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The Benefits of Digitalization in Organizations; Branding Activities, Vocational Schools, Agriculture, Fashion and Beauty Business that Collaborate with the International Brand

The articles on JCPR with Vol no 2 no 2 2023 contain various perspectives that analyze and discuss digital platforms in the 5.0 era in social life and also in several fields business such as: vocational schools, farmers, fashion, and beauty products.

It is illustrated from the first article that discusses how digital platforms can be adopted and support organizational communication within the Industry 5.0 framework. The author provides insight into how to leverage the latest technology to improve the effectiveness of communication and collaboration in organizations in Nigeria. The communication atmosphere between office workers and students in academics becomes faster and easier such as borrowing books with barcode scans.

In particular, vocational schools in Indonesia utilizing production competencies based on integrating IoT (Internet of Things) technology can improve the profile and competitiveness of vocational schools in the digital era. This vocational school has become popular and become the choice of students with the peculiarities in IoT learning that are not found in other vocational schools. The existence of IoT learning is becoming a vocational high school branding tools.

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The third article presents an analysis of YouTube content about konjac as a means of education for Indonesian farmers in the era of disruption. This article underlines the importance of social media as an effective educational tool in dealing with changes and challenges in the agricultural sector. Farmers' conversations were described into data that how farmers view the potentials of konjac in Indonesia in supporting their welfare. They expect consistent government support and favor farmers because the digital age makes information transparent.

The fourth article discusses public relations strategies to build brand awareness through a creative approach based on local peculiarities in the Indonesian fashion industry. The brand studied shows the brand's success in attracting the attention of the market.

The last article in this journal, reviews marketing strategies by public relations programs through the #JacquelleDisneyEdition campaign to increase brand awareness. This article highlights how strategic collaboration with global brands can lift the image and popularity of local brands. This beauty brand has been successful in implementing a collaboration strategy with Disney.

At the end, we see various strategies and innovations in communication and public relations that are carried out creatively have added insight for academicians in the digital era and become an inspiration for practitioners to utilize digital platforms and collaboration for business acceleration.

Enjoy the digital era that is full of challenges as well as opportunities.

Jakarta, June 2023
Editor in Chief of JCPR

Assoc. Professor Dr. Ulani Yunus, MM

"The digital era offers a landscape full of challenges and opportunities for business acceleration"

Analyzing Digital Platforms Appropriation to Support Organization Communication through Industry 5.0 Paradigm

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ABSTRACT

The digital revolution through the Internet, connected technologies, and virtual platforms transform whole human activities including policies, economy, education, organization, environment, and so on. Thus, in developed and developing countries particularly, social media and digital platforms appropriation result in virtualization of daily communication practices for human well-being in society and organizations. This paper aims to describe how digital platforms like social media transform organization strategies according to the exploration of Industry 5.0 as human centric paradigm to promote business activities resilience and to build social capital in a challenging context. Through a virtual ethnography case study in Cote d'Ivoire, a West African country, observation, interviews, and focus groups allowed to collect of data from a convenience sample of business owners/managers, employees, and clients in 5 start-up or Small and Medium Enterprises (SMEs) from January to May 2023. Findings underlined digital platform marketing strategies adoption, challenges encountered and outcomes for organization stakeholders in term of resilient value creation, and sustainability and human well-being. As a recommendation, a communication development approach based on binding communication, social media marketing, and the Industry 5.0 paradigm is a strategic approach for effective strategies in this changing world according to a human-centric perspective. This can provide new business opportunities, reduce poverty, increase resilience, and balance organization sustainability through intelligent marketing communication tools and social media platforms integrated with human activities.

Keywords: *Social Media, Sustainability, Digital Communication, Industry 5.0, Organization*

INTRODUCTION

In human activities, effective and flexible strategies play an important role in reaching sustainability goals and strengthening work in business and non-business organizations. At the same time, in this third millennium, technology growth and its integration in all the fields of society generate a continuous disruption and create new innovative ways to support organizations and people's resilience. Moreover, it increased human well-being through digital revolution technologies benefits face unpreceded challenges and crises encountered by humanity through digital revolution technologies benefits (Teoh et al.2022; Psarommatis and May 2022; Fan, & Ouppara, 2022; Burgos & Ivanov, 2021; Kolaro et al. 2023). Indeed, due to the globalization of trends in an inter-connected

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world, digitalization and the innovation that it drives are changing organizations, individuals, and activities by transforming human habits in a sustainability perspective including society, economy, and environment in the choice of strategies (Kraus et al. 2021; Melo et al., 2023). This phenomenon is a common concern in every country in the world for decision makers, organization managers, citizens, and academics due to the impact generated in daily human well-being and activities.

Furthermore, the COVID-19 pandemic accelerated the global digitalization process with the rapid integration of connected objects (smartphones, tablets, computers, etc) in all countries to support communication sustainability for business resilience strategies in society as the case in Indonesia, Cote d'Ivoire, India, Brazil, USA. In this way, Gougou & Paschal (2024), Psarommatis & May (2022), and Rzepka (2023) stated that these socio-digital technologies increased interactions on digital platforms (social media, marketplaces, apps, websites and so on) to support organizations and human resilience too.

In other words, the socio-digital technologies helped to ensure business continuity to overcome high challenges due to the lockdown, and this adoption modified organization management strategies. This fact is mentioned in Fan & Ouppara (2022), Trischle et al., (2021), and Lee et al., (2022) research showing that in both Western and Global South countries, this shifting to digital platforms resulted in the transformation of communication strategies from traditional means to the virtual platforms. The goal was to sustain the activities with stakeholders (employers, clients, partners, prospects) in business and non-business fields. These studies in different contexts and countries revealed the importance of digital communication tools to sustain society's resilience and value creation face the crisis and overcome new challenges related to the environment for the well-being of users.

Historically, at the beginning of the third millennium, this digital transformation was focused on the social media appropriation by digital natives and other users to belong with others through sharing of pictures, comments, storytelling, and video for self-visibility on platforms like Facebook, WhatsApp, Twitter, Instagram as an example (Trischle et al., 2021; Lee et al., 2022). Yet, nowadays, these online platforms changed communication practices with a great application in intelligent marketing strategies through inbound marketing, social media marketing, intelligent business, data analytics, and so on due to their feathers not only to support interactions and personal branding in digital platforms but also changing the user behavior (Putri & Oktaviani, 2022). In the sale and marketing tasks, these platforms are business models that use online infrastructure to facilitate interactions between individuals, groups, or organizations through social media, online marketplaces, crowdsourcing websites, and various apps generating big data and new marketing practices (Rzepka, 2023; Moro-Visconti, 2022; Evans et al., 2021; Jerab, 2024). Particularly, social media operate continuously and are accessible regardless of time zone or geographic location to connect people and create values. From a communication perspective, they are also a good tool to increase interactions and user engagement by enabling real-time exchanges and transactions for

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an effective marketing management customization (Ivanov, 2023; Bonina et al., 2021; Evans et al., 2021).

Likewise, in marketing communication and public relations fields, this transformation calls to integrate social media in branding communication approaches. This dimension of digital communication integration in organizations and business activities influences resilience and provides human well-being in a digitalized world. Consequently, digital platforms become the backbone of modern workplace communication, offering a centralized hub for interaction, information sharing, and collaboration in enhancing internal and external communication within organizations (Khattak et al. 2022; Gougou & Paschal, 2024; Arjang et al., 2024). Therefore, the role of traditional marketing tools is decreased because these tools are not sufficient to provide appropriate information to the right consumers at the right time according to the constraints of the digitalized world (Nuseir et al. 2022).

In Global South countries, this shifting to digital platforms was an innovation accelerated by the COVID-19 context and this called researchers to question this transformation in education, business, urbanism, communication, and so on (Fan, & Ouppara, 2022; Kolaro et al. 2023). Particularly, in developed and developing countries, this revolution increased the social presence of people online to network and deploy their activities to reach a better outcome. Accordingly, this situation results in a digital presence of buyers, sellers, and digital users on social media and digital platforms to network, do business, and be involved in the country's economic development dynamic through digital marketing activities. Yet, while many researches were focused on technology adoption, there are limited papers on the possible impact of digital platform hubs according to a human-centric perspective for resilience, sustainability, and positive organization communication effectiveness. For illustration, in Cote d'Ivoire, a West African francophone country, digital platforms allow every individual and organization to develop new business hubs on WhatsApp, marketplaces, Facebook, and so on to make money, manage relationships, and develop a sustainable social capital.

This paper aims to describe how digital platforms like social media transform organizational strategies, particularly in the context of Industry 5.0, which emphasizes a human-centric paradigm to promote business resilience and build social capital in challenging environments. Consequently, in a rapidly changing world, this paper questions how the appropriation of digital platforms transforms marketing communication strategies to align them with a human-centric perspective.

The central problem is to analyze and describe the appropriation and usage of digital platforms like social media to sustain human well-being by providing new job opportunities, marketing communication spaces, and resilience in both developed and developing countries. This includes examining how these platforms support organizations' branding, marketing strategies, reputation management, and innovative business models. The study considers how social media and digital platforms can foster economic growth and resilience by creating inclusive spaces that enhance community

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engagement and provide a foundation for sustainable organization communication design.

Additionally, the paper explores the role of digital platforms in enhancing consumer engagement and trust through interactive and personalized communication strategies. It investigates how organizations can leverage social media to foster public relations through strong relationships with consumers, thereby enhancing brand loyalty and driving long-term success. The research delves into case studies and empirical evidence to illustrate the effectiveness of digital platforms in achieving these goals.

Furthermore, the paper addresses the potential challenges and ethical considerations associated with the use of digital platforms. It examines issues such as data privacy, the digital divide, and the impact of algorithmic biases on marketing strategies. The discussion extends to the implications for policymakers and business leaders in creating a regulatory framework that supports the ethical use of digital platforms while maximizing their benefits for society.

In summary, this study provides a comprehensive analysis of how digital platforms, particularly social media, can transform marketing communication strategies within a human-centric framework. It highlights the importance of these platforms in fostering resilience, creating job opportunities, and supporting innovative business models across different socio-economic contexts (Gougou & Paschal, 2024; Khattak et al., 2022).

LITERATURE REVIEW OR RESEARCH BACKGROUND
Industry 5.0
The Industry 4.0 paradigm is a technology-centered approach allowing to question how the integration of technology in daily transforms societies (Olsen and Tomlin 2020, Ivanov et al. 2021, Zheng et al. 2021). Yet according to the European Commission (2021), Industry 5.0 complements the existing Industry 4.0 paradigm by highlighting research and innovation as drivers for a transition to a sustainable, human-centric and resilient. It means that the digital technologies in Industry 5.0 are also present in Industry 4.0. According to Ivanov, (2023) Industry 5.0 does not replace Industry 4.0 but rather supplements and extends it with a focus on *sustainability, human-centricity, and resilience* to provide additional value. It is a combination of organizational principles and technologies to design and management operations and supply chains as resilient, sustainable, and human-centric systems (Ivanov, 2023). For this reason, industry 5.0 paradigm plays an important function to understand this shifting to a human centric appropriation of digital's platforms. A framework of Industry 5.0 takes into account major dimensions (Ivanov, 2023):

a. the major *technological principles* of Industry 5.0 are collaboration, coordination, communication, automation, data analytics processing, and identification,
b. Industry 5.0 covers four areas: *organization, management, technology, and performance assessment,*
c. Industry 5.0 three levels are society *level, network level,* and *plant level,*

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d. Industry 5.0 frames a new triple bottom line: *resilient value creation, human well-being,* and *sustainable society*.

Therefore, in our study, the appropriation of social media platforms takes into consideration all aspects and dimensions of Industry 5.0. paradigm. Indeed, Digital platforms transform communication and public relations strategies in all contexts by supplying collaboration portals led by technological principles, covering organization management and performance, and transforming society levels for resilient value creation, human well-being, and sustainable society. In our study, it was an appropriate approach as a technological foundation to analyze digital platforms through the industry 5.0 paradigm transforms various business and non-business organizations through the adoption of new communication strategies for sustainability. Consequently, this paradigm can be a useful theoretical lens to understand clearly some digital strategy implications on social media and digital platforms as areas of communication marketing practices. These platforms influence social capital construction and business models through users continuous interaction online during personal and professional activities through digital technologies daily.

Digital transformation and organization ecosystem
Teoh et al. (2022) research aimed to examine the interactive components of the digital micro and small medium enterprise (MSME) ecosystem in an inclusive digital economy for accelerating the MSME's digitalization. In an empirical paper, the authors used multiple case studies to question the model of the digital MSME ecosystem in Indonesia. Findings underlined three main dimensions of the digital MSME ecosystem to overcome for a sustainable organization in a digitalized world. These three (3) dimensions to follow and adopt effectively in the digital economy ecosystem are (i) human capital in digital talent, (ii) socio-technical adaptation, and (iii) government support for MSMEs adopting the digital ecosystem economy. In the whole case, these findings call to rethink digital organization sustainability by a focus on these three dimensions in strategies designed for resilient value creation. This paper was useful as a thinking model of how digitalization in SMEs can transform the country's economic levers in an industry 5.0 perceptive. However, as it is a multisite case study in Indonesia, another research focused on communication digitalization and platforms in Africa context is relevant to contribute in this scientific debate. Consequently, our study is required through our current research as a contribution.

Melo et al. (2023) paper aimed to describe, analyze, and determine the state-of-art performance evaluations of digital transformation in SMEs, mainly focusing on performance measurement and whether the tools encompass the three pillars of sustainability (*environmental, social, and economic*). The authors adopted a literature review approach in a qualitative research design to measure SMEs' performance under digital transformation (DT). Through a systematic literature review (SLR), these scholars used a search on Web of Science (WoS) and Scopus resulting in the acceptance of 74 peer-reviewed papers published until December 2021. Findings revealed an increase in

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research interest in digital transformation and its effects on society in Western and
Global South countries on Digital transformation and its effects in society with Italy,
China, and Finland were the countries that have the most published on this theme
according to the data frame periods. It was a valuable contribution of Melo et al,. (2023)
to roadmap the research interests related to sustainable digital transformation in small
and medium enterprises (SMEs) and whole of the society. These outcomes underlined
the necessity to question how digitalization affects whole human life and sustainable
development goals (SDGs) achievement in all disciplines and research fields. This aspect
justifies our current papers focused on digital platforms and social media in a digital
communication and public relations scope. Consequently, an investigation in an
empirical approach from Africa was required to increase the knowledge got about
digitalization in organization ecosystems through a focus on digital communication and
social media platforms, in countries of Global south.

      To conclude, the author underline that among the practical research, digital
platforms, big data, sectorial and regional prioritization, and cross-temporal
investigations remain the most relevant topics with the most urgent necessity of
investigation.

Digital platforms and communication marketing strategies
Khattak et al. (2022) research paper aimed to investigate the impact of digital platforms,
frugal innovation, and innovation culture (IC) on innovation performance (IP). Through
a quantitative research design in Pakistan, authors tested the mediation role of IC
between digital platforms and IP, as well as moderating role of frugal innovation
between IC and IP. They used a survey to collect data from 387 top management officials
from small and medium enterprises (SMEs) working in emerging economies. According
to correlation and regressions statistics, this study highlighted an overlooked link of
digital platforms with IP and also, showed the mediating role of IC in order to sustain
economic growth in SMEs settled in low-income countries . In other words, the SMEs of
emerging economies in the world are working in a dynamic scenario, and their
performance in terms of innovation is critically needed. Only those businesses that
update their products and services according to customers' demand can achieve success
through digital marketing platforms to flourish their businesses. This study offered a
specific focus on SMEs appropriation of digital platforms and this contribution was very
important in the perspective of our current research. Even if the investigation took place
in Pakistan, it is a global contribution in a standpoint of global world connected through
social digital platforms. However, as it was a quantitative paper, our current reflection
adopts a qualitative approach to question the human-centred dynamic of digital
platforms like social media in business communication strategies sustainability and
resilient value creation in the context of Africa.

      Arjang et al. (2024) research aimed to investigate the intricate dynamics of social
media utilization and online platforms presence in shaping customer engagement for
small and medium-sized fashion enterprises (SMEs) in Bali. Indeed, in communication

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marketing, social media and digital platforms appropriation transform business strategies. This case study in Bali through a sample of 120 fashion SMEs was adopted by the authors. They used a quantitate research design through a cross-sectional survey to provide insights into selected SMEs digital strategies and recording customer interactions online, according to a human-centric approach of digital platforms. The findings of the research underlined a positive and significant impact of social media utilization on online platform users presence to sustain SMEs activities. Subsequently, it results in a high customer engagement on this new support of communication marketing to increase organization performance. To extend, authors gave practical implications and recommendations for fashion SMEs seeking to optimize their digital strategies and foster meaningful customer engagement in the vibrant cultural context of Bali. Even if this paper used a quantitative research design and took place in Bali, it was a useful contribution related to our current paper scope. However, a deep analysis of data in a qualitative research context seems required and justifies this paper in the African context.

In brief, this literature review and research background highlighted the importance of the Industry 5.0 theoretical lens to understanding the evolution of the digital revolution and its effects on organization and non-organization strategies. Specifically, this paper contributes highly to understand the social media and digital platform tools usage to strengthen organization communication and business sustainability in a Global South context. Therefore, to reach this goal, it was important to adopt an appropriate approach described in the research methodology section.

METHODOLOGY

This paper aims to describe how digital platforms like social media transform organization strategies according to the exploration of Industry 5.0 as a human-centric paradigm as way to promote business activities resilience and build social capital in a challenging context. So, it applies a qualitative research design following a multisite ethnography approach (Jia, 2024), to investigate. Indeed, this approach allowed to collection of data from participants according to their own views, experiences, and practices related to digital platform integration in communication marketing approaches. To reach this goal, the choice of inclusive/exclusion criteria related to the study scope was useful for building a reliable data analysis's analysis.

Firstly, to avoid self-perception biases, participants were selected in individual, and collective organizations or businesses as entrepreneurship initiatives using digital communication tools to survive by interacting with stakeholders (Employees, partners, clients, and digital users) through social media and digital platforms. Secondly, the criteria took into account digital presence online, offers of marketing services, outcomes, and continuous transactions for sustainable social capital. These two criteria allowed the investigation of start-up, formal, and informal businesses led by young entrepreneurs in order to get money, reduce unemployment, create values, and contribute to the country's development through a sustainable communication strategy

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for organization resilience (Ivanov, 2023; Rzepka, 2023; Khattak et al., 2022; Gougou &
Paschal, 2024).

In brief, the study took place in Côte d'Ivoire, a West African Francophone
country where the pace of organizational digitalization has accelerated due to
international trends and the impacts of the COVID-19 pandemic. The pandemic served
as a catalyst for digital transformation across various sectors, including education,
healthcare, and commerce. With physical distancing measures and lockdowns in place,
organizations had to quickly adapt to digital tools and platforms to maintain operations
and continue serving their communities.

In this study, researchers used a convenience sampling method to recruit the
participants and collect the data offline and on virtual platforms. Participants selected
were informal and formal entrepreneurs, startup managers, employees, active
customers on their social media according to industry 5.0 dimenssions (Ivanov, 2023). It
is a scope of digital communication innovative strategies to support human and
organization resilience, sustainability, and value creation in a low-income country
context (Trischle et al.,; 2021; Lee et al., 2022).

Firstly, researchers selected participants in their own network. It means that as
a digital specialist, they could ask young entrepreneurs involved in digital
communication practices to participate in this research. Selected participants were both
in informal and formal businesses using social media and platforms to sell, discuss with
clients, and build their social capital. this choice was motivated by the growth of
entrepreneurship to overcome poverty through service offering online in the world and
particularly in Global South countries.

Furthermore, a sample of 10 organizations was available. However, knowing
that this paper is focus on marketing and digital communication, only, entrepreneurship
initiatives deploying all or part of their communication strategies on social medias were
selected. All of them are in Abidjan, the capital city of Cote d'Ivoire. Finally, after a
selection process, the investigation took place in 5 entrepreneurial initiatives located in
Abidjan, the biggest city of the country: *CYPHER Global* (technology start-up), *Presto
Cote d'Ivoire* (home service providers), *Propitiatoire Corporation* (training and
consultancy startup), *Nadia Druide* (fashion shop) and *Lynx boutique* (retailer of fashion
and clothes). Bellow the chart of the organization and participant sample according to
profiles.

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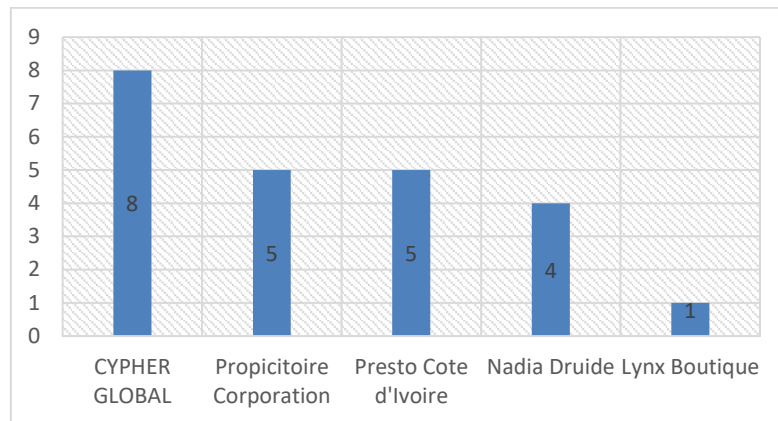Communication through Industry 5.0 Paradigm.

Figure 1: Sampling organization workforce.

According to a multisite ethnography research design, the data collection used observations, interviews, and focus groups. Firstly, the observation took place online on the digital platforms/ Social media of the selected sample. It consists of identifying the marketing communication strategies and consumers' reactions vis a vis of this digital approach. Indeed, as shifting to digital changes in communication marketing strategies, it was essential to observe the behaviors of the audiences and also the impact on the business outcome according to industry 5.0 variables (Ivanov 2023; Arjang et al., 2024). The observation took place from record data from January to May 2023 to record data. All the observations took into consideration, *comments, like, sharing,* and interactions in the communication process on the digital platform.

Secondly, in order to increase the understanding of the new strategies, we used an interview of participants to collect more data's. This was an open interview guide. Firstly we adopted an open-end guide using some variables of Industry 5.0 as a theoretical lens to explore digital platform integration in communication and business strategies. Participants were Clients, social media managers, CEO, and employees. It took place in April and May 2023 for a duration of 30 minutes. Participants were from Cypher Global, Lynx boutique, Presto Cote d'Ivoire and Propitiatoire Corporation for a total of 12 respondents. It took place from April to May 2023 for the duration of 30 minutes per interview.

Thirdly, a focus group of 4 participants was allowed to enrich the results of the semi-structured interview to collect and document the attitudes and opinions of the participants regarding their collective perceptions on the same items undermined in the interview sections. The focus group took place in person for 45 minutes. The main questions were focused on the usage, challenges, and outcomes of social media and digital platforms in collaboration, communication marketing, and organization sustainability through a positive social capital acquisition.

All these data collected were processed through content and conversation analysis (Werth,2022; Akbar et al. 2022) and NVIVO Software. Social media platforms were described according to the communication, content activities, and interactivities on these virtual communication platforms. The content analysis was led by industry 5.0

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items and findings are finally organized into 3 data sets related to digital communication adoption, challenges encountered and outcomes or benefits in the organization's communication marketing activities. The corpus allowed us to draw a reflection on the communicational realities and approaches on digital platforms to sustain young entrepreneurs' business resilience, and sustainability according to a human-centric perspective.

RESULTS AND DISCUSSION

According to our research scopes and theoretical lens, findings are organized into 3 sections: Digital communication started adoption, challenges encountered, and outcomes or benefits in the organization's activities.

Digital communication strategies adoption

Digital communication strategies are a very important trend in the world and entrepreneurship particularly. According to the participant it helps to launch own business and make money easily whatever the social status:

> As student, I decided to sell fashion clothes and social media like WhatsApp, Instagram and Facebook were the best tools to reach my clients and promote my offers without lot of money advertisement. It is in the trends and I use it easily because of my smartphone's feathers. (P7)

Moreover, the CEO of a consultancy start-up as young entrepreneur stated the view below:

> We are a consultancy and training start-up. So, it is important to be online in order to get our clients and promote activities. We use social media and marketplaces to interact with all our partners and sustain confidence. We use social media platforms to seek new business opportunities too and brand our different activities or realizations (P5).

In addition, a woman owner of the fashion cloth retailer Lynx Boutique stated that:

> Digital marketing is in the trend in our country and I just decided to embrace it in my shop in order to get more customers. It can be an opportunity since the COVID-19 outcomes revealed that in-person transactions are not often the best strategies for us to sustain our businesses and communication with everyone (P2).

Similarly, a woman, manager in Presto Cote d'Ivoire, mentioned the view below:

> Around me, digital platforms used by young people are a daily reality. So, it was compulsory for us to be in the trend and sustain our relationships.

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According to our experiences, we must adopt it to do like others and remain
belonged thanks to the technology transformation to support our
management approach for a sustainable business and relation with our
stakeholders (P9).

The data showed that social media and digital platforms integration in
communication and marketing strategies are due to a contextual digitalization
environment. In the country due to COVID-19 outbreaks, organizations were obligated
to shift to digital platforms in order to maintain activities and offers to be in the trends.
According to the participants, the digital platforms increased organizational and
communication resilience face to the context of uncertainty and create new ways to
communicate, coordinate activities, sharing information and sustain the businesses
activities. The observations on the social media platforms show the high activity on
these platforms like Facebook, Instagram, and WhatsApp So, many young people in Cote
d' Ivoire invest time and content to promote business opportunities and be at the top
on these platforms as influencer or business agent every day (Gougou & Paschal , 2022;
Ivanov 2023; Arjang et al., 2024).

In addition, the social media and digital platforms feathers support
communication and interaction between the organization's stakeholders (Employees,
clients, partners and so on). The efficiency of information sharing influences the
behaviors and engagement in favor of the organization's activities and complete the
goals. For example, the content analysis of *Linx Boutique*, *Presto Cote d'Ivoire,* and
Propitiatoire Corporation WhatsApp recordings highlighted the high communication
rate and users' engagement improving human well-being and society resilience. This fact
sustains the engagement of the organization heads, marketing communication
managers, and young entrepreneurs in favor of high usage of Facebook and other digital
platforms in their activities as a way to make a human-centered business and money
through digital networking power (Rzepka, 2023; Bonina et al. 2021; Evans et al. 2021).
In this context, digital platform appropriation increased users' Social capital and visibility
as the human-centric effect of sustainable communication through retweets and
mentions on various connected platforms including social networks (Facebook,
Instagram; WhatsApp, local directories, ad sites, and similar things).

Finally, participants' statements mentioned that social media and digital
platforms influence the organization's sustainability and create new employment
opportunities for the youth as digital natives. It means that in a context of low-income
countries, shifting to digital is a great opportunity to generate new jobs, get more
market opportunities and establish a resilient organization strategy (Rzepka , 2023;
Khattak et al., 2022; Ivanov, 2023). Therefore, social media and digital platforms
increase the information traffic and, in a changing context, this approach reduces
misunderstandings and assure a good social capital acquisition due to transparency and
access to right information immediately online. This finding is supported by Ivanov
(2023) paper underlining that resilience, efficiency, and sustainability indicators should
be considered in organizational strategies optimization models for an effective

communication and Public Relations. Consequently, in the Industry 5.0 perspective, social media and digital platforms can expand efficiency and productivity by increasing organization communication resilience, sustainability, and viability.

In sum, social media and digital communication platforms improve the organization and entrepreneurs' *resilience, efficiency* and *sustainability* that could justify this shift to digital platforms in order to enrich marketing communication activities in individual, organization and social initiatives. This fact is showed by Industry 5.0 technological principles underlining that this strategic choice improves organizational technological integration for a positive performance in society through networking for resilient value creation, human well-being, and sustainable society. However, this contextual transformation based on digital communication and marketing on social media and digital platforms encountered challenged mentioned by whole participants in western and Global South countries (Fan & Ouppara, 2022; Gougou & Paschal, 2024; Ivanov 2023; Psarommatis and May 2022).

Challenges encountered

The daily communication ecosystem between humans, connected objects (IoT), and digital platforms in the activities of organizations generates disruptions and transformations that bring several challenges. This is a very important element to take into consideration when implementing a 5.0 communication project. According to the opinions of the participants:

> Here, the challenge was the material acquisition and also usage. The digital literacy is a big issue and things go very fast online in sort that it was very difficult to follow transactions often before withdrawing. I am in fashion as a retailer and often, clients withdraw while we have already the goods to deliver. It affects my revenue and reduces my autonomy as a young student (P12).

For the CEO of Cypher Global, a high-tech start-up,

> In our organization, digital platform acquisition is called new investments and we have to pay frequently. The economic challenges related to the lack of dedicated worker to use these tools for business disturbed our previsions. I am CEO and also a digital communication manager very often. Moreover, some prospects prefer traditional marketing and refuse our distant intervention on their machines to solve bugs. There are risks of fishing and bad buzz too (P1).

Another Start-up manager in Propitiatoire Corporation stated that:

> I don't know if we could survive due to the high competitions on the market. It increases the number of competitors able to create their business online instinctively. So, the advantages of social media platforms as support of

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networking and fast communication creates new drawbacks resulting in a high
number of same offers which reduced our market part and marketing
performance (P5).

Similarly, the manager of Linx Boutique, a retail shop stated that

The big risk is the confidence in the online offers due to fishing and
manipulations related to misinformation. For us, we received often offers
which where fakes and we needed to pay more attention to sustain or business
in an interconnected world. Being digital means giving up the confidence to be
more aware of the trends and digital risks growing around us. Our client's
digital mastery is another challenge too (P2).

According to participants, many contextual challenges prevent a human-centric
appropriation of digital platforms in daily marketing communication strategies. Indeed,
as in all countries in the world, the digitalization of human activities is called to install an
infrastructure to provide technology, to adopt new managerial policies and digital skills
also. It means that technology, organization and environment of digital platforms could
demotivate users' engagement due to a lack of materials, low internet quality or access,
lack of human skills and digital literacy in various contexts described in this paper. This
fact increased misunderstandings related to the behavioral change from traditional
communication tools to a virtual one according to the habits of clients, prospects, and
employees or partners using social media, marketplaces, or business apps. Furthermore,
in many academic studies, the adoption of digital communication tools was threatened
by these challenges linked to technology cost, accessibility, affordability, and
predominance of in-person communication users from X generation or rejecting digital
communication models. These challenges limited young entrepreneurs and SMEs '
capacity to reach resilient value creation and community well-being (Dewindaru et al.,
2022; Gougou & Paschal, 2023; Rzepka , 2023).

In addition, according to the Industry 5.0 paradigm, the other challenges
encountered in digital communication can be related to the areas of organization,
management, technology, and performance assessment. In the context of SMEs in the
Global South, Western countries, and in Cote d'Ivoire, it is noticeable that technology
inclusion in daily managerial practices disrupted society management and users' habits
with new risks and a digital mastery imbalance depending on people's and organizations'
digital capacities. Particularly, digital platforms could offer transversal communication
stress due to the fear of bad buzz in an uncontrolled virtual world. So, the human-centric
marketing dimension could be disturbed in this perspective because it requires taking
lots of time online and being aware of these risks. Yet, for the participants, this reality
must not prevent them from being engaged in the digital platforms appropriation to
sustain organization resilience and human well-being through flexible communication
and public relations strategies. For Arjang et al., (2024), Gougou & Paschal 2024), and
Ivanov (2023) this analysis of the challenges highlighted the practices, attitudes,

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behaviors, and social representations of online marketing communication issues and constraints to consider in daily communication activities. However, despite these challenges, it doesn't prevent the organization's communication approach from reaching the new triple bottom line (resilient value creation, human well-being, and sustainable society) according to the Industry 5.0 paradigm (Ivanov, 2023). Therefore, what about the outcomes of social media and digital platforms in organizational communication? The participants highlighted this aspect in the next section.

Digital Platforms and Outcomes to Sustain Organization Communication Ecosystem
Digital revolution provides a multitude of tools improving human life and resilience thus the challenges mentioned by the participants of this research. For the participant (P2):

> Adoption of digital platforms in our communication strategy increased the performance in tern of information sharing, management of order, value creation and business growth. In my small shop, all the marketing is sustained by WhatsApp and I can improve my relations with clients easily. They have confidence in mee because of my reactivity, accessibility and way to provide good interaction with them (P2)

Another employee of Cypher Global stated that:

> We got more clients and business opportunities thanks to digital platforms. Indeed, as an IT start-up, we used to repair computers and install new devices. Thanks to our new service based on Social media, we can make the diagnostic in distance and resolve or clients' issues quickly. In our organization management, it increases analytics, customer satisfaction, and also networking in Networking for B2B2C sustainable relations (P4).

For the technical director of Propitiatoire Corporation

> For us, it is wonderful to use digital platforms. The benefits are client growth, more visibility and money outcomes through a small advertisement. In addition, we can reach now digital natives and offer new services of assistance to our clients wherever and whenever thanks to our communication on WhatsApp, Facebook, and marketplaces like *Jumia* to get visibility and reach the clients (P8).

Similarly, this fact is illustrated by an extract on the observation on CYPHER GLOBAL Facebook platform:

> *Book easily with our QR code or via our link! Click HERE to book:*
> *https://bit.ly/doc-ordi   Or scan the attached QR code!*

According to the participant's point of view and the virtual ethnography observation, it is clear that digital platforms and social media integration in communication contribute to human and societal sustainability as levers of innovation and value creation. In fact, it is a great way to launch entrepreneurs' businesses in a perspective to increase community economic development and reduce poverty and youth unemployment.

Regarding the resilience dimension, participants stated that digital platforms and social media transformed the impact of communication strategies in organizations, entrepreneurship initiatives, and businesses to survive in a challenging context. The adoption of social media increased the exchanges among the organization's stakeholders including prompt reactivity in daily activities. This dimension allows all digital platforms or social media users to do business and get benefits like visibility, networking, and effectiveness. It means that this shift from traditional communication tools to digital platforms improved the interactivity between individuals and organizations in a transversal approach. For example, CEO, managers and clients in this study mentioned that social media reduced the distance and communication gaps by offering the opportunity to be connected with each other directly wherever, whenever and with whoever to discuss about various topics or needs. Consequently, in the context of the pandemic, crisis, or high competitiveness, digital communication creates a new dynamic of engagement online to grow business opportunities. This fact is similar in Ivanov's (2023) and Arjang et al. (2024) studies underlining that digital platforms and communication tools help in decision-making as customers become part of the digital supply chain through the utilization of online digital tools, apps, and social media. This transformation of traditional communication and marketing approach results in positive outcomes of digital platform appropriation in terms of business growth and Public Relations effectiveness with stakeholders (Rzepka, 2023; Trischle et al., 2021; Lee et al., 2022; Gougou & Paschal, 2024; Nuseir et al., 2022).

unemployment of youth and build a dynamic ecosystem working for human well-being whatever the context. This is mentioned by Ivanov (2023), Rzepka (2023), and Khattak et al., (2022) researchers stating that digital collaboration tools are vital for viable human activities like in the case of marketing and communication deployed by start-ups, entrepreneurs, or organizations to increase their commercial and social capital performance.

From a perspective of the human-centric dimension, it is noticeable that social media and digital platforms exist firstly to connect humans through dynamic online interactions. It is a question of sharing information, ideas, pictures, storytelling, and different events happening in the daily environment to sustain the organization's social capital. So, in this study, selected SMEs and start-ups adopted Facebook, WhatsApp, and Instagram, to sustain their public relations and communication approach by celebrating happy events like anniversaries, holidays, promotions, and so on. In other words, social media and digital platforms humanize belonging with clients, employees, and whole of the organization's stakeholders. Consequently, social media and digital

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platforms create new opportunities for the organization to cultivate their social capital through digital communication ecosystem opportunities. This finding is common in Burgos & Ivanov (2021), Psarommatis & May (2022), Nuseir et al. (2022) and Novrima & Yunus (2022) papers stating that human-centric outcomes of digital platforms help to develop good relationships and confidence in the organization's communication strategies implemented face to a changing environment for better resilience. Particularly in Cote d'Ivoire as in many countries in the world, shifting to digital communication is the source of a better interconnection between organizations and their stakeholders as the way to improve society development through poverty and unemployment reduction (Gougou and Paschal, 2024; Ivanov, 2023).

In sum, this study's findings and discussion highlighted that whatever the challenges encountered, the organization's communication on social media and digital platforms increases resilience and human well-being. In the context of research in Cote d'Ivoire through the Industry 5.0 paradigm, these digital platforms generated positive human-centric outcomes to sustain the organization's ecosystem and reduce poverty in society. For the future generation of the web, this paradigm can explain more facts on how the digital revolution and platforms resolve the community's problems by enhancing visibility, collaboration, and adaptability from a human-centric perspective (Ivanov, 2023; Melo et al., 2023).

CONCLUSION

This paper aims to describe how digital platforms like social media transform organizational strategies according to the exploration of Industry 5.0, a human-centric paradigm designed to promote business resilience and build social capital in challenging contexts. Through a multisite ethnography empirical research in Côte d'Ivoire, it is clear that social media and digital platforms significantly enhance the impact of communication strategies on organizations and individuals' businesses in a competitive environment.

The research demonstrated that integrating digital tools is not merely advantageous but essential for improving mutual understanding, business marketing outcomes, and organizational resilience. In a rapidly changing world, these tools help create sustainable relationships with clients and prospects. Organizations must rethink their principles, management perspectives, and use of digital technology in light of current digital communication trends. This approach offers a wide array of opportunities to modify existing business models, making them more resilient, sustainable, and human-centric.

For example, adopting inbound marketing and digital binding communication approaches, including intelligence marketing tools, aligns with the Industry 5.0 paradigm. This paradigm advocates for adjusting existing business model designs and developing new ones that prioritize human-centric values and long-term sustainability. These adjustments support the adoption of advanced digital strategies, ensuring organizations remain competitive and relevant in a digitalized world.

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Despite the valuable insights, this study was limited to one country and lacked quantitative data from a broader range of organizations. Future research should consider incorporating big data analysis and artificial intelligence (AI) in digital marketing strategies to provide a more comprehensive understanding of how these technologies can sustain organizational activities. Such investigations could offer deeper insights into the potential of digital platforms to support organizational communication and resilience on a global scale.

Additionally, future research should explore the comparative impact of digital platform appropriation across different cultural and economic contexts. Understanding these nuances will help tailor digital strategies to diverse markets, enhancing their effectiveness and fostering inclusive growth. The exploration of Industry 5.0 principles in various sectors, such as healthcare, education, and agriculture, could further illuminate the multifaceted benefits of a human-centric digital transformation.

In conclusion, digital platforms and social media are pivotal in transforming organizational communication strategies, fostering resilience, and building social capital. Embracing Industry 5.0 principles and integrating advanced digital tools will enable organizations to navigate the complexities of the modern world, ensuring sustainable growth and enduring success.

BIODATA

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Branding Vocational School with The Internet of Things (IoT) Production Competency of Students in Indonesia

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ABSTRACT

There are many creative opportunities for Internet of Things (IoT) systems to positively impact schools, industries, and others. The purpose of this study is to describe how negative issues in vocational schools (SMK) can be overturned with the ability of SMK students in the field of IoT. Researchers used a qualitative approach with descriptive methods. The Results show that vocational schools in Indonesia prepared students to face the world of work supporting IoT learning such as curriculum synchronization, laboratories, and production units. Optimism that IoT will be the flagship of vocational school because the SMK has competent human resources in IoT technology and has been certified. A vocational school is producing the IoT smart lock RFID system products. The conclusion is although the IoT system is still straightforward, which is made in the form of a smart lock system, it can represent technology products made by vocational students. This can be a school branding for prospective students or their parents.

Keywords: *branding, vocational school, IoT production*

INTRODUCTION

The opportunities for Internet of Things (IoT) systems will continue to grow, as IoT's unique benefits in many ways also grow. There are many creative opportunities for IoT systems to make a positive impact in schools, industries, and other sectors. IoT, which stands for the Internet of Things, is a network of devices connected to the internet to exchange information, collect data, or control processes (Morgan, 2021). This connectivity allows for greater control and automation, offering capabilities that are not available when devices operate independently. In schools, IoT can enhance learning experiences through smart classrooms, while in industries, IoT can streamline

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operations and improve efficiency by monitoring equipment and optimizing workflows. The applications of IoT in healthcare, agriculture, and smart cities further demonstrate its potential to transform various sectors, making processes more efficient, sustainable, and responsive. The role of IoT can significantly impact the industry and its applications, driving innovation and improving outcomes across different fields.

IoT devices encompass a wide range of smart building technologies, including intelligent lighting systems, locks, thermostats, speakers, and doorbells. Once installed, these devices can communicate with each other and be centrally controlled using a computer, tablet, or mobile phone (Perwej et al., 2019). This central control system enhances convenience and efficiency, allowing users to manage their home environment more effectively. Additionally, IoT devices can contribute to energy savings by optimizing lighting and heating, improve security through smart locks and surveillance systems, and provide seamless integration with other smart home technologies, enhancing the overall user experience.

Seeing the IoT industry opportunities as very wide open and in need of many human resources, in 2019, Vocational High School (SMK) Wira Buana 2, a school that was the subject of research for 62 days, engaged in continuous interactions, interviews, and in-depth observations. SMK Wira Buana 2 aims to equip students with practical skills through extracurricular IoT activities. From these activities, students have successfully produced several IoT products, including smart locks, smart homes, smart motorbikes, smart parking systems, and smart running text. These initiatives not only enhance the students' technical abilities but also prepare them for future careers in the rapidly evolving IoT industry. By integrating hands-on IoT projects into the curriculum, the school fosters innovation and practical problem-solving skills, which are essential in addressing real-world challenges and meeting the demands of the IoT job market.

SMK Wira Buana 2 has 627 students, and 411 are students of the Computer Network Engineering and Software Engineering Skills Program who study Information Technology (IT) -based learning. Information Technology (IT) will be interesting for SMKs to do branding on this matter. Not many SMKs who have IT majors choose IoT as an advantage to become a branding for these SMKs. This is aimed at advancing SMK as a means of advancing the nation.

On the other hand, there are researchers from Saudi Arabia who are pessimistic about education today. They say that most of the global education system is led by economists, not by educators. School leaders seek economic outcomes and benefits rather than the quality of education itself (Alandjani et al., 2018). Most of them focus their graduates on getting jobs, rather than creating how students have skills. Opinions like this, of course, tend to corner education, especially for SMK.

Apart from the issue of pursuing work and skills, another issue at school is the matter of the safety of people who are active in schools, such as the conclusion of the researcher from Malaysia who stated that safety must be the most important thing in teaching and research and other activities in learning (Sedghpour et al., 2013). These

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factors must be applied in designing content for education that safeguards teachers' safety and, of course, students.

Researchers here are indeed discussing research in chemistry laboratory lessons that are considered harmful to their teachers. Discovery through IoT can be a solution. How schools become a fun place, interaction can also be online, safe for various things that support a school's branding. Inventions and making through IoT can be a solution for schools in compiling their branding programs.

Thus, this study aims to describe how negative issues that exist in SMK can be overturned with SMK students' ability in the field of IoT, as was done by SMK Wira Buana 2, Bogor-Indonesia. The research question is: How can branding through IoT become an advantage in Indonesian SMKs? How is IoT implemented in schools? What kind of IoT can SMK students produce?

LITERATURE REVIEW OR RESEARCH BACKGROUND
School Branding through Students' Competency of IoT Production
Leveraging existing strengths is a matter of branding. Action-oriented branding; SMK will have difficulty persuading others if the brand of the school lacks substance. Rhetoric alone cannot sell a brand (Lee & Kim, 2021). It is necessary to launch a campaign through TV and social media regarding SMKs' ability to make IoT, which is currently rare and expensive in Indonesia.

Students' ability to produce IoT must be disseminated into public trust information (Setyadi et al., 2023). Schools can rely on the website, if possible, through TV broadcasts, billboards, and other social media that are widely disseminated so that the public knows vocational students' abilities.

The ability to design IoT can be able as a professional competence for vocational students. By mastering IoT production, vocational students can be categorized as creative, have a high level of skill, can apply competencies in familiar and hardworking situations (Sobande, 2020). Thus, researchers from Indonesia recommend that vocational education provides provision of abilities as well as competency capacities that transfer skills or general skills (Willyarto et al., 2020). IoT skills can be used to act efficiently in various real-life situations for society, including at school. This is the provision of ammunition for vocational branding today.

There are two types of abilities in vocational education. Firstly, job competencies or specific skills are related to specific areas of expertise and work patterns. Secondly, transferable capacities or skills or general skills are broad abilities required by all areas of expertise and all work patterns (Azha et al., 2013). If the two are combined, it is called professional competence.

According to their fields of expertise, vocational education students must learn work competencies and develop their capacities to keep up with work patterns (Sukoco et al., 2021). Some elements need to be known to develop capacity or transfer skills for vocational education students. Economic studies found five capacity elements: problem-solving, teamwork, communication, critical thinking, and creativity. Other

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researchers conducted a meta-analysis of various studies of 21st-century skills and found a formula that workers should be able to solve problems creatively and work in harmony with colleagues(Samani, 2018). People must be able to search for data and information to solve the problem creatively. These two abilities determine job success in the industrial era 4.0. All of these things can be designed as branding for SMKs with the IoT designs they produce.

Implementation of IoT in School Buildings

The integration of the Internet of Things (IoT) technology is transforming not only industries but also educational institutions, offering a plethora of benefits that enhance the overall learning environment and operational efficiency. As highlighted in recent studies, the application of IoT in schools has made them significantly safer and more efficient. The following points elaborate on how IoT is impacting educational settings:

Enhanced Safety and Security: IoT technology enhances school safety through a network of connected devices such as colored lights, digital signage, door locks, and sensors. These devices help monitor and respond to various security threats, including severe weather conditions and unauthorized intrusions. For instance, IoT-enabled emergency warning buttons in classrooms can provide immediate alerts during critical situations, ensuring rapid response and protection for students and staff.

Improved Learning Environment: Research indicates that installing programmable IoT-connected LED lighting positively affects students' experiences and motivation in the educational environment. These lights can be programmed to adjust brightness and color based on the time of day or specific activities, creating an optimal learning atmosphere. For example, brighter lights might be used during exams to enhance concentration, while softer lighting could be employed during reading sessions to create a calming environment.

Energy Efficiency and Cost Savings: IoT connectivity allows for the automation of various devices within the school, leading to increased building efficiency and significant energy savings. Lighting systems, for instance, can be scheduled to turn on and off based on the school's timetable or connected to motion sensors to ensure lights are only on when rooms are occupied. This not only reduces energy waste but also lowers operational costs. Additionally, IoT-enabled HVAC systems can adjust heating and cooling based on occupancy and weather conditions, further contributing to energy efficiency.

a. Real-Time Monitoring and Maintenance: IoT devices provide real-time data and analytics, enabling school administrators to monitor and manage school facilities more effectively. For example, sensors can detect when maintenance is required on various equipment, such as HVAC systems or lighting fixtures, allowing for proactive maintenance and reducing the likelihood of unexpected failures.

b. Enhanced Learning Tools and Resources: IoT technology extends beyond infrastructure to include innovative learning tools and resources. Smartboards, connected tablets, and other IoT-enabled devices facilitate interactive and

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personalized learning experiences. These tools can adapt to individual student needs, track progress, and provide immediate feedback, making education more engaging and effective.

c. Streamlined School Operations: The automation capabilities of IoT streamline various administrative tasks within schools. For instance, IoT can support automated attendance systems that track students' presence through connected devices, reducing manual errors and saving time for teachers. Similarly, IoT can manage inventory for school supplies, ensuring that necessary materials are always available without overstocking.

d. Sustainable Practices: By reducing energy consumption and enabling efficient resource management, IoT contributes to the sustainability goals of educational institutions. Schools can leverage IoT to monitor and reduce their carbon footprint, promoting environmental responsibility and educating students about the importance of sustainability.

The implementation of IoT in schools not only enhances safety and learning experiences but also promotes operational efficiency and sustainability. As educational institutions continue to adopt IoT technologies, the potential for creating smarter, more responsive, and engaging learning environments becomes increasingly attainable (Al-Obaidi et al., 2022).

IoT Competency of Vocational High School

There is an assumption about the high unemployment rate among vocational school graduates, not only in Indonesia but even in African countries like Ghana and Nigeria (Akinsola, 2021; Kofi & Kassah, 2015; Psacharopoulos, 2006). This is predicted from the lack of skill acquisition and the mismatch of skills needed in the industrial world (Sukardi et al., 219 C.E.). This can be utilized by focusing on IoT skills. Given the growing need for IoT in Indonesia and the scarcity of this skill availability in Indonesian society. Thus, technical, vocational training is needed with the aim of SMK students acquiring practical skills. These skills are usually obtained through training or experience.

The recommendations mentioned by several previous researchers for SMK were: There is a need for seminars to review programs periodically. School administrators should orientate industry supervisors to understand their role fully. The government must encourage adequate program funding schemes. The government must provide tax breaks and incentives for areas that are in need, such as IoT. SMK administrators should ensure that students are placed in their field of study within the industry for training as promoted as link and match (Misbah et al., 2020).

SMK graduates have become a major source of concern, for the current government due to data that reveals industry dissatisfaction with the technical skills possessed by current SMK graduates. In line with that, the results of other studies indicate that SMK graduates are considered to have qualifications on paper only and do not have the salable skills needed to get a job. Lack of skills frustrates the industrial sector to affects the economy (İşgören et al., 2009). Although other fields are also

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necessary, the opportunity for SMKs to improve their reputation is through the ability to create IoT networks, which are very much needed today.

METHODOLOGY

Researchers used a qualitative approach with descriptive methods. According to (Creswell, 2007), a qualitative research method is a type of research that understands and explores meaning in several individuals or groups of people originating from the social problem. The qualitative research method is a study used to examine natural objects where the researcher is the key instrument, combined data collection techniques, inductive or qualitative data analysis, and the study results emphasize meaning rather than generalization. This research explores the meaning of SMK Wira Buana 2, Bogor, which comes from problems regarding the lack of reputation of SMKs in Indonesia.

This study's primary data refers to information obtained first hand, namely the Principal, Teachers at Wira Buana Vocational High School 2. This research's primary data is data in the form of a compilation of interviews and reports or report documents written during 62 days of research activities. Simultaneously, the results of researchers' observations are supported by secondary data related to the situation of SMK in Indonesia. SMK Wira Buana 2 Bogor was chosen purposively because it was the only vocational school that made school development programs with the theme of IoT from 86 schools researched by the research team for 62 days to experiment on the ideas of the selected principal. The number of SMK candidates who passed the selection for this experimental activity was 420 SMK. However, the focus on developing IoT production is SMK Wira Buana 2 Bogor.

RESULTS AND DISCUSSION

After thorough analysis and interpretation of both primary and secondary data, we present a comprehensive discussion of our findings. The primary data, collected through interviews with the Principal and Teachers of SMK Wira Buana 2, Bogor, provided invaluable insights into the practical implementation and challenges faced in integrating IoT into the curriculum. These firsthand accounts were supplemented by detailed reports and observations documented over a 62-day research period. Secondary data, which included a review of relevant literature and contextual information about vocational education in Indonesia, offered a broader perspective on the current state and potential of IoT in vocational training. By triangulating these data sources, we were able to derive nuanced understandings of how IoT can be leveraged to enhance educational outcomes and establish a distinctive branding for vocational schools. The following sections will delve into the specific results and insights garnered from this study, illustrating the transformative impact of IoT initiatives at SMK Wira Buana 2 and offering recommendations for broader application.

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Branding through IoT is an advantage of SMK in Indonesia

The IoT Production Unit at SMK Wira Buana 2 plays a pivotal role in enhancing student competencies in the burgeoning field of the Internet of Things (IoT). By providing a platform for hands-on experience, this unit allows students to engage in the development and production of IoT products that meet real-world societal needs, aligning with educational best practices and industry demands (Willyarto et al., 2019). The integration of practical skills with theoretical knowledge ensures that students are not only proficient in IoT technologies but also understand their practical applications and market relevance. This dual approach to learning significantly boosts their employability and readiness for the workforce.

The establishment and operation of the IoT Production Unit are grounded in solid legal foundations, specifically Government Regulation No. 29 of 1990, article 29, paragraph 2. This regulation states: "To prepare vocational high school students to become the workforce, vocational high schools can establish production units that operate professionally." This legal endorsement underscores the importance of vocational schools in equipping students with job-ready skills through practical, real-world experience. Key aspects of the IoT Production Unit include:

a. Real-World Applications: Students work on projects that address actual societal needs, ranging from smart home devices to automated agricultural systems. This real-world focus helps them understand the impact of their work and the potential of IoT technologies to solve everyday problems.

b. Professional Environment: The unit operates professionally, mirroring industry standards. Students are exposed to the full product development lifecycle, from ideation and design to production and marketing, fostering a holistic understanding of the IoT industry.

c. Collaboration and Teamwork: The Production Unit emphasizes collaborative learning. Students work in teams, simulating professional work environments where teamwork and communication are essential. This collaborative approach enhances their soft skills, such as problem-solving, critical thinking, and project management.

d. Industry Partnerships: The unit often collaborates with local businesses and industry experts, providing students with mentorship opportunities and insights into current industry trends and practices. These partnerships also facilitate internships and job placements, bridging the gap between education and employment.

e. Innovation and Creativity: Encouraging innovation is a cornerstone of the Production Unit. Students are given the freedom to experiment with new ideas and technologies, fostering a culture of creativity and continuous improvement. This innovative spirit is critical for staying ahead in the fast-evolving IoT sector.

f. Comprehensive Skill Development: Beyond technical skills, the Production Unit focuses on developing students' entrepreneurial abilities. They learn about

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market research, business planning, and product marketing, preparing them not only to be skilled technicians but also potential entrepreneurs in the IoT space.

The integration of IoT-based smart home learning media and job sheets into the curriculum has proven to be an effective tool for enhancing student engagement and improving learning outcomes, particularly in the psychomotor domain, which focuses on performance skills. At SMK Wira Buana 2, significant efforts are made to equip students with the necessary skills and knowledge to thrive in the professional world or as entrepreneurs. This preparation involves providing state-of-the-art educational facilities and infrastructure that support IoT learning. The school has implemented measures such as curriculum synchronization, the establishment of specialized laboratories, and the creation of production units, all designed to align with the latest industry standards and technological advancements (van Griethuijsen et al., 2019).

By embedding IoT competencies within the educational framework, SMK Wira Buana 2 ensures that students are well-prepared for the demands of the Industrial Revolution 4.0. This modern era necessitates a workforce proficient in advanced technologies, and the school's curriculum is meticulously designed to meet these requirements. The practical application of IoT in learning environments significantly enhances students' technical skills, giving them hands-on experience with the tools and technologies they will encounter in their careers. This direct engagement with IoT technologies fosters a deep understanding and competence that theoretical learning alone cannot achieve.

Furthermore, the integration of IoT into the curriculum goes beyond technical training. It also contributes to the development of critical hard and soft skills. Hard skills, such as programming, systems analysis, and technical troubleshooting, are directly taught and practiced through IoT projects. Meanwhile, soft skills, including problem-solving, teamwork, and communication, are naturally developed as students collaborate on IoT-based projects and navigate complex challenges together. These skills are indispensable for meeting the evolving needs of the Business World and the Industrial World, where interdisciplinary collaboration and innovative problem-solving are highly valued.

The comprehensive approach to IoT education at SMK Wira Buana 2 serves as a strong foundation for students, enabling them to confidently enter the workforce or pursue entrepreneurial ventures with a competitive edge. By equipping students with both the technical and interpersonal skills required in modern industries, the school ensures that its graduates are not only job-ready but also capable of adapting to and thriving in dynamic work environments. This holistic educational strategy is pivotal in helping students develop a robust skill set that is versatile and highly relevant to contemporary industry standards.

Moreover, the focus on IoT education reflects SMK Wira Buana 2's commitment to staying at the forefront of educational innovation. The school's dedication to incorporating the latest technological advancements into its curriculum not only prepares students for the future but also enhances the institution's reputation as a leader

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in vocational education. This forward-thinking approach positions SMK Wira Buana 2 as a trailblazer, setting a benchmark for other educational institutions aiming to prepare their students for the challenges and opportunities of the Industrial Revolution 4.0.

The activities described above demonstrate SMK Wira Buana 2's innovative approach to branding through IoT production. This branding material can be leveraged on various social media platforms, expanding the school's reach even during the COVID-19 pandemic. During the global pandemic, there was an increased public concern for each other, making engagement through social media more effective (Yunus et al., 2021). However, the pandemic also brought challenges such as heightened security concerns, as economic difficulties led to increased crime rates, including home thefts (Spurk & Straub, 2020).

In this context, IoT plays an increasingly vital role. The Smart lock products developed by SMK students for the Door Security System have proven to be highly beneficial. These innovative solutions address the pressing need for enhanced home security during times of heightened vulnerability. The ability of vocational students to produce such IoT products must be widely disseminated to enhance the school's branding. Utilizing channels like the school's website, social media, and other platforms can help the public recognize the capabilities of vocational students.

Branding and marketing efforts for SMK Wira Buana 2's Smart lock products are conducted both online and offline. Online efforts include placing products on various marketplaces, social media, and the school's website, complemented by paid advertisements. Offline marketing involves distributing brochures and conducting door-to-door sales. These strategies ensure that the innovative work of SMK Wira Buana 2's students reach a broad audience, thereby enhancing the school's reputation and demonstrating the practical impact of its IoT initiatives.

In summary, SMK Wira Buana 2's integration of IoT competencies within its educational framework exemplifies a comprehensive and forward-looking approach to vocational education. The practical application of IoT enhances both technical and soft skills, ensuring that students are well-equipped to meet the demands of modern industries. This educational strategy not only prepares students for immediate employment but also empowers them to adapt and innovate in their future careers, embodying the true spirit of the Industrial Revolution 4.0. The school's commitment to excellence in IoT education solidifies its role as a leader in preparing the next generation of skilled professionals and entrepreneurs (van Griethuijsen et al., 2019).

Practice and Implementation of IoT in Schools

Wira Buana Vocational High School collaborates with PT Sebelas Cipta Mandiri (SCM) to execute IoT production activities and market IoT smart lock products. PT SCM, a company specializing in IoT products, plays a critical role in marketing these products and identifying potential buyers. For now, products developed by SMK Wira Buana 2 are marketed under the PT Sebelas Cipta Mandiri Bandung banner. The primary market for these smart locks includes individual homes and offices, but they are also highly suitable

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for schools, which often remain unoccupied for extended periods. Ensuring the safety and security of school assets with smart locks is a priority.

During the production process, PT SCM provides guidance and support to SMK Wira Buana 2, helping the school achieve both short-term and long-term goals. This collaboration allows students to gain practical experience while ensuring that their products meet professional standards.

Maintaining a good relationship with the local government is another critical aspect of SMK Wira Buana 2's strategy. This relationship ensures that program development objectives run smoothly and align with regulatory requirements. The school plans to install its smart lock products in local sub-districts or villages, enhancing security in these areas. Alumni and school committees are actively involved in these initiatives. Notably, SMK Wira Buana 2 has recruited two alumni to teach IoT to current students, ensuring the transfer of knowledge and skills across generations.

SMK Wira Buana 2 is optimistic about its future in IoT education due to its competent human resources. The school boasts 40 certified professional educators and industry teachers with significant academic and practical experience. Additionally, 25% of the teaching staff have educational backgrounds in Information Technology (IT), particularly in the Internet of Things (IoT). The school's proximity to local industry and government support further enhances its program's uniqueness and effectiveness, making it a standout institution in vocational education.

To ensure the quality and practicality of their products, SMK Wira Buana 2 conducts rigorous product feasibility tests. These tests are documented through photos and videos, and demonstrations are conducted at installation sites. Additionally, questionnaires are distributed to the school community and parents of students to gather feedback on the smart lock products. This feedback loop is crucial for continuous improvement and validation of the products developed by vocational students.

IoT technology significantly enhances school safety. Connected devices such as door locks, sensors, and intruder alarms provide comprehensive security solutions. Researchers have highlighted the importance of these technologies in mitigating security risks. The practical application of these technologies in schools not only ensures a safer environment but also serves as a real-world learning experience for students.

IoT Produced by Vocational Students
The findings from our interviews and observations highlight the advanced functionalities of the IoT smart lock RFID (Radio-Frequency Identification) system developed by Wira Buana 2 Vocational School. This innovative smart lock utilizes RFID technology to manage access rights and is powered by an Arduino ESP8266 microcontroller, enabling connectivity via wireless or Wi-Fi networks. Designed to secure various types of room doors, this system is highly versatile and suitable for schools, offices, and private residences. Its applications are comparable to those already prevalent in hotel rooms and office buildings, showcasing its practical relevance.

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A standout feature of this smart lock system is its real-time monitoring capability. It meticulously records access events, logging who accessed the door and when, with all data available through a user-friendly web dashboard. This feature enhances security and accountability, making it easy to monitor and manage access in real time. Additionally, the RFID cards used with this system can serve multiple purposes. These cards can double as employee ID cards or student cards, integrating seamlessly into existing identification systems and adding an extra layer of functionality. The Smart Lock RFID system offers several key benefits:

a. Replacement for Conventional Keys: The IoT-based smart lock eliminates the need for traditional keys, replacing them with RFID cards that are both thinner and lighter. These cards are practical for everyday use, easily fitting into wallets and serving as dual-purpose ID cards. This transition from physical keys to smart cards simplifies access management and reduces the risk of lost keys.

b. Controlling Room Access: The smart lock system provides room owners with precise control over access. Only individuals with a programmed RFID card can unlock and enter designated rooms, ensuring restricted access to authorized personnel. The system's web monitoring feature further enhances security by providing a detailed log of access events.

The development of the smart lock system challenges the common misconception that vocational students lack the necessary skills for the industrial world. This project's success underscores the creativity, competence, and technical acumen of both the students and educators at Wira Buana 2 Vocational School. The students' ability to develop such a sophisticated IoT product demonstrates their potential when provided with focused training and resources in IoT technologies.

While the current iteration of the IoT smart lock system is relatively straightforward, it holds significant potential for further development into more advanced technologies. Future enhancements could include integrating biometric authentication, advanced encryption for data security, and expanded connectivity options to ensure compatibility with various smart home ecosystems. Such initiatives not only improve the product but also provide vocational students with the opportunity to work on cutting-edge technologies, further enhancing their competencies.

The implementation and success of the IoT smart lock system at SMK Wira Buana 2 exemplify how vocational education can be directly aligned with industry needs. By equipping students with practical skills and real-world experience, the school ensures that its graduates are well-prepared to meet the demands of the modern job market. This approach not only enhances employability but also fosters innovation and creativity among students, enabling them to contribute effectively to the Industrial Revolution 4.0.

CONCLUSION

The Internet of Things (IoT) presents numerous opportunities for innovation across various sectors, including education and industry. IoT systems, which connect devices to the internet for data exchange and process control, can significantly enhance automation

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and efficiency. In educational settings, IoT can improve learning experiences through smart classrooms, while in industries, it can optimize operations and monitor equipment. Specifically, SMK Wira Buana 2, a vocational high school, leverages IoT to equip students with practical skills. By integrating hands-on IoT projects, the school prepares students for future careers, fostering technical abilities and innovation essential for the evolving job market.

Branding through IoT production is a strategic advantage for vocational schools, especially in Indonesia. The ability to produce IoT devices enhances the school's reputation and showcases the practical competencies of its students. Effective branding requires publicizing these capabilities through various media, demonstrating the school's unique offerings. IoT skills not only align with industry demands but also equip students with transferable skills such as problem-solving, teamwork, and creativity. These competencies are crucial for success in the modern workforce, particularly in the context of Industry 4.0, where interdisciplinary collaboration and innovative problem-solving are highly valued.

This research employed a qualitative approach with descriptive methods to explore how SMK Wira Buana 2 integrates IoT into its curriculum. Primary data were collected through interviews with the school's principal and teachers, along with observations over a 62-day period. The study focused on understanding the challenges and successes in implementing IoT projects and how these initiatives contribute to the school's branding. Secondary data provided contextual information about vocational education in Indonesia, offering a broader perspective on the potential of IoT in vocational training. This triangulated approach allowed for a comprehensive analysis of IoT's impact on educational outcomes and school reputation.

The study found that SMK Wira Buana 2 successfully integrates IoT into its educational framework, significantly enhancing student competencies and school branding. The IoT Production Unit at the school provides students with hands-on experience, developing products like smart locks that address real-world needs. These projects not only improve technical skills but also foster teamwork, critical thinking, and innovation. Collaboration with industry partners and the local government further supports these initiatives, ensuring that students receive practical training aligned with market demands. The successful implementation of IoT projects enhances the school's reputation, positioning it as a leader in vocational education and preparing students for the demands of the Industrial Revolution 4.0.

<div align="center">BIODATA</div>

Mario Nugroho Willyarto S.Kom, M.Pd has been working in education since 2001, from basic education to higher education. He is now a lecturer for Indonesian Language, Business Process, Leadership and Cross-Cultural Management in Binus University. He is now focusing on research and publications in education, social education, and communication, from younger age to adult. Recently, Mario is doing research on social education and communication in controlling the number of stray cats that becoming

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pest in society. Collaborating with some communities to do Trap-Neuter-Return for stray cats in some areas such as Bekasi, Bogor, Malang, Pati, Semarang and Depok. Using technology and information system is essential in supporting the work.

Rizka Yona Paramith, S.Psi a wanted to become a psychologist, even though in the past it never crossed her to become a psychologist, because in her opinion this profession is not very popular and developed in Indonesia, but after she made observations, it turned out that she felt her soul was more suited to being in the world of psychology, and finally she chose to take this major seriously. She also feel that psychology is really needed to regulate a person's emotions and mental stability so that people can live peacefully, and psychology can also create a new atmosphere. Right now she is the Principal of SMK Wira Buana 2, West Java, Indonesia.

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Analysis of YouTube Content about Konjac as an Education of Indonesian Farmers in the Disruption Era

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ABSTRACT

The konjac plant is thought to be a nutritious meal that is good for both beauty and health. Konjac exports from Indonesia to other countries grew as a result in 2020. Nevertheless, a sharp fall was observed at the end of 2021, despite the fact that many Indonesian farmers had shifted to Konjac plants. The researcher will continue the research series with Konjac plant objects in 2022 because there are so many questions and rumors surrounding this plant. The purpose of this study is to interpret the meaning of YouTube accounts that talk about konjac plants. By generating codes from all the words collected from the 30 YouTube accounts examined, the study employed a qualitative content analysis methodology. Three code frameworks were identified as being relevant to the Konjac problem: Konjac, the Government, and Export. The Government of Indonesia appealed the findings of these three regulations regarding the attitudes of farmers who support and oppose the growing of konjac. The Indonesian government is viewed as being unprepared to deal with both the farmers themselves and the global market, and thus disregards the quality of Konjac crops for export. Conclusion: In order to improve the quality of products that will be exported and brand Konjac plants for the global market, coordination and engagement between farmers and the Indonesian government are required, as well as the involvement of academics.

Keywords: *social media; branding; konjac; YouTube; disruption era.*

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INTRODUCTION

YouTube has been considered as a communication media needed by farmers (Thakur & Chander, 2018) thus, Syahrul Yasin Limpo, Indonesia's minister of agriculture, urged improving agricultural human resources (HR), and extensionists are anticipated to become YouTube stars. The COVID-19 epidemic has had an impact on the Indonesian economy, although the country's agricultural industry is thought to be resilient because to the diligent efforts of farmers and their extension workers. Workers in agricultural extension help farmers stay productive and inventive. Food should never be an issue, according to the Indonesian Minister of Agriculture, who spoke at the webinar "extension become YouTuber" in an effort to encourage farmers and extension farmers to keep learning and working hard. (Sewell et al., 2017).

Social media platforms, such as YouTube, have emerged as powerful tools for disseminating agricultural information. Extension workers, who act as agents of change and primary disseminators of agricultural knowledge, must leverage these advancements in communication technology to fulfill their roles effectively. Previous research has demonstrated that social media not only serves as an information source but also possesses the capacity to influence intentions and modify behaviors (Sutjiadi & Prasetya, 2021; Putri & Oktaviani, 2022). Given the rapid progression of information technology, agricultural extension workers must adopt more creative approaches in delivering their counseling materials (Wulandari et al., 2021).

In Indonesia, the delivery of agricultural communication faces significant challenges due to large-scale social restrictions (PSBB) imposed to curb the spread of COVID-19. These restrictions hinder the ability of agricultural extension workers to conduct in-person counseling sessions with farmers. As a result, there is an urgent need for innovative and adaptive strategies that utilize digital platforms to ensure continuous and effective dissemination of agricultural information. Embracing these technologies can bridge the gap created by physical distancing measures and empower farmers with the knowledge and resources they need to enhance their agricultural practices. Through strategic use of social media, extension workers can maintain robust communication channels, promote sustainable farming techniques, and support the overall development of the agricultural sector in Indonesia.

Optimizing the use of technology through YouTube during the Covid - 19 pandemic is a bridge to keep the agricultural communication process going. It is expected that farmers can easily and quickly access information about agriculture. For agricultural extension workers, YouTube can also distribute agricultural extension material more easily and quickly. In just seconds, information can reach farmers and the general public. Data from the web says that YouTube is the most used media in Indonesia after WhatsApp. As the following data: the average time used by Indonesians for Youtube is 26.4 hours per month. YouTube is the first social media choice for Indonesian people to watch videos for Indonesians, which is 96.9%. The potential of YouTube to be used as an advertising medium is the first number for social media in

Indonesia, which can reach 139 million Indonesians and 67.9 percent of internet users in Indonesia are watching YouTube channels (Supadiyanto & Murti, 2022)

The YouTube content studied is the content on Konjac cultivation in Indonesia. This is in line with a special appeal from the President of the Republic of Indonesia Joko Widodo, who said that the development of agricultural commodities continues to be expanded to boost the economy. Konjac became one of the agricultural commodities requested by the president of the Republic of Indonesia to be thoughtfully developed (Karo et al., 2021). These commodities are considered to have enormous development potential. Konjac can be a new commodity that provides added value for Indonesian farmers. The Konjac market is still huge in the world. In addition to maintaining the production of these commodities, Jokowi instructed Konjac to continue to be developed so that it can produce products with added value, both domestically and for export abroad. Indonesia is serious about cultivating Konjac crops to improve the welfare of farmers and make a leap so that the agricultural sector has a more significant contribution in moving the engine of economic growth.

Konjac has become an export commodity in Indonesia. From 2016 to 2019, the trend of Konjac sales to the export markets continued to increase. Konjac exports in 2018 were recorded at 254 tons, with an export value of Rp11.31 billion to Japan, China, Vietnam, Australia, and others. In the first half of 2021, Indonesia's export of Konjac commodities reached 148,000 tons. This figure has exceeded the number of exports in the first half of 2019 with 57,000 tons. The number of Konjac commodity exports in the first half of 2021 increased by 160 percent compared to the first half of 2019. The main destinations for exporting Konjac commodities are China, Vietnam, Thailand, and Japan. In Indonesia, there are already several processing centers for Konjac flour today, such as in the area of Pasuruan, Madiun, Wonogiri, Bandung, and Maros (Riptanti & Irianto, 2022).

But over time, the issue of falling Konjac prices for farmers has become a problem in itself and has made the enthusiasm to make Konjac the main commodity, as the president's appeal, has become the talk of YouTubers and Konjac farmers on social media. As mentioned by online media, the decline in Konjac prices is due to too many farmers producing Konjac, rogue exporters, and Indonesian Konjac loss in quality against exporters from Vietnam. Most of Indonesia's Konjac is to meet the export market. Konjac that has been shaped into chips (slices of Konjac that have been dried) was exported directly from Indonesia to the Chinese market. In the future, there was a case of Konjac jamuran cripic because it was less dry in the drying process, which led China to ban or stop the import of Konjac chips from Indonesia. The export of Indonesian Konjac chips to China has been suspended since June 1rst, 2020. Only five to twenty Konjac chip-producing factories survive and can export abroad. These five Konjac factories were eventually able to ship to China but had to go through Thailand. In addition, the price of Konjac is to be down because China itself is harvesting Konjac as well. So the price of Konjac in China also dropped dramatically. Previously, parts of China were hit by earthquakes and floods that destroyed agriculture, including Konjac crops.

Meanwhile, in 2020, Konjac plants in China have risen again. Since then, entrepreneurs in China have prioritized Konjac's domestic products (Davie et al., 2021).

Meanwhile, in another region, the Government of Madiun Regency, East Java, encouraged the central government through the Ministry of Agriculture and the Ministry of Trade to set a benchmark price of Konjac, which was falling. Determining the benchmark price for harvesting Konjac tubers aims to protect Konjac farmers in Indonesia, especially Madiun Regency, from losing money. Madiun Regency has been known as Sentra Konjac Regency. In a year, Konjac production in Madiun Regency reached 50,000 to 60,000 tons. Konjac flour is used as raw material for Konjac rice which is sought after by importing countries because it is considered suitable for health. As an illustration of the abundance, Konjac production that is not balanced with the expansion of the market for its exports can be seen in the following data: in 2016 in Madiun there were 1,484 hectares of Konjac land. A year later, it increased to 1,536 hectares, and in 2018 reached 1,568 hectares. In 2019, Konjac's land area experienced a drastic surge to 3,465 hectares. Then, in 2020 it increased to an area of 5,363 hectares (Shenglin et al., 2020). Konjac farmers will continue to grow with the appeal and campaign of Konjac crops as a mainstay export commodity for Indonesia. So, compared with the number of exports and production per year, Konjac plants become oversupply.

As a product, Konjac plants have a bright future. The benefits of Konjac for human health have been studied by Japanese scientists, especially in people with diabetes. 26 patients studied before and after the intervention were included in the analysis. The patients learned (88.5%) were obese, and more than half had concomitant hypertension or dyslipidemia. Most patients received at least two antidiabetic drugs; many took metformin, dipeptidyl peptidase-4 inhibitors, and sodium-glucose transporter two inhibitors. The study concluded that active consumption of Konjac or processed Konjac products could improve blood glucose control and increase blood HMW-adipo levels in Japanese patients. All the foods used in the study are available in Japan and China, where Konjac is commonly consumed. Even in European countries and the United States, Konjac pasta and desserts are readily available (Ueno et al., 2023).

Based on the preceding data, this study investigates the message construction employed by Konjac farmers on Indonesia's YouTube channels. Specifically, it examines how these messages pertain to the planting, maintaining, and harvesting processes of Konjac. Additionally, this research aims to identify solutions to the challenges faced in Konjac cultivation in Indonesia and proposes actionable strategies for the government to mitigate these issues. Furthermore, the study delves into the current state of Konjac exports, highlighting both the opportunities and obstacles present in the international market.

The findings from this study are expected to offer valuable insights for various stakeholders, including farmers, policymakers, and marketers. By understanding the communication dynamics within the Konjac farming community, stakeholders can develop a robust communication model that enhances the overall cultivation and marketing practices. This model will not only support local farmers in optimizing their

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production processes but also lay the groundwork for establishing a strong international presence for Indonesian Konjac. Ultimately, this research aims to contribute to the sustainable growth of the Konjac industry in Indonesia, fostering economic development and positioning Indonesian Konjac as a competitive player in the global market.

LITERATURE REVIEW OR RESEARCH BACKGROUND
The Role of the Internet and Social Media among Farmers
Farmers in the UK have been the subject of research on the impact of the Internet and social media. Thirty farmers who operate farms in a range of soil types were interviewed by researchers. Some ranchers, farmers, and farmers who operate in agriculture with a blend of conventional and agroecological methods have arable land. The farmers who were questioned were dispersed across the UK. The purpose of the conversation is to learn more about how farmers apply for and access education. Two focus groups that followed the interview helped to further consolidate the information gathered by talking about ways to study with friends. The findings indicate that farmers in the UK confront a number of difficulties as a result of the abundance of activities and events intended to encourage knowledge sharing among their peers and participation in collaborative learning initiatives with other scholars. A farmer's motivation to participate in these activities may be reduced by factors like the cost of attending conferences and courses, as well as the distance and time required for farmers to give up their activities. This may hinder the adoption of innovative agricultural practices.

Limitations on using information technology and social media, such as a lack of free time and access to quick and dependable internet connections, make them difficult to use. However, it is believed that the internet and social media are becoming more useful in allowing farmers from all over the UK to share their opinions and experiences, successes and failures, as well as to create online communities that support the spread of knowledge and innovation, not just for farmers in the UK but also for farmers around the world (Bos & Owen, 2016).

Prior to the creation of the internet and social media, researchers from Nigeria remarked that agricultural journals had proven to be a successful form of knowledge exchange, particularly for introducing new technologies (Azumah et al., 2018). Agricultural publications are helpful for informing literate farmers about new information. Only farmers with a college degree and upper secondary education can access the data. Currently, a lot of farmers use social media, which is thought to be more accessible and less expensive.

According to the numerous videos submitted by various users, YouTube is a well-liked social media site where young farmers and agricultural professionals look for information on agricultural breakthroughs, emerging technology, and specialized skills. The second-largest search engine and third-most-visited website on the Internet are both YouTube. Particularly in industrialized nations, about 94 percent of farmers use cell phones. In the early morning or late afternoon, farmers are more likely to be discovered on YouTube. 95.10% of YouTube subscribers fall into the 25–34 age group, which is the

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youngest demographic. 2,362 people, on average, watched videos that lasted more than 3633 minutes. Additionally, it has been viewed for more than 5,25,600 minutes since it was first uploaded (Gauba et al., 2017). It was determined that the YouTube channel contributes to increased agricultural knowledge, increased innovation, and improved technology, which all help to raise agricultural output and income.

YouTube has an impact on the lives of farmers and other individuals. However, social media also has a detrimental impact, as demonstrated by Akram and Kumar's research on how social media affects numerous aspects of life, including health, business, education, and society as a whole. Their study's findings stated that social media can be used to spread a doctor's prescription to friends, family, and coworkers, which has a good impact on health. However, social media can also have a negative impact: if you upload information that is false or insufficient, you risk receiving an erroneous diagnosis for yourself. While social media has a positive effect on business since it helps organizations promote themselves globally, create relationships with customers, and better understand their needs, While the negative impacts include: the existence of internet users who express their emotions and criticize the information broadcast; unfavorable comments that express dissatisfaction; and damaging customer negative evaluations; a lot of stuff is posted, which causes the Web to be congested. Social media allows for easy communication between students and the quick sharing of knowledge, allowing for the adoption of educational advantages. Access to knowledge, learning, making necessary changes, and sharing with others are all made simple for students. Sharing of knowledge becomes easy, and self-development happens. While the drawbacks of social media in education include that students rely more on the Internet and social networking sites for information, they have less touch with real people, and they are less able to create relationships, these drawbacks are making the industry less and less satisfied. Loss of motivation in students from relying on virtual tools instead of increasing more sensible learning from the real world. Use of specific sites that affect mental as well as physical health. In short, social media can share content, images, sounds, and recordings, changing society's lifestyle (Akram & Kumar, 2017). This also applies to farmers. There are positive and negative impacts on them due to YouTube exposure.

Content Analysis of YouTube Farming
Ford and Moore conducted research on the YouTube platform and sampled five different channels. There are more than 2 million subscribers to the account understudy. More than 500 million videos in total have been viewed on its content, which promotes agricultural and scientific communications. The investigation came to the conclusion that the most watched videos on the platforms looked at were those with a sentimental theme. In light of the fact that information about friendship, irritation, and casually delivered messages greatly boosted the percentage of viewers, the researchers reasoned that viewers favored sentimental content in the category of "emotional" content. The researchers discovered that 80% (n = 16) of the YouTube videos tested

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featured videos with details about the agricultural business embedded in them. messages with a unique perspective. The topic of managing crops and cattle is one that is typically exclusively covered in videos with emotive themes and product nutrition discussions (Glover & Poole, 2019).

The role of agricultural videos in farmers' education
The audience's interpretation of the message posted on YouTube is not always the same. Researchers from Ghana employed a qualitative approach to investigate a particular audience group inside a particular cultural environment in order to determine the components of social systems produced from speech acquired from the media. The researcher claims that since numbers can't quantify sense, the act of constructing meaning necessitates a qualitative explanation. The findings demonstrated that farmers can benefit from social media access to virtual-based extension concepts such as cyber extension by listening to radio, watching YouTube videos, watching television, and reading digital newspapers as well as newspapers (Tomaselli & Tomaselli, 2021). Social media platforms including YouTube channels, WhatsApp, SMS, cyber extension, and other social media platforms can be used by agricultural extension workers to educate farmers broadly. Why should YouTube be taken into account while spreading messages? Researchers from Indonesia make the point that anyone can broadcast news on YouTube in this article. Even people who are not members will find it reasonably simple to use the YouTube website. Users will view the YouTube main page when they visit the YouTube website. The primary entrance into the YouTube universe is the home page. It includes recently viewed, promoted, and highlighted videos together with a small number of extra links, navigational features, and appropriate advertisements (Zhou et al., 2016). Thus YouTube is famous, including for educational media.

The expansion of communication networks through social media, such as YouTube, has many benefits, including the availability of sustainable information with virtually limitless information, more accessible and quicker access to information, savings in costs, time, and energy due to the elimination of the need to schedule meetings between farmers and agricultural extension, accessibility from anywhere at any time, and customization to the needs of each audience (Biddinika et al., 2019). YouTube videos can help farmers further their education. Despite the benefits of social media communications, such as YouTube, there are disadvantages. Because everyone has the same freedom to share information over the internet, social media is susceptible to fake news posted by irresponsible people (Kirkpatrick et al., 2021)

Tanzania is the site of research on farmer information dissemination. The villages examined in this study were chosen on purpose. In order to collect and analyze the data for this study, a mixed-methods approach was used, combining qualitative and quantitative techniques. The study determined the extent to which extension agents and religious authorities informed farmers about agriculture. According to the study's findings, 33.3% of farmers get updates on the industry once a year. Social media is the other method. Access to extension agents that assist farmers in choosing the best crops,

land, labor, livestock, capital, and management practices. The availability of agricultural information may boost agricultural output. The findings also indicated that the majority of farmers, or 97.8%, believed that insufficient funding was the primary cause of failure. A lack of information centers, political interference, and a shortage of energy were all highlighted by farmers as factors that prevented the effective distribution of agricultural knowledge, according to 87.8% of farmers, 86.7% of farmers, and 84.4% of respondents. Another issue farmers have mentioned that makes it difficult for them to receive agricultural information is the absence of an information center. The most important factor in increasing agricultural productivity is research and extension services. Farmers also claim that political leaders are a factor in the issues they encounter. The biggest obstacle to agriculture is the political involvement that has made it difficult for people to think rationally. In many African nations, political meddling obstructs the spread of pertinent agricultural knowledge among small farmers. Information has been made possible thanks to cell phones and other electronic gadgets. Researchers advise governments and other private parties to collaborate in order to reduce obstacles preventing farmers from accessing agricultural information by allocating sufficient cash (Smidt & Jokonya, 2022).

METHODOLOGY

The content analysis method along with qualitative research methods was employed in this study. Present-day content analysis applications demonstrate three distinct approaches: traditional, guided, and summative. All three methods follow the naturalistic paradigm and are used to interpret the significance of the text data's content. The primary distinctions between the methodologies are found in the data analysis, coding scheme, and place of origin of the code. In traditional content analysis, the encoding category is obtained directly from text data. In a directed method, the starting code for the analysis is guided by a theory or pertinent research findings. Following the comparison and counting of keywords or other content, summative content analysis interprets the underlying context (Mukumbang et al., 2021).

Human artifacts found in YouTube films were the subject of the analysis. On the YouTube account, the researcher did not communicate with the informants. Researchers looked at both audible and visible YouTube account data. After that, scientists carried out both explicit and implicit content analyses. On YouTube videos, explicit information seems transparent and recognizable. Contrarily, as implicit data must be interpreted and is frequently subjective, it must be reexamined through discussion groups that concentrate on the implicit data that the research team discovered. By concentrating more on implicit data in terms of context, surrounding words, and relationships, the content analysis adopts a more comprehensive viewpoint. Comparatively to conceptual content analysis, relational content analysis has a different focus. The context will be included in this analysis, as the relational study evaluates the connections and links between other concepts rather than just looking at the numbers (Riley & Robertson, 2021). The correlational analysis looks at the relationships between

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the terms in the YouTube video under investigation, groups them by identifying themes, and then interprets the results. Emotional, cultural, or environmental elements are used to obtain facts.

This study looked at 30 YouTube videos on Konjac plant cultivation and commerce that were specifically chosen based on three criteria. When the issue of falling Konjac prices becomes more widespread in Indonesia in 2022, the selection criteria will be based on the number of subscribers, watchers, and the time the video is broadcast. With the use of the tools found on the website https://anthiago.com, videos are converted into written content. Checking and rechecking perspectives among the research team and the discussion participants is how the research process is carried out. Researchers having access to the Internet should keep creating more rigorous study techniques with guidelines that take into account the mobile and interactive elements of the Internet (Uy, et al., 2010). After acquiring the information from the 30 YouTube accounts, the initial code was created by identifying essential ideas. code list that was assembled using the framework. Following code collection, Konjac, government, and export codes are examined. The study was carried out again for a focus group discussion (FGD) with senior farmers, instructors at SMK Pertanian, and employees of the Indonesian Ministry of Agriculture in order to validate the implicit data purpose.

RESULTS AND DISCUSSION

Table 1: The video examined (Author Doc, 2021)

Account Name	Subscribers	No of the Videos Studied
Konjac Sultan Medan	19.000	4
Konjac Indonesia	2.000	3
Petani Milenial Nusantara	15.700	3
Serba Serbi Informasi	13.400	3
Teori Pertanian	33.700	2
Paidi Konjac Official	203.000	3
Envir Agro TV	184.000	3
Aksara Agro and Farm	208.000	2
OMG Solo Konjac	202.000	3
Tunggul TV Konjac	206.000	2
Sarjana Tani	453.000	2

Konjac plant in Indonesia

Konjac was the subject of this research up until it was used as an element of communication on the research object and integrated into the first code, decrypted using 5W + 1 H. In the first ten videos, the terms are mentioned 144 times; in the second ten movies, 150 times; and in the third ten videos, 144 times. In the 30 videos we reviewed, Konjac's statements were mentioned 338 times in total. About 12% of the 30 videos' overall word count was examined. There are 27,546 words in the entire text.

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Despite the small percentage, the data indicated the Konjac farmers' current situation in Indonesia.

The detail is decomposed through 5W and 1 H (What, When, Where, Who, Why, and How), as below:

What

"The staple food of the future."

"Planting Konjac relies on rainfall while the rainy season is uncertain in some places."

"From one Konjac tree can produce 40 frogs (Konjac seeds) so that in the second season, farmers can add other Konjac trees as many as 40 trees."

"The growth of Konjac from tuber seedlings will produce tubers weighing 10-30 kg. Konjac shoots can produce two buds."

"Dormant one tree can produce 5-6 large and small frogs. "

"Konjac entering its dormant period begins with the color of the stems and leaves that have begun to turn yellow, and the STEM began to collapse, frog fruit has begun to escape from the tree stalk."

"Konjac flour can be in the form of starch and fiber."

"There are 21 actual derivative products that can be processed, the more downstream the value, the more it has added value."

"Konjac tubers have entered the food market in addition to cosmetics.

"Patiently waiting for the Konjac processing plant open in each area."

"The year 2020 Konjac is very promising at a tempting price."

The construction of Konjac said in the YouTube video illustrates the great hope in plants that are considered promising for farmers' future and the Indonesian nation's future. Indonesia is fertile with a lot of rainfall every year, making Konjac a mainstay plant. The ability to process Konjac from tubers into derivative products is a challenge. Konjac farmers were happy with the high selling price of Konjac which then decreased in late 2021. How Konjac is told as a plant that can continue to be cultivated without rebuying seeds becomes a good agricultural product. Like previous research, farmers often have difficulty finding funds for seedlings after their crops run out to cover the cost of living (Yunus et al., 2021). The statements on YouTube above can be trusted because the information of extension workers and farmers meet on social media, as mentioned by researchers from India who stated that most extension workers use mobile phones to seek the participation of farmers and services stakeholders (Albizua et al., 2021).

With qualitative content analysis research methods, this study has been tested with the characteristics of content analysis involving three main phases: preparation, organization, and reporting results. Code findings: this Konjac has been examined and can be generalized or transferred to other groups. In this case in the group that is a participant FGD.

When

"Planting Konjac must be at a certain time that becomes the season."

"Each region has a different Konjac's planting season."

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"At the age of 6 months, Konjac from dormant can be harvested."
"Planting Konjac can start from October or November, at the beginning we plant. In July this year, there is planting too; it lasts until February in November. So until February, it was a vegetative period."
"The enlargement of Konjac tubers began from February to March."
"The harvest period of Konjac in May-June."
"Konjac farmers plant in late October when the rainy season comes."

When Konjac is planted and harvested is seen in the explicit data above. It is illustrated that farmers must be observant in agriculture to know the time. Planning in managing Konjac is the key to successfully cultivating this Konjac planting. (Chakma et al., 2022) mentioned that YouTube has helped farmers provide this information. The rapid development of technology makes all access to relationships and networks between people and has no boundaries of space and time through social media Konjac's farmers should understand this to manage their farms to the maximum. The community must look at their area's soil condition and rainfall when deciding to plant Konjac. Konjac information on YouTube can inspire farmers to plant Konjac immediately. As (Soukup, 2006) have pointed out that audiences are active creators of meaning concerning the text. They bring their existing cultural competencies to them and work on the importance they capture on Youtube differently). According to (Prayoga, 2017), there is still a stagnation of innovation in the delivery of agricultural information, so creating a video conference (webinar) is expected to help farmers in crop management and dealing with pests. This mode of communication will combine research institutions, extension workers, academics, farmers, and other stakeholders (social media and counseling).

Where
"Konjac which is planted at a depth of 12 meters above sea level is included in very low calorie"
"Konjac throughout Indonesia is uneven depending on their respective regions. If in Lombok NTB, it is also uneven, usually the hotter the drier the dormant first"

The word where for the Konjac plant above does not always indicate the location and in what depth of soil depth. There is a particular technique that considers the height of the land location and the depth of the Konjac plant when it is first planted. The YouTube accounts were studied from various regions of the planting location. YouTube videos reviewed are videos from various areas in Indonesia that represent the center of Konjac in Indonesia, such as Madiun, Purworejo, Sumatra, West Java, Lombok, and Bali. Almost all land in Indonesia can be planted with Konjac, but Konjac maintenance procedures are the key to the success of farmers, especially in maintaining the quality of crops with export quality. Farmers only have the spirit of planting without maintaining the quality of the tubers and the process of managing them into Konjac chips that can play in the global market. Coggins et al told how it is not easy to change the behavior of small-scale

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farmers by using Digital Extension Tools (DET) on African, Asian, and Southeast Asian farmers, who are respondents to their research. Det has weaknesses found by researchers such as; Det tool is not known by farmers; Det difficult to understand in the language of local farmers; Det provides information that is not relevant and not trusted by farmers (Coggins et al., 2022). The first time, DET was provided to help extension workers represent the government. Although considered to be an advanced technology that farmers can access, the message from the government is not achieved through the use of DET. From this study, it can be learned that technology does not guarantee farmers' trust in the government. Farmers more need willingness and good understanding from the government.

Who
"The Coordinating Ministry for Economic Affairs coordinates Konjac processing to establish Konjac network development clusters, together with the Ministry of Agriculture in terms of raw materials and also technology injection from the industrial side."

The speakers on this YouTube account are all men. According to (Shisler & Sbicca, 2019) research, agriculture discussion in social media has been male-dominated from age between 30 and 40 years. They access their social media through their mobile phones Konjac farmers are assumed to be all men, but who should pay attention to these Indonesian farmers connected with the culture in Indonesia, where these men become the primary breadwinner so that the success of Konjac cultivation becomes the hope of all family members. Therefore, the development of Konjac cultivation needs several ministries' involvement, not only the Ministry of Agriculture but also in the world of industry and technology. What is happening in Tanzania can serve as an example for Indonesia that agriculture provides the needs of 85% of exports, employs 85% of labor, contributes 75% of the country's foreign exchange income, and contributes about 25.8% to the national Gross Domestic Product, although in Tanzania agriculture is dominated by small-scale farmers. Still, they can make money according to the expectations of farmers (Siyao, 2012). At least three ministries coordinate to assist farmers, namely the Ministry of Agriculture, the Ministry of Trade, and the Ministry of Industry, and if it can be supported by the Ministry of Foreign Affairs to facilitate export markets.

Why
"Many Konjac farmers are sluggish. There is no significant innovation, even though the need for export is increasing."
"Be selective in social media in finding information, especially the cultivation of Konjac"
"All Konjac farmers are expected to unite, communicate with each other, and strengthen farmers."
"It was the first time in the world of Agriculture that also went directly to Konjac"

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"The registration of Konjac Gardens is one of the requirements so that Konjac we have can be exported abroad by the results of the MOU between the government of Indonesia and China through the Ministry of Agriculture"

"Stay optimistic for Konjac farmer's friends. Please do not be pessimistic."

"Konjac prices fell related to the pandemic, second: related to export regulations. The farmer was disappointed."

"Konjac products that have been processed have added value."

"Konjac has its own fertilizer needs."

"The Konjac must be treated to not fail the harvest."

"BRI often disburse credit or give credit directly to farmers but farmers abuse credit."

The data above shows the weakness of farmers in managing their business. Their morale decreases when the selling price of crops falls, adding to issues on social media that are not necessarily true according to the facts. Trusting the government is an essential key for the farmers. Contrary, the Government should also express its willingness to protect farmers. And the other hand, farmers are not adequately prepared to handle their finances. When there is a credit facility, it becomes even more problematic for farmers and banks that provide credit. In market prospect, Konjac (Konjac) is a plant product containing glucomannan (KGM), a hydrocolloid polysaccharide of dietary fiber isolated from the tubers of amorphophallus konjac. Purified KGM has been offered as a food additive as well as a dietary supplement in many countries. Also, diets containing konjac flour or KGM are considered healthier, and these foods are popular in many Asian and European markets (Coggins et al. 2022). No doubt, the market for Konjac is in Asia and Europe.

The Indonesian government needs to put into practice the theory of diffusion of innovation and social marketing, as mentioned. The Theory of diffusion shows an important attribute of innovation, namely, showing the advantages of Konjac products that have been processed, and tried on a small scale, taking into account the cost of course. Conducting social marketing, using marketing principles to influence audiences to voluntarily accept, and modify Konjac for the benefit of individuals, groups, or society, and lead to sustainable behavior change (Devaraj et al., 2019)

Information about Konjac on YouTube can also be wrong, as research by (Kirkpatrick et al., 2021) is dedicated to researching vaccine and measles information on YouTube. YouTube has been used to inform and misinform the public about the safety of vaccines related to health threats such as measles and COVID-19. The government needs to observe YouTube content, which can lead to misinformation about agricultural products. (Cinelli et al., 2020) mentioned that the negative effect of social media is if people use social media for bad purposes. There is a potential that YouTube can also be a place to attack the government with the confusion of information delivered.

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How

"The first Konjac processing is entered into the kompayer, then into the washing machine. After it goes into the automatic cutting machine, then it is dried using an automatic turbo.

Do not forget to sanitize the tree. Cleaned of contaminated Konjac trunks. So that it is not contagious."

"Sanitation and cleaning effective way to be able to maintain Konjac."

"Drainage is also important for Konjac cultivation."

"The concept of integrated production house as an effort to equalize the quality standards of chip production people and Konjac flour."

"Konjac flour and Chips should meet the rules of food safety and quality standards for export."

"The development of Konjac processing centers through a special allocation fund mechanism and middle-class industry of Konjac processing assistance also improves technology and production facilities."

"Gradually we can build Konjac flour due to the market demand, which will involve exporters and large industries."

"The funding facility for Konjac farmers in East Java is equal to 50 trillion."

These parts of the How are the solutions to the problems that exist in the Why. Implied from the statements above that. Konjac became popular among farmers and the general public, due to campaigns from the Minister of Agriculture on social media and supported by the President. This motivates farmers and ordinary people to plunge into Konjac farming without providing complete information, ranging from breeding, planting, and maintaining effective Konjac crops and marketing its products that rely on the majority for export to certain countries. The amount of Konjac harvest production is abundant, causing an oversupply of raw materials such as Konjac tubers. Public expectations of the success of this Konjac cultivation are very high, but it is felt that the assistance carried out by the government is still very limited. As mentioned in the research report by (Agha et al. 2018) that the absence of Information Centers for farmers affects agricultural productivity. Referring to research on information in Asia, the dissemination of information and technology using agricultural extension methods based on social networks, especially utilizing the farmer's trainers themselves to be trainers through demonstrations in the field, has been effective and provides input for government policy decisions (Minh et al., 2010; Agha et al. 2018).

The implementation of education for farmers can be supported by Youtube trusted extension workers as mentioned by (Irungu et al., 2015) repackaging agricultural information using audio-visual can be effective in this era of technological disruption (Abeysinghe et al., 2021). While in China, there are various ways in developing, disseminating, and managing Agricultural Information Services. Service mechanisms can be categorized into three types: government-conducted, market-driven, and support from the community itself. In this analysis, it is seen that Indonesia needs to pay

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attention to services to farmers, which can be done in different patterns in each region. Currently, Indonesia is still predominantly dependent on the government. The government needs to make market information clear and motivate farmers to be independent. Farmers are trained not only in farming skills but also in mindset as agricultural entrepreneurs. They need to learn how to access overseas markets for export and not rely on the government's helping hand. Government regulation should be able to support the sustainability of agricultural enterprises, including Konjac farmers.

Government Policies related to Indonesian Konjac Plants
This word is used as a second code considering its role in policy-making and participating in providing support as a solution to existing problems. The number of words "Government " is as many as 23 words, which means only 0.8 % were mentioned in the videos studied. This word was chosen to be the code, because of the fierce Konjac campaign to cultivate Konjac from the government and the comments of farmers who blame the government.

An explicit meaning that addresses the code: Government.

"It is increasingly clear and clear that the government is not ready to face global trade."
"The government, which was originally heated the spirit of planting Konjac, when the price of Konjac tubers fell freely, could not do anything. We hope this man is not like any other farm. But get ready for the price to plunge."
"Government support must be intensive to find a breakthrough to diversify Konjac-based products and markets "Good luck and farmers do not be disappointed again."
"The government should have anticipated this extraordinary surge in Konjac production from the beginning is associated with market limitations that result in free fall prices."
"The government is currently trying to do the best for farmers but we as farmers must also be smart to innovate and do not expect too much from the government, we also have to find a market and develop products from Konjac."
"To the government so that the price of Konjac is better than last year, yes, hope like this for possible mass calculation for the price raised how safe point."
"It can be exported abroad according to the results of the MoU between the government of Indonesia and China through the Ministry of Agriculture and the CEO of China."
"The commitment of the local government because to build a center through this special allocation fund, the region must have a clear Central development pattern, then there is a strategic plan, then the business plan"
"We need to coordinate well with Bappenas and then with the Ministry of Agriculture and the regional government."
"Building a local government ecosystem."
"Being a government program about Konjac becomes a solution for the welfare of the people."
"The government subsidizes credit in the sense that we cannot be indiscriminate."

The underlying meaning of the YouTube account was understood from the above-mentioned extensive data to mean that different public reactions to price variations in Konjac While some farmers are dissatisfied, others advise them to be independent and open to new ideas. Farmers who have a positive outlook are more likely to succeed in their education; they need to be mentally ready and avoid blaming government regulations in favor of striving to discover answers. If the farmers are right, breakthroughs and innovations brought forth at their own initiative should result in Indonesia becoming more advanced. The mindset of farmers who need to be strengthened by their independence is looking for a way out of the existing problems.

The level of education of farmers is also limited. Still very minimal, the number of farmers with undergraduate education, the majority of their high school education to under 22. A proactive attitude is also suggested to farmers and academics; if there is a strong relationship between academics and farmers, farmers can be freer to voice the issues and problems they experience in academics, and even academics can help promote innovative technologies and agricultural practices so that they become land for academics in their research. 11. Bachelor of Agriculture in Indonesia generally do not become farmers, usually, they are in the city and make a career in other professions, such as banking or being a journalist.

Export of Indonesia Konjac
The number of words "export " on the video studied was 0.14 percent only. Very few numbers, if compared with the target of this Konjac plant are for export. Especially in the form of chips.

The explicit sentence is listed as follows:

"How is the government's performance in managing Konjac exports?"
"The result will be maximum. For export, selling is tasting with the oven, not with the sun."
"Konjac is 23.35 percent down from previous exports in 2016 to 2020 by 40 percent. The largest exporting countries are China then Thailand and Malaysia. The Total value reached 6, 7 percent or 13.8 million US dollars. "
"One of the problems is the issue of Civil Aspects in society. There is no adjustment if exports to the country stop."
"In addition, export data is still mixed with other tubers so that it is not known exactly export data Konjac. Provincial planting data shows an increase in East Java, Central Java, North Sumatra, South Sulawesi, and DKI Jakarta."
"Only four countries officially accept exports, namely Belgium, Korea, Myanmar, and Japan."
"For this reason, it is proposed that the search for a solution be associated also with the ambassadors and together with the staff living in the country. The proposal must be in accordance with applicable regulations and also related to quality assurance and food safety assurance through the exporter registration scheme."

"In addition, it is proposed that the product is not incorporated with other products. In addition, it is also necessary to think about the need for a name, brand promotion because often products are sold again by Japan with a different name but a higher price."

"The need for understanding and ideas about exports."

"It is also necessary to export Konjac products that have been processed to provide added tilapia."

"Register the Kebon Konjac that we have to the nearest district or city Agricultural Office so that the production Konjac that we have can be accepted by the factory and export value."

"The benefits are so extraordinary that it enters the export market, the use for foodstuffs."

"Konjac prices fell related to the pandemic, both related to export regulations."

"Hopefully in 2022, this regulation on exports will be facilitated by the relevant parties."

"This exporter is a cofactor of Konjac processing SMEs and course in cooperation with universities and R & D agencies and its center with large industries and exporters partnerships"

The lack of government readiness in Indonesia to deal with international Konjac market links is implied by the word "export." Some believe that government regulations make it challenging for farmers to expand their international markets. The export potential of this Konjac product has not been supported by the agricultural environment. To help farmers and maintain steady prices, the government can collaborate with academics to identify answers. The government cannot solve this issue alone; farmers must also be made aware of the need to transform Konjac plants into high-value products. Academics can help establish networks with other nations about the availability of Konjac derivative products, particularly glucomannan, which has the potential to be an exceptional Indonesian product for food, beauty, and health. According to research conducted in Indonesia (Salampessy, 2022) on vegetable growers in Cianjur, West Java, there is no issue with agricultural information. This demonstrates that in order to assist farmers in making transaction decisions and marketing their goods, the administration of price information and agricultural marketing information from the government needs to be upgraded once more through applications that farmers' mobile phones can access.

It is suggested, based on the three codes chosen and examined in this study, that there exists a model of communication between related parties, such as farmers, extension personnel, universities, exporters, and governments, who collaborate with one another in a mutually supportive ecosystem, so that farmers can be optimistic about managing Konjac cultivation. However, to remain competitive, farmers must adopt a strong entrepreneurial spirit, look for market breakthroughs abroad, be creative, and maintain the quality of their product processing. Instead of considering the market for Konjac plants holistically, only concentrate on quantity and your own personal profit

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mindset. The government can work with farmers as partners and frequently engage in conversation to facilitate engagement. In order to help the welfare and health of the Indonesian people, we are looking for ways to brand Konjac products created in Indonesia independently and without relying on other parties.

CONCLUSION

According to the YouTube video of the account under investigation, Indonesian farmers appear skeptical about the viability of konjac farming. Concerns are raised about the ability of these farmers to produce high-quality chips that can compete in export markets. To address this, the Indonesian government must explore innovative strategies to transform konjac into high-value, marketable goods. Farmers growing konjac need an innovative approach and market-opening support, relying on the government to facilitate international market access. This collaboration should include mutual trust, academic support for processing konjac into derivative products, and effective branding strategies.

This study recommends implementing a communication model between the government and farmers through YouTube accounts managed by extension workers. These accounts should invite farmers to participate as resource persons and open public spaces through regularly scheduled webinars, making them permanent events. The content should encompass plant maintenance, pricing, and product marketing education to empower farmers, reducing their dependence on intermediaries who might manipulate market prices.

Webinars and YouTube can effectively facilitate communication between the government and farmers, especially given the widespread accessibility of mobile phones. Extension workers should continue to produce warm, friendly video content, opening future discussion spaces by inviting successful farmers and agricultural entrepreneurs. Exporters should also be involved to ensure the products meet global market standards. Regularly uploading these activities on YouTube can maintain engagement and provide ongoing education.

However, this study has limitations. It cannot predict the future of the konjac market in Indonesia. With fewer farmers growing konjac and reduced export supply, prices might stabilize, but the government's credibility in supporting konjac farmers remains questionable, especially for those who have switched from other crops. Future research should apply this qualitative content analysis method to other agricultural issues, using YouTube as a foundation for branding Indonesian products in the global market.

BIODATA

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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.*

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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

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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

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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.

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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

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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

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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

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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

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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:

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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)

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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

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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

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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,

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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 Jackloth, and the last time we launched a cafe in
Pejaten, Hitauchi, 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)

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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

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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.

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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

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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.

BIODATA

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Strategic Marketing Public Relations for Brand Elevation: A Case Study of the #JacquelleDisneyEdition Campaign

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ABSTRACT

The strategic Marketing Public Relations (MPR) efforts of Jacquelle Beaute, especially through their collaboration with Disney, have significantly enhanced brand awareness. Using the three fundamental Public Relations functions defined by Edward L. Bernays, the brand has effectively communicated product knowledge via digital platforms like Instagram and TikTok, organized engaging events to influence public behavior, and maintained strong public relationships. Key strategies involving publication, events, sponsorship, and media identity have played vital roles. Publications on Instagram and TikTok, supported by beauty influencer reviews, have spread product knowledge, despite challenges in influencer selection. Events, including the grand launch of the Disney Ariel collaboration, have boosted brand awareness by reflecting Jacquelle Beaute's unique characteristics. Sponsorships, particularly targeting young adults in universities, have expanded their reach through word-of-mouth promotion. The distinctive media identity, characterized by sustainable and multitasking products and unique Disney-themed packaging, has made their products easily recognizable. While the research indicates that only four out of the seven MPR tools outlined by Kotler and Keller (2012) were effectively utilized, Jacquelle Beaute's efforts have generally been successful, achieving Brand Recall and Brand Recognition levels of awareness. However, there is room for improvement in influencer selection and pricing strategies to broaden their audience. Overall, Jacquelle Beaute's strategic use of MPR tools, particularly through digital media and well-executed events, underscores the importance of a cohesive approach in building brand awareness.

Keywords: *marketing, public relations, brand elevation, brand awareness, strategic*

INTRODUCTION

In today's highly dynamic digital era, having a robust communication strategy in business is essential to competently compete with other competitors. The competition in the business world continues to intensify, with countless innovations and possibilities emerging, leading to the downfall of some competitors while new ones continuously appear. Every entrepreneur, while building their business, desires to create a product

that is well-received and leaves a lasting impression on potential buyers. This concept is known as Brand Awareness.

Brand Awareness refers to the extent to which potential buyers can recognize a brand, product, or service. It involves understanding what makes the brand, product, or service memorable and appealing enough to win the hearts of potential buyers. According to several articles discussing the importance of Brand Awareness, as cited from Sampoerna University, merely knowing a product's existence is not sufficient to fulfill the components of Brand Awareness. Experts suggest that there are four stages in building Brand Awareness: Unaware of a brand, Brand Recognition, Brand Recall, and Top of Mind Awareness. These stages represent the progression from not knowing the brand to easily recognizing it and finally recalling it instantly when thinking of a product (Sampoerna, 2022).

Achieving op of top-of-mind awareness is challenging and requires various effective strategies. In Indonesia, brands like Odol and Aqua have become top of mind for consumers, even though Odol was originally a German toothpaste brand, and Aqua is a mineral water brand. Their success in building Brand Awareness shows the power of a strong brand (Nadiah, 2022).

For brands aiming to reach every component of Brand Awareness, a solid foundation and appropriate strategies are necessary. Basic strategies include creating eye-catching logos and taglines, leveraging social media, using influencer marketing, organizing events, and more (Redcomm, 2022). However, more complex strategies like Marketing Public Relations (MPR) are also crucial. MPR involves planning, executing, and evaluating programs to achieve consumer satisfaction through effective communication about the company's image and products (Kementerian Keuangan, 2021).

Research shows that brands like Lavergne and PT. Pilihanmu Indonesia Jaya has successfully used MPR strategies to enhance their Brand Awareness. Lavergne utilized publication, media identity, events, and news effectively, achieving Brand Recognition and Brand Recall (Zahidah, 2022). PT. Pilihanmu Indonesia Jaya managed successful events and sponsorships, collaborating with Marketing Business Development to gain promotions and discounts for their events (Marchus and Perdhani, 2022).

One local beauty brand that has applied MPR in its marketing management is Jacquelle Beaute, an indie beauty brand founded in 2015. Initially created to address the lack of suitable eyelid tapes for Indonesian women, Jacquelle now offers a wide range of women's products. Jacquelle aims to empower young Indonesians by enhancing their confidence and knowledge.

In 2021, Jacquelle made history as the first local beauty brand to secure a Disney license. Their collaboration began with the Disney Minnie collection, which included the Jacquelle Complete Me! Face Palette. This product, containing multiple makeup essentials, simplifies the user's experience by providing everything in one package. The collaboration process took 1-2 years, ensuring product safety and environmental friendliness. Despite being sold only in Indonesia, the collection attracted international beauty enthusiasts due to its affordability and quality (Liputan 6, 2022).

Jacquelle received positive feedback for its Disney collaboration, evidenced by enthusiastic comments on its Instagram account (@Jacquelle_Official). This collaboration strengthened Jacquelle's position as a leading young cosmetic brand in Indonesia, aligned with the #PositivelyMinnie campaign's goal of building a better generation of young Indonesians (Koryonda, 2021). In 2022, Jacquelle earned recognition from MURI for entering the international market, the first Indonesian beauty brand to secure a Disney license (Marici, 2022). Jacquelle's other products also received awards, including Best Makeup Tools from Sociolla Awards 2022 (Larassaty, 2023).

Jacquelle Beaute's success in international collaborations, particularly with Disney, and its strategic use of MPR to enhance Brand Awareness make it a compelling case study. This research aims to analyze how Jacquelle Beaute's #JacquelleDisneyEdition collaboration boosts their Brand Awareness through strategic Marketing Public Relations.

LITERATURE REVIEW OR RESEARCH BACKGROUND

In this section, the researcher references previous studies to enrich the theoretical framework and thought process behind the current research. Given the importance of the research topic, numerous studies have explored similar areas. However, the researcher ensured there were no identical titles to avoid redundancy.

This research will examine the Marketing Public Relations strategy employed by Jacquelle Beaute to enhance Brand Awareness through the study titled "Analysis of Jacquelle Beaute's Marketing Public Relations Strategy through International Collaboration in Enhancing Brand Awareness (Case Study: #JacquelleDisneyEdition)." The researcher will utilize five similar research journals for reference.

The first relevant journal is titled "Marketing Public Relations Strategy of PT. Frisian Flag Indonesia in Building Corporate Image." Vania Angelia (2018) discusses the Marketing Public Relations strategy of PT Frisian Flag Indonesia, using six out of the seven Marketing Public Relations tools proposed by Kotler and Keller. Angelia analyzes PT. Frisian Flag Indonesia's marketing and PR activities, including publication through TV ads, social media, internal publications like the monthly Flagazine magazine, weekly Flag bulletins, and intranet. The company also engages in news coverage, sponsorships for events like Jr. NBA, charitable activities, and maintaining a consistent brand identity through uniforms and event themes.

The second journal, "Lunadorii's MPR Strategies to Raise Brand Awareness Towards Indonesian Local Makeup Brands" by Maria Natasha Liestia (2018), highlights the necessity of Marketing Public Relations strategies for Lunadorii to boost Brand Awareness of local makeup brands in Indonesia. Liestia discusses the use of Kotler and Keller's seven PR tools and the Three Ways Strategy (Pull, Push, Pass). Pull Strategy involves attracting more consumers through extensive advertising, Push Strategy focuses on increasing accessibility and visibility through bazaars and pop-up markets,

and Pass Strategy involves forming positive public opinions via social events and collaborations with beauty influencers.

The third journal, "Marketing Public Relations Strategies to Develop Brand Awareness of Coffee Products" by Tien-Chin Wang, Muhammad Ghalih, and Glen Andrew Porter (2017), explores the challenges of building brand awareness for new coffee brands in international markets like Taiwan. The study finds that for products with low consumer involvement, brand awareness might not significantly impact purchasing behavior, which is more influenced by product quality and type. The study suggests future research should explore the relationship between millennial lifestyles and Indonesian coffee products for international market expansion.

The fourth journal, "Marketing Public Relations Strategy of GreatEdu in Enhancing Brand Awareness in the Digital Era" by Rashel Pitya Sihotang and Liza Dwi Ratna Dewi (2019), discusses GreatEdu's strategies for enhancing Brand Awareness using Thomas L. Harris's Three-Way Strategy. The study highlights incentivizing internal teams, providing useful features for customers, active publication on Instagram, persuasive communication, and prompt responses as critical factors in boosting Brand Awareness.

The fifth journal, "Marketing Public Relations Strategy of Urban Republic in Building Brand Awareness" by Diva Aulia Topan and Gita Widiasanty (2022), examines Urban Republic's PR strategies. The study finds that while Urban Republic's social media efforts have been extensive, they have not effectively built brand awareness for the store itself, but rather for individual brands like Garmin and Apple. The study underscores the importance of social media in targeting urban, tech-savvy audiences, though it notes the need for a more effective implementation of PR and marketing strategies.

Based on these five journals, similarities and differences with the current research can be identified. The shared topic is the exploration of Marketing Public Relations strategies employed by various companies. The differences lie in the specific outcomes and research objects. Some journals focus broadly on the seven Marketing Public Relations tools, while others incorporate broader concepts like the pull, push, and pass strategies.

Public Relations

In recent years, Public Relations (PR) has been referred to as reputation management, perception management, or image management. John E. Marston defines Public Relations as "planned, persuasive communication designed to influence significant public." The Institute of Public Relations defines PR as a planned and continuous effort to create and maintain goodwill and mutual understanding between an organization and its audience (Ruliana, 2014). This implies that PR involves a series of systematically organized activities that are continuous in nature.

According to D.P. Kusanti and Leliana (2018), Public Relations is a sustainable technique of managing efforts to garner positive responses and definitions from

customers, employees, and the broader public. It involves programs that help an organization to understand its environment. Quoting from the book "Public Relations: A Values-driven Approach" by Pearson, PR is defined in terms of "public: any group of people who share common interests or values in a particular situation—especially interests or values they might be willing to act on." Thus, when a target audience has a relationship with an organization, they are considered stakeholders, meaning they have an interest in the organization or issues potentially influenced by it (Marsh and Guth, 2016). Marsh and Guth further add, "The fact is that as long as people are people, they will continue to view the world with differing perspectives."

From these explanations, it can be concluded that PR is a systematically organized and continuous technique of reputation management aimed at garnering positive responses from the public. The public, in this context, refers to a group of people sharing common interests.

The primary objective of Public Relations is to build credibility for a company, organization, or brand. It also aims to increase stakeholders' interest while reducing marketing communication costs to reach the masses. According to experts Grunig and Hunt (2017), the goal of public relations is to create mutually beneficial relationships between an organization and its public through two-way communication, fostering mutual understanding.

According to Edward L. Bernays (as cited in Ruslan, 2016), Public Relations encompasses three primary functions. Firstly, it involves disseminating clear and accurate information to the public about the company's activities, products, or services. Secondly, it aims to directly influence the public by persuading them to change their attitudes, thinking, and behaviors. Thirdly, Public Relations works to maintain harmonious relationships by aligning the actions and attitudes of the public with those of the company. These functions are essential in shaping public perception and fostering positive relationships between organizations and their audiences.

Marketing Public Relations
Thomas L. Harris defines Marketing Public Relations (MPR) as the process of planning and evaluating programs that encourage purchases and customer loyalty through credible communication of information and impressions that align companies and their products with consumer needs and concerns (Ruslan, 2016). MPR is essentially a strategic program designed to attract and satisfy customers by providing credible information and effective communication, thus fostering positive perceptions that align with the company's identity.

Marketing Public Relations serves as a communication strategy that supports all marketing activities, focusing on driving consumers to purchase a company's products or services. This strategy is continuous and integrates with Public Relations activities. For Jacquelle Beaute, MPR is vital for enhancing brand awareness, as exemplified by their #JacquelleDisneyEdition campaign.

MPR combines marketing strategy implementation with PR activities to expand marketing reach and achieve customer satisfaction. According to Kotler (1993), the roles of MPR in achieving organizational goals in a competitive environment include:

a. Raising consumer awareness of new products.
b. Increasing consumer trust in the company's image or the benefits of the offered product.
c. Generating enthusiasm through sponsored articles about the product's benefits.
d. Achieving cost efficiency by reducing advertising expenses in various media.
e. Committing to maximizing customer service, including handling complaints.
f. Assisting in marketing new product launches and repositioning older products.
g. Consistently communicating through PR media about the company's activities and programs, aiming for positive public perception.
h. Maintaining the company's or product's image in terms of quality and service.
i. Proactively addressing potential negative events, such as declining company image, crises in trust, and management or financial crises.

MPR is highly effective and efficient in disseminating messages or information. It employs a persuasive and educational approach to engage the public. According to Rosady Ruslan (2016), the Three strategies to achieve company goals include:

a. Pull Strategy: Attracting consumers through significant advertising and promotions to create consumer demand.
b. Push Strategy: Boosting sales and production to push products through marketing channels.
c. Pass Strategy: Addressing complex marketing processes by influencing or forming favorable opinions to penetrate blocked or protected markets.

Jacquelle Beaute uses seven primary MPR tools as part of their #JacquelleDisneyEdition campaign to enhance brand awareness, as identified by Kotler and Keller (2012):

a. Publication: Utilizing audio-visual materials, articles, brochures, bulletins, company magazines, and annual reports.
b. Events: Hosting special events such as press conferences, bazaars, company anniversaries, seminars, and competitions to attract public attention.
c. Sponsorships: Promoting the company by sponsoring respected events in sports, culture, and charity.
d. News: Generating positive news about the company's products and people, and ensuring media coverage through press releases and press conferences.
e. Speeches: Engaging company leaders in public speaking to improve the company's image.
f. Public Service Activities: Demonstrating goodwill through charitable contributions of money and time.
g. Identity Media: Creating recognizable visual identities such as logos, brochures, stationery, signs, business cards, uniforms, and dressing styles.

Kotler, as cited in Ruslan (2016), identifies several compelling factors driving the need for Marketing Public Relations (MPR) strategies in companies. These include escalating costs of advertising promotions that often outweigh the returns and face constraints in media space. Additionally, fierce competition in promotional activities and media placements further underscores the importance of effective MPR. Rapid shifts in consumer preferences, shaped by a plethora of product options, also necessitate agile MPR strategies. Moreover, declining consumer engagement with traditional advertisements, attributed to their overwhelming and monotonous nature, heightens the relevance of engaging MPR approaches to capture audience attention and foster brand loyalty.

International Collaboration
Collaboration between brands and celebrities who share similar target market segments has proven effective in positively impacting brand awareness and sales (Afifah, 2022). This effect is especially pronounced in international collaborations. International collaboration is essential for addressing complex global challenges. Through such partnerships, countries can mutually benefit and contribute to better global governance. Collaboration between developed and developing countries facilitates access to technology and investment for the latter, while the former can expand markets and find new resources. International collaboration is crucial for tackling global issues such as climate change, international security, and poverty reduction (Rose, 2011; World Bank, 2015).

Cosmetics
The term "cosmetics" originates from the Greek word "kosmetikos," meaning the skill of beautifying oneself. Historically, cosmetics were made from natural ingredients and used sparingly. Over time, with technological advancements, cosmetics have evolved with distinct characteristics across regions. According to the Indonesian Food and Drug Authority (BPOM) Regulation No 23 of 2019, cosmetics are products used on the human body's exterior to cleanse, perfume, change appearance, correct body odor, or maintain good condition, excluding therapeutic or preventive purposes. Overuse of cosmetics can lead to skin irritation, allergies, and other health issues, highlighting the importance of using high-quality products and following usage instructions (Saputra, 2018). Cosmetics enhance appearance but should be used wisely, choosing quality products and understanding their ingredients to avoid adverse effects.

Brand Awareness
Kotler, Keller, Brady, Goodman, and Hansen (2019) define a brand as a unique identification of a product or service that distinguishes it from competitors, encompassing elements such as a name, term, symbol, design, or a combination of these. Keller (2013) further elaborates that Brand Awareness relates to a consumer's

ability to recognize a brand under various conditions, which influences brand recognition and customer memory.

Based on these definitions, it can be concluded that brand awareness is the company's effort to build brand recognition and recall among its target market or customers. Jacquelle Beaute, in its endeavor to create brand awareness, has strategically utilized the Disney license. Disney, as a major company, provides a significant leverage in building a memorable brand association.

According to David A. Aaker, brand awareness ranges from the lowest level, "Unaware of Brand," to the highest level, "Top of Mind." The following is a hierarchy of brand awareness levels from lowest to highest, as outlined by Aaker (Vildayanti, 2019):

a. Unaware of Brand: At this stage, consumers are not aware of the brand. The brand does not trigger any association in the consumers' minds.

b. Brand Recognition: At this stage, consumers begin to recognize the brand. Although they know of the brand, it does not yet trigger any specific associations in their minds.

c. Brand Recall: At this stage, the brand triggers specific associations in the consumers' minds. Consumers can recall the brand when a product or product category is mentioned.

d. Top of Mind: At this stage, the brand is the first that comes to consumers' minds when a product or product category is mentioned.

In the context of Jacquelle Beaute, the company aims to ascend this pyramid to ensure that their brand becomes top of mind among consumers, leveraging strategic marketing initiatives such as the #JacquelleDisneyEdition campaign.

METHODOLOGY

The research method used in this study is qualitative research. This method is also referred to as the natural setting method because the object of the study is natural and as it is, thus it is known as the naturalistic research method (Sugiyono, 2013). According to Ardianto (2014), qualitative research is a method to understand the dynamics, characteristics, and holistic nature of human life and the relationship between humans and their environment. This method is also descriptive, meaning that the findings are presented in the form of words and images, not numbers. This aims to describe phenomena through words that broadly answer questions such as who, when, where, and how (Neuman, 2013). Essentially, this research is an effort to uncover the truth through in-depth study, explaining and examining the relationships between problems, situations, events, attitudes, or viewpoints that affect a phenomenon (Nazir, 2011; Bungin, 2015).

From the various definitions discussed, this research employs a descriptive qualitative method to obtain a fundamental understanding and reach the research objectives, which is to analyze the Marketing Public Relations strategy of Jacquelle Beaute through international collaborations in enhancing Brand Awareness.

The data collection method is the technique of how data is found, extracted, classified, and analyzed. It is a tool used to gather data that will be examined in the research. Data collection is a crucial step because the main goal of research is to obtain data. Data can be collected in different ways, from different sources, and in different settings, classified into primary and secondary data.

Primary data refers to information collected directly from the subject of study, which has not been previously documented (Sugiyono, 2017). This study utilized primary data obtained through interviews and observations. Specifically, semi-structured, in-depth interviews were employed to gather comprehensive insights from the participants, offering flexibility to explore a wide range of ideas and opinions firsthand.

According to Bungin (2015), respondents are individuals who provide information related to the research object. Sugiyono (2013, p. 300) defines respondents as those who have information related to the research object. The respondents for this study include internal members of Jacquelle Beaute and external beauty enthusiasts and experts who will provide necessary information about the Marketing Public Relations strategy for building Jacquelle Beaute's Brand Awareness.

a. Internal Respondent: Vanessa Lorraine, Team Leader Marketing Communication, deemed suitable due to her extensive experience with Jacquelle Beaute's Marketing Public Relations strategy.

b. External Respondents: Raras Ajeng Syafira Putri and Najla Mumtaz Poncowati, students and beauty enthusiasts who follow Jacquelle Beaute's social media.

c. Expert Respondent: Elke Alexandrina, MSc., a lecturer at LSPR Jakarta and an expert in Marketing Public Relations.

According to Kriyantono (2014), secondary data is obtained from second-hand sources or previously collected primary data, presented in tables, images, graphics, diagrams, etc., to become informative data. Suryani and Hendryadi (2015) describe secondary data as obtained from existing sources like company documentation, financial reports, government reports, etc. This research uses secondary data from journals, news, articles, and internal documentation related to the research topic to complement the primary data.

According to Bungin (2012), qualitative research findings are validated through systematic mechanisms involving various data collection techniques. This study employs triangulation analysis to ensure the validity of its data. Specifically, source triangulation is utilized to verify the credibility of information gathered from multiple sources. This approach involves examining, comparing, and confirming the reliability of information obtained from diverse sources.

Miles, Huberman, and Saldana (2014) describe data analysis as a systematic process to understand and interpret data in three ways:

a. Data Reduction: Extracting important findings to provide a clear understanding.

b. Data Presentation: Offering a complete picture of the research based on the data.

c. Conclusion Drawing: Forming concise meanings from analyzed data.

Applying data analysis techniques requires considering the research context and objectives and choosing the most appropriate analysis techniques. Proper data analysis and careful interpretation are crucial for producing valid and reliable findings.

This research focuses on gathering information and data related to Marketing Public Relations strategies applied by Jacquelle Beaute to create Brand Awareness through their Instagram media. The research will be analyzed using the seven main tools of Marketing Public Relations strategy developed by Kotler and Keller (2012).

The research will be conducted from September 2022 to June 2022, focusing on Jacquelle Beaute's Marketing Public Relations strategy through their international collaboration with Disney, #JacquelleDisneyEdition, to enhance Brand Awareness. The study's limitations include its focus on Jacquelle Beaute, making the results not generalizable to all makeup brands, and only focusing on the seven main Marketing Public Relations tools used by Jacquelle Beaute.

RESULTS AND DISCUSSION

In this study, Jacquelle Beaute serves as the research subject. Established in late December 2015, Jacquelle Beaute is a local beauty brand that prioritizes multitasking and sustainability in its product development. The brand is characterized by its unique and cheerful nature. Over the years, Jacquelle Beaute has achieved significant milestones, including being the first local brand to receive the MURI award as the first beauty product in Indonesia to hold a Disney license. Additionally, Jacquelle Beaute has secured the first global license to collaborate with Spy X Family.

According to an interview with Vanessa Lorraine, the Team Leader of Marketing Communication at Jacquelle Beaute, the brand was founded due to the founder's concern over the quality of local beauty products. In 2015, there were few high-quality local beauty products on the market, and the prevailing stigma among beauty enthusiasts was that only foreign beauty products were of good quality and worth the price. Consequently, Liana Lee, the founder of Jacquelle Beaute, decided to create her own beauty brand, ensuring that the products could rival international standards. Initially, Jacquelle Beaute released beauty tools such as eyelid tape and makeup brushes. Over time, the brand expanded its product line to include unique makeup items like Tone-up powder (V. Lorraine, Personal Communication, 2023).

Jacquelle Beaute's achievement of earning the MURI record as the first local brand to obtain a Disney license is noteworthy. Vanessa Lorraine explained that this process began with an opportunity to be introduced to Disney's Person in Charge (PIC). Disney was expanding its market in Indonesia and was introduced to Jacquelle Beaute through a third party. Through discussions, it was evident that Disney's values aligned with those of Jacquelle Beaute. Jacquelle Beaute made efforts to match Disney's high standards, and fortunately, the factory used by Jacquelle Beaute met Disney's requirements. Additionally, the quality of their products and the design of their packaging were adjusted to fit Disney's characters (V. Lorraine, Personal Communication, 2023).

Regarding the company's logo, Vanessa Lorraine mentioned in an interview that there is no deep philosophy behind it. The logo was created based on the personal preferences of Liana Lee, the founder, who aimed to reflect the unique and cheerful characteristics of Jacquelle Beaute through the choice of name, color, and font (V. Lorraine, Personal Communication, May 9, 2023).

The main divisions within Jacquelle Beaute include marketing communication, sales and promotion, sales and distribution, and creative. However, details about individual staff members were not disclosed due to confidentiality (V. Lorraine, Personal Communication, May 12, 2023).

Jacquelle Beaute's vision is "The beauty brand that makes the Indonesian proud." The brand continually evolves and innovates while achieving significant milestones, thus enhancing Indonesia's reputation in the global beauty industry. Their mission is to "Inspire, innovate, and serve the Indonesian beauty industry".

Jacquelle Beaute encourages Indonesian youth to be confident, not only in their appearance but also in their knowledge, thereby inspiring their peers. The brand's logical spirit is a core part of its identity, focusing on creativity, research, and development. Vanessa Lorraine emphasized that Jacquelle Beaute pays close attention to the needs of its target market, producing products suited to the Indonesian climate and educating the public, especially beauty enthusiasts, about safe ingredients through clinically tested products (V. Lorraine, Personal Communication, 2023).

Segmentation, Targeting, and Positioning (STP) of Jacquelle Beaute
Jacquelle Beaute primarily targets women aged 18-35 years, belonging to social classes A to B+, who are either students or professionals. The brand has a broad geographic reach, catering to both the Indonesian market and international customers. Psychographically, Jacquelle Beaute appeals to women who are deeply invested in their appearance and are beauty enthusiasts who prioritize product quality before making a purchase. By focusing on this demographic, Jacquelle Beaute effectively positions itself as a local beauty brand that emphasizes sustainable and multitasking product development. The brand's unique and cheerful nature is reflected in its innovative offerings, which resonate with a discerning audience that values both style and substance.

Seven Tools of Marketing Public Relations
Referring to Kotler and Keller (2012), companies rely on content publication to influence, attract, and engage their target consumers. This strategy encompasses creating articles, magazines, brochures, annual reports, internal company newspapers/magazines, and audiovisual materials. Jacquelle Beaute aligns with this approach, using publication as a primary strategy to disseminate information about promotions, product knowledge, and events. Jacquelle Beaute selects Instagram and TikTok as their main publication platforms, targeting their demographic of 18-30-year-olds, who are active users of these social media channels. According to Vanessa Lorraine, Team Leader Marketing

Communication at Jacquelle Beaute, the brand focuses on reviews from beauty creators/influencers who genuinely enjoy Jacquelle products. This organic approach leverages social media's influence among young generations, who are more likely to scroll through social media than watch TV. This strategy avoids the high costs associated with TV advertising while effectively reaching the target market through social media content. By May 11, 2023, Jacquelle Beaute's official Instagram account @Jacquelle_official had 221,000 followers, and their TikTok account @Jacquelle_official had 225,000 followers. Vanessa Lorraine also mentioned that there is no fixed schedule for their publication periods; often, beauty influencers review Jacquelle Beaute products spontaneously because they genuinely like them. This organic review system attracts public attention and increases brand awareness, supporting Kotler and Keller's (2012) assertion that Marketing Public Relations can reduce promotion costs through direct mail, advertising, and media use without high expenses. The effectiveness of this strategy is confirmed by Najla Mumtaz Poncowati, an Instagram follower of Jacquelle Beaute, who discovered the brand through a collaboration with influencer Shirin Al Athrus (@Shireeenz) and subsequently followed @Jacquelle_Official. This indicates that Jacquelle Beaute's use of social media as a publication tool effectively enhances brand awareness, leveraging unique products and influencer reviews to draw public interest.

According to Kotler and Keller (2012), special events such as interviews, seminars, exhibitions, competitions, and product anniversary events can help companies attract attention and reach a broader audience for their products and activities. Jacquelle Beaute employs this strategy to enhance its brand awareness through various events. Vanessa Lorraine of Jacquelle Beaute mentions that the company frequently organizes and participates in events, though not on a regular schedule but rather in connection with product launches or campaigns. For instance, during the decline of COVID-19, Jacquelle Beaute held an offline event to launch their Princess Collection with Ariel, coinciding with receiving a MURI award for being the first Indonesian beauty brand to collaborate with Disney (V. Lorraine, personal communication, May 9, 2023). These events, while not routine, are highly engaging and attract numerous beauty enthusiasts. The effectiveness of these events in raising brand awareness is evident from the unique and captivating concepts Jacquelle Beaute employs, which highlight their products. Raras Ajeng Syafira Putri, a beauty enthusiast, shared her positive experience attending a Jacquelle Beaute makeup class, where she learned valuable makeup techniques and received generous goodie bags (R.A.S. Putri, personal communication, May 8, 2023). Similarly, Najla Mumtaz Poncowati, an Instagram follower and event crew member, recounted the comprehensive setup of a Jacquelle Beaute beauty class, which included hands-on product trials and immediate purchase options with discounts (N.M. Poncowati, personal communication, May 10, 2023). This approach aligns with the benefits of Marketing Public Relations highlighted by Kotler and Keller (2012), which suggest using direct mail, advertising, and media to reduce promotional costs effectively.

According to Kotler and Keller (2012), companies can effectively market their name or brand by sponsoring and publicizing cultural or sports events. Jacquelle Beaute frequently employs sponsorship as a strategic tool. Vanessa Lorraine explained that Jacquelle Beaute often sponsors university events to align with their target market, which consists of young college students (V. Lorraine, personal communication, May 9, 2023). This targeted approach enhances Jacquelle Beaute's brand awareness among young generations. Najla Mumtaz Poncowati, a student at LSPR, highlighted the positive experience of collaborating with Jacquelle Beaute, noting their comprehensive preparation and communicative, friendly staff (N.M. Poncowati, personal communication, May 10, 2023). Sponsoring university events, where many beauty enthusiasts are present, proves to be a precise strategy for brand promotion. The ripple effect of word-of-mouth recommendations among students further amplifies brand visibility. An example of this strategy in action is the "Back to Beauty School" event held at the Jakarta Design Center on June 10, 2022, in collaboration with LSPR Jakarta students. This event featured a beauty makeup class led by Ashilla Sikado, giveaways, photobooths, and a Jacquelle Beaute booth offering a 10% discount on products tried during the class. Such sponsorship initiatives effectively bolster Jacquelle Beaute's brand awareness within the university setting.

As stated by Kotler and Keller (2012), organizing or participating in events relevant to the company, its products, or its employees, and engaging the media to publish press releases and attend press conferences, are crucial tasks for Public Relations practitioners. Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, mentioned that the brand has been featured in news media several times by inviting media to their events. For example, during an offline event to launch their princess collection with Ariel, media coverage was generated, and Jacquelle Beaute received a MURI award (V. Lorraine, personal communication, May 9, 2023). Research indicates that most media coverage of Jacquelle Beaute occurs when the brand invites media to their events, although there are occasional spontaneous reports. Evaluating the effectiveness of such media coverage in increasing brand awareness requires specific indicators set by Jacquelle Beaute. Elke Alexandrina, a Marketing Communications lecturer at the Institut Komunikasi dan Bisnis LSPR, emphasized that effectiveness depends on meeting the objectives set by the company, such as enhancing reputation and brand awareness. If results are lacking despite efforts, it may indicate misalignment with target audiences or ineffective media selection. Interviews suggest that while Jacquelle Beaute employs news strategies, they lack a dedicated Public Relations management team, impacting the effectiveness of their media coverage as a tool for brand awareness. Examples of media coverage include Beautynesia's report on Jacquelle's collaboration with SPY X Family, Popbela's feature on popular Jacquelle products, and Fimela's coverage of Jacquelle's MURI award for being the first Indonesian beauty brand to obtain a Disney license.

Kotler and Keller (2012) define a speech as a straightforward interaction where company executives answer a series of media questions, thereby enhancing the

company's image. Although not frequently utilized by many companies, including Jacquelle Beaute, this strategy can be powerful. Elke Alexandrina, a Marketing Communication Lecturer at LSPR, elaborates that speeches in Marketing Public Relations (MPR) extend beyond formal event openings to include activities like talk shows, media interviews, and magazine contributions, thus broadly exposing the brand. Vanessa Lorraine of Jacquelle Beaute confirms that while the company engages in direct media interactions, such instances are rare, typically aligning with major events like product launches, where they rely more on press releases. For instance, founder Liana Lee's media interview during the MURI award and Disney princess collection launch exemplifies their sporadic use of direct speeches. Though infrequent, these engagements contribute to brand awareness, as highlighted by Alexandrina, suggesting the significant role of media exposure in publicizing Jacquelle Beaute's products. On October 11, 2022, at the Jakarta Aquarium and Safari, Liana Lie publicly addressed the media during the MURI award event and the launch of the Jacquelle Beaute Disney princess collection featuring Ariel (Instagram @Jacquelle_Official, 2023).

Kotler and Keller (2012) assert that companies can build a positive image by donating money or time to beneficial activities. In alignment with this strategy, Vanessa Lorraine revealed that Jacquelle Beaute engaged in a Corporate Social Responsibility (CSR) initiative during the COVID-19 pandemic. She described how, before their collaboration with Disney, Jacquelle Beaute conducted online CSR courses via live Instagram sessions twice or thrice a week, collaborating with practitioners in yoga, calligraphy, English, and illustration to offer free educational content. This initiative aimed to support those who lost jobs or faced difficulties finding employment post-graduation, providing them with productive activities and new learning opportunities. These live sessions, which were broadcast on Instagram @Jacquelle_Official, included quizzes with prizes from Jacquelle for five winners meeting certain criteria. While this online CSR activity was effective in raising Jacquelle Beaute's brand awareness, the researcher found that it was not continued, suggesting the strategy's limited long-term effectiveness. Nonetheless, such initiatives reflect Jacquelle Beaute's humility and willingness to share beneficial knowledge, potentially increasing public affinity and brand recognition. For example, the "Learning Online With Astari Budi 'Grateful Ramadhan'" session on May 24, 2020, and the "Morning Yoga" session with Deera Dewi on June 6, 2020, were part of these efforts. Other notable sessions included calligraphy tutorials on May 9, 2020, and career guidance on June 16, 2020, all of which contributed to Jacquelle Beaute's online CSR campaign during the pandemic (Instagram @Jacquelle_Official, 2023).

According to Kotler and Keller (2012), companies need to create an easily recognizable identity through logos, signs, brochures, stationery, business cards, buildings, uniforms, and dress codes. Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, elaborated on Jacquelle's identity media, emphasizing their focus on multitasking and sustainability in product development. The #JacquelleDisneyEdition was part of their broader campaign strategy, with

collaborations extending beyond Disney to include other major brands like Spy X Family. Lorraine highlighted that sustainability and multitasking are core values, exemplified by products like the Eye Essential, which combines eyeliner and eyebrow makeup, and the Magic Wash, a reusable cotton pad alternative. Their sunscreen doubles as a primer, illustrating their commitment to multitasking products. Research and interviews with beauty enthusiasts Raras Ajeng Syafira Putri and Najla Mumtaz Poncowati revealed that Jacquelle's international collaborations serve as a distinctive identity medium due to their attractive, unique, and easily recognizable packaging. Statements from these enthusiasts highlighted the appeal of Jacquelle's packaging, which is described as cute, eye-catching, and distinctly feminine. This distinct packaging helps differentiate Jacquelle from competitors and boosts brand awareness. Jacquelle Beaute's identity media includes their logo, color palette, sustainable and multitasking products, unique packaging, and content design on platforms like Instagram. For example, their logo and color palette are integral to their branding, while products like the Eye Essential, Magic Wash, and sunscreen emphasize their sustainable and multitasking ethos (Jacquelle, 2023; Coolors, 2023). Their packaging and content design further enhance brand recognition, making Jacquelle easily memorable to the public (Instagram @Jacquelle_Official, 2023).

As with any strategic implementation, challenges inevitably arise, and Jacquelle Beaute has faced difficulties in their social media publicity efforts. The main challenge, according to the Jacquelle Beaute team, lies in trying new things, specifically engaging new Key Opinion Leaders (KOLs) or beauty influencers to review their products. Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, acknowledged that while every aspect of publicity presents its own obstacles, the biggest hurdle is ensuring the message reaches the right audience. She noted that using new influencers who do not align with Jacquelle's target market has sometimes resulted in unsatisfactory feedback. Despite these setbacks, Jacquelle Beaute remains committed to refining their publicity strategy by seeking influencers who genuinely resonate with their brand values and target market. Lorraine emphasized that finding the right beauty influencers who truly like Jacquelle's products is crucial for effective communication and market reach (V. Lorraine, Personal Communication, May 12, 2023).

Push, Pull and Pass Strategy
The push strategy aims to drive consumers or potential customers by adding value to a product to enhance satisfaction. Jacquelle Beaute has implemented this strategy using seven main tools to boost brand awareness. The tactics include effective use of social media platforms such as Instagram and TikTok, where they disseminate product knowledge through engaging content and influencer reviews. Their events, both online and offline, like the Disney collaboration launch, are meticulously themed to reflect their brand's unique and cheerful character. Additionally, they leverage public statements from key figures, such as the founder's speeches during major product launches and recognition events, to maintain public interest and credibility. Through these efforts,

Jacquelle Beaute effectively pushes its brand into the public consciousness, making its products more appealing and recognizable.

The pull strategy involves attracting customers by creating a positive impression of the brand's products. Jacquelle Beaute employs several tactics under this strategy to draw in customers and enhance brand awareness. They frequently engage in sponsorships, particularly with universities, where they organize makeup classes and offer product discounts, effectively reaching beauty enthusiasts in the academic community. Media coverage also plays a significant role; Jacquelle Beaute often invites media to their events, resulting in extensive coverage that highlights their achievements and new product launches. The brand's core development of sustainable and multitasking products further strengthens its identity, with unique and functional items like the 2-in-1 Eyessential and Magic Wash, along with creatively designed packaging that differentiates them from competitors. These pull strategies ensure that Jacquelle Beaute remains memorable and appealing to its target market.

The pass strategy focuses on enhancing public image through social responsibility and community engagement. Jacquelle Beaute has successfully implemented this strategy through their online CSR initiative, #JacquelleOnlineCSR, during the COVID-19 pandemic. This initiative involved free live Instagram sessions featuring various experts in yoga, calligraphy, foreign languages, and more, providing valuable content to the public. The sessions also included quizzes with product giveaways, engaging participants further. By allocating special funds for such social activities, Jacquelle Beaute demonstrates its commitment to societal issues, thereby fostering a positive public opinion and enhancing brand awareness. This strategy not only showcases their corporate responsibility but also solidifies their brand presence in the minds of consumers.

Brand Awareness Level

Brand awareness encompasses four levels as outlined by David A. Aaker in his book "Managing Brand Equity." These levels are: Top of Mind, where a brand is the first that comes to mind when discussing a product; Brand Recall, where respondents easily remember the brand without prompts; Brand Recognition, where respondents can identify the brand when mentioned; and Unaware of Brand, where respondents are uncertain about the brand. According to Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, the success of their Marketing Public Relations efforts is measured by insights and engagement from influencers, although they do not strictly adhere to numerical KPIs (V. Lorraine, Personal Communication, May 12, 2023). This approach is contrasted by Elke Alexandrina MSc, a Marketing Communication lecturer at LSPR, who emphasizes the importance of Key Performance Indicators (KPIs) to monitor and measure brand awareness (E. Alexandrina, Personal Communication, May 12, 2023).

Interviews with beauty enthusiasts who follow Jacquelle Beaute on Instagram revealed differing opinions on the brand's level of awareness. Najla Mumtaz Poncowati

believes Jacquelle Beaute is at the Brand Recognition stage, noting that while the brand's unique and charming products are memorable, she often needs a prompt to fully recognize it as Jacquelle (N.M. Poncowati, Personal Communication, May 10, 2023). In contrast, Raras Ajeng Syafira Putri feels Jacquelle Beaute has reached the Brand Recall stage, citing the brand's numerous collaborations with Disney as a significant factor in enhancing brand recognition (R.A. Syafira Putri, Personal Communication, May 8, 2023).

Discussion

Based on the research findings, the strategic Marketing Public Relations (MPR) implemented by Jacquelle Beaute through its international collaboration with Disney was analyzed using the seven key tools of MPR to enhance brand awareness. The analysis, derived from in-depth interviews, shows that Jacquelle Beaute has effectively carried out its public relations functions through various MPR activities.

Jacquelle Beaute has fulfilled the three public relations functions as defined by Edward L. Bernay in Rosady Ruslan (2016). First, they have effectively communicated clear and accurate information about their activities, products, and services to the public through digital media platforms like Instagram and TikTok, promoting their sustainable and multitasking products and their unique achievement as the first local beauty brand to receive a Disney license. Second, they have directly persuaded the public by organizing well-conceptualized events that reflect the brand's characteristics, aimed at attracting interest in their products. Third, they have maintained a harmonious relationship with the public by leveraging opportunities from their international collaboration with Disney, emphasizing the widespread appeal of Disney across all age groups, sustainable and multitasking product development, and high product quality comparable to international brands.

The effectiveness of Jacquelle Beaute's MPR strategies can be seen in the following four out of the seven key tools analyzed:

a. Publication: Jacquelle Beaute uses Instagram and TikTok as their primary publication tools, disseminating product knowledge through reviews by beauty influencers. Although there have been challenges in selecting suitable influencers, they continue to seek those who align with the brand's values and market.

b. Events: The brand frequently participates in and hosts both online and offline events, such as the grand launch of their Disney Ariel collaboration, and appearances at Jakarta X Beauty, Surabaya X Beauty, and Sociolla Beauty Wonderland. These events are designed to align with the brand's unique and cheerful character.

c. Sponsorship: Jacquelle Beaute has successfully utilized sponsorships, particularly targeting young adults in universities. This strategy has proven effective in spreading brand awareness through word-of-mouth among students, as noted by Najla Mumtaz Poncowati, a student at LSPR, who praised the brand's thorough attention to event needs and product completeness.

d. Media Identity: Jacquelle Beaute's media identity strategy includes producing multitasking and sustainable products, which are core values in every product. Their unique packaging and the distinctive nature of their products, such as those resulting from their Disney collaboration, make them easily recognizable and memorable to the public, further enhancing brand awareness.

Jacquelle Beaute has utilized four of the seven key MPR tools effectively according to Kotler and Keller (2012). While their MPR activities have been well-executed, they have not yet yielded highly significant results. The primary challenge in their publication strategy lies in trying new approaches, particularly in selecting new Key Opinion Leaders (KOLs) or beauty influencers for product reviews. Nonetheless, they remain committed to finding influencers who are a good fit for their brand and market.

The goal of MPR to build and enhance brand awareness has seen moderate success through Jacquelle Beaute's Disney collaboration. This is evidenced by increased media coverage and feedback from external sources indicating the brand's awareness level at Brand Recall and Brand Recognition stages. However, considering their target market of 18-30 year-olds, the product price range of Rp.130,000 to Rp.290,000 is relatively high for students, despite the high quality offered.

Jacquelle Beaute has benefited from the essence of MPR, as stated by Ruslan (2016), by maximizing cost-effectiveness in publicity and enhancing the credibility of their messages through public relations channels. This approach bridges the gap that traditional advertising may not cover, supported by social media publications and influencer reviews discussing and recommending Jacquelle Beaute products.

CONCLUSION

The research delves into Jacquelle Beaute's strategic Marketing Public Relations (MPR) initiatives, specifically through their partnership with Disney, analyzing the effectiveness of seven key MPR tools in boosting brand awareness. Drawing on Edward L. Bernays' framework, Jacquelle Beaute has effectively informed the public about their products via platforms like Instagram and TikTok, highlighting their sustainability and multitasking features. They've also influenced public attitudes through well-planned events that showcase their brand's unique identity. By nurturing positive relationships, especially through collaborations like Disney, Jacquelle Beaute has strengthened their brand's visibility and credibility.

Analyzing four effective MPR tools—publication, events, sponsorship, and media identity—reveals strategic insights. Publication efforts leverage social media and influencer partnerships to disseminate product knowledge, despite challenges in influencer selection. Events, including high-profile launches and beauty expos, play a crucial role in enhancing brand recognition. Sponsorship activities targeting young adults in universities have also been successful, fostering word-of-mouth promotion. Jacquelle Beaute's media identity strategy, emphasizing unique product attributes and distinctive packaging from Disney collaborations, has further solidified their brand's presence.

While Jacquelle Beaute claims to utilize all seven MPR tools, the study finds that only four are effectively employed. Challenges remain, such as feedback from new influencers and pricing issues for their target demographic. Despite these, external feedback confirms Jacquelle Beaute's achievements in Brand Recall and Recognition. Moving forward, the brand should refine influencer partnerships and explore more accessible pricing strategies to broaden their market appeal. Overall, their strategic MPR efforts, particularly through digital media and impactful events, underscore the importance of targeted strategies in bolstering brand awareness.

BIODATA

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