

Social media marketing strategy to increase brand awareness of local fashion brands

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ABSTRACT

Russ & Co. is a local fashion brand from Bandung known as Paris Van Java. The fashion industries in Bandung City have been growing for three decades. The company endeavors to maintain consistent and integrated marketing communications to stay competitive. This research analyzes Russ & Co.'s social media marketing strategy as a local fashion brand during the COVID-19 pandemic. This research uses a descriptive qualitative method, data collection through in-depth interviews with four informants, data source triangulation to strengthen the research findings, and data analysis technique using qualitative data analysis. The concept of social media marketing from Tuten & Solomon is utilized. The findings indicate that Russ & Co. utilizes social media marketing to increase brand awareness amidst the COVID-19 pandemic. Instagram and TikTok are the optimal social media platforms to execute the marketing strategy. The Instagram social media strategies comprise implementing giveaways, ads, hashtags, influencer partnerships, and utilizing various platform features. On the other hand, the TikTok strategy is to create concise fashion videos imbued with humor. The findings of this study reveal the success of Russ & Co.'s social media marketing, evident through the increase in social media followers and being recognized as the top men's clothing brand on Shopee Mall Indonesia.

Keywords: Brand awareness; COVID-19; local fashion brands; social media marketing; marketing communication

Strategi pemasaran media sosial dalam membangun kesadaran merek pada merek fesyen lokal

ABSTRAK

Russ & Co. adalah salah satu merek fesyen lokal yang berasal dari kota Bandung yang terkenal dengan sebutan Paris Van Java. Industri fesyen lokal di Kota Bandung telah berkembang pesat sejak tiga dekade silam. Russ & Co. berusaha untuk melakukan komunikasi pemasaran yang konsisten dan terintegrasi agar dapat bersaing dengan kompetitor lainnya. Penelitian ini bertujuan untuk mengetahui strategi pemasaran media sosial Russ & Co. sebagai merek fesyen lokal di masa pandemi COVID-19. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus dan metode pengumpulan data melalui wawancara mendalam terhadap empat informan. Penelitian ini menggunakan konsep social media marketing dari Tuten & Solomon. Hasil penelitian menunjukkan bahwa Russ & Co menggunakan pemasaran media sosial untuk meningkatkan brand awareness selama pandemi COVID-19. Instagram dan TikTok adalah platform media sosial yang paling disukai dalam mengimplementasikan strategi pemasaran media sosial. Strategi yang dilakukan di Instagram antara lain giveaway, iklan, tagar, kolaborasi dengan pemengaruh, dan memanfaatkan fitur-fitur yang ada di media sosial tersebut. Strategi di TikTok adalah dengan membuat video pendek tentang fesyen dan diisi dengan konten-konten lucu. Penelitian ini menyimpulkan pemasaran media sosial pada Russ & Co. telah berhasil meningkatkan kesadaran merek yang dapat dibuktikan dengan meningkatnya pengikut media sosial dan juga menjadi merek terbaik di Shopee Mall Indonesia pada kategori pakaian pria.

Kata-kata kunci: Kesadaran merek; COVID-19; merek fesyen lokal; pemasaran media sosial; komunikasi pemasaran

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INTRODUCTION

The Indonesian fashion industry is still growing from time to time, especially in Bandung City or the Paris Van Java. This city has been supported by the many outlets and scattered clothing shops. It has become one of the regions with potential in the creative industry sector in a national position (Tyaswara et al., 2017). It is also known as a center for fashion, film products, music, design, and other works of art (Ishak & Somadi, 2019). The fashion industry in Bandung itself is quite close to factory outlets, distribution shops, and clothing companies (Pratama & Fitria, 2019). The fashion industry's growth is based on the community's needs shifting from luxury needs to primary needs (Astuti et al., 2020).

Russ & Co is part of a local fashion brand that produces fashions such as clothes, pants, hats, bags, accessories, and sandals, targeting millennial consumers. Russ & Co itself stands for Russel & Clothing. It has been established since 2014. The circumstance of competitiveness and the fast-growing fashion industry caused many competitors to emerge from Bandung City. A brand must utilize social media to promote its products to potential customers in Indonesia or abroad. To achieve this goal, Russ & Co. conducts actions on social media marketing, especially on Instagram

and TikTok. So, consumers can more quickly become aware that Russ & Co. is a part of the fashion industry in Bandung.

The COVID-19 pandemic has attacked various industrial sectors, including the fashion industry. Consumers were declining the need to buy fashions during the pandemic. Ali Charisma, one of the local designers, said that "for the fashion industry, of course, its development has been hampered. It has been almost three years since COVID-19 has constrained us, and of course, the business in the fashion industry is also very constrained" (Razak, 2022). The hit of COVID-19 is increasingly evident in industries affected in Indonesia, including the fashion industry (Mia, 2019). Social media marketing can build interaction between brands and consumers to be more accessible, positively impact the brand, and even increase consumer purchase intentions. Business people also use marketing through social media to become one of the marketing channels to attract potential consumers (Kurnia et al., 2022). Social media marketing has several advantages for a brand, such as exchanging ideas and information between brands and consumers. In addition, through the media, social brands can have two-way communication with their consumers. It can reduce consumers' negative thoughts about a brand so that brands have value to consumers (Bilgin, 2018; Heggde & Shainesh, 2018;

Kusuma & Sugandi, 2019).

In social media, consumers can interact with brands, but not only through one-way communication. Social media marketing helps consumers expose fashion products' visualizations on social media. Instagram is one of the most popular social media platforms in Indonesia. It is also considered to represent companies in building consumer relationships (Putra & Primadini, 2021). The role of social media is to disseminate various contents such as text, audio, visuals, and multimedia. It is less costly than other media promotions. However, consumers can be actively involved in exchanging information, disseminating, and interacting with one another on the same social media platform (Hartawan et al., 2021; Khair & Ma'ruf, 2020; Kusuma & Sugandi, 2019).

Social media can be seen as a platform that facilitates communication through sharing, posting, and content. Any social network seen in applications or online platforms is collectively called social media. Social media is an online platform that gives users a chance to collaborate, exchange, and talk to other users while also facilitating virtually carried-out social ties (Charlesworth, 2018; Heggde & Shainesh, 2018; Nasrullah, 2017).

Using digital media and technological innovations to further marketing goals is known as "digital marketing," including social

media. It is suggested that businesses having a budget for digital marketing take a look at a four-step process. The processes are as follows: (1) Audiences – what do they do, when do they do it, when and what media/content do they consume? (2) Media – which media type has worked in the past? (3) Competitors – use media that deliver results, but are there media that present opportunities for advantage? (4) Be bold – consider all digital opportunities, not just the Internet (Chaffey & Ellis-Chadwick, 2016; Fill & Turnbull, 2016).

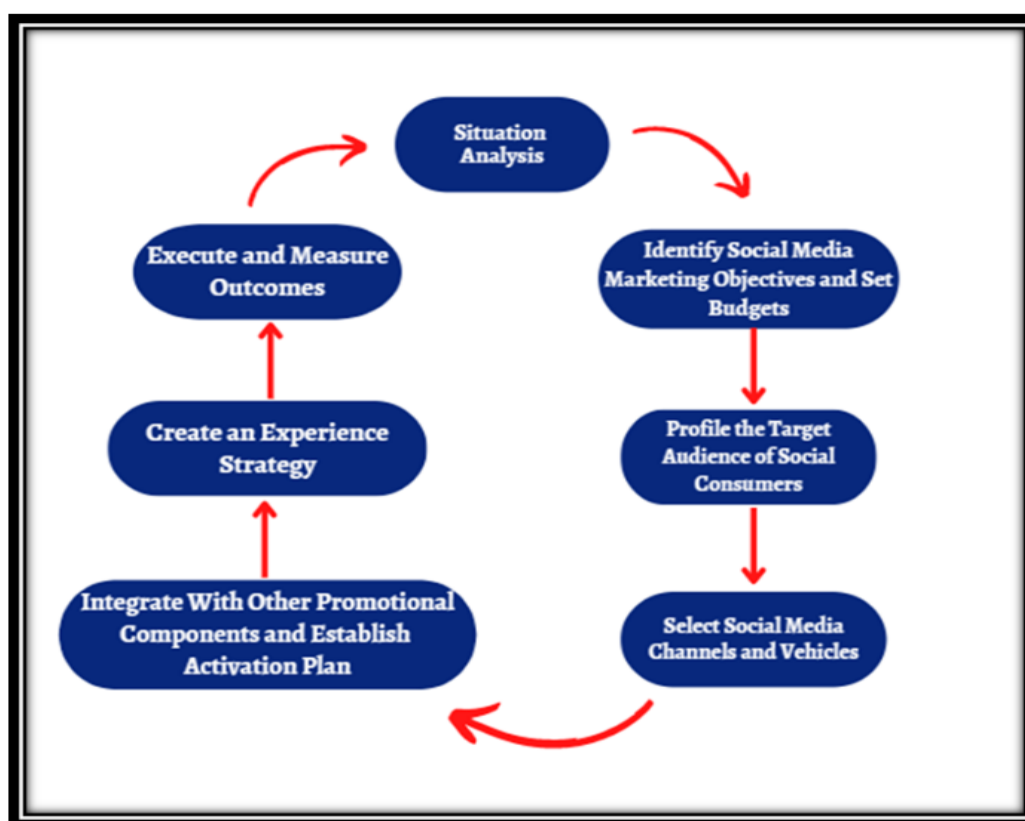
Social media marketing is the process of creating, communicating, delivering, and exchanging offerings that are valuable to the stakeholders of a company through the use of social media technologies, channels, and software. Also, social media marketing is a method that combines people and businesses to promote their websites, both goods, and services, through three social networks that have a larger capacity to interact with the community than utilizing traditional advertising channels. A brand must clearly define its goals, assess possibilities and problems, and choose the best social media to engage with consumers in order for social media marketing to be more successful (Dewi & Avicenna, 2020; Fauzi & Lubis, 2016; Tuten & Solomon, 2018).

Those organizations that have moved beyond the trial and transition phases of

social media marketing maturity develop strategic plans for social media that incorporate components of the social media mix as channels to accomplish marketing objectives (Tuten & Solomon, 2018).

The description of the stages of Social Media Marketing is as follows: (1) Situation Analysis. Finding out about competitors, product categories, and customer markets is an effective social media marketing approach. The data will next be analyzed to determine the scenario. The issues and opportunities a company is facing must be covered in the analysis of the scenario. It involves looking at social media. Strengths, Weaknesses, Opportunities, and Threats

(SWOT) analysis can be used by a brand to examine the current situation thoroughly. (2) Identify Social media marketing Objectives and Set Budgets. In this stage, the brand must decide what objectives need to be achieved through social media marketing. Increasing brand awareness, enhancing a product or company's reputation, increasing website traffic, boosting sales, strengthening relationships with customers, and cutting costs are some of the main objectives of social media marketing. At this point, this target will assist marketers in making further choices and determining the degree to which the goal has been accomplished. A goal is deemed outstanding and actionable



Source: Tuten & Solomon, 2018

Figure 1 The Seven Stages of Social Media Marketing

if it possesses several qualities, including being specific (what, who, when, and where), measurable, identifying the intended change, consistent, and realistic. (3) Profile the Target Audience of Social Consumers. Planning social media marketing requires identifying the target market. Social media must be developed with appropriate aims. Demographic, psychographic, geographic, and product use variables can be used to identify the target market (Tuten & Solomon, 2018).

Moreover, (4) Select Social Media Channels and Vehicles. Once companies know their target audiences, it is time to select the most effective social media channels to connect with them. By choosing this, brands can reach their objectives and deliver significant messages to their target audiences. (5) Create an Experience Strategy. The next step is to decide on a creative plan if a brand will support an advertising campaign. The position the brand wants in its target market should be reflected in the creative messaging. In order for social media marketing to be successful, a brand's stance must be established since social media activity and execution must support the desired message. (6) Integrate with Other Promotional Components and Establish an Activation Plan. Discussions about using social media for campaigns will continue occasionally after the campaign is over. For a brand to manage relationships with its target

customers, social media has become essential. (7) Execute and Measure Outcomes. A brand can implement the plan and assess results in the last stage of the final strategic planning process (Tuten & Solomon, 2018).

Social media marketing provides several benefits for a company, such as the free exchange of ideas and information between consumers, and social media marketing allows consumers to engage in two-way communication with brands; this reduces negative prejudice of consumers towards the brand to increase the brand's value. Moreover, social media marketing can empower consumers. Brands are not enough to steal attention and disturb consumers, but with social media marketing, brands can make it possible to increase their interaction and involvement, such as discussing, contributing, collaborating, and sharing. Using social media marketing by a brand is often complex so that management can run well (Beig & Khan, 2018; Tuten & Solomon, 2018).

Furthermore, the usage of social media marketing depends primarily on the following: (1) To increase awareness: by connecting with an audience and utilizing other social media, a brand can raise brand awareness through social media marketing; (2) Influence desire: events, catalogs, and marketing on social media can encourage people to make purchases; (3) Encourage trial: social media can be utilized

to share side effects and other brand loyalty initiatives; (4) Facilitate purchase: social media disseminates sales marketing like specific offers or coupons; (5) Cement brand loyalty: social media may also come up with fun activities to foster consumer and brand loyalty (Tuten & Solomon, 2018).

American Marketing Association (AMA) says that a brand is any name, word, sign, symbol, design, or mix used to identify the products and services of one seller or group of sellers and set them apart from those offered by rival sellers. Therefore, developing a brand identity is crucial to setting the company apart from its rivals and giving consumers a sense of who it is. Developing a brand's identity is an integral aspect of a company's or brand's personality, character, and soul. In addition to acting as emblems of specialized expertise that give a business a competitive advantage, brands have evolved into vehicles that communicate emotional value propositions to customers (Gunawardane et al., 2020; Keller, 2013).

Through forming the identity, a brand tries to gain understanding from its target audience, so that identity must be something interesting that can be captured by the human senses (Yogantari & Ariesta, 2021). In addition, constitutes that brand knowledge is divided into two components: brand awareness and brand image. Brand awareness is related to the strength

of a brand in consumer memory to identify the brand in different conditions (Keller, 2013). Meanwhile, brand image is the consumer's perception of a brand in their memory. The overall effect is brand awareness in terms of recall and recognition and brand image in terms of evaluation and preference (Carroll, 2013).

Since the decrease in the global economy due to the impact of COVID-19, local fashion brands in some cities in Indonesia are still trying to maintain brand awareness among consumers. So, they remain in the consumers' perception about any choices for local fashion brands due to the exposure of social media marketing, which is still running intensively. Therefore, this research analyzes Russ & Co's social media marketing strategy as a local fashion brand during the COVID-19 pandemic.

RESEARCH METHOD

This research uses a descriptive qualitative method. Qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The research process includes developing questions and techniques, data collection that typically takes place in the participant's environment, inductive data analysis that builds from specifics to broad themes, and the researcher's evaluation of the significance of the findings (Creswell &

Creswell, 2018). The study aims to determine how local fashion brands' brand awareness may be raised through social media marketing. The nature of this research is descriptive in order to understand better how social media marketing could be enhanced. Data is collected by conducting in-depth interviews with informants (Yin, 2018).

The research subjects consist of four informants: two informants are from the internal marketing department of Russ & Co., and the other two informants are from the social media specialist of the digital agency that managed the social media of Russ & Co. The subjects comply with the requirements accordingly and can support the data related to social media marketing strategy—the research subject is listed in Table 1.

The data collection technique uses in-depth interviews with all informants about social media activities. This study uses purposive sampling to select the informants based on the criteria as follows: (1) have worked at Russ &

Co for at least two years; (2) have responsibility for the strategy of social media marketing; (3) be directly involved in the formation and execution of social media marketing; (4) involving in developing the social media marketing strategy; and (5) involving in the evaluation and analysis process of the use of social media marketing strategy.

This research uses data source triangulation to maintain the validity of the results of this study. Data triangulation is collecting information from various sources to strengthen the research findings (Yin, 2018). The data analysis technique uses qualitative data analysis as a process that requires sequential steps to be followed, from the specific to the general, and involves multiple levels of analysis, starting from organizing and preparing the data for analysis, reading or looking at all the data; start coding all of the data; generate a description and themes; and representing the description and themes (Creswell & Creswell, 2018). In this part, the researcher answers the

Table 1 List of Informants

No	Initial Name	Job description	Join since
1	DM	head of marketing	2019
2	AC	social media handler	2020
3	TA	social media specialist	2019
4	JA	creative director	2019

Source: Research Result, 2022

research question about the strategy of social media marketing Russ & Co. to increase brand awareness during the COVID-19 pandemic.

RESULTS AND DISCUSSION

In order to conduct the research, the researcher interviewed four informants, including (1) DM as informant 1, the head of marketing at Russ & Co. since 2019. She is in charge of coming up with the best marketing plan for the platform and keeping track of marketing progress. (2) AC as informant 2, the social media handler and in charge of creating strategies for social media. (3) TA as informant 3, working in a digital agency as a social media professional to create media that satisfies the intended goals. (4) JA as informant 4, the creative director of the digital agency. He is in charge of coming up with social media strategy, producing content, and carrying out predetermined plans. The social media marketing strategy used by Russ & Co. during the COVID-19 epidemic is the object of this study since it is one of the online marketing channels that uses social media to accomplish marketing communication goals.

Local fashion label Russ & Co was founded in Bandung in 2014. The words Russell and Clothing are the origin of the name Russ & Co since Dicky Slamet, as the owner of Russ & Co, named his son Russell, and Clothing is what it means. It is how Russ & Co came to be known.

In the sense that it sells items linked to clothes, sweaters, pants, garments, and clothing, Russ & Co. provides apparel products. Currently, it caters mostly to guys over 18; on the other hand, it expands the product line for the young children segmentation.

Russ & Co carries out the stages of situation analysis by conducting a SWOT analysis, which aims to prepare an effective strategy for Instagram. Russ & Co. has to highlight the progress on Instagram compared to before implementing the strategy in 2016. Based on the number of followers on Instagram, there are around fifteen hundred followers; then increased to almost one hundred and eighty thousand followers.

Russ & Co has its production system's strengths, making it easier to develop and distribute products. Then, Russ & Co. is trying to extend the scope of the market area into the out-of-Bandung area. As a local fashion brand, Russ & Co has the opportunity to be a winner of the competition among the fashion brands. Russ & Co. employs the SWOT analysis to create an innovative social media strategy to increase brand awareness among other brands.

As a fashion label, Russ & Co. gets several advantages over rivals, as mentioned in the interview with informant 2, as follows:

The advantage of Russ & Co is that it is produced by ourselves, so we develop the good ingredients. That is the most favored

because if it is a problem like production, it is one of the most important things in the brand, right? In Russ & Co, we have all the production from upstream to downstream. So, we will produce it ourselves; for example, if we need the goods quickly, we can prioritize them as well. (AC, interviewed on May 8, 2022).

According to Informant 1, Russ & Co. can develop the quality of the materials they use more easily. It would be easier to develop its quality because it has its production equipment, so it is more quickly and shortly delivering to the consumers. The following is the interview with Informant 1:

We are accelerating very, very fast. For instance, we just started the business in 2017 or 2018, but we have not focused on it, like in the early days of COVID-19. From 2020 until now (2022), it has become the best brand for the male fashion segment in several marketplaces. (DM, interviewed on April 30, 2022).

It was found that Russ & Co is still not widely known by people outside the city of Bandung. It is related to the formation of Russ & Co., which is still quite new compared to other competitors. Russ & Co. experienced a surge in sales in 2020 because it had just started opening its first offline store and began to aggressively use social media and advertisements, endorsements, and collaborations with other brands. Consumers started to like Russ & Co. because of the quality of the products they sell. In terms of threats, it is because more and more local fashion brands are becoming

trendsetters. For example, Erigo is quite a trendsetter. So we must continue to innovate more than competitors to reach a wider market share. (DM, April 30, 2022).

Russ & Co has quite a big opportunity as Indonesians are starting to support local brands to develop and produce their products. More specifically, the ones that they identify as opportunities, as described below:

I think the opportunity is quite big because we are starting to grow. Plus, many people use Indonesian brands. On the other hand, our products can adapt quickly. If there is a design that sells well, we can produce it continuously. With innovation, it will develop following the trend. (AC, interviewed on May 8, 2022).

With the threat from external factors, Russ & Co is more focused on developing marketing to get a wider market so that consumers prefer Russ & Co as their preferred brand. However, one informant emphasized the external threat as she said:

In terms of threats, I think there are more and more because local fashion brands are becoming trendsetters. For example, we can say that Erigo has become quite a trendsetter. So, we have to create innovation (in social media marketing) more than competitors to get a wider market. (DM, interviewed on April 30, 2022).

Based on the situation analysis, Russ & Co. has mapped the challenges of social media marketing that should be accomplished and aligned with the concept coined by Tuten & Solomon, and using analysis of SWOT (strength,

Table 2 SWOT Analysis of Russ & Co.

<i>Strengths</i>	<i>Weaknesses</i>
<ol style="list-style-type: none"> 1. Attractive Instagram social media content 2. Having a large number of followers (> 1,8K) 	<ol style="list-style-type: none"> 1. Hard selling approach 2. The brand is still not widely known by people outside the city of Bandung
<ol style="list-style-type: none"> 1. Another local fashion brand has become a trendsetter 2. Lack of ability to create innovative social media marketing strategy 	<ol style="list-style-type: none"> 1. Many competitors are using Instagram as media for promotion. 2. There are still many people who use Indonesian brands.
<i>Threats</i>	<i>Opportunities</i>

Source: Research Result, 2022

weakness, opportunity, threat), which examines the relevant aspects through the internal and external factors of the company. Situation analysis determines where the company is now so brands will know what to do next (Chaffey & Ellis-Chadwick, 2016).

In this stage of the process, Russ & Co. outlines what is expected from using social media marketing to achieve objectives, such as increasing brand awareness or engagement of consumers through social media. Informants expect Russ & Co. to compete with the many fashion competitors in Bandung and Indonesia.

As mentioned by the informant:

Our main goal is to increase awareness, especially now that people are starting to be proud of local products like ours. We have a big opportunity if all Indonesians know Russ & Co., Especially since we have many competitors in Bandung and throughout Indonesia. (DM, interviewed on April 30, 2022).

In addition to identifying the goal setting, Russ & Co. set a budget with a specified target.

Determining the purpose of using social media is very important; this will look at the result of the implementation strategy. It is also because the costs of carrying out a social media marketing strategy must have a good target to be close to the primary goal (Arrigo, 2018).

Profiling the consumer segmentation can help Russ & Co to comprehend the target market. The determination of consumer segmentation includes customer activities, the social media they use, and their participation in social media. Russ & Co. needs to determine consumer segmentation, which can help understand the target market. It targets men and women about 18 – 35 years old in fashion products. Once Russ & Co can determine the message to deliver on target, then, after determining the consumer segmentation, a brand can be more understanding about their behavior, tastes, and desires and find the best strategy to provide appropriate services or products (Scheide & Marques, 2018).

Table 3 Russ & Co Consumer Segmentation

Demographics	Male 16 to 30 years old. Educational status from high school to college. Revenue starts from two million rupiahs.
Geographically	throughout Indonesia, but it still leads to big cities like Bandung, Jakarta, Surabaya, and others.
Behavior	Who likes fashion products, especially <i>streetwear</i> , since fashion is one of its primary needs?
Psychographic	Lower to middle social class.

Source: Research Result, 2022

Determining consumer segmentation is closely related to the content and social media marketing activities that should be carried out. So, the determination of this consumer segmentation will also adjust to the selection of strategies and social media that will be used by Russ & Co.

The best channels for social media marketing are Instagram and TikTok, which are more frequently used by the target audiences. Both social media platforms have potential users as followers who already know the brand of Russ & Co., Especially TikTok's users, who are the target market of the local fashion brand. Moreover, the target audience of Russ & Co is more aware since it uses TikTok Ads. In order to choose the appropriate social media, therefore, media channels must be based on objectives and ensure that the selected media channels can reach the target audience as well (Tuten & Solomon, 2018). This social media was also chosen based on its ability

to provide networking among users, which provides information and interactive content. However, there are differences depending on the type of product market, organization size, and managerial perspective when using social media as a primary marketing medium to meet corporate objectives (Li et al., 2021; Nasrullah, 2017)

In developing strategy, Russ & Co. researches to observe the target market situation, such as up-to-date trends. Instagram and TikTok social media have different goals for Russ & Co. The purpose of using Instagram is to increase brand awareness. Russ & Co set up the content on Instagram through a content planner for a week. The content update has various themes, including promotional content, double dates, payday, games, and product photo content. Russ & Co uses Instagram features such as Instagram reels, Instagram TV, and story features, including a question box, add-to link, countdown, and poll. Moreover, content must be



Source: Instagram @Russ.co.id, 2022

Figure 2 The Content Updated for Giveaways on Instagram

related to consumers and trigger conversations such as discussions or other conversations to support a content creation process that can build sustainable interactions (Achen, 2017).

Russ & Co employs various social media marketing strategies to raise brand awareness. In Figure 2, the usage of giveaways strategy, doing advertisements on Instagram, collaborating, and working with influencers. Influencer marketing can influence social media followers from the awareness stage into the engagement stage. One of the collaborations was carried out by Russ & Co, namely with Axel Matthew and Rachel Florencia. As a result, there have

been insignificant contributions to increasing followers on Instagram. It is argued that to select an influencer on social media must be someone appropriate to the target market (Dewi & Avicenna, 2020).

Russ & Co has implemented a social media marketing strategy to increase followers' brand awareness, such as by providing giveaways. Most of the informants acknowledged that the giveaway strategy could be more effective. Russ & Co has collaborated with several brands, namely RTW, Hansaplast, and Heavenlights Men. From the three collaborations above, Heavenlights Men has achieved significant

outcomes in enhancing brand awareness. The followers take part in the giveaway with quite a large number. In the beginning, it can generate quite a large number of followers. Then, Russ & Co. successfully used advertising to increase followers' awareness of Instagram. The last strategy is the usage of hashtags such as #ProudToBe. The hashtag means everyone should be proud of themselves. The hashtag also conveys a primary message to consumers. Russ & Co. focuses more on using Instagram to boost promotions, including discounts, double dates, and other days with holidays. Moreover, some campaign activities are promoted and carried out on Instagram.

Russ & Co. also uses social media TikTok to increase brand awareness among users on social

media platforms. Nevertheless, Russ & Co's account TikTok needs to provide the features to link with the marketplace directly. So, the users on TikTok can only make transactions if they need the product in the marketplace.

The social media Instagram emphasizes the visuals aspect, but it is contrary to TikTok, which focuses more on relatable and funny content. Although both social media could upload, the content includes short videos, product information, and promotional content. So, TikTok can reach its target users more effectively compared to Instagram.

Russ & Co creates an integrated social media platform because every platform has its algorithm. For Instance, TikTok has a different content strategy if compared to Instagram.

Table 4 Social Media Marketing Strategy Russ & Co.

Strategy	Result
The giveaway	It has little impact on increasing awareness because the audience quickly unfollows Russ & Co's account on Instagram.
Collaboration	There are three collaborations: Heavenlights Men, Hansaplast, and RTW. The best result is the collaboration with Heavenlights Men.
Advertising on Instagram	After making the advertising on Instagram, followers of Russ & Co. are increasing and indirectly, becoming more aware of the Russ & Co. account and increasing purchase intention.
Sales Promotion	Can increase consumer buying intention when Russ & Co gives discounts and other promotions
Influencers	The use of influencers still has less impact on increasing awareness because it fails to select the appropriate influencers.
Hashtag	Using the hashtag #ProudToBe helps in spreading the message or tagline of Russ & Co.
Instagram Features	Russ & Couse features from Instagram to assist in interacting with the audience.

Source: Research Result, 2022

However, a promotional campaign such as discounts can still be integrated into both social media platforms. Although not all contents can be integrated, the main message remains: to be proud to be.

Not all strategies can be integrated across all social media used by Russ & Co. However, for social media, Facebook and Instagram are integrated because the content of Facebook social media mirrors the content distributed on Instagram. However, this differs from the integration between TikTok social media and Instagram. It is because TikTok is a different platform from Instagram. So, using strategies on Instagram cannot necessarily be integrated into TikTok. The following was the comment of Informant 4:

We cannot integrate everything only if Instagram and Facebook are integrated because Facebook content mirrors Instagram. Well, but if Instagram and TikTok are different content created. So, we cannot use quiz content on TikTok, but we can use quiz content on Instagram. Likewise, it is vice versa because both Instagram and TikTok have different platforms. (JA, interviewed on July 10, 2022).

In order to support the use of social media marketing strategies, a creative social media marketing strategy is very challenging for start-up companies (Chaffey & Ellis-Chadwick, 2016). The strategy must attract consumers' attention by offering products, creative and

consistent content, and a unique message. A good strategy and a message will create exposure, encourage interactivity, and increase brand awareness, purchase intention, and consumer loyalty to the company (Parsons & Lepkowska-White, 2018).

There are some indicators to see the increase in Russ & Co. brand awareness, such as many accounts in a fashion that give recommendations to their followers and many followers and audiences tagging Russ & Co.'s Instagram accounts in their status. Since 2019, the Instagram account of Russ & Co. has had a growing amount of followers because it continually updates the photos or video activities on Instagram. Then, some followers often ask about the uploaded products on social media. It indicates that the upload can increase brand awareness. Other indicators can be seen from the achievements of Russ & Co. as the best brand at Shopee Mall Indonesia in the category of men's clothing.

The content upload process has a predetermined time. The time chosen is 12:00 - 14:00. It is intended that there is a high probability of the audience or followers seeing the uploaded content. Russ & Co. does not have strict content upload time rules. Content is simply never uploaded too early in the morning or too late at night. According to the informant 3, said:

We can see from the increased exposure or not. We also see the growth of followers and comments on Instagram and TikTok, whether people are already aware. And we can also see whether the content that increases buying interest leads to action or buying our products. (TA, interviewed on July 8, 2022).

Using social media marketing strategies can positively impact the brand awareness of Russ & Co on Instagram. From April to May 2022, the content with the highest interaction is the games, for example: *“What is the 4th Letter of the Alphabet ...?”* It got the highest interaction compared to other content with 3,563 likes and 632 comments. In addition, the content *“Teka Teki Sahur”* also has the highest interaction, with 1,510 likes and 121 comments. The Giveaway strategy provides a high level of engagement between followers and social media platforms.

In the use of hashtags, the data analysis mentioned that the hashtag #ProudToBe, the main message from Russ & Co., became the second top based because hashtag #ProudToBe is often used in several Instagram postings. The hashtag used with the highest number is #Caakkeeeppp. Based on observation, this number is because the hashtag was used during the giveaway on May 17, 2022.

Based on the interview with informants, Russ & Co. has two weaknesses in measuring social media marketing. First, there are objectives

and KPIs (key performance indicators) to implement social media marketing. So, it needs to measure whether the strategy planning and actual activities have been achieved. The measurement of objectives needs to give a clear status on the performance in social media marketing. For any implemented strategies, for instance, the giveaway strategy can be monitored from likes, comments, and shares status. A company should have a sustainable and measurable strategy to explore how successfully the strategy is used (Tuten & Solomon, 2018). Second, measurement needs to focus on the actual results, such as the number of followers, which does not indicate the success of using social media marketing.

CONCLUSION

The local brand fashion Russ & Co. has implemented social media marketing starting from situation analysis, identifying objectives and setting a budget, profiling consumer segmentation, channels for social media marketing, social media marketing strategy, creating integrated social media platform, and execution and measurement. The social media marketing of Russ & Co. has proven to increase brand awareness during the COVID-19 pandemic. The social media marketing strategy on the Instagram platform consists of giveaways, collaboration, advertising on Instagram, sales

promotion, influencers, hashtags, and Instagram features, including Instagram ads, reels, TV, feeds, and stories. On the other hand, the TikTok platform has created different content from Instagram, where TikTok is more funny and related to its target audience. Indeed, both Instagram and TikTok have different social media marketing strategies. However, for content, both are always integrated, especially for sales promotion.

The increase in Russ & Co. brand awareness can be proven through the total of followers and tags on Instagram and the amount of comments on Russ & Co.'s social media uploads. In addition to brand awareness activities, Russ & Co occupied the best brand position at the Shopee marketplace for the men's fashion category. Russ & Co. has used the social media marketing strategy to increase brand awareness of local fashion brands during the COVID-19 pandemic.

It is recommended for future research to choose a social media marketing topic related to achieving engagement or loyalty. Then, for a practical recommendation, a company can set certain objectives and KPIs (key performance indicators) so it is easier to measure the achievements. A company should conduct the selection of social media influencers to match the characteristics of customers. Lastly, a company can identify the growth of followers

through analytical data available on social media platforms to see the implementation of strategies and activities progressively.

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