

Designing Bakgor Bobo Cen Brand Campaign to Increase Brand Awareness on Instagram

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ABSTRACT

To be able to have branding that is able to maintain brand performance in this industry 4.0, the right branding strategy is needed in strengthening branding, one of which is also to increase brand awareness. Branding is something that differentiates a brand from other similar competitors. The purpose of this research journal is to guide the author's literature study review on the right branding strategy that can be executed by the Bakgor Bobo Cen brand, so as to increase brand awareness in the brand's target audience. By using the literature study review method on several national and international journals and books with the theme of tips and strategies in branding. The results showed that designing a brand campaign on Instagram can be a solution for Bakgor Bobo Cen in increasing brand awareness. In this study, the Bakgor Bobo Cen brand will use Instagram as a medium to increase awareness in the target market by utilising relevant features on Instagram with the needs of potential customers. So that if the concept of branding strategy with brand campaigns in this study can be used as direction and guidance by the Bakgor Bobo Cen brand to increase awareness of the Bakgor Bobo Cen target audience.

Keyword : Branding strategy, brand awareness, Instagram , brand campaign

INTRODUCTION

Bakgor Bobo Cen is a culinary MSME that has existed and lasted for 40 years, namely since the 1980s. However, branding in the form of a brand name and logo was only built in 2022 through Instagram social media. As the brand name implies, this business sells home-made fried bakwan speciality pork (non- halal) mixed with squid and prawns, by a grandmother named Liu Chen Siu who is now 75 years old. Although the business has been running for a long time, it only relies on Word of Mouth (WoM) strategy, so it already has regular customers but the business exposure is limited and less developed. In fact, Grandma Chen does not have adequate Human Resources (HR) to maximally manage this business, especially in the field of digital marketing. As a result, this business is also slowly losing ground to similar competitors.

Based on the results of research studies on MSMEs in several cities in Indonesia (Urata et al., 2000; Kuncoro, 2013; Alyas & Rakib, 2017; Pangestika et al., 2016; Utomo, 2017; Hamid & Susilo, 2011) in (Kasih & Charisma, 2021). Shows that there are 4 common obstacles that are still faced by MSMEs in Indonesia, including: 1) business capital is limited by the difficulty of accessing capital sources, especially banks; 2) lack of ability to market the products or services offered; 3) low quality of human resources (education, technical skills, and management); and 4) production capacity, access to raw materials, production technology used, and product quality results are still relatively low.

In the current industry 4.0, digitalisation is an important key for all people in various circles, one of which is MSME players. Especially after the COVID-19 pandemic, competition in the business sector has increased dramatically due to the emergence of various MSMEs from various backgrounds with the aim of stabilising the economy. To be able to survive in the tight competition, innovation is needed in accordance with the times. One of them is by carrying out a branding strategy, either through offline or online media.

According to (Kotler, 2016) branding is a combination of terms, symbols, and designs, with the aim of identifying goods or services or groups of sellers, which will distinguish them from similar competitors. Thus, a branding strategy is an

effort made by businesses to distinguish them from competitors through a symbol and design. In various types of efforts made, in the end it is only to increase brand awareness to the wider community. Brand awareness is a person's ability to recognise and be aware of the existence of a brand as part of a particular product or service (Keller, 2016).

Therefore, a good and appropriate branding strategy is needed for the Bakgor Bobo Cen brand, which even though it already has a brand identity in the form of a logo, brand development can be less developed if there is no consistent management in marketing it. A branding strategy requires defining, articulating, and declaring a brand, then translating it into several places, online and offline, where people can effectively engage with the business. With 3 main steps including: 1) articulate the brand and message clearly; 2) develop a modern website, orientated to the latest marketing; 3) create brand consistency in social media (Leland, 2016).

From the background described above, the steps needed by the Bakgor Bobo Cen brand are to design a brand campaign and its promotional media to increase brand awareness. Because, when many people can identify themselves into a brand, where they sort of put themselves into it, that aspect is the key to the satisfaction of a campaign (Walter & Gioglio, 2014).

RESEARCH METHOD

The method used in this research is literature review. By using a minimum of 5 books and 5 journals as references, both national and international, within a publication deadline of no more than 5 years for journal references, and 10 years for book references from now. The topics searched relate to how to design a brand campaign along with its promotional media that suits the needs of the Bakgor Bobo Cen brand, the correct steps in executing it, the benefits and impacts of it.

RESULT AND DISCUSSION

Target Consumer Overview

The target audience of Bakgor Bobo Cen are men & women aged 22-34 years old who live in Surabaya, who like to culinary / shop for food, especially through online media. What underlies this is because Bakgor Bobo Cen will focus on spreading brand awareness online, such as using social media. At this time, online promotional media through social media is very capable of reaching a wide audience, so social media has the potential to become a liaison or communication intermediary between buyers and sellers (Wijoyo & Wardaya, 2021). Social media is an important part of marketing and branding today, with almost every personal or business brand using it as part of their overall strategy. The key is to focus on one medium (two or three at most) that caters to your best audience and then proceed in depth and consistently. This includes posting content, placing adverts, active audience outreach and more (Leland, 2013).

Media exposure of Bakgor Bobo Cen consumers are the dominant motivations of this brand's target audience in buying products, namely: 1) Convenience offered by Bakgor Bobo Cen for consumers, where the product provides snacks with authentic flavours that are packaged in a practical way; 2) Solving Problems, where the brand's products can be a solution to the tastes of consumers who often find it difficult to find similar snacks with the desired characteristics. The marketing strategy to be able to reach and spread awareness of the target audience of Bakgor Bobo Cen is to use a referral strategy, which encourages a customer to be able to reach other potential customers. The most effective promotion strategy is promotion by satisfied customers (Astuti & Ernawati, 2020). This can be supported through the character of Bakgor Bobo Cen's target audience, namely people with extroverted (open) personalities, creative, loyal, and active.

Social Media Selection

It is important for business owners, especially beginners, to know and research what social media platforms suit their business, audience, and level of interest. Social media platforms that have a wide reach such as Facebook, Twitter, Instagram, Youtube, Google+, and others, there are many platforms with different

features, audiences, and ways of working. According to Karen Leland in 2016 in her book entitled The Brand Mapping Strategy Design, Build, and Accelerate Your Brand, to find out what social media is suitable for a brand, it can be considered through factors such as: (1) Demographics. What demographic matches the brand's ideal audience? Does the age range, gender, income level, etc., match the brand's customer profile? Is this social media a place where the brand's audience gathers?; (2) Content Type and Form. The chosen social network should match the type and style of content being created. For example, if the content strategy focuses on videos, social media such as YouTube or Vine would be a good choice. However, if the content is mostly advice or feedback, Twitter would be more appropriate; (3) Research Required. Every new social media will have a learning curve. Do you have the time, money, expertise, and other resources needed to build your brand on that social media?; (4) Brand Fit.

After doing your research, the last step in choosing social media is to ask yourself how well it fits with your current brand. Look back at your brand map, and readjust the brand colours, energy, temperament, and UVP to the chosen social media.

According to (Heinonen, 2011), understanding what influences consumer behaviour is essential for an effective marketing strategy on social media, especially, given that the flow of content about brands and products is no longer controlled only by businesses, but involves various online user participation activities (Seranifelli, 2018). Advertising and promotional campaigns on Instagram are well organised due to the power of images. It creates engagement that brands build with potential customers, and reduces the distance between businesses and society (Serafinelli, 2018). Therefore, Bakgor Bobo Cen chose Instagram as the media that opened the campaign introduction to be able to reach the intended audience easily. According to statista.com, there are 60 million Instagram users in Indonesia, making Indonesia the 4th country with the most Instagram users (Tjandrawibawa, 2020).

Design Concept



Picture 1 Design Moodboard for #BukanBakwanBantet's Campaign

Source : Researcher documentation

The design style used by Bakgor Bobo Cen in the #BukanBakwanBantet campaign is a vector-based flat design, which displays a fun and playful, warm, and homie impression, because it uses a mascot as the design master. A mascot is a form or object that can be a person, animal, or other object that is considered to bring good luck and enliven the atmosphere of an event (Saniscara, 2020). The mascot design in the campaign is an illustration of the Bobo Cen figure itself, which aims to characterise the brand. In such intense market competition, a company must use phrases, words, or images that represent the company/brand to be different from other brands, so that it can be remembered well. Many advertising experts believe that one of the most effective brand representations is the mascot (Saniscara, 2020).

The colouring used in this campaign uses the basic colours from the visual of the fried bakwan product itself, where orange and brown are dominant to create a "fried food" atmosphere. According to (Nugroho, 2008: 35), colours are believed to have psychological effects on humans. The effect can be seen from various aspects, such as the five senses, culture and others (Dewi, Hairiza & Limbong, 2019). Orange is the main colour in the palette, followed by brown throughout the

#BukanBakwanBantet campaign design. Orange is a flavourful colour that is often associated with food, stimulating excitement and appetite. As for the colour brown, it portrays a warm and delicious impression (Monica & Luzar, 2011). Therefore, the use of the above colour palette is considered to be in accordance with the image and products of the brand.

For the typeface used as headline, sub-headline, & body text, all use San Serif in the form of handwriting. Sans serif characters have more of a function as a typeface that can be used in many applications because of its neutral and formal impression but functionally letters can represent the object they identify with (Arifrahara, 2021). Handwriting typeface gives a relaxed and less formal impression.

The design composition/layout style used for the #BukanBakwanBantet campaign promotional media is a contrast composition, which is arranged by combining several design elements that collide in nature, one of which is the colour of the text with the background. This is done in order to create a focal point that can attract the attention of the audience. The use of photo elements with illustration elements is combined to create a fun and playful impression, so it is not monotonous. All of these design styles will be used in designing promotional media content for the #BukanBakwanBantet brand campaign on Instagram.

Execution Result

Based on research through literature review, the following is a description of what kind of media on Instagram will be used by the Bakgor Bobo Cen brand in the #BukanBakwanBantet brand campaign along with the reasons why the media is right to reach potential customers by Bakgor Bobo Cen:

1. *Instagram Feeds* (Introduction to Brand Campaign)

To start the #BukanBakwanBantet campaign, an introduction in the form of a photo/video related to the campaign is needed, such as the reason for creating the campaign and its purpose. This is done in order to build anticipation among potential customers for the new product. Bakgor Bobo Cen chose Instagram as the media that opened the campaign introduction to be able to reach the intended audience easily. According to statista.com, there are 60 million Instagram users in Indonesia, making Indonesia the 4th country with the most Instagram users

(Tjandrawibawa, 2020).



Picture 2 Instagram Feeds of Introduction to Brand Campaign
Source : Researcher documentation

2. Instagram Feeds (“Did You Know?” Content)

“Did you know?” content is informative content, where this content contains information about Chinatown snacks, fried bakwan, either in general or specifically belonging to the Bakgor Bobo Cen brand. Advertising and promotional campaigns on Instagram are well organised due to the power of an image. According to research conducted by (Haidar, 2021), the type of content that has the most interaction with followers is informative and emotional content (Haidar, 2021).



Picture 3 Instagram Feeds of “Did You Know?” Content
Source : Researcher documentation

3. Instagram Feeds (Special Promotion)

Based on research surveys, promos such as free shipping and other discounts, influence millennials to want to shop, because for them buying something is not triggered by need (Simamora & Fatira AK., 2019). Therefore, promo content is very suitable for the audience of the #BukanBakwanBantet campaign who are millennial Z generation.



Picture 4 Instagram Feeds of Special Promotion
Source : Researcher documentation

4. Instagram Feeds (Giveaway)

With the giveaway, it is hoped that it can reach more audiences and potential customers. Based on research conducted by (Effendi & Anggrianto, 2020), the giveaway promotional strategy succeeded in attracting the attention of many audiences and adding brand awareness (Effendi & Anggrianto, 2020).



Picture 5 Instagram Feeds of Giveaway

Source : Researcher documentation

5. Instagram Feeds (Testimonial)

In research conducted by (Alfirdausi & Marpaung, 2022), the existence of a review has a significant impact on the online purchasing decision process. So that with the original testimonial content from customers, it is hoped that it will attract potential consumers in considering trying to buy a product.

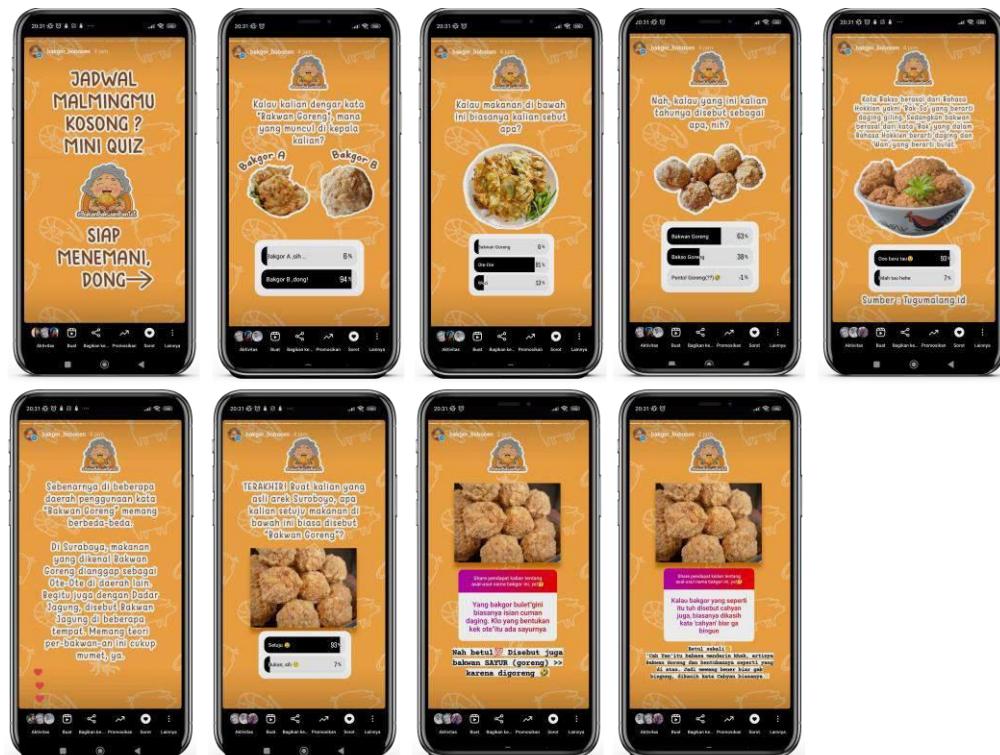


Picture 6 Instagram Feeds of Testimonial

Source : Researcher documentation

6. Instagram Story (Interactive Quiz)

Interactive content is one way to increase business exposure. If interactive content gets positive reviews from consumers, then a brand has the opportunity to increase exposure (Ridwan & Sari, 2022). By utilising the Instagram Story feature, it is expected to give the impression of being "active" to the audience, it can also potentially attract loyal customers. Based on interviews with user experts, interacting with followers on Instagram is very important, so that followers who are customers can also feel more relate, rather than just a "selling account". The quiz will be about the #BukanBakwanBantet campaign so that the audience can better understand the product.



Picture 7 Instagram Story of Interactive Quiz
Source : Researcher documentation

7. Instagram Reels (Behind The Scene : The Making of Product)

This content is a form of storytelling to the audience on Instagram through videos/reels. With behind the scenes content, it will show the "human" side to the audience so that they can feel more relatable. This content also has the potential to gain audience trust. Visual storytelling done right has the potential to increase customer loyalty, strengthen relationships with customers, expand awareness, and so on (Walter & Gioglio, 2014).



Picture 7 Instagram Reels of Behind The Scene : The Making of Product

Source : Researcher documentation

CONCLUSION

Business competition is getting tougher as time goes on, especially when the COVID-19 pandemic begins, various companies and MSMEs are competing to sell their products. Bakgor Bobo Cen's fried bakwan home culinary business must also keep up with the competition. To be able to survive this, a branding strategy is needed with the right steps. Based on the results of the discussion in the previous chapter, by designing a promotional media brand campaign on Instagram, it can be a problem-solving solution for the Bakgor Bobo Cen brand to be able to increase brand awareness. It is important for the Bakgor Bobo Cen brand to place its

product marketing on the right social media platform, which suits the existing business, audience, and audience interest level. With a branding strategy, namely a brand campaign carried out with the right systematic by the Bakgor Bobo Cen brand, there will be potential for brand awareness in the brand's own audience.

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