 2026. Based on the interview results, the content needs were determined by referring to the main objectives of organizing the event: aligning the company's direction and targets, and strengthening relationships between employees. The main audience is the sales and management team, so the content is tailored to their

characteristics.

"The Corporate Communication team conducts thorough audience analysis before developing the NSC publication strategy. This strategy encompasses social media, websites, and platforms such as WhatsApp, Instagram, Facebook, and LinkedIn. Additionally, the approach seeks to position NSC as both a corporate event and a dynamic company culture that fosters ongoing growth and supports broader expansion." (Interview with Wahyu Prabowo, Corporate Communication Supervisor 2026).

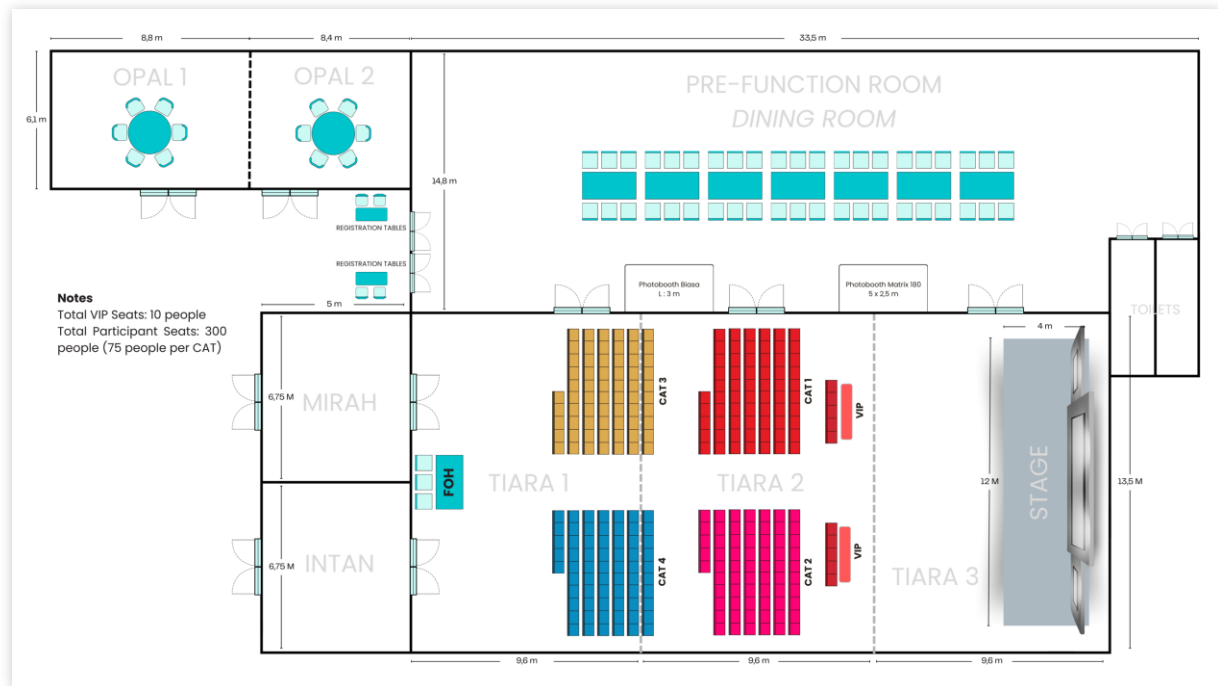


Figure 1. Venue layout

Source: Researcher Documentation

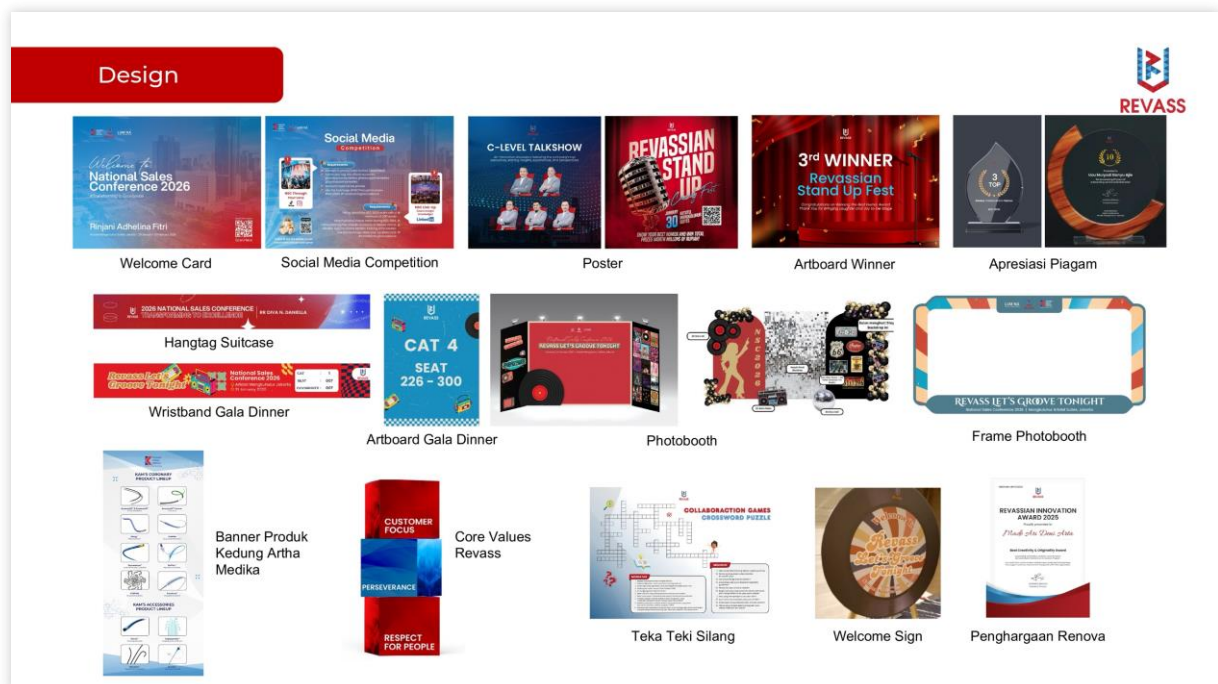


Figure 2. Design NSC 2026

Source: Researcher Documentation

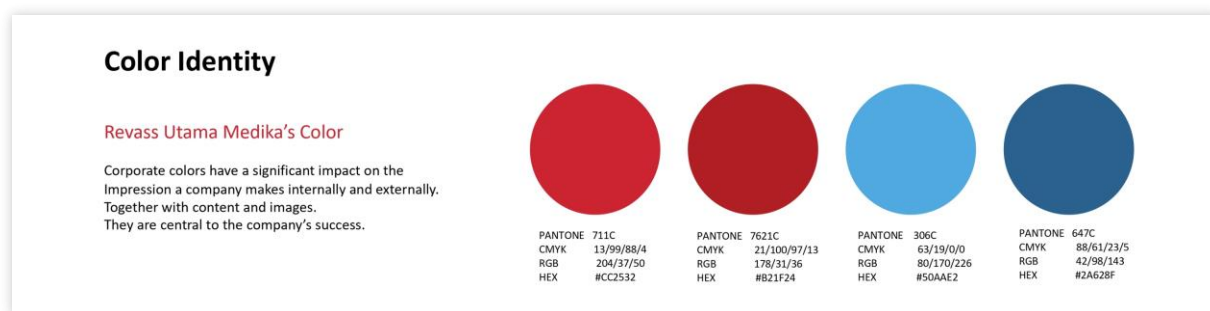


Figure 3. Color Identity Revass

Source: Revass Brand Guidelines

JANUARY - CONTENT CALENDAR 2026							
Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1				1	2	3	4
Date	5	6	7	8	9	10	11
Week 2							
Date	12	13	14	15	16	17	18
Week 3							
Date	19	20	21	22	23	24	25
Week 4				NSC Prepare	NSC Prepare		
Date	26	27	28	29	30	31	
Week 5			Are you ready nsc		Are you ready nsc		

FEBRUARY - CONTENT CALENDAR 2026							
Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1							1
Date	2	3	4	5	6	7	8
Week 2			NSC Gala Dinner Teaser				NSC Recap
Date		10	11	12	13	14	15
Week 3	NSC Gala Dinner	Harapan Revassian NSC	Kesan Pesan Revassian NSC		Gala Dinner Outfit		
Date	16	17	18	19	20	21	22
Week 4					Polo & Tumblr NSC		
Date	23	24	25	26	27	28	
Week 5							

Figure 4. Content Calendar NSC 2026

Source: Social Media Report NSC 2026



Figure 5. Documentation of Instagram content taking activities

Source: Researcher Documentation

Highlight Masukan Peserta NSC 2026 (Google Form)



1. Penyesuaian waktu istirahat pada hari pertama karena peserta cenderung lelah
2. Pengurangan kepadatan jadwal acara & Pembatasan waktu kegiatan maksimal hingga pukul 18.00
3. Pelibatan tim back office di berbeda hari dalam pelaksanaan NSC, dapat menjadi RAC
4. Pertimbangan penggunaan jasa Event Organizer (EO) profesional
5. Penjadwalan NSC tidak bertepatan dengan hari libur, pelaksanaan pada Senin-Jumat
8. Penambahan agenda rekreasi, kegiatan santai / city tour setelah meeting
9. Pembicara KOL di setiap terapeutik
9. NSC dilaksanakan diluar Jabodetabek
10. Guest Star diupayakan lebih menarik dan well known contoh: NDX, Denny Caknan, Hindia, Feast, Kotak, Armada, dll
11. Moment sesi presentasi PM dikemas supaya lebih menarik
12. Konsep Gala Dinner juga terdapat Ceremonial (penghargaan-penghargaan)
13. Feedback tema gala dinner seperti: Anime, Super Hero, Marvel, Halloween, Movie Character, Back to School, Garden Party

Transforming to Excellence

Figure 6. NSC 2026 evaluation results

Source: National Sales Conference Project Summary



Figure 7. Instagram account @revassutamamedika
Source: Instagram @revassutamamedika

Based on the interview results, the Content & Creative team determined that Instagram, TikTok, and LinkedIn would be the main publication platforms for NSC Revass 2026. Audience analysis was conducted by reviewing previous social media publications and Instagram engagement data to identify content performance and audience preferences. The findings were then used to determine publication platforms, content formats, posting styles, and content strategies that aligned with the characteristics of each platform and the trends.

The series of NSC 2026 activities, was captured in various forms of digital content, including event documentation and daily recap videos. Instagram was the primary publishing platform, while TikTok and Facebook primarily served as mirroring platforms for reposting Instagram content. Meanwhile, WhatsApp was primarily used for internal coordination and information sharing among committee members during the event implementation. The research stage also involved guidance from management in determining the key messages and communication flow to support organizational communication during the event. This stage served as an important reference for identifying strengths and weaknesses from previous NSC events and for developing more effective event and publication strategies for NSC Revass 2026 (Marta et al., 2024).

Design

The design stage aims to transform research results into the physical, aesthetic, and programmatic elements of the event, as well as its interactions. At this stage, the creative team conducts discussions and brainstorming to develop the entire event concept that meets stakeholder expectations and leaves a deep impression on the participants. The design process also includes organizing various elements, such as movement, sound, color, lighting, and spatial arrangement, in a comprehensive and carefully planned manner to strengthen the overall event experience (Prasetyo, 2025). At NSC 2026, the Content & Creative processing team's research results in a creative concept that incorporates the event theme, venue layout, event formats, and digital content design.

The design process was carried out collaboratively through routine meetings with direct supervision from the

Director of Operations to ensure that all preparations run optimally. The design of the NSC concept is carried out through several stages, namely, the preparation of three alternative creative concepts submitted to the board of directors. Then selection and revision are carried out based on the evaluation of the previous implementation, which involves three revisions until the final concept is obtained. The proposed concepts included meeting sessions, celebrations, concerts, and additional activities such as city tours. Based on these three concepts, the chosen concept is a combination of meeting and celebration days, with a concert theme.

The National Sales Conference (NSC) Revass 2026 carries the theme "Transforming to Excellence," reflecting a commitment to continuing adaptation, improved work effectiveness, and the development of individual and organizational competencies. This theme serves as the basis for the event's overall concept. The concept design also considered a hybrid event format, with a Zoom platform for out-of-town back-office employees during the gala dinner session. Visual design is also carried out through various elements such as backdrops, photo booths, welcome cards, welcome signs, artboards, wristbands, opening performances, and lighting. All designs are tailored to Revass' corporate identity, including the use of colors, fonts, and logos in accordance with company standards. (See Figure 1, Figure 2, and Figure 3).

Planning

Stage planning is a crucial process in event management because all the concepts that have been designed are now being translated into the technical aspects of implementation. Through proper planning, organizers can ensure that all elements of an event are coordinated and aligned with the intended objectives. This stage includes identifying audience needs, arranging activity schedules, allocating resources, determining venue and vendor selection, and preparing communication and publication strategies to support the smooth execution of the event and minimize potential risks during implementation (Raffy et al., 2025). Stage planning also focuses on three main aspects, namely time, tempo, and space, to optimize resource usage and minimize potential disruption (Ardita, 2022).

In terms of time, the Content & Creative team prepared activity plans divided into three phases: pre-event, main-event, and post-event. A timeline and content calendar were arranged to manage content production, publication schedules, and coordination activities throughout the implementation of NSC Revass 2026. Since the preparation period lasted only two months, the team faced challenges related to tight deadlines and overlapping committee work schedules. However, these challenges were addressed through regular coordination, task distribution, and timeline adjustments to ensure that publication and event activities were carried out according to the planned schedule.

Based on [Figure 4](#), the team uses a Google Sheets-based content calendar to manage content production and publication schedules so that each stage can be completed according to the deadline. In the pre-event stage, planning begins with the formation of a core committee after the proposal is submitted, followed by the formation of a support team after the concept is approved. This stage also includes preparing a content plan, collecting ideas, and creating a brief design as a reference for the content production. At the main event stage, the timeline focuses on documentation and content production. Punctuality is an important factor because all activities occur simultaneously and require quick coordination. In the post-event stage, planning focuses on evaluating activities and publishing social media content.

In terms of tempo, the rhythm of teamwork is shaped by a clear division of tasks between the core and support teams and regular meetings. Task division is carried out using a Google Sheets-based master sheet as a common reference, enabling structured team coordination and supporting the smooth production of content and the implementation of events. From a spatial perspective, planning focuses on selecting venues and arranging spaces to align with the activity's concept. Space management is conducted with the flow of activities in mind, ensuring that each session runs effectively. The NSC 2026 was held at the Artotel Mangkuluhur Hotel Jakarta, which was chosen for its optimal support of activities and for providing comfort and a good experience for participants.

Coordination

Stage coordination is the phase in which all prepared plans begin to be implemented. At this stage, the event manager must coordinate and communicate with various parties, including internal committees and stakeholders, as well as vendors, to ensure that all elements work simultaneously toward the same goal ([Arfa et al., 2022](#)). During the implementation of NSC 2026, coordination was characterized by high intensity among teams, both before and during the implementation of the event. At the time of implementation, direct supervision is provided by the management, represented by the Director of Operations, to ensure that each series of activities runs in accordance with the predetermined plan.

Before the event, the team conducted a rehearsal on Day 1 as a final coordination to ensure the entire series of events ran according to the rundown. This activity includes technical checks, such as stage readiness, event flow, and division of tasks between the committee and vendors to minimize potential obstacles. During the event, management is carried out in real time through communication among teams to ensure its smooth running. Some obstacles that arise, both technical and non-technical, such as signal interference on the Handy Talky (HT) and participants' health conditions, can be addressed quickly by the relevant team to prevent them

from disrupting the activity.

"The main obstacle is team fatigue due to the short preparation time, so communication is sometimes not conveyed clearly. In addition, there is a mandatory change of directors. If there are any changes, the team will re-brief management and the committee repeatedly so that all members understand and the event continues to run in accordance with standards."

(Interview with Wahyu Prabowo, Corporate Communication Supervisor 2026).

Based on the interview results, the non-technical obstacles included team fatigue due to short preparation time and sudden, mandatory changes from the board of directors. To overcome these obstacles, the team coordinates closely through periodic communication and briefings to ensure that all parties understand the changes required. Handy Talky (HT) is used to accelerate coordination in the field, although the device's limitations require some coordination to be carried out via WhatsApp Groups as a supporting communication medium. The team also prepared alternative plans, such as Plan A and Plan B, to ensure that the event could still be implemented according to the set standards. (See [Figure 5](#)).

Evaluation

Stage evaluation is the final phase of the implementation process, which aims to identify shortcomings and make improvements to enhance the quality of the implementation of the event in the next activity ([Putri et al., 2024](#)). During National Sales Conference (NSC) Revass 2026, the evaluation was conducted thoroughly, covering various aspects of event implementation and content publication. The event implementation was evaluated through participant feedback collected using Google Forms. The data obtained included participants' impressions of the entire event, including the delivery of materials, activity concepts, and content publications during the event. The evaluation results showed a high level of participant satisfaction, with input on the following. (See [Figure 6](#)).

The performance of digital content published during the NSC series was also evaluated. The Content & Creative team analyzed engagement data such as reach, views, likes, comments, and shares, and compared the results with previous NSC events to identify improvements and shortcomings in content performance. Content with interactive and visual formats, such as daily recap videos and event documentation, generally received higher engagement compared to formal informational posts. However, content performance measurement remained limited to engagement data summarized in team reports. The analysis had not been conducted in depth to examine the relationship between content types, audience responses, and the achievement of overall communication objectives. Although engagement indicators could show audience activity and interaction levels on social media platforms, they did not fully reflect audience understanding of the delivered messages or the overall effectiveness of organizational communication during the implementation of NSC Revass 2026. Therefore, there is still an opportunity to develop a more comprehensive evaluation strategy for future corporate events.

Instagram Social Media Management
@revassutamamedika as a Corporate Publication Media
Digital content production for the organization's National Sales Conference (NSC) Revass 2026 focuses on how content is distributed, optimized, managed, and designed to create audience engagement. A digital content management strategy is needed to ensure that social media

communication runs effectively and aligns with the company's vision and mission. One model for analyzing these strategies is the Circular Model of Social Media (SoMe) proposed by Luttrell: share, optimize, manage, and engage. The purpose of this model is to assist institutions or companies in implementing a social media campaign strategy (Qurniawati et al., 2024). Based on data collected from the results of observations and interviews conducted with the Content & Creative team, the analysis of digital content strategies in the implementation of the National Sales Conference (NSC) Revass 2026 is explained based on the stages in the Circular Model of Social Media (SoMe) as follows.

Share

The share stage focuses on distributing content to audiences through various social media platforms. At this stage, companies need to convey information that aligns with the audience's needs, interests, and characteristics by identifying relevant audience demographics. This understanding helps companies determine the social media platforms most frequently used by their target audience, allowing them to select appropriate platforms and optimize content distribution to support effective communication and organizational goals (Lestari et al., 2024). At the NSC 2026, the Content & Creative team leveraged Instagram, TikTok, and LinkedIn to publish the content.

The selection of platforms is adjusted to the characteristics of the audience, namely internal, management, and external employees. Instagram, as the main medium, allows the delivery of more visual and interactive content to attract the attention of the internal and external audiences. TikTok functions as a complementary platform to Instagram with a more relaxed approach, while LinkedIn is used to reach a more professional audience, especially to deliver formal information that reflects the company's image to internal, external, and principal audiences. (See Figure 7 and Figure 8).

Based on the interview results, content publication begins with a search for ideas tailored to the event theme, purpose, and target audience. Then, the preparation of a content plan and content calendar is followed by a brief design in accordance with Revass' corporate identity.

Based on Figure 9, the type of content shared is tailored to the event's needs. On Instagram, content is divided into three phases; pre-event, main event, and post-event. In the pre-event stage, the content was a reminder video on the implementation of the NSC and internal information related to the series of activities. This information includes invitations to participate in the Raise Your Voice program, Revass Stand-Up Comedy, and Executive Alignment Forum. On the main event stage, the content focuses on real-time activity documentation and short videos to indicate that the NSC Day-1 event has begun. In the post-event stage, the content published includes daily recap videos, participants' impressions and messages during the event, especially at the gala dinner, Revassian's expectations for the company in 2026, and merchandise impression content obtained during NSC 2026.

There is also documentation of the entire gala dinner, along with the teaser, as the closing event. Based on Figure 10, the content shared on LinkedIn is included in the post-event phase. The content includes a recap of all NSC activities, presented through a combination of photos, documentation, activities, and informative captions. The photos displayed depict a series of events during the gala dinner, providing a comprehensive visual of the event's execution. Then, the daily recap video, gala dinner documentation, and articles on the implementation of NSC Review 2026. The share stage has three main aspects, namely participate, connect, and build trust.

In terms of participation, the company encourages audience engagement through interactive, relevant content. Published content is designed to increase employee participation in the NSC series of activities, supported by a structured content distribution plan via a content calendar. In the connect aspect, companies seek to build relationships with their audiences through various social media platforms and features. Features such as reels and Instagram stories are used to convey information in an interesting way, display the company's daily activities, and repost content from employees as a form of appreciation and interaction with them. This strategy aligns with the nature of digital consumption, where short-form videos provide a more immersive experience than static images, allowing brands to convey complex information through storytelling in a very limited timeframe (Sudha & Kamilah Banu, 2021).

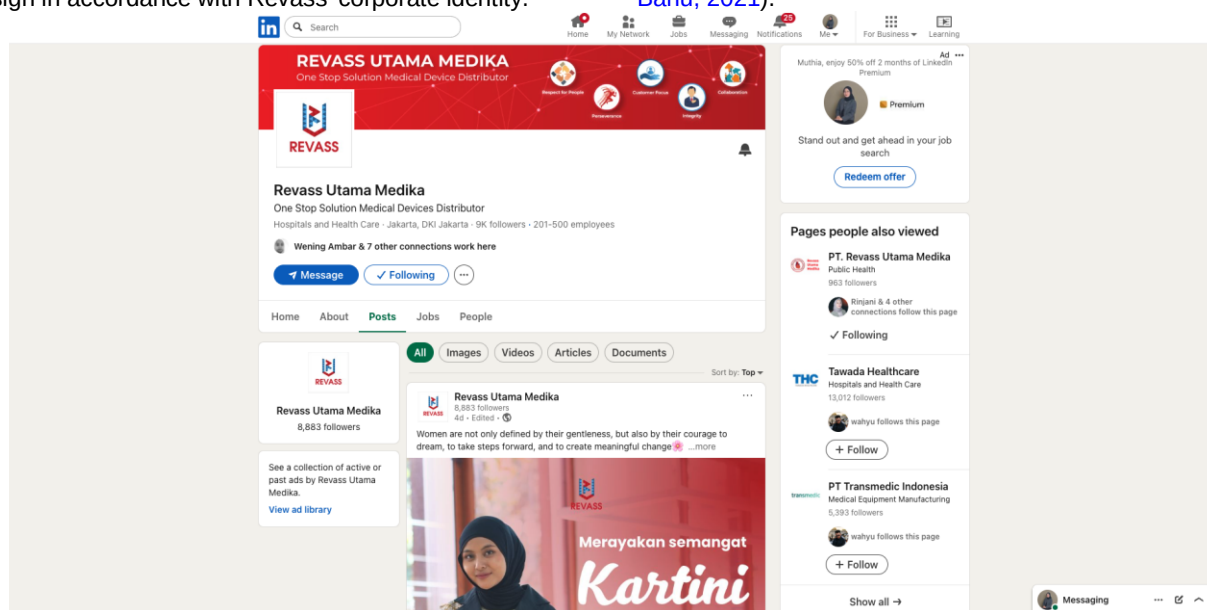


Figure 8. LinkedIn account of Revass Utama Medika
Source: LinkedIn Revass Utama Medika

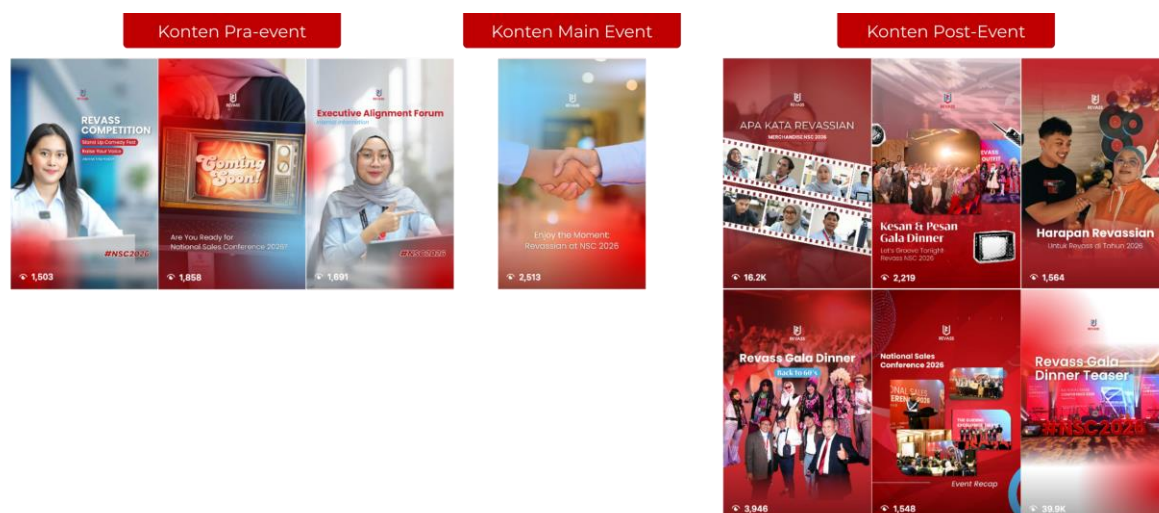


Figure 9. NSC 2026 content on @revassutamamedika Instagram account

Source: Instagram @revassutamamedika

In the aspect of building trust, companies build audience trust through the consistency of publication and the relevance of content. The content presented is designed to provide clear information and align with the event's purpose, increasing the audience's understanding and involvement in the activities. Consistent and integrated communication strategies through social media can also strengthen event identity and create closer emotional relationships with audiences (Syawalludin et al., 2024).

Optimize

The optimization stage focuses on maximizing social media use to improve the effectiveness of the message and content delivery. At this stage, the company adjusts the message, format, and presentation of the content to make it more relevant, engaging, and more likely to increase audience interaction (Luttrell, 2015). Based on observations and interviews, PT Revass Utama Medika applies a listen-and-learn approach and engages in authentic conversations to understand the audience's needs and foster more interactive communication. This practice is consistent with the view that social media marketing enables two-way communication between the company and its audience, which not only increases reach but also strengthens engagement through more personal and responsive interactions (Nurfarida et al., 2024).

In the listen-and-learn aspect, the company focuses on understanding the audience's preferences, behaviors, and responses to content by monitoring social media trends, analyzing content performance, and using insights to determine the optimal publication time. The results of the analysis show that video reel content performs better and reaches a wider audience, especially because it is often reposted by internal employees. Based on Instagram insight data from @revassutamamedika, audience activity tends to increase from 12.00 to 21.00, with peak activity in the afternoon to evening. This shows that audiences actively access social media after completing their main activities. Based on LinkedIn platform guidelines and previous publication evaluations, content publication was generally scheduled during working hours to adjust to professional audience activity patterns (Khadraoui, 2026). The results of this analysis were used by the Content & Creative team to develop a publication strategy and adjust the format and delivery of content on each platform to achieve optimal reach and interaction.

To engage in authentic conversations, companies

seek to foster two-way communication with their audience through active social media participation. This is done through interactions such as replying to comments, reposting participants' uploads, and utilizing Instagram stories to share activities during the event. The communication approach was adjusted to the audience's characteristics. For internal audiences, content is presented in a more personalized and engaging way to encourage active employee participation in a series of activities. Meanwhile, for external audiences, the content is structured more informatively and focuses on conveying the company's professional image.

Manage

Management is related to the way messages are delivered, which must be managed properly in an organized and measurable manner (Alexander et al., 2022). The management stage also emphasizes a company's ability to manage rapid social media conversations and provide timely responses (Luttrell, 2015). At this stage, three main aspects must be considered: media monitoring, quick response, and real-time interaction.

In the context of media monitoring, the company monitors the development of and audience response to published content. The Content & Creative Revass team leverages insights features on Instagram and LinkedIn to analyze content performance based on indicators such as likes, comments, reach, and saves. These data will serve as the basis for evaluating and developing future content strategies.

Based on Figure 11, Instagram insight data showed that the audience was dominated by the 25–34 age group with 52.5% of total followers, followed by the 35–44 age group with 23.9%. In terms of location, the majority of the audience came from major cities such as Jakarta, Surabaya, Bekasi, Bandung, and Depok. The audience was also slightly dominated by women (55.5%) compared to men (44.5%). These audience characteristics influenced the selection of content formats and publication strategies during NSC Revass 2026. The Content & Creative team prioritized visual and interactive content formats such as event documentation, daily recap videos, and Instagram reels to adjust to the preferences of productive-age social media users and urban audiences in order to increase audience engagement during the event implementation.

Based on Figure 12, LinkedIn insight data shows a growth of 8,884 followers, with 126 new followers in the last 30-day period, which is organic, with audiences

predominantly from metropolitan areas, especially Jakarta and other big cities. This characteristic reflects that LinkedIn's audience is composed of professionals, so the communication strategy emphasizes delivering information that is formal, informative, and more oriented towards company branding.

In terms of quick response, the company focuses on responding promptly to audience interactions, such as comments, mentions, and direct messages. The Content & Creative team actively responds to incoming interactions in a clear and informative manner. During the NSC 2026 event, interaction also occurred through employee uploads tagged with @revassutamamedika accounts, which were then responded to by reposting to Instagram Stories as a form of appreciation, expanding the content's reach. Similar practices are also carried out on LinkedIn by monitoring mentions and reposting relevant content.

In the context of real-time interactions, companies engage their audiences directly during events through various social media features. The use of Instagram Stories and comment sections enables rapid information delivery while fostering dynamic two-way communication. Quick responses to audience activities, such as employee post-reposts, indicate the company's active involvement in building relationships with its audience.

Engage

The engage stage emphasizes efforts to engage social media audiences through two-way communication and active participation (Luttrell, 2015). At this stage, companies not only convey information but also encourage audience engagement through various forms of interaction, such as comments, likes, and shares, by involving specific audiences in social media activities. This strategy can help increase social media engagement by involving audiences and influential individuals in communication activities through interactive participation on social media (Qorib et al., 2021). In implementing NSC 2026, this stage is carried out through a strategy to increase audience engagement, including user-generated content in which employees share their experiences and tag @revassutamamedika. The content is then reposted by the admin as a form of appreciation and to expand its organic reach.

On Instagram, audience engagement can be seen in employees' active participation in sharing content during the event and in interactions through various features. The use of captions with a call to action (CTA) is designed to encourage the audience to engage further, such as by visiting the company's website or expressing interest in job opportunities. The use of interactive features, such as question boxes, on Instagram Stories is also carried out both during the event and after, such as in the D+3 or D+7 flashback moments. This strategy suggests that audience engagement is structured through an interactive content approach. Involvement is also strengthened through participatory programs, such as social media content competitions for NSC 2026, and collaborations with external parties, namely G-Pluck The Beatles, who were presented as guest stars at NSC Revass 2026. This collaboration aims to increase the appeal of the content while expanding the audience's reach. By fostering engagement, brands can build emotional connections that translate into long-term loyalty, while these interactions create a sense of belonging, making audiences feel valued and involved with the brand (Hadikusuma & Ginting, 2024).

Based on Figure 13, Instagram insight data showed an increase in engagement metrics during the implementation period of NSC Revass 2026 from January

to February. The increase could be seen from the higher reach, views, interactions, and profile activity generated during the main-event period compared to the pre-event stage. This increase was influenced by the higher intensity of content publication and the use of visual and interactive content formats such as event documentation, recap videos, and Instagram reels during the event implementation.

Similar to Instagram, based on Figure 14, audience engagement on LinkedIn, as shown in the insights above, is measured by active interactions, such as likes, comments, and reposts of the company's content. During the NSC 2026, this involvement was evident in participants who shared their experiences, moments, and insights gained during the event through their personal LinkedIn accounts, including mentions of Revass's account. This activity not only shows the audience's active involvement but also helps expand the company's communication reach through each individual's professional networks.

Interpretation of Key Findings

This study uses Event Management theory by Joe Goldblatt and The Circular Model of Social Media (SoMe) by Regina Luttrell to analyze the role of Corporate Communication as Content & Creative in the implementation of National Sales Conference (NSC) Revass 2026. The findings indicate that Corporate Communication played an important role in all stages of event management, including research, design, planning, coordination, and evaluation. In addition to supporting event implementation, Corporate Communication also managed digital content and social media publications to strengthen internal communication and employee engagement. The implementation of the SoMe model shows that social media management during NSC Revass 2026 involved audience analysis, publication management, interaction monitoring, and audience engagement through Instagram, TikTok, and LinkedIn.

The findings also show that visual and interactive content formats generated higher audience engagement compared to formal informational posts. For example, the gala dinner teaser video reached 39,929 views with 659 likes and 23 shares, indicating that short-form video content and Instagram reels attracted more audience interaction during the event implementation. This finding supports previous studies by Latumeten (2024) and Rehatta and Kurniasari (2021), which emphasized the importance of audience analysis and social media management in supporting event publications and organizational communication. However, this study also found that content evaluation remained focused mainly on engagement indicators such as reach, views, likes, comments, and shares. Although these indicators reflected audience activity on social media platforms, they did not fully measure audience understanding of the delivered messages or the overall effectiveness of organizational communication during NSC Revass 2026.

Comparison with Previous Studies

The findings of this study are consistent with Latumeten (2024), which emphasized the importance of structured content planning and social media management in supporting audience engagement. This study also supports Luttrell's Circular Model of Social Media (SoMe) through the implementation of audience analysis, content distribution, interaction monitoring, and social media optimization during NSC Revass 2026. In line with Rehatta and Kurniasari (2021), the findings show that event management stages support digital publication activities during corporate events. However, this study specifically highlights the role of the

Corporate Communication division as Content & Creative in integrating event management and digital publication

management during a hybrid corporate event.

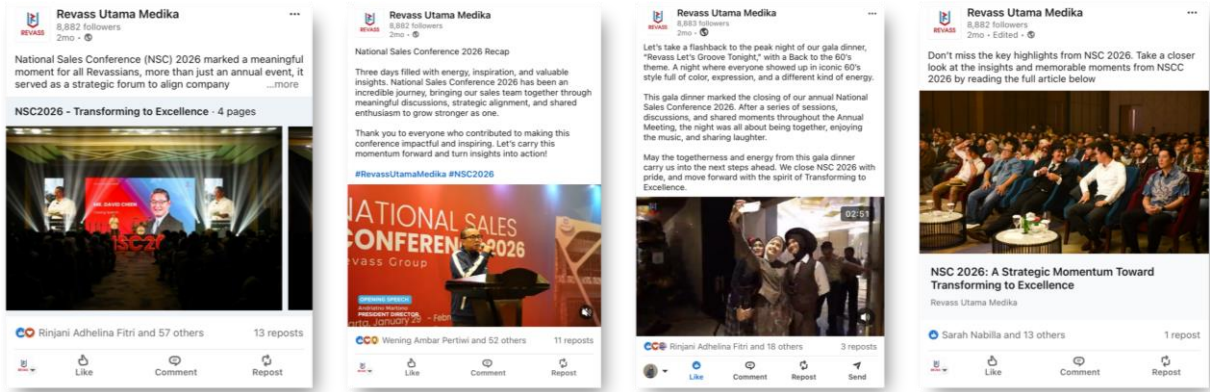


Figure 10. NSC 2026 content on Revass Utama Medika's LinkedIn account
Source: Revass Utama Medika's LinkedIn

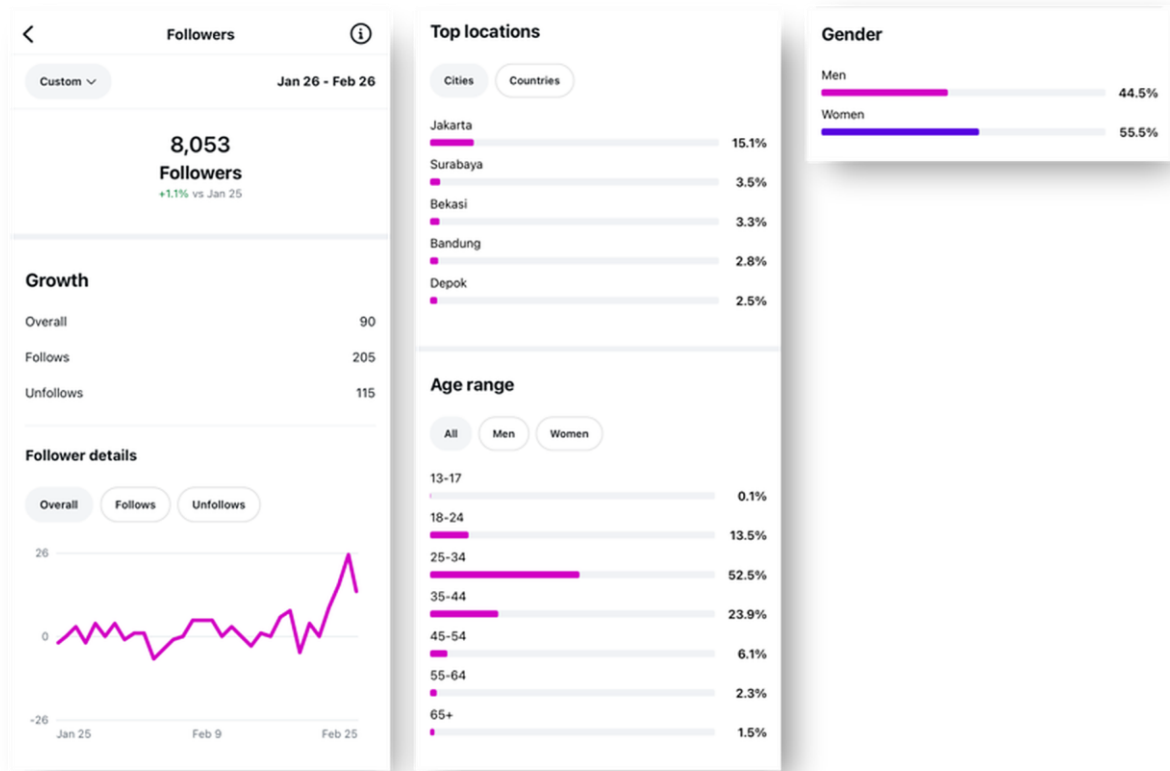


Figure 11. Instagram audience insight of @revassutamamedika
Source: Instagram @revassutamamedika

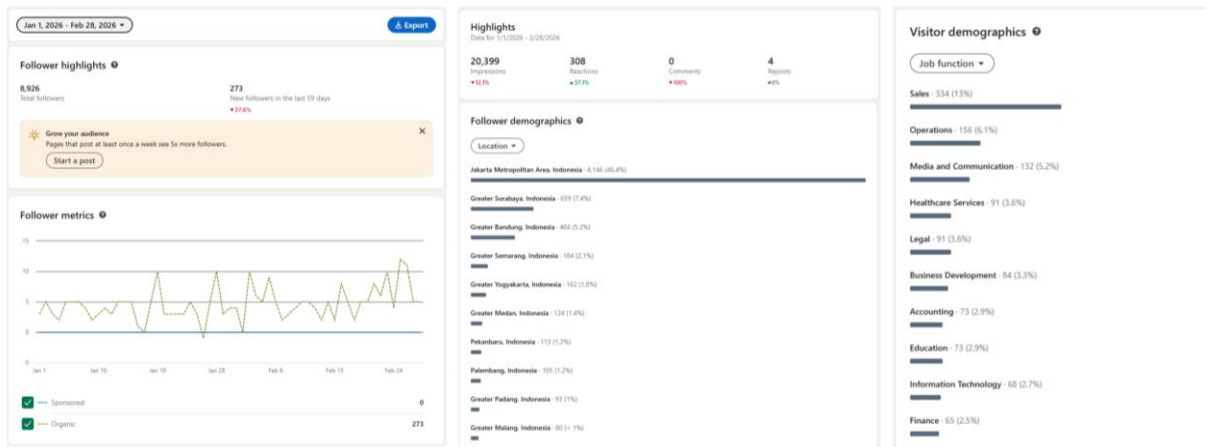


Figure 12. LinkedIn audience insight of Revass Utama Medika
Source: Revass Utama Medika's LinkedIn



Figure 13. Instagram Insights @revassutamamedika for January - February period
Source: Social Media Report

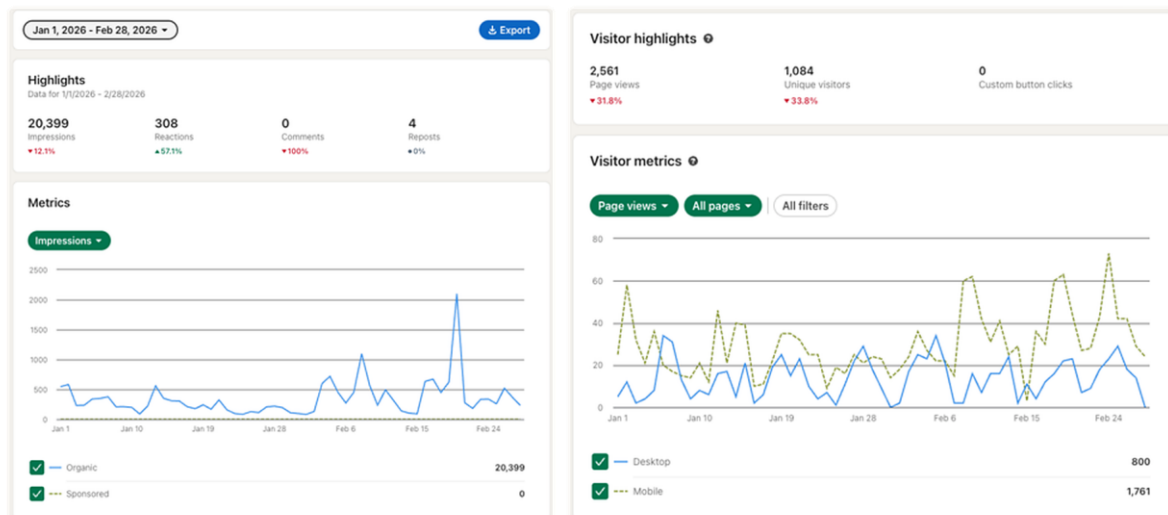


Figure 14. LinkedIn Insights of Revass Utama Medika for January - February period
Source: Revass Utama Medika's LinkedIn

Limitations and Cautions

This study has several limitations. First, the research scope was limited to the internal implementation of the National Sales Conference (NSC) Revass 2026, particularly in the context of content production and social media management. Second, the audience and participants involved in the event were limited to specific communities and invited participants, which may limit the broader generalization of the findings. In addition, the evaluation of social media performance was still primarily based on engagement metrics, so further analysis regarding communication effectiveness and audience perception remains limited.

Recommendations for Future Research

Future research is expected to examine the role of Corporate Communication in different types of corporate events and organizational contexts to provide broader insights into digital communication strategies in event management. Further studies may also explore social media management strategies in corporate events involving more diverse audiences and communication settings to better understand audience engagement and participation in corporate activities. In addition, future research is recommended to develop more comprehensive media monitoring and content evaluation methods by examining the relationship between content types, audience responses, and communication objectives to improve the effectiveness of digital communication strategies in corporate event implementation.

Conclusion

Based on the findings, the Corporate Communication division of PT Revass Utama Medika played an important role as Content & Creative in managing event publications and digital content during the implementation of the National Sales Conference (NSC) Revass 2026. The implementation of event management through the stages of research, design, planning, coordination, and evaluation was integrated with social media management activities through the share, optimize, manage, and engage stages in the SoMe model. Social media platforms such as Instagram, TikTok, and LinkedIn were used to distribute event publications, while visual and interactive content formats such as Instagram reels, event documentation, and recap videos generated higher audience engagement during the event implementation.

The findings also show that Corporate Communication

was involved not only in content publication activities but also in audience analysis, interaction monitoring, communication flow management, and coordination between divisions throughout the pre-event, main-event, and post-event stages. Employee participation through reposted content and audience interaction also contributed to expanding the reach of corporate communication during the event. This study contributes to the discussion of event management and social media management by highlighting the role of a specific Corporate Communication division in integrating digital publication management during a hybrid corporate event.

However, the implementation process still faced challenges related to limited preparation time, high workloads, and limited human resources within the Corporate Communication division. In addition, content evaluation remained focused mainly on engagement indicators such as reach, views, likes, comments, and shares, summarized in social media reports. Although these indicators reflected audience activity on digital platforms, they mainly measured platform interaction and had not yet fully explored audience understanding or broader organizational communication outcomes during NSC Revass 2026.

Therefore, future corporate communication evaluations may require more comprehensive indicators, such as audience perception, qualitative feedback, message recall, and participation effectiveness, to evaluate communication outcomes during corporate events. Future studies may also examine social media management strategies in corporate events involving more diverse audiences and communication objectives.

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