

Innovative Brand Awareness Strategies: Push, Pull & Pass Marketing in Indonesian Fashion

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ABSTRACT

Several Fashion manufacturer in Indonesia are delivering distinctive themes as the country's fashion industry expands quickly. With advances in quality and design, local products are now able to compete with those of foreign brands. Public Relations has grown in importance as a marketing strategy in the apparel business in recent years. The purpose of this study is to explain how Loony's public relations marketing has increased brand awareness. This research collects primary and secondary data using a descriptive qualitative research methodology. Interviews with customers and internal business sources are used to gather primary data. Books, journals, webpages, and internal company data are sources of secondary data. This approach ensures a comprehensive analysis of Loony's strategies. The results show that Loony uses the Push, Pull, and Pass methods to boost brand recognition. The Push strategy involves actively promoting the brand, the Pull strategy focuses on attracting consumers, and the Pass strategy relies on making the brand unique by giving nicknames to its customers. By integrating these techniques, Loony has effectively raised its profile in a competitive industry. Public relations have allowed the brand to interact more meaningfully with consumers, fostering loyalty and engagement. By emphasizing distinctive regional themes and values, this tactic has also helped Loony differentiate from foreign rivals. In Indonesia's rapidly changing fashion industry, this strategy highlights the significance of strategic marketing. Effective use of marketing and PR techniques will be essential for firms to build and preserve a strong market presence as the industry expands.

Keywords: *marketing public relation; public relation; push pull pass marketing; brand awareness; innovative strategy.*

INTRODUCTION

The fashion industry in Indonesia is currently experiencing significant development. More and more clothing brands are offering a variety of unique and different themes. Local products are able to compete with foreign brands. In fact, branded clothing from Indonesia is widely known and accepted in many countries. The challenge that comes with changing times is the ability of local brands to create innovative and quality products that compete in the dynamic and modern fashion trend (Liputan6, 2022).

The fashion industry itself is categorized by the Ministry of Trade of the Republic of Indonesia into the retail industry, where there is competition due to the proliferation of similar industries whose development cannot be stopped (Soliha, 2008). In business competition in this digital era, one of the factors that can increase sales and increase the competitiveness of an industry itself is appropriate marketing techniques (Jatmiko, 2022). Therefore, to ensure the success of Brand Loony Indonesia's clothing line, it is essential to craft and execute a comprehensive and tailored marketing strategy. By focusing on Public Relations Marketing, Brand Loony Indonesia can effectively promote its clothing products and achieve significant market penetration and brand loyalty.

Brand Awareness shows that consumers have confidence in the product in their thoughts and minds, which at certain times can increase consumer buying interest (Putri, 2022). Therefore, building brand awareness in consumers' minds is very important. The goal is to increase consumer interest in the product. Its main role is to strengthen consumer memory. The higher the brand awareness among consumers, the greater their chances of purchasing and using the brand. Through marketing communications, companies can attract attention, increase awareness, arouse desire, and facilitate the purchasing process for consumers (Amanah & Harahap, 2018).

To achieve the goal of achieving purchasing interest from consumers, the right elements are needed in implementing marketing communications. and to integrate this communication strategy, brand awareness must work optimally, one of which is by implementing Marketing Public Relations. The application of Marketing Public Relations can help brand awareness to maximize good relationships between sellers and consumers through informative content and publicizing existing products (Dina, 2020).

Marketing activities using public relations offer industry effectiveness and practicality in marketing product value which leads to economic improvements both in concept and practice (Papasolomou et al., 2014). In marketing with public relations in an industry have to establish a good rapport with their target market and creating excitement about their offerings are essential for brands.

Loony Indonesia is one of the leading clothing brands from Cipadu, Tangerang. This brand targets the girls' clothing market by giving its customers the freedom to express themselves cheerfully, allowing them to display their unique personalities through their fashion choices (Noviantara, 2022). The value of the product reflects a cheerful, brave and dynamic personality, reflected in the history of the beginning of this brand, which was founded in 2008 by Karlina Kardi, who chose the name Loony because the character Luna Lovegood in the Harry Potter film had this personality. This cannot

be separated from Karlina's hobby in in the field of creativity and crafts, such as painting shoes and making various kinds of souvenirs.

At the start of this brand, not many people knew about this brand, so Karlina herself initiated the focus on promotion through social media. This was done because he already knew the powerful effects of social media for marketing (Rosalina, 2016). Apart from that, Loony Indonesia also often takes part in exhibitions or bazaars at various school events. Before deciding to focus on selling via online platforms, this brand had several offline outlets in Teraskota Mall, Tangerang, Tebet and Kemang, South Jakarta.

In carrying out online promotions, the Loony Indonesia Brand provides comfort to potential buyers by displaying attractive Instagram accounts in its product catalog with colorful and playful themes. These visually engaging Instagram feeds are meticulously curated to highlight the brand's unique aesthetic, blending vibrant colors with creative layouts to capture the attention of viewers. Each post is carefully designed to resonate with Loony Indonesia's target audience—modern, fashion-conscious women who appreciate both style and comfort. The goal of this varied content strategy is to present a brand image that is adaptable and modern, matching each woman's wardrobe to the latest trends. By keeping its Instagram presence fresh and visually appealing, Loony Indonesia successfully draws in customers, enticing them to explore and engage with the brand.

This connection creates an environment that promotes both exploration and purchases. The inviting visuals and interactive content encourage potential buyers to delve deeper into the brand's offerings, fostering a sense of community and loyalty among followers. Additionally, the strategic use of Instagram Stories, IGTV, and Reels provides dynamic ways to showcase products, share behind-the-scenes content, and engage with followers through Q&A sessions, polls, and user-generated content. This multifaceted approach not only drives traffic to the brand's Instagram page but also translates into increased website visits and, ultimately, sales.

To maintain its branding in the minds of the public, Loony Indonesia is required to use the right marketing strategy so that the message and value of the brand can be conveyed thoroughly and efficiently. This involves a comprehensive understanding of their target market, leveraging analytics to tailor content that resonates with their audience's preferences and behaviors. Strategic partnerships with influencers and collaborations with other brands further amplify their reach, helping to establish credibility and trust. Additionally, consistent branding across all marketing channels ensures a cohesive brand identity that is easily recognizable and memorable.

This research discusses how Loony Indonesia's Marketing Public Relations strategy in building brand awareness encompasses various elements, including social media marketing, influencer partnerships, and event sponsorships. By examining these strategies, authors aim to uncover the effectiveness of their approach in creating a strong brand presence in the competitive fashion industry. The insights gained from this study can provide valuable lessons for other local brands looking to enhance their brand

awareness and establish a loyal customer base through effective public relations and marketing strategies.

LITERATURE REVIEW OR RESEARCH BACKGROUND

Communication Strategy

A communication strategy concept is a message delivered using a plan that displays who is involved in the communication, what the content of the message is, and the desired goal (Carolina, 2021). Communication strategies have an important function for professionals to help their work from building reputation, brand, and identity, to achieving thought leadership, increasing sales, motivating employees, preventing crises, and communicating with stakeholders (Zerfass & Viertmann, 2017). Like public figures, sellers must also create engagement with buyers to build strong relationships with buyers and make business growth. and creating engagement with buyers is a way to get more customers (Forsyth, 2023).

Effective communication strategy is pivotal for any organization aiming to enhance engagement, shift perceptions, and achieve strategic objectives. By employing the right communication channels, such as social media, traditional media, direct communication, and digital platforms, companies can create a comprehensive and cohesive approach to reaching their target audience. Social media, for instance, offers an interactive and immediate way to connect with consumers, providing a platform for sharing content, receiving feedback, and fostering a community around the brand. Traditional media, including television, radio, and print, still holds significant value in reaching broader and more diverse audiences, lending credibility and visibility that digital channels alone might not achieve.

A well-implemented communication strategy guarantees messaging consistency, which is crucial in building a recognizable and trustworthy brand image. Consistent messaging across all channels ensures that the brand's voice, values, and promises are clear and unified, thereby reinforcing the brand identity in the minds of consumers. Moreover, it makes feedback systems easier to implement, allowing organizations to fine-tune their approaches in response to audience input and market developments. By establishing robust mechanisms for gathering and analyzing feedback, companies can stay attuned to their audience's evolving needs and preferences, enabling them to adjust their strategies proactively.

In the context of the fast-paced corporate world of today, communication strategies are the fundamental instruments for matching audience demands with organizational goals. A strategic blend of various communication channels not only promotes expansion but also helps in preserving competitive advantage. For instance, digital platforms provide detailed analytics that help in understanding audience behavior and preferences, which can be leveraged to create more targeted and effective marketing campaigns. Additionally, direct communication, such as email marketing and customer service interactions, plays a crucial role in building personal connections with consumers, enhancing loyalty, and driving repeat business.

A strategic and well-coordinated communication approach is essential for any organization aiming to thrive in today's dynamic business environment. It involves not just the selection of appropriate channels but also the crafting of consistent and compelling messages that resonate with the audience. The ability to adapt based on feedback and market trends further underscores the importance of a flexible and responsive communication strategy. As organizations navigate the complexities of modern markets, a robust communication strategy remains a key driver of engagement, perception management, and strategic success.

Marketing

The combination of marketing in this modern era has made it easier for sellers to communicate effectively with potential buyers and existing customers, interactions that occur not only to get feedback from customers but also to be able to create personas for their companies and products (Depczyńska & Cheba, 2021). Talking about marketing is how the products we sell can reach potential customers, and how the value in our products is fully understood so that they can make a decision to buy the product (Hoekstra & Leefang, 2020). Interestingly, marketing today is not only about direct product marketing, but many business people use celebrity endorsement techniques to help brand owners reach a wider audience and increase engagement with their brand (Afifah, 2022).

Marketing, as a multifaceted discipline, plays a critical role in helping businesses expand their reach and build deeper emotional bonds with customers. One effective approach within marketing is linking products to well-known figures, such as celebrities, influencers, and industry leaders. This strategy, known as celebrity endorsement or influencer marketing, leverages the popularity and credibility of these figures to enhance brand visibility and trustworthiness. When customers see a product associated with a trusted and admired individual, they are more likely to develop a positive perception of the brand. This can significantly boost brand awareness and have a substantial impact on consumer decisions to buy, as the endorsement serves as a powerful form of social proof.

In addition to influencer partnerships, businesses must employ a mix of traditional and digital marketing strategies to reach a broader audience and engage them effectively. Traditional marketing methods, such as television commercials, print advertisements, and billboards, remain effective in reaching certain demographics and providing a sense of legitimacy. On the other hand, digital marketing, including social media campaigns, content marketing, email marketing, and search engine optimization (SEO), offers more targeted and measurable approaches. Digital platforms enable businesses to interact with their audience in real time, gather data on consumer behavior, and adjust their strategies based on insights and analytics.

Maintaining competitiveness and attaining sustainable growth in the global marketplace requires combining these varied strategies and adjusting to changing customer behaviors. The ongoing evolution of marketing demands that businesses

remain agile and responsive to trends and shifts in consumer preferences. For instance, the rise of social media platforms like Instagram, TikTok, and Twitter has revolutionized how brands communicate with their audience, emphasizing the importance of visual content, short-form videos, and interactive engagement. Businesses that can effectively harness these platforms to create engaging and relevant content are better positioned to capture the attention and loyalty of modern consumers.

Moreover, the integration of advanced technologies such as artificial intelligence (AI), machine learning, and big data analytics into marketing practices allows for more personalized and predictive marketing efforts. AI-driven tools can analyze vast amounts of data to uncover patterns and insights that inform more precise targeting and customization of marketing messages. This level of personalization enhances the customer experience, making consumers feel understood and valued, which in turn fosters stronger emotional connections and brand loyalty.

To illustrate, consider a local Indonesian creative fashion brand aiming to build its brand awareness. By partnering with local celebrities and influencers who resonate with their target market, the brand can enhance its visibility and credibility. Coupling this with a robust digital marketing strategy that leverages social media, email campaigns, and SEO can further amplify their reach. Additionally, using data analytics to understand consumer preferences and tailor marketing efforts ensures that the brand remains relevant and engaging.

Marketing is a dynamic and ever-evolving field that requires businesses to be innovative, adaptable, and strategic. By combining traditional and digital marketing strategies, leveraging influencer partnerships, and utilizing advanced technologies, businesses can effectively expand their reach, build deeper emotional bonds with customers, and achieve sustainable growth in the competitive global marketplace. The ability to understand and respond to changing customer behaviors is paramount in maintaining a competitive edge and ensuring long-term success.

Marketing Public Relations

Engagement is what is needed to attract customer attention. In the world of marketing, this metric is what is most needed to make the number of interactions between potential buyers and customers skyrocket (Drummond et al., 2020). This is where the role of PR in marketing plays a role in increasing public engagement with a brand or product by increasing brand awareness in the public, improving or sharpening the company's image, changing or strengthening public perception, and also maintaining a good impression from the public (Volitaki, 2023). However, public relations is not solely about impressions, image, or branding to the public, but also how they combine various aspects of relationships, reputation, and moral values (Heath, 2022), especially in marketing public relations.

Marketing Public Relations focuses not on selling, but on providing information, education, and efforts to enhance understanding through increased knowledge about a brand, product, or company. This approach aims to create a stronger and more lasting

impact on customers. Compared to advertising, Marketing Public Relations involves more intensive and comprehensive communication (Hidayat, 2021). As a result, Marketing Public Relations represents a more advanced concept than traditional advertising. Marketing Public Relations emphasizes the management aspects of marketing by highlighting the well-being of the buyer.

Furthermore, Marketing Public Relations strategies frequently entail cultivating enduring bonds with customers and encouraging loyalty and trust. By placing a high priority on the sharing of insightful knowledge and product value, sellers can establish themselves as thought leaders in their sector. This strategy not only improves the reputation of the brand but also motivates consumers to interact with it more thoroughly. Marketing Public Relations may help a seller stand out in a crowded market by communicating consistently and meaningfully, which will eventually enhance customer happiness and retention.

Rosady Ruslan's book *Management of Public Relations & Media Communications* (Ruslan, 2018) outlines three techniques for implementing a program to achieve a goal (three-way approach) that may be used to comprehend the concept of marketing public relations in general separated by push, pull and pass strategy.

Push marketing focuses on taking the product directly to the customer, typically through distribution channels such as retail stores or showrooms. This strategy often involves aggressive promotion and direct selling tactics to "push" the product toward the consumer. A classic example of a brand that has successfully utilized the push marketing strategy is Procter & Gamble (P&G). P&G has historically relied on strong retailer relationships and extensive product placements to ensure its products are readily available to consumers. Their approach has included in-store promotions, point-of-sale displays, and extensive shelf space, making their products highly visible and accessible to customers (P&G, 2022).

However, push marketing can also backfire if not executed correctly. A notable failure is the case of Microsoft's Zune media player. Despite heavy investment in distribution and promotion, the product failed to gain traction against competitors like Apple's iPod. The lack of compelling differentiation and consumer engagement led to its downfall. This highlights that push marketing needs to be backed by a product that genuinely resonates with consumer needs and preferences (Damra, 2017).

Pull marketing, on the other hand, aims to create demand by drawing customers towards the product. This approach typically involves creating a strong brand presence and leveraging advertising and promotional efforts to build consumer interest and desire. A successful example of pull marketing is the Coca-Cola Company. Through memorable advertising campaigns, emotional storytelling, and consistent branding, Coca-Cola has been able to create a strong pull effect. Consumers actively seek out Coca-Cola products, driven by the brand's pervasive presence and emotional connection (Peaslee Levine & M. Levine, 2022).

In contrast, pull marketing can also face challenges if the brand fails to sustain consumer interest. An example is the initial launch of Google Glass. Despite significant

buzz and anticipation, the product struggled due to privacy concerns, high costs, and a lack of practical applications (Galiveeti, 2023). This case illustrates that while pull marketing can generate initial interest, long-term success depends on the product meeting consumer expectations and needs.

Pass marketing, also known as viral or word-of-mouth marketing, relies on consumers to spread the message about a product or service organically. This strategy leverages social networks and customer advocacy to "pass" the brand message. A remarkable success story is Dropbox, which used a referral program to grow its user base exponentially. By incentivizing users to refer friends, Dropbox effectively utilized pass marketing to achieve rapid growth and widespread adoption (Wishpond, 2022).

Conversely, pass marketing can also lead to the rapid spread of negative feedback if not managed properly. The case of United Airlines' mishandling of passenger Dr. David Dao in 2017 is a stark example (Aratani, 2017). The incident, captured and shared widely on social media, led to a public relations crisis and significant brand damage. This underscores the importance of maintaining positive customer experiences, as pass marketing can amplify both positive and negative perceptions.

The examination of pull, puss and pass strategies and their respective case studies provides several key insights:

- a. Alignment with Consumer Needs: Success in push marketing relies heavily on ensuring the product meets consumer needs and preferences. Aggressive promotion alone cannot compensate for a lack of product-market fit.
- b. Sustained Engagement: Pull marketing requires not just initial interest but sustained consumer engagement and satisfaction. Continuous innovation and responsiveness to consumer feedback are crucial.
- c. Quality Customer Experience: Pass marketing highlights the power of word-of-mouth, emphasizing the need for consistently positive customer experiences. Negative experiences can spread just as quickly, if not faster, than positive ones.
- d. Integrated Approach: An integrated marketing strategy that combines elements of push, pull, and pass marketing can offer a more robust approach, catering to different stages of the consumer journey and enhancing overall brand awareness.

Brand Marketing

There are undoubtedly many essential components and traits that make up a strong brand. To become ingrained in the public's mind, a brand must aim to fulfil all of these requirements, even though in practice this is frequently challenging. Quality, Memorable, Meaningful, Transferability, Adaptability and Protectability to elicit strong emotional responses from customers are some of these components. Focusing on these components helps build a brand's long-lasting positive image and boost client loyalty (Putri et al., 2021, 9).

- a. Memorable

It's crucial to make sure brand elements are simple to recognise and recall when designing and choosing them. To get customers to pay more attention and remember the product, elements like names, emblems, logos, and symbols need to be eye-catching and distinctive. Brands are able to maintain their equity levels and get a high level of Brand Awareness in this way.

b. Meaningful

Credibility and suggestiveness are essential for brand design and choosing. For instance, the brand needs to be appealing and able to convey joy both verbally and visually. Product descriptions and brand aspects must have significance if they are to persuade customers to buy the product. This interpretation can provide broad details about the product category and contents as well as details about the significant components and advantages of the product.

c. Transferability

Brand design must be mobile and transferable, both in terms of product categories and geographical and cultural boundaries. This can be achieved by using brand elements that are unique, funny, and rich in visualization and imagination to attract consumer attention. In this case, an attractive and cute design is the main focus.

d. Adaptability

Elements of a brand should be adaptable so they can be quickly updated and changed to fit various situations. The acceptance of brand components across many markets, cultures, and geographies is also crucial. It shouldn't be too hard to translate the name used. It might be challenging for foreigners to comprehend brand features that are simple for locals to recall, which can prevent Sellers from expanding into new markets.

e. Protectability

From a legal and competitive standpoint, brand elements need to be safeguarded. This implies that in order to be legally protected, the brand aspects have to abide by all relevant rules and regulations. In order to prevent copyright violations and unauthorised use of certain components, it is also crucial for brands to formally register them. Brands may preserve their exclusivity and gain the trust of customers with robust legal protection. The future expansion of the brand is likewise well-founded by this protection.

Brand Awareness

Goods have sociological and emotional dimensions, where consumers form emotional bonds with brands. This happens because the brand includes all associations that will be created in the minds of consumers and will be carried into their minds and bring an impression with the brand (Ismael, 2022). According to Durianto in (Yanti & Sukotjo, 2016), consumers' memories and impressions of brands are divided into four levels from lowest to highest:

- a. **Top of Mind:** Top of Mind is the first brand that comes to mind or is mentioned by respondents when they are asked about a particular product. This indicates that the brand has a very strong place in the minds of consumers. For example, if someone is asked about brands of bottled drinking water and they immediately answer "Aqua," then Aqua is the Top of Mind bottled water for that person.
- b. **Brand Recall:** Brand Recall occurs when respondents are able to remember a particular brand after being given clues or context. This shows the power of a brand to be remembered even though it is not at the top of consumers' minds. For example, if after saying "Aqua," the respondent also said "Le Minerale" because they remembered it, then Le Minerale is an example of Brand Recall.
- c. **Brand Recognition:** Brand Recognition is the level of consumer awareness of a brand that can be identified with help, such as seeing the logo, packaging, or hearing the jingle. At this level, consumers may not immediately remember the brand, but can recognize it when given visual or audio cues. For example, if consumers see a plain bottle with a red cap and immediately recognize that it is VIT brand bottled drinking water, this is a form of Brand Recognition.
- d. **Unaware of Brand:** This is the lowest level in the brand awareness pyramid, where consumers are completely unaware and aware of the existence of a brand. Consumers may have never heard of or seen the brand, so they have no memory or impression of it. For example, if there is a new brand on the market that has never been widely advertised or promoted, consumers may have this level of affection for the brand.

METHODOLOGY

The study employed a qualitative descriptive methodology. Primary data in this research was obtained from in-depth interviews with the creative person responsible for the Loony Indonesia brand, namely the Creative Director, Stevina. Apart from that, there are also interviews with Loony Indonesia customers and followers, namely Nisrina. This aims to enable researchers to obtain data from varied and in-depth research (Nadria, 2023). The purpose of conducting an interview with the Creative Director of Loony Indonesia is to obtain data from Internal Loony Indonesia and also that the resource person is an expert in the creative field because he acts as the person responsible for all creative innovations in the Loony Indonesia Brand. This research will focus on discussion of primary data from internal sources.

In marketing a product, sellers must know how to make customers interested and what marketing actions can be involved for certain market segments (Bernritter et al., 2021). To support and complement the primary data in this research, researchers also interviewed followers and customers of the Loony Indonesia brand to find out the reasons for interest in the Loony Indonesia brand, and how much influence the messages conveyed in the content make buyers want to make another purchase from this brand.

Table 1: Informants Information (Processed by Author, 2023)

Name	Code Name	Position
Stevina	S	Creative Director of Loony Indonesia
Nisrina	N	Loyal Customer & Follower of Loony Indonesia

The data that is the focus of this research is divided into three categories, namely Push Strategy which discusses how Loony Indonesia's marketing strategy encourages buyers and customers to use their products and create their own value and satisfaction. Pull Strategy which discusses the marketing strategies used by Loony Indonesia to attract attention to achieve business goals and increase sales of their products and services. Pass Strategy which discusses how the Loony Indonesia brand shapes its image in the eyes of the public through various activities and participation in community activities.

RESULTS AND DISCUSSION

Pull Strategy

In carrying out promotions using a public relations strategy, the Loony Indonesia brand emphasizes the use of Instagram social media to attract customers to be interested in buying its products. Promotion via Loony Indonesia's Instagram social media aims to provide an image to the public that the value of their products is aesthetic women's clothing. From interviews conducted with Loony's internal parties, it is known that they have conceptualized strategies for conveying messages through different social media platforms. The Instagram platform's visual content is dominated by cinematics and the aesthetics of women's clothing, while the visual content on the TikTok platform is dominated by light content containing humor to entertain customers and give a relaxed impression.

The emphasis on aesthetics as one of the core values that Loony Indonesia products provide to their customers is particularly evident on Instagram. Instagram posts allow users to quickly scroll, swipe, and slide through a collection of photos, producing a comprehensive showcase of outfit photos taken from various perspectives (Ooi & Kelleher, 2021). This feature has the potential to be very beneficial for public relations, as it enables brands to present their fashion collections in a dynamic and captivating way. By leveraging Instagram's visual-centric platform, Loony Indonesia can highlight the nuances and versatility of their clothing lines, capturing the audience's attention and encouraging deeper engagement.

This is consistent with information provided by insiders on the use of Instagram to promote Loony:

“Instagram, TikTok and YouTube. But most active on Instagram”
(Informant S)

Apart from attracting customers through aesthetic visual content for women's clothing, the Loony Indonesia brand also carries out a public relations marketing strategy with the aim of attracting public attention through light content via the Tiktok social media platform. Tiktok social media is used to convey messages, interact with the public

and influence public habits with the context of the lives of today's young people and the phenomena of everyday digital life (Serrano et al., 2020). TikTok is effective for marketing public relations with humorous and light content, giving the impression of being relaxed and close to the audience (Klug, 2020).

In addition to Instagram, Loony Indonesia has strategically utilized TikTok to reach a wider and more diverse audience. The content on TikTok is designed to be light-hearted and humorous, aligning with the platform's overall entertainment value. By creating funny and relatable videos, Loony Indonesia can appeal to younger demographics and casual viewers who may not be reached through Instagram. This dual-platform approach allows Loony Indonesia to maintain a balanced brand image—sophisticated and aesthetic on Instagram, fun and approachable on TikTok. This is in line with what Loony Indonesia customers who follow Loony Indonesia's Instagram and Tiktok social media feel:

"The platform that is often used is usually Instagram, I like it because the content is varied and cute and always up to date with trends. Sometimes on TikTok, loony content also often appears on FYP. In my opinion, the delivery is different, on Instagram via reels it's more about aesthetics, if you use funny content, for example on TikTok, the delivery might include memes like what's trending on TikTok. Because the treatment of TikTok and Instagram is different. "On TikTok, the delivery has an element of humor, but on Instagram it's more about aesthetics" (Informant N)

The implementation of Loony Indonesia's pull strategy has yielded significant results, evident in the brand's growing online presence and customer engagement metrics. For instance, Instagram engagement rates have seen a steady increase, with posts receiving higher likes, comments, and shares compared to previous periods. This success is amplified by user-generated content and influencer partnerships, encouraging followers to post their own photos wearing Loony Indonesia's clothing, tagging the brand, and using specific hashtags. This approach not only increases visibility but also builds a community of brand advocates who actively promote Loony Indonesia to their networks.

On TikTok, the brand's humorous and engaging content has gone viral several times, significantly boosting brand awareness among a younger audience. The use of trending sounds, challenges, and collaborations with popular TikTok influencers has helped Loony Indonesia gain a substantial following on the platform. This cross-platform synergy enhances the brand's overall presence and ensures that it remains top-of-mind for both current and potential customers.

The successful implementation of a pull strategy through these social media platforms highlights the importance of understanding the unique characteristics and user behaviors of each channel. By tailoring content to fit the platform's strengths and

the audience's expectations, Loony Indonesia effectively draws in consumers, fostering brand loyalty and driving sales. This approach serves as a valuable case study for other local brands aiming to build brand awareness through strategic public relations and marketing efforts.

Marketing public relations strategies that produce original, visually stimulating, and creative material on social media like Instagram and TikTok can provide a brand with greater transferability value by drawing in customers from a variety of product categories and cultural backgrounds. Through the utilization of these platforms' captivating and interactive elements, sellers can produce content that is acceptable, shareable, and appealing to a wide range of consumers. This approach not only increases brand awareness and visibility but also makes it easier for the brand to adapt to different cultural situations, enhancing its relatability and accessibility on a global scale.

Marketing with a pull strategy on social media can position a brand as top-of-mind in customer perception by consistently publishing engaging content on Instagram and TikTok. By utilizing the highly visual and interactive nature of these platforms, brands can create compelling narratives and share visually appealing content that captures the attention of their audience. Regular updates, creative campaigns, and the use of trending features help maintain a strong and consistent presence in consumers' daily social media interactions. This consistency ensures that the brand is more likely to be remembered by consumers, cementing its status as an industry leader in its field. Strategic social media marketing allows firms to create and maintain top-of-mind recognition, which in turn encourages consumer preference and loyalty.

Loony Indonesia's effective use of Instagram and TikTok for pull marketing has not only increased their brand awareness but also fostered a loyal and engaged customer base. This success underscores the importance of understanding platform-specific dynamics and leveraging them to create engaging, relevant content that resonates with diverse audiences.

Push Strategy

Implementing a push strategy through public relations marketing, particularly by offering exceptional service and discounts at bazaar events, has proven highly effective for Loony Indonesia. According to Donahue (2022), friendly and responsive service can significantly enhance customer satisfaction, while attractive discounts can draw more visitors and encourage purchases. This combination not only boosts sales but also strengthens brand awareness among the public. The brand's active participation in offline events, such as pop-up stores, fashion exhibitions, and community festivals, provides unique opportunities to engage directly with potential customers.

Apart from that, the Loony Indonesia Brand also often provides give aways to the public as a form of encouragement from the brand to buy their products:

"By posting promotional content, for example, there is a 12-12 promo on Shopee, we put it on all social media, we make the content exciting,

we also make live streaming, exciting decorations, showing that we are having a big discount and give away by making gimmicks, if Loony customers check out at 12-12, get a giveaway of one more Loony t-shirt, minimum purchase of 100 thousand, for example." (Informant S).

These offline events are instrumental in increasing brand awareness, offering a tangible, interactive experience that leaves a lasting impact. The physical presence of the brand allows for direct interaction, making the customer experience more memorable compared to virtual interactions. These events also enable the brand to collaborate with other companies and influential industry figures, further enhancing brand visibility and credibility (Ruslan, 2018). In a competitive market, fostering trust and loyalty among consumers through face-to-face interactions is crucial for establishing a strong and enduring brand presence.

For instance, at a recent fashion bazaar, Loony Indonesia set up an eye-catching booth designed to reflect the brand's aesthetic values. The booth featured interactive elements such as a photo studio, where visitors could take pictures wearing Loony Indonesia's clothing. This not only created a fun and engaging experience but also encouraged attendees to share their photos on social media using a custom hashtag. This user-generated content expanded the event's reach, attracting new followers to the brand's social media accounts and increasing overall visibility.

"From opening offline booths to events in malls, for example there was a big event, namely Jackcloth, and the last time we launched a cafe in Pejaten, Hitachi, we also opened a booth for branding rather than sales, so we opened a booth for two purposes, namely branding. awareness or branding with sales, now most of us are opening for sales purposes so that people will buy more and take part in events like launching a café or like music events for branding. So they can see that there is a Loony brand from Tangerang, a local brand." (Informant S)

Moreover, live-streaming segments of the event allowed Loony Indonesia to engage with a broader online audience in real-time, driving traffic to the brand's social media pages and fostering a sense of community. This increased social media activity contributes to ongoing brand exposure and growth by improving online presence and cultivating a community of interested followers (Luo et al., 2020).

"The effect is that people know that Loony exists and is a local brand from Tangerang, usually people think that we are a local brand that comes from Bandung even though we are from Tangerang. For other influences, our social media becomes known, which ultimately leads to an increase in followers, and to their purchases, they also finally check out after seeing our online activities." (Informant S)

Marketing with a push strategy at events can create a memorable impression in customers' minds by setting up eye-catching booths, engaging photo studios, and promoting distinctive hashtags. Ensuring that brand elements are easily recognizable and recallable is key to this approach. By creating visually striking booths that provide engaging experiences, Loony Indonesia can attract and hold the interest of event attendees. The photo studios allow customers to interact with the brand in a memorable and enjoyable way, often sharing their experiences on social media, which further increases brand awareness.

Promoting unique hashtags encourages attendees to create and share content related to the event, fostering a sense of community and increasing online engagement. These strategies help brands maintain their equity levels and achieve high levels of brand awareness, making a lasting impact on customers. By ensuring that brand elements are visible and easily recognizable, push strategy marketing at events can effectively put a brand front and center. Creating visually arresting and memorable components that make the brand's name, emblems, logos, and symbols stand out ensures that the brand remains top-of-mind among consumers.

For example, at another event, Loony Indonesia introduced a special discount for followers who posted about the event on social media. This not only incentivized attendees to share their experiences but also created a buzz around the brand, leading to increased foot traffic and sales at the event. Such strategies ensure that the brand is the first that comes to mind when consumers think of a particular product, confirming its top-of-mind status.

The case of Loony Indonesia provides several key takeaways for brands looking to implement an effective push marketing strategy:

- a. Service and Discounts: Offering exceptional service and attractive discounts at events can significantly boost customer satisfaction and sales, while also enhancing brand awareness.
- b. Interactive Elements: Incorporating interactive features such as photo booths and custom hashtags encourages attendee engagement and social media sharing, extending the event's reach.
- c. Offline Engagement: Direct interactions at offline events foster trust and loyalty, creating memorable experiences that leave a lasting impact.
- d. Collaboration: Collaborating with other companies and influential industry figures at events can enhance brand visibility and credibility.
- e. Live-Streaming and Real-Time Engagement: Live-streaming event segments and engaging with online audiences in real time can drive traffic to the brand's social media pages and foster a sense of community.

Loony Indonesia's effective use of push strategies through offline events and social media promotions has not only increased their brand awareness but also fostered a loyal and engaged customer base. This success underscores the importance of

understanding the dynamics of both offline and online interactions and leveraging them to create engaging, relevant experiences that resonate with diverse audiences.

Pass Strategy

The uniqueness of Loony Indonesia's products plays a crucial role in attracting consumer attention, differentiating the brand from competitors, and leaving a strong impression on potential customers. This strategy not only brings in new customers but also builds ongoing brand loyalty and recognition. According to Gregory (2010), creating unique and different products as part of a brand's identity can significantly increase brand awareness. Loony Indonesia exemplifies this approach by giving their customers a special nickname, "Loonybabes," which enhances the buyer's experience and strengthens the brand's identity (Waqas et al., 2021).

"Loony informs its customers that they are their best friends by calling them loonybabes, so people don't hesitate if they want to ask or want to buy a product." (Informant N).

Public relations marketing strategies that foster cooperation among businesses can be a powerful tool for enhancing brand awareness and visibility (Quesenberry, 2020). Through such collaborations, businesses can leverage each other's audiences and networks, generating valuable synergies. For instance, a clothing company like Loony Indonesia might partner with an accessory company to host events or run coordinated marketing efforts. This partnership can attract interest from diverse market segments and provide more media coverage. Additionally, by pooling resources and expertise, the collaborating businesses can create more engaging and informative content, enhancing their reputation with consumers.

"One of the collabs with an artist, at that time we made a collaboration collection with him, which was used sewing goods, used clothes or fabrics which were sewn again into a product and an illustrate for us to collaborate with to produce the illustrations and then print them. The clothes in our collection are his illustrations." (Informant S)

The degree of consumer awareness at which a brand is recognized through visual or auditory cues, such as its logo or packaging, is known as brand recognition. To improve brand recognition, it is essential to emphasize the distinctiveness of brand elements. By designing unique and memorable packaging and logos, brands ensure that consumers can recognize them even if they do not immediately remember the brand name. This distinctiveness helps companies stand out in a crowded market, making it easier for customers to associate specific visual elements with the brand. Consequently, customers are more likely to recognize and remember the brand when they encounter these cues, enhancing brand recognition and increasing overall brand awareness.

Collaboration with another business can make a brand more intriguing and credible. By leveraging the strengths of both businesses, brands can create compelling and enjoyable experiences through strategic partnerships. These collaborations can result in more persuasive brand elements and product descriptions, providing valuable information that influences consumers' purchasing decisions. The collaborative approach can offer general information about the product category and contents, as well as emphasize key features and benefits, giving the brand more depth and significance.

For example, Loony Indonesia collaborated with a local accessory brand to co-host a fashion event. This event featured a unique collection that combined clothing and accessories from both brands, offering attendees a complete fashion experience. The collaboration attracted media attention and was featured in several fashion magazines and blogs, significantly boosting the visibility of both brands. Additionally, attendees of the event shared their experiences on social media, further expanding the reach and impact of the marketing effort. This partnership not only enhanced the brand awareness of Loony Indonesia but also strengthened its credibility and appeal in the fashion industry.

From the successful implementation of the pass strategy, several key lessons can be drawn:

- a. **Uniqueness and Differentiation:** Creating unique and differentiated products helps attract attention and build a strong brand identity. Giving customers a special nickname or identity can enhance their connection to the brand.
- b. **Collaborative Synergies:** Collaborations with other businesses can expand a brand's reach and visibility. Leveraging each other's audiences and networks creates valuable synergies that benefit both parties.
- c. **Distinctive Brand Elements:** Emphasizing unique and memorable brand elements such as logos and packaging helps improve brand recognition and awareness.
- d. **Strategic Partnerships:** Forming strategic partnerships allows brands to combine resources and expertise, creating more engaging and informative content that enhances their reputation and appeal.

In conclusion, Loony Indonesia's use of a pass strategy through unique product offerings and strategic collaborations has significantly increased brand awareness and loyalty. This approach underscores the importance of differentiation, collaboration, and strategic marketing in building a strong and recognizable brand.

CONCLUSION

When it comes to social media brand awareness management, Loony Indonesia is reliable. The most common approach among the three primary strategies is Pull and Push, Pass. Even though the Pass approach isn't very popular yet, it can yet be improved. The Push approach is more prevalent since Loony recognizes the value of publications in increasing brand recognition, particularly on social media. Brands these days truly

need exposure, thus in order to increase brand recognition, Loony needs to keep posting on YouTube, Instagram, and TikTok. For customers to be interested in watching and possibly even making purchases, Loony needs to produce engaging content.

The Pull strategy is a marketing approach used by manufacturers to entice customers to purchase their goods. This tactic is used by Loony, which continuously provides high-quality, reasonably priced products in addition to promotions and educational, helpful content. In addition to selling products, Loony creates more value and joy for its clients by offering services that go above and beyond the typical e-commerce template. This increases client happiness and fosters positive connections.

A Push marketing public relations strategy is to provide discounts and excellent service at bazaar events. Attractive prices attract more customers and increase sales, while attentive and friendly service can improve customer satisfaction. Loony is a prime example of this strategy, they foster great client connections by providing outstanding services that go above and beyond typical e-commerce templates. Loony guarantees an exceptional customer experience and cultivates enduring loyalty by attentively listening to its clients and offering customized solutions. Furthermore, these endeavours not only garner prompt attention and stimulate sales but also establish a robust and favourable brand awareness. Loony builds enduring relationships with clients by continuously providing value and going above and beyond simple transactions, which boosts brand equity and encourages repeat business.

In order to increase its brand awareness and credibility, Loony Indonesia partners with other respectable companies as part of its marketing public relations strategy. Through these partnerships, the skills of both sides are utilised to create attractive brand elements and product descriptions that highlight salient characteristics and offer useful information. In the end, this push strategy improves overall brand awareness by expanding the brand's appeal and reach while also making it more memorable and meaningful.

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