CULTURAL BRANDING IN INSTAGRAM VISUAL CONTENT FOR LOCAL PRODUCTS IN INDONESIA

Made Arini Hanindharputri[1], I Gusti Ngurah Gede Gitayogi Irhandi[2],
Saiful Bahrun Pebrianto[3]
[1] [3] *Sekolah Tinggi Desain Bali*
arini@std-bali.ac.id
[2] *Pascasarjana Universitas Mahasaraswati*
gitayogiscr@gmail.com

ABSTRACT

At present, Indonesian local products have a quality that is not inferior to imported products. This is due to the development of technology, raw materials, and human resource potential and the creativity of Indonesian society that continues to develop. With these qualities, the local company needs strong branding to improve its image and win the hearts of Indonesian consumers who tend to like foreign products, which are more prestigious. Some companies have done branding in their promotions; one of them is by doing a cultural branding strategy. This strategy involves the habits and traditions of the local community in the hope of increasing brand loyalty so that it affects purchasing decisions. In this writing, the author analyses the cultural branding strategy through the Instagram visual content of several local Indonesian products, to find out the effectiveness of this strategy in influencing consumers. The method used is a descriptive qualitative method by gathering information about visual content that is owned by two samples of local Nusantara product companies. The results of the analysis state that cultural branding through Instagram's visual content is felt to be effective in building brand image and increasing consumer nationalism so that it influences purchasing decisions that lead to increased product sales.

Keywords: Cultural Branding, Instagram, Visual Content, Local Products

PREFACE

At present Indonesian local products have a quality that is not inferior to imported products. This is caused by the development of technology, raw materials, human resource potential, and the creativity of Indonesian society that continues to develop. With these qualities, this local company needs strong branding to improve its image and win the hearts of Indonesian consumers who tend to like more prestigious foreign products. Moreover, in the era of the all-digital industrial revolution 4.0, corporate competition is no longer only in local or national areas, but also internationally, therefore branding power is the main key to winning the global competition. Branding is a promotional, advertising, or publicity activity that is a way for a product or service to be seen by consumers relating to packaging, logos, and taglines (Diarta, Lestari and Dewi, 2017).

Some local Indonesian companies or brands have to do branding for their promotions, one of them is by doing a cultural branding strategy. This strategy involves the habits and traditions of the local community in the hope of increasing brand loyalty so that it affects purchasing decisions. Cultural branding itself is a branding strategy popularized by Douglas Holt, who explained that the main concept of cultural branding is to provide understanding based on the comfort desired by customers based on social conflicts, culture, or traditions that prevail or

occur at the time. Utilization of strategies by prioritizing Indonesian culture that is unique or is happening in Indonesia is a strategy that is closely related to the condition of everyday consumers, where Indonesian people have had a culture that has existed for generations. One example of cultural branding strategies that are often raised by local brands is to provide a nuance of local wisdom either in the form of traditions that are specific to a particular region or sell nationalism themes that are expected to attract the domestic market.

Strengthening branding for local products in Indonesia also requires media that not only uses conventional offline media, local brands also penetrate digital media such as social media to promote. One of them is Instagram media which is a platform that prioritizes the power of visuals or images (Diamond. 2015: 303), which is currently considered effective for developing digital branding.

DATA DESCRIPTION AND DISCUSSION

In a cultural context, the position of a brand is often referred to in terms of cultural branding. According to Douglas Holt in Kotler (2010), cultural brands try to overcome the socio-cultural paradox in society by referring to anxiety on social, economic, and environmental issues in society (Indrayani and Sunarto, 2019). Cultural branding is also a strategy to direct the community, community, or organization to build a brand with an innovative ideology. The concept of cultural branding is built on efforts to combine cultural and brand ideas in a way that is suggestive and sellable. The character of culture is always dynamic and continues to develop over time so marketers need to pay attention to social structures that exist in certain areas because social structures often require new changes in cultural expression (Susilo. 2018: 65). Cultural Branding is also an effort to provide identity or brand that is adjusted to the condition of the reputation, culture, habits of a nation, location, or people from a certain area. Based on this, the cultural branding strategy encourages increased nationalism for the community or prospective customers and can make the local product a cultural icon for the local community.

The method used is a descriptive qualitative method by gathering information about visual content owned by two samples of Indonesian local product companies. Both of these brands are brands that use cultural branding in presenting their Instagram visual content with different brand characters.

CASE STUDIES INSTAGRAM VISUAL CONTENT

1. Tenue De Attire

Tenue De Attire is an Indonesian local fashion brand that was founded in 2010 which has a smart casual concept that has a different theme each season. The advantage of this local product is their way of doing marketing strategies by providing a personal experience culture that tells daily life (daily activities) in their Instagram visual content so that it makes customers feel comfortable and feel part of Tenue De Attire. ne of the products released by Tenue De Attire that promotes Indonesian culture is *Serdadu Satu* who collaborates with an Indonesian illustrator named Hari Prast (@harimerdeka). This collaboration project is a fundraising project by presenting two types of shirts and masks named *Bima* and *Satu Bangsa* with the concept of nationalism, namely by raising social issues that are currently

happening in Indonesia and the world, namely the COVID 19 pandemic. In the shirt design and application of visual content on Instagram @tenuedeattire, *Serdadu Satu* is an illustration of the power of national unity that wants to help Indonesian people who were affected by the economy when the COVID-19 pandemic occurred. Many Indonesian people are affected, such as termination of employment, reduced sales, and so on, where every community carrying out economic activities is the backbone of the family who needs help, especially for people with medium to medium-low jobs. Therefore, Tenue De Attire conducted a fundraiser that is for customers who bought this *Serdadu Satu* product, the same as they had donated 5 kg of rice and 3 kg of eggs to people in need.

Based on the results of data analysis, it can be explained that the Cultural Branding strategy in the Instagram visual content Tenue De Attire is as follows:

No	Indonesia Cultural Branding	Elemen/Icon
1	Hero	Puppet figures (Bima), ornaments, soldiers, medics, war heroes
2	The unity of Indonesia	Ethnic groups, various professions, one homeland, one nation, mutual cooperation (*gotong royong*), tolerance
3	Nationalism	Red and white, flag
4	*Ondel-ondel*	Middle worker

Source: Hanindharputri, 2020

Figure 1. Serdadu Satu Content
Source: @tenuedeattire, 2020

In Figure 1 and Figure 2, there is a visual content that defines one soldier as a hero and the unity of Indonesia. This can be seen in the illustration of the puppet character, *Bima*, who is facing a challenge with additional Indonesian accent ornaments. *Bima* has the character of being brave, steadfast, strong, and honest. *Bima*'s strong disposition gives meaning to Indonesians as strong figures and strives to face the best for their families and nations. In addition, Indonesian cultural branding is also found in the illustration of ethnic icons who are wearing masks and all layers of Indonesian society who work together to face disasters, invaders, and crises, with shades of red and white. This illustrates the embodiment of the Pancasila precepts so that visual content can arouse the nationalism spirit of citizens who see Instagram content.
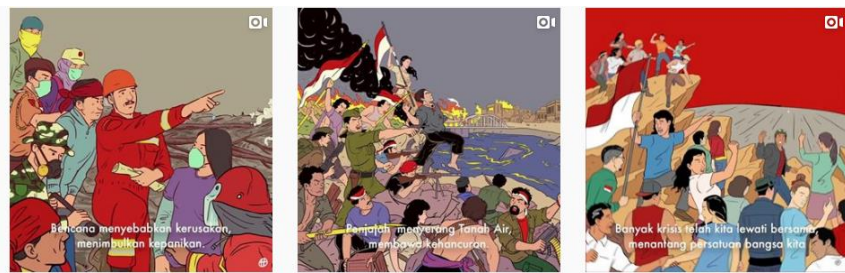
Figure 2. Serdadu Satu Content
Source: @tenuedeattire, 2020

Figure 3. Produk Serdadu Satu
Source: @tenuedeattire, 2020

Figure 4. Ondel-ondel in Instagram Visual Content of Tenue De Attire
Source: @tenuedeattire, 2020

In figure 4, there is an *ondel-ondel* image which is a distinctive Indonesian culture and a symbol of the city of Jakarta. Ondel-ondel is one of the entertainment that is often enjoyed by the people of Jakarta when there are weddings, celebrations, or inaugurations. But since there was a COVID-19 pandemic and Large-Scale Social Restrictions (PSBB) in Jakarta, *ondel-ondel* activities have been very minimal. This image of *ondel-ondel* provides an understanding that this pandemic has a huge impact on the economy, including for artists whose work is a culture that is unique to Indonesia. If one day this artist disappears, the culture will disappear. Therefore, content with this cultural branding strategy can enhance nationalism of citizens to work together to help Indonesian people in need.

2. Hatten Wines

Hatten Wines was the first wine pioneer in Bali founded by Ida Bagus Rai Budarsa in 1994. Hatten Wines grows grapes and produces its own wine in their vineyard in Singaraja, Bali and currently has seven (7) types of wines such as Sparkling Jepun, Tunjung, Aga White, Sweet Alexandria, Aga Rose, Aga Red and Pino de Bali . Bali as the main tourism destination in Indonesia for local and foreign tourists, makes Hatten Wines routinely do branding by highlighting the cultural branding of culture and the charm of the natural beauty of Bali which has been a hallmark of Bali so far. Bali has been famous for a long time as the center of culture in the world, which is surrounded by a unique cultural spirit, unique and natural beauty, and fertile soil. Bali is also often said to be the Island of Gods which are religious but highly emphasize the multicultural and friendliness of the people. It is also displayed in the Instagram visual content owned by Hatten Wines (@hattenwines).

Based on the results of data analysis, it can be explained that the Cultural Branding strategy in the Instagram visual content of Hatten Wines is as follows:

No	Bali Cultural Branding	Element/Icon
1	The enchanting natural beauty of Bali	Sun (Sunset, sunrise, sunshine), Beach, Sea (coral reef), Coconut Trees, Lotus Flowers
2	Temple	*Meru, Ulun Danu* temple
3	Mountain	Rocks
4	Community hospitality	Smile

Source: Hanindharputri, 2020

The entire component is a marketing strategy in Instagram visual content and the essence of Hatten Wines in packaging its products by displaying cultural branding so that wine connoisseurs or the general public who are not familiar with wine can

directly find out this product comes from Bali.

Figure 5. The beauty of the sun's shades displayed in Hatten Wines visual content
Source: @hattenwines, 2020

In pictures 5 and 6, the Instagram visual content of Hatten Wines presents elements representing natural beauty that are very identical to the island of Bali, namely the sunrise that can be witnessed on Sanur Beach, which identifies the location of the Hatten Wines winery, the sunset and the sun that represents the sun which illuminates vineyard that makes Hatten Wines grape flourish. In Figure 6, it also shows a semiotic image of palm tree leaves depicting the island of Bali. The

natural beauty that is implied and illustrates the beauty of Bali is also illustrated on the label on the Hatten Wines bottle packaging uploaded on the Hatten Wines Instagram visual content, as shown in Figure 7.

Figure 6. Palm Tree Leaves
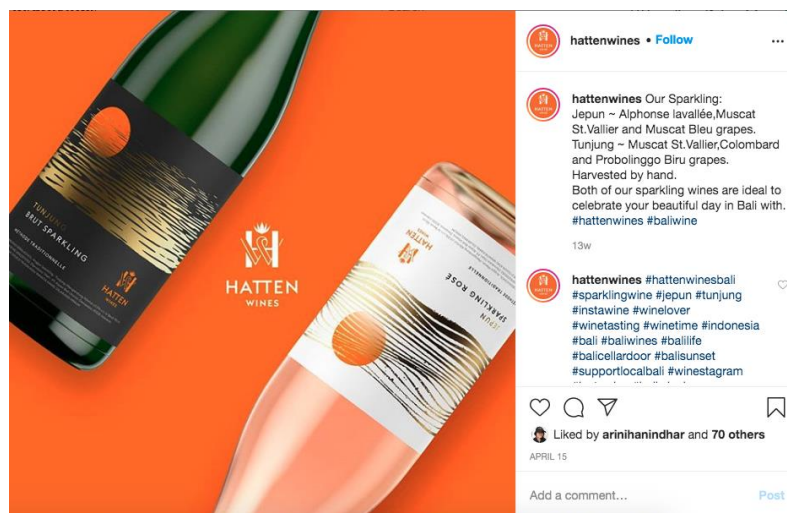Source: @hattenwines, 2020

Figure 7. *Sunset on the Sparkling Jepun Hatten Wines bottle packaging label*
Source: @hattenwines, 2020

Another cultural branding strategy undertaken by Hatten Wines to provide reflection and uniqueness of Bali as the location of Hatten Wines is to upload Balinese hospitality. One of the tourist attraction factors is the friendliness or hospitality of the locals (people) where Bali has long been known as an area that is synonymous with hospitality which is the uniqueness of tourism in Bali (Suradnyana. 2006: 10). In picture 8 there are four people who are described as part of Faces of Hatten who show the smile and happiness of Hatten Wines employees, where these elements signify the hospitality of Hatten Wines employees who are always ready and alert to serve customers.

Figure 8. A smile as an icon of Balinese tourism hospitality
Source: @hattenwines, 2020

CONCLUSIONS AND RECOMMENDATION

From the analysis that has been done, cultural branding through Instagram visual content that has been done by Tenue De Attire and Hatten Wines gives the images of both brands. The visual content of the Tenue De Attire edition of Serdadu Satu edition provides a very strong image of nationalism with the meaning of fighting spirit, mutual cooperation, mutual assistance in accordance with the Practice of Pancasila so as to make the audience who sees the visual content have a sense of nationalism. This also makes the audience want to own the product and feel the nationalism sensation of the product. Meanwhile, cultural branding on Instagram visual content Hatten Wines provides a brand image for Hatten Wines as a wine brand originating and produced in Bali, which has a delicious taste, with beautiful Balinese charm and friendly service. Viewers who see visual content want the thrill of enjoying wine and vacation and enjoying nature in Bali. As for local Balinese who see visual content will feel a sense of pride in their local brands.

Brand	Brand Image
Tenue De Attire	Nationalism, mutual cooperation, fighting spirit
Hatten Wines	Wine from Bali, hospitality, natural beauty

The results of the analysis state that cultural branding through Instagram's visual content is considered effective in building brand image and increasing consumer nationalism so that it affects purchasing decisions that lead to increased product sales.

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