

## **Social Media Marketing Campaign #Realsupport to Develop Consumers Brand Engagement Uniqlo Indonesia**

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### **Abstract**

Various brands are increasingly using social media marketing strategies. This activity encourages companies to increase the emotional bond between brands and consumers. Therefore, local and international brands compete with each other to carry out effective and innovative social media marketing strategies. Through this social media marketing strategy, Uniqlo Indonesia presents the #RealSupport campaign movement with Creative House 6616 with the main objective of getting customer brand engagement while at the same time meeting the key performance indicators of the campaign. Some of the objectives of this study are to 1) find out the process of formulating Creative House 6616's social media marketing strategy in building Uniqlo Indonesia's customer brand engagement. 2) knowing the form of customer brand engagement in Uniqlo Indonesia's #RealSupport campaign. This study uses the concept of Breakenridge's Social Media Strategy Wheel, Media Ecology Theory, and the concept of Customer Brand Engagement. The research method uses descriptive qualitative with case studies through observation and in-depth interviews to collect data. This study finds that Creative House 6616 implements social media marketing strategies organically in every process. By utilizing Key Opinion Leaders, Uniqlo can build engagement on the Uniqlo Instagram account. Not only successful in getting engagement with the achievement of intention to buy and use, intention to recommend, electronic word of mouth, and loyalty, the #RealSupport campaign has also become a social movement to support women throughout Indonesia. The campaign's success can also be seen from the use of the #RealSupport hashtag on all AIRism Uniqlo product variants even though the campaign has long been over.

**Keywords:** #RealSupport, Uniqlo Indonesia, 6616 Creative House, Social Media Marketing, Consumers Brand Engagement

## **Introduction**

Fashion is an industry that continues to grow with the times. This industry has a fairly competitive product competition in the realm of materials, models, trends, and brands. This development and competition is also happening in Indonesia. In this era, fashion has become a lifestyle inherent in society. According to (Ibrahim & Kuntowijoyo, 2004), Indonesian consumer society has grown along with the history of economic globalization and the transformation of consumption capitalism which is marked by the proliferation of shopping centers such as malls, the fashion industry or fashion, beauty, and many other industries that aggressively advertise their goods so as not to lag behind trends and continue to meet the clothing needs of the community. These brands need media to promote their products to survive, so companies use marketing strategies that efficiently attract customer interest. Marketing strategy is a marketing activity to provide information to a broad audience so that the company's goals or targets can be achieved, such as increased purchases based on the use of products or services owned by the company. This marketing process uses specific communication techniques that can help companies reach buyers. Marketing strategies require media to help communicate these goals, so companies will need media that can meet targets. Communication media that is increasingly advanced until this digital era can also further encourage and support the communication process to run more smoothly.

One of the strategies in marketing on digital platforms is social media marketing. A new marketing strategy that has become a trend in the business world, including fashion, due to the ease of reaching target consumers through social media (Nadaraja, 2013). Social media was chosen as a delivery medium because it has features that allow it to carry out communication with a wide audience in two directions, and reach audiences that the company has not previously touched. Therefore, the phenomenon of social media is what helps social media marketing advance from other strategies. Social media marketing has other benefits, such as facilitating business owners in building strong relationships between companies and customers, commonly referred to as customer brand engagement. A brand engagement is a process of how a brand can attract new customers and maintain the trust of existing customers to continue using products or services and eventually become loyal customers. That way

customers not only become consumers but will more easily make re-purchases, and also help companies market their products, buy different products or services from the same company, refer to others, and provide reviews of the products or services used (Griffin, 2005).

This social media marketing strategy is used by one fashion brand to maintain its relationship with customers. A clothing retail brand or commonly called fast fashion based in Japan that focuses on recycled clothing at affordable prices. Founded by Ube Yamaguchi under the name "Unique Clothing" in 1949, Uniqlo has a vision to inspire people to dress casually, and is aimed at all ages, genders, ethnicities, and various characteristics of society. Uniqlo brands itself with findings or innovations from its faithful materials or fabrics with certain names such as HeatTech, LifeWear, and AIRism. Uniqlo was first present in Indonesia on June 22, 2013 in Jakarta, and by March 2022 Uniqlo already had 48 stores throughout Indonesia. Uniqlo often uses campaigns to promote its products and convey the brand's message and vision. One of the campaigns issued by Uniqlo is the #RealSupport campaign on its social media platform, Instagram. To achieve the campaign's goal, 6616 Creative House helped Uniqlo deliver it to the audience, while increasing reach and engagement on social media.

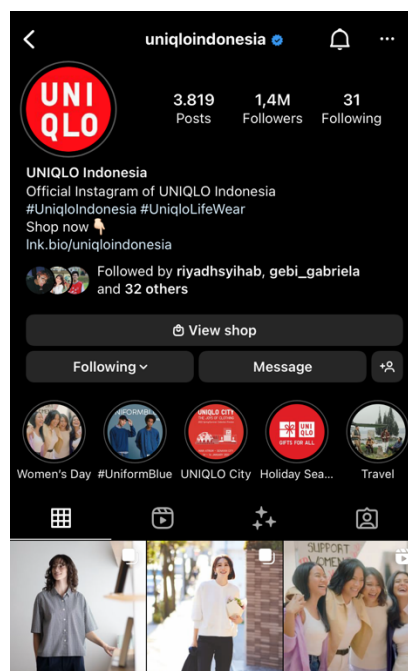


Figure 1.1 Uniqlo Instagram Account (Source: @uniqloindonesia Instagram)

Collaborating with four female public figures in Indonesia, Uniqlo supports women to accept and be comfortable with themselves while introducing its innerwear collection. In addition to public figures, Uniqlo collaborates with Girl Up Indonesia, an organization that focuses on women's rights to participate and donate one Uniqlo innerwear to Indonesian women in need. The #RealSupport campaign also focuses on the stigma against women where women must always be strong and not complain, even though they face the twists and turns of life and various problems.

The four public figures collaborating in this campaign are Amanda Rawles, Marissa Anita, Tara Basro, and Yura Yunita. These four women campaigned #RealSupport through the promotion of Uniqlo products in the form of four innerwear options, namely Wireless Bra: a wire-free bra that can adjust to changes in body shape, AIRism Bra Kamisol: bra & top with innovation in the form of sophisticated technology, Crop Bra: women's underwear that has a comfortable rib material, AIRism Sanitary Short: pants that have three layers (odor control, absorbent, and water resistant that work as a skin surface protector to stay dry and comfortable. In the #RealSupport campaign project, Uniqlo uses social media Instagram, Twitter, and Youtube as a medium of delivery to the audience. However, this research only focuses on Instagram social media. The presence of the #RealSupport campaign appears on social media as well as several other activities, not only in the form of filters but to improve its relationship with audiences or Instagram users, @uniqloindonesia also conducts talk shows on Live Instagram along with speakers and public figures in the #RealSupport campaign. In preparing social media marketing in the form of a campaign, Uniqlo collaborates with one of the 6616 creative agencies, or what is commonly referred to as the 6616 creative house.



Figure 1.2 Logo of 6616 Creative House  
(Source: [www.sixsixonesix.com](http://www.sixsixonesix.com))

Media ecology theory is a theory first introduced by Marshall McLuhan in 1964. This theory believes that the emergence of technology in human life will determine changes in various human lives (López, 2020). McLuhan interpreted media ecology as a condition where environmental conditions can influence a person, while the media has a major role in providing this influence (West & Lynn H, 2008). Humans will not be able to escape the existing media technology that will continue to develop. According to McLuhan, there are three ideas in media ecology theory or what he calls technological determinism. This idea says that people's actions and behaviors are the impact of the media, the media also helps to improve mindsets as well as manage human experiences, and the media binds the world continuously. Media ecology theory has a vital role in the development of human life, especially the era of technology that continues to develop, such as the tribal era, literate era, print era, and electronic era.

The Social Media Strategy Wheel concept was first introduced by Breakenridge in 2012. Breakenridge developed this concept to help visualize the core components of social media strategy and planning for public relations practitioners. Activities in social media strategy wheels have stages starting from the planning process to the evaluation process so that further activities can run well (Breakenridge, 2012). In the implementation of Social Media Strategy Wheels, the process starts from planning to evaluation to ensure a smooth running of further activities (Breakenridge, 2012). The type and number of followers indicate the success of achieving targets and the effectiveness of social activities. The strategy for using social media should have clear

objectives, such as increasing traffic or customer service. The content type, conversation frequency, and engagement are key factors in building user participation. Finally, tracking and measurement through the Insight feature on Instagram provides a graphical evaluation to understand the impact and effectiveness of content and activities within a certain period of time.

Customers must have cognitive, emotional, and behavioral interest in a particular brand. According to Hollebeek et al., (2011), this interest is defined as customer brand engagement. Meanwhile, (Gambetti, 2012) defines customer brand engagement as a multidimensional concept that requires the incorporation of several elements, namely attention, dialog, interaction, emotions, satisfaction sensors, and direct activation to create a complete experience on the part of consumers, which ultimately creates consumer loyalty. CBE is a process that builds slowly through a combination of conventional advertising and modern communication that can be done through social media, eventually increasing active consumers on social media. These active consumers are a category of consumers who are happy to participate in content owned by certain brands. They also help brands spread their messages to a broader audience through word-of-mouth methods and online message dissemination. In building a good CBE, brands must be present in customers' minds by creating various content that can reach them emotionally and physically, ultimately creating a deep relationship between the brand and the customer.

In addition, (Marketing Science Institute, 2012) also has a similar definition, that customer brand engagement is the interaction of customers to the brand; apart from those already mentioned by Brigitta, other interactions can be in the form of interactions between consumers, blogging, writing reviews. These activities can be seen from interactions between consumers in a forum, where consumers can exchange information about products or anticipate bad risks that occur with these products. The position of this research is different from previous research with the title Social Media Marketing Strategy "&friends" in Building Brand Engagement Himalaya Herbals Indonesia by (Riski et al., 2021) The research written by Malida Zulfaniazahra examines the social media marketing strategy conceptualized by &friends and finds out the obstacles. In this study, not only want to know about the process of social media marketing strategy 6616 obstacles experienced during the process until finally

the campaign was launched, and finally the evaluation of the campaign both from Uniqlo, but also the results or impact of customer brand engagement from the #RealSupport campaign, where this process includes the stages of strategy development to Uniqlo and Girl Up Indonesia,. Another study written by (Saraswati & Hastasari, 2020) with the title Digital Content Marketing Strategy on Mojok.co's Instagram Social Media Account in Maintaining Brand Engagement. The research has a different marketing strategy, namely through a digital content marketing strategy where researchers focus on Mojok's Instagram content as a whole. In contrast, researchers want to discuss social media marketing strategies, especially the #RealSupport campaign as a marketing strategy for Uniqlo's new products. In addition, the object of research, namely Instagram Mojok, owned by Dhealda Ainun and Chatia Hastasari, does not use third parties outside the company, such as digital agencies. In contrast, the Uniqlo company, which is the object of research, uses third parties in running its campaign, namely through the help of 6616 Creative House.

Based on the background above, the increase in the use of social media, especially in Indonesia, has a significant impact on many parties, including companies, users, and third parties who design marketing strategies. The importance of social media marketing strategy activities in increasing brand engagement makes researchers feel this topic is worth researching. The existence of the Instagram platform, which always updates its features by adjusting the needs of various types of users, makes the Instagram user community grow. The features created by the platform also increase the relationship, feedback, and participation of the account followers, such as likes, comments, tags, repost stories, save, and share not only with fellow Instagram users but also on other social media platforms. This is shown by the realized 1,000 Uniqlo #RealSupport filters campaign. Therefore, based on the positive response of Uniqlo followers to 6616 Creative House's #RealSupport campaign, the researcher wants to explain how 6616 Creative House's social media marketing strategy and its process of conceptualizing the #RealSupport campaign in building Uniqlo's brand engagement.

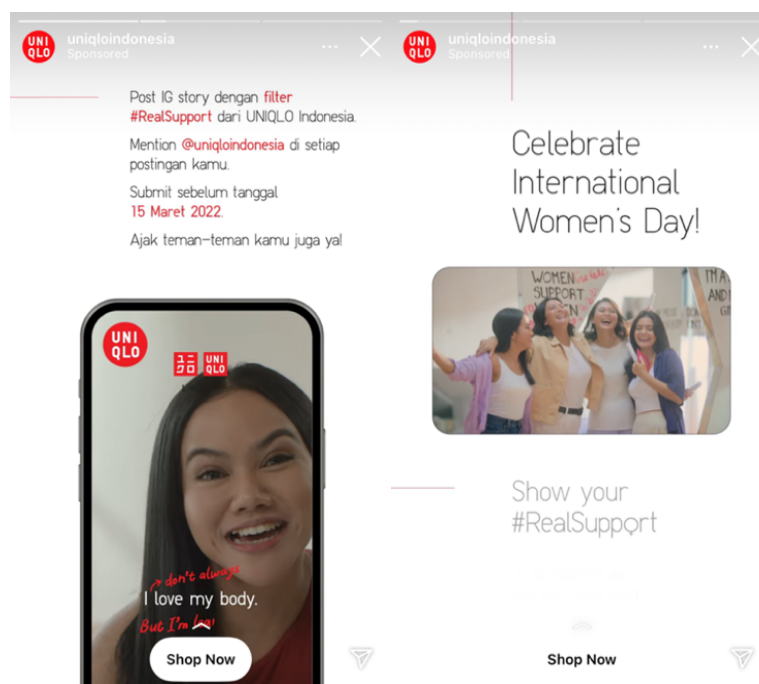


Figure 1.3 #RealSupport Campaign Content  
(Source: @uniqloindonesia Instagram)

## Method

This research method adopts a descriptive qualitative approach to explore an in-depth understanding of social media marketing strategies in Uniqlo Indonesia's #RealSupport campaign on Instagram. The research design involved identifying and tracking descriptive data regarding the research, planning, development, and evaluation strategies conducted by 6616 Creative House. Data were collected using non-participant observation methods, interview, and a literature study. The research included the entire set of social media marketing strategies for the campaign, with the main subject being Fatriana Zukhra, a Creative Strategist from 6616 Creative House. Data collection techniques were conducted through interviews with Fatriana Zukhra, Teddy Oslo Koentjoro (Business Director), and Uniqlo followers on Instagram. In addition, observations of 6616 Creative House activities and literature studies through literature, articles, books, and internal 6616 Creative House documents were also data sources.

The data analysis process was conducted by referring to the concept of social media marketing and the interactive data analysis model of (Miles & Huberman, 1984) Data verification was achieved through triangulation of sources,



techniques, and time. Source triangulation was conducted by comparing data from interviews, observations, and internal documents, while technique triangulation involved comparing data results from various data collection methods. Data testing at different times was also conducted to ensure the consistency of the research results. This research also considers the presence of the researcher, research subjects, and informants, along with the way the research data is explored. The location and duration of the research were also noted as an integral part of the methodology, while the verification of the research results was tested and strengthened through the triangulation process.

### **Discussion**

The social media marketing strategy of the #RealSupport campaign implemented by Creative House 6616 and Uniqlo to build customer brand engagement at Uniqlo can be concluded that through the #RealSupport campaign, the 6616 team and Uniqlo prioritize engagement with the target audience. To find out the process of determining strategies for building engagement, researchers have carried out an observation process on social media with the topic #RealSupport and conducted interviews with the creative team from the creative agency that collaborates with Uniqlo, namely Fatriana Zukhra, who familiarly called Petty, as the Creative Strategist for the campaign. Apart from that, we also carried out in-depth observations of the content of the #RealSupport campaign on each KOL and Uniqlo account as well as processed the data with campaign participants submitted by Petty.

In the research process, researchers used the Breakenridge concept written in 2009, namely The Social Media Strategy Wheel, which was quoted from his book, Social Media and Public Relations: Eight New Practices for the PR Professional. Next, the researcher linked the research results to this concept, where the process of determining the right strategy for building engagement requires four processes, namely, audit/research/discovery, the planning stage, which consists of determining goals, objectives, audience profile, and budgeting, then the strategy development stage, and the final stage is evaluation. In this stage, several processes need to be gone through. In the audit/research/discovery stage, Creative House 6616 carried out the process of preparing client briefs, determining strategy, tracking and measurement, and the level of client participation with Creative House 6616. In the second stage, the

6616 creative team conducted activities to determine goals, objectives, target audience, and budget. Several processes at the strategy development stage are the tracking and monitoring strategy process, distribution/channel strategy, communication/content optimization strategy, engagement strategy, and finally the measurement strategy. Next, the final stage is an evaluation which consists of several processes, namely tracking and monitoring software, distribution channels, optimizing content creation, engagement/2-way conversations, experience, and sentiment, then finally measures leads/sales, brand lift/awareness, and high-value interactions.

In the #RealSupport campaign strategy that was designed, the 6616 team began the preparation process with the concept of The Social Media Strategy Wheel by (Breakenridge, 2012) The 6616 team carries out an audit/research/discovery process based on Uniqlo's problems and objectives. Uniqlo came to the 6616 team as Creative House, which last year had worked on several projects together with Uniqlo. This time Uniqlo wants to increase customer brand engagement with its AIRism innerwear products on Instagram social media. Meanwhile, before the 6616 team prepared the campaign, Uniqlo had a mandatory client to carry out the campaign on International Women's Day, which falls on March 8, 2022. The 6616 team then formed a team and started developing a social media marketing strategy. The team then prepares a client brief/client guidelines, which are considered the most important part of the information the client has for the advertising agency (Suhendra, 2017) In this process, the 6616 team read, identified problems, and then processed the brief given by the client where the client felt they were not getting enough engagement, especially on their product, namely AIRism innerwear, this then encouraged them to carry out social media marketing activities and collaborate with 6616 Creative House. Social media marketing is defined as a process of increasing traffic or engagement through social media. Programs or activities carried out in social media marketing usually focus on creating content that attracts attention and engagement, encouraging the audience to read and share the content with their social media friends (Gupta et al., 2013). Social media marketing activities are a form of direct or indirect marketing to build a brand, business, or product packaged using social web tools (Gunelius, 2011) As for the 6616 team's social media marketing, it is carried out through Instagram social media. According to Petty, Instagram has various features that

support social media marketing activities, starting from visual presentation, namely photos and videos in the form of stories or feeds, and then there are filter features, and features that support it. Engagement includes likes, comments, shares, saves, and so on.

In the #RealSupport campaign implemented by the 6616 team, the team previously carried it out internally by the 6616 team. In contrast to other social media marketing strategies, in this strategy, Petty and the team felt close to the topic to be discussed. Therefore, in the audit process, the results raised were a form of internal brainstorming by raising the topic of women's rights which was then focused on the issue of self-love and body positivity. This process is called audit, research, and discovery. Communications organizers carry out a process that is important for the success of social media marketing. In this research, those intended as communication organizers are 6616 as the Creative House and Uniqlo Indonesia as the brand and client of 6616 Creative House.

In this audit process, the 6616 team linked Uniqlo's objectives, namely customer brand engagement and women's rights, where these two issues are a representation of where comfort for women's bodies is a priority, and Uniqlo created the AIRism innerwear product to support this. In the process of perfecting the #RealSupport campaign, the 6616 team carried out manual tracking & monitoring via social media and several news stories discussing women's rights, the 6616 team observed audience conversations during these discussions and then processed them again. The rise of feminine brands that discuss women's rights, such as Dove and Lux, as well as other skincare brands, has created intense competition to be seen as more attractive and innovative by the target audience. This has encouraged various brands to carry out promotions in various ways via social media (Kussudyarsana & Rejeki, 2020) This factor ultimately encouraged Uniqlo and 6616 to develop a social media marketing strategy that was different from other women's brands, providing a real positive impact.

Through the concept of women's rights, the 6616 team created a campaign concept with the name #RealSupport, which its literal meaning real support. Supporting this philosophy, #RealSupport was then also developed by the 6616 team who were very adamant about donating activities in this campaign. Uniqlo supplied

the #RealSupport donation by donating 1000 innerwear via 1000 Instagram filters submitted by the target audience to Uniqlo's Instagram. Donations will be distributed to women throughout Indonesia with the help of the non-profit organization Girl Up Indonesia, which was selected as the vision of the #RealSupport campaign. Before this campaign material was produced, the 6616 team held joint discussions with Uniqlo as a client. This is useful for finding a middle ground between Uniqlo's client brief and the 6616 team's creative brief and establishing a good relationship with Uniqlo during the campaign. The Uniqlo client gives the 6616 team the freedom to develop a social media marketing strategy, but several mandatory client requirements must be implemented, such as selected production houses and other visual concepts. Apart from that, Uniqlo also does not provide authority over social media handling, because Uniqlo has its own social media team. Team 6616 as the creative agency as a third party ensures that the relationship established with Uniqlo Indonesia is created well and ideally, during the campaign process. This is supported by the fact that Uniqlo has been working with 6616 for the last two years to work on a social media marketing strategy for its Instagram. So, according to 6616, good relationships give a good impression in the short term and in the long term, where other collaborations may occur in the future. This supports 6616 to improve relationships and supports and appreciates client participation in every social media marketing strategy created. Participation is a process carried out in assessing decision-making (Surahmi & Farid, 2018)



Figure 4.1 Instagram Filter #RealSupport

(Source: @uniqloindonesia Instagram)

The activities carried out by 6616 are under the concept of the social media strategy wheel presented by Breakenridge, where there is a difference between a brand that only provides information and a brand that builds discussion and a high level of involvement, answers questions, and provides feedback about products and services. As an active client, Uniqlo was able to provide high engagement with 6616 as an agency to organize innovative social media marketing initiatives.

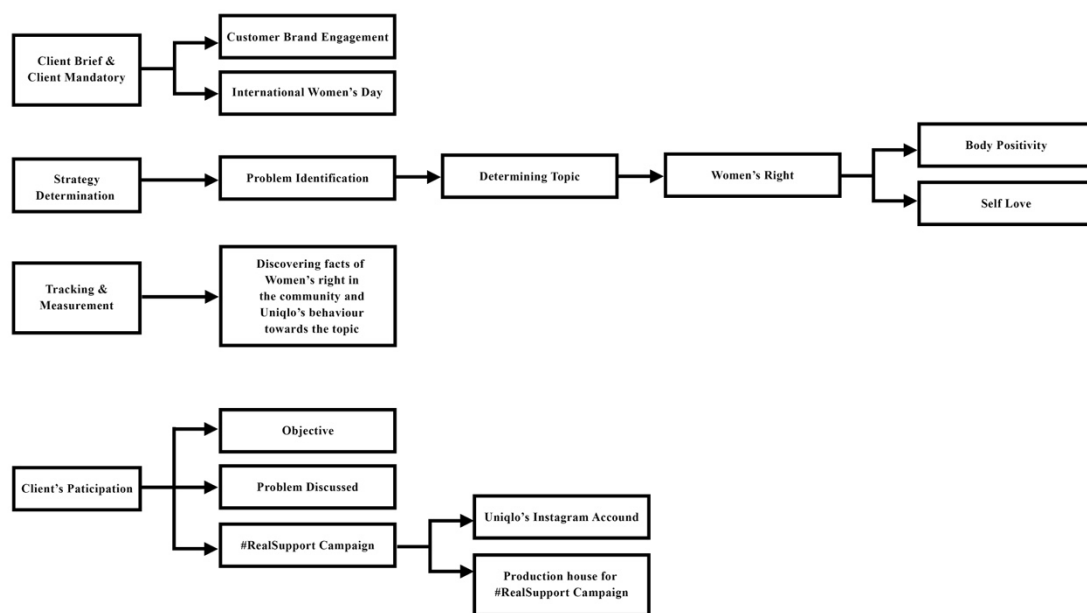


Figure 4.2 Audit/Research/Discovery Level Team 6616 on the #RealSupport Campaign

(Source: Researcher Processed Data)

When the research was completed, the 6616 team then carried out the second stage, which was the compilation of goals, objectives, target audience, and budget which was implemented to perfect the social media marketing strategy to have the right goals under Uniqlo's client agreement. The goals used in this campaign are derived from the objective owned by Uniqlo, namely customer brand engagement. The goals in question are the answer to "What will be done next?" and set market share, total distribution, product introduction, pricing policy, sales promotion, and advertising. The Key Performance Indicator of this strategy focuses on engagement on Uniqlo's Instagram in the form of the total use of 1,000 filters in 7 days which is

then converted into an innerwear donation. Through the donation activity and the name of the campaign, the 6616 team has determined the positioning that will be used by Uniqlo, which is to place Uniqlo as a supporter of women throughout Indonesia through its innerwear products. This is also used as a differentiator from the form of campaigns owned by other brands. When the goals have been determined, the 6616 team needs to determine the target audience that will be targeted in the campaign so that the materials in the advertising strategy can be delivered better. The 6616 team adjusted the target audience with the products advertised by Uniqlo, so the target audience was determined to be women throughout Indonesia, without any specifications. Women of all ethnicities, body shapes, occupations, and ages as a form of mandatory client implementation, which is the celebration of International Women's Day for Indonesian women. The determination of this target audience is based on the main purpose of International Women's Day according to the 6616 team, that there are still many women in Indonesia who do not get good underwear support for their comfort. Therefore, the target audience is aimed broadly, so that the message can be delivered evenly. From this research, the researcher found the fact that the objectives and positioning that Uniqlo has determined are used to build customer brand engagement, that is through the target audience of Indonesian women by bringing up the sensitive topic of women's rights that focuses on self-love and body positivity. According to (Kotler & Keller, 2006) positioning is a series of actions or steps implemented by the company to have differentiators or special features that can be superior to other competitors by setting the product in the target audience's mind. The determination of positioning by discussing women's rights to all Indonesian women in the Uniqlo brand, especially on the AIRism innerwear product, is done to the target audience as a product that supports comfort and provides real support to every woman's body that has its uniqueness.

After determining the objective, 6616 and Uniqlo then determine the target audience to be used so that the strategy planning process goes deeper until the activities in the campaign can be organized maximally and accurately. The target audience is an essential element in the field of communication as well as holding an important role in the progress of a communication process. According to researchers, AIRism innerwear products can also be advertised to men or women, because

AIRism's production is aimed at both. However, as an agency, 6616 follows the objective given by Uniqlo which ultimately focuses on women only. The audience selected in the #RealSupport campaign is all Indonesian women without exception, this is intended so that Indonesian women feel real support and do not feel left out. Not with a certain body shape, body shape, race, region, job, or place of residence. This is also supported by the existence of innerwear donation activities aimed at all Indonesian women. (Breakenridge, 2012), that is, analyzing the target audience is important because it relates to the needs of the campaign regarding a deep understanding of the critical issues of the community that are set as the target audience that the brand wants to reach in the web community. The community that is meant in this research is all women in Indonesia who are prefixed with 6616 summarizing the sensitive topic of women's rights.

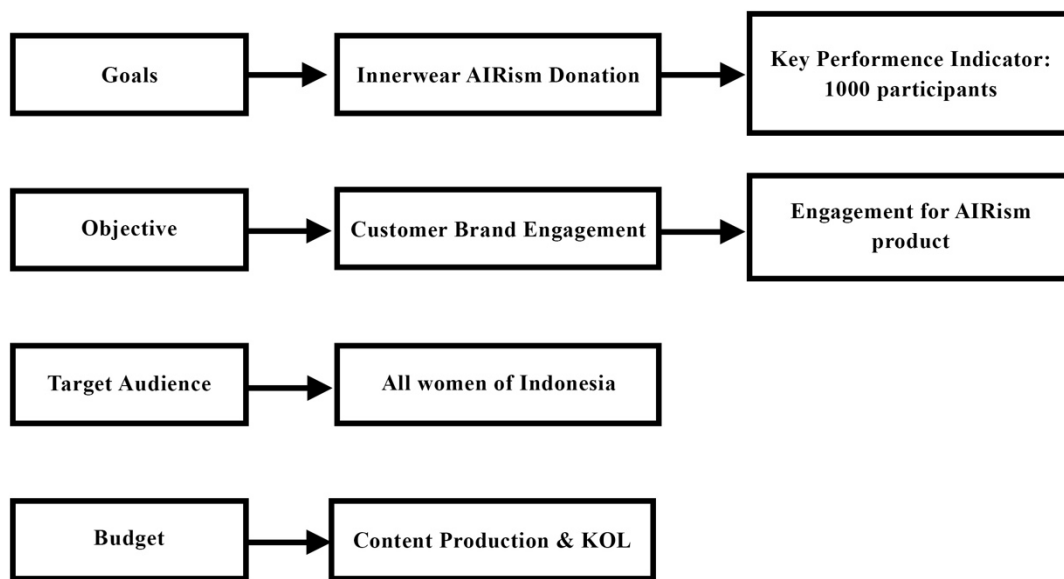


Figure 4.3 Level of Preparation of Goals, Objective, Target Audience, and Budget Team 6616 on the #RealSupport Campaign  
 (Source: Researcher Processed Data)

After completing the second layer of the Social Media Strategy concept, the 6616 team then developed a social media marketing strategy for the #RealSupport campaign. Following the approach written by (Constantinides, 2014) the active approach to social media marketing is 1) The use of social media as direct marketing tools and public relations, 2) Engaging social media users as product and brand supporters, 3) The use of social media to personalizing the customer's online

experience and allowing products to be customized, 4) Involving customers as contributors to product reviews, advertising concepts, and as part of the innovation process.

According to the Social Media Strategy Wheel concept by Breakenridge, this layer is divided into five processes namely tracking & monitoring strategy, Distribution strategy, communication/content optimization strategy, engagement strategy, and measurement strategy. The process is applied to help the 6616 team create a social media marketing strategy and the content in it accurately. The tracking & monitoring process is a stage where the 6616 team observes the strategic concepts of the brand that is doing the campaign, this is done to find the right approach to the target audience. The 6616 team carried out monitoring by comparing the campaign material with other brands that also discuss women. In addition to this, it also implements tracking of the target audience on social media with the topic of discussing self-love and body positivity. Team 6616 tried to bring a statement that had previously been discussed together and looked at various facts told by women through social media.

The results of the tracking and monitoring process that the 6616 team has processed are then reduced to several materials that need to be distributed. For the material to be distributed accurately, the 6616 team uses channel influencers as well as Key Opinion Leaders who have an image and vision in line with the #RealSupport campaign. So Yura Yunita, Tara Basro, Marissa Anita, and Amanda Rawless were selected as KOLs who were used to develop the engagement of the #RealSupport campaign and encourage the target audience to participate in donation activities. Working with influencers means that the brand takes profit or benefits from the audience (Anjani & Irwansyah, 2020) In addition to utilizing KOL, the distribution strategy is also assisted by ad placement on story features and feeds, but it is not included in the scope of work owned by the 6616 team, but on the part of Uniqlo Indonesia as the party responsible for the @uniqloindonesia account. Furthermore, the campaign material was uploaded not only on the @uniqloindonesia account but also on the accounts of each KOL so that the campaign could be spread widely and effectively.

Before producing the campaign material, the 6616 team prepared the campaign material as a communication/content strategy. The material is divided into



two parts, the first on Instagram feeds covering the main video of the #RealSupport campaign uploaded on the Uniqlo Indonesia account, the main video of each KOL, and KOL photos together with product placement. Second, the story includes some invitation content to participate in the campaign, Instagram Live ads, and the #RealSupport Instagram filter. Specifically for this campaign, the editorial plan was not made by the 6616 team but was prepared by the Uniqlo social media team and discussed together with the 6616 team. There is also the content of the editorial plan, which is the date, material, and copywriting used in the Instagram @uniqloindonesia and Instagram captions. COL. The concept from the previous video material is adapted to Uniqlo's clean and simple characteristics but weighted through the messages written in the main video properties, adapted to the results of the tracking & monitoring process. While conceptualizing the filter, the 6616 team wants to show support through the sentences written in the filter. Where the stigma obtained in the results of tracking & monitoring is included in it. This communication and content optimization process, 6616 has shown the five main goals of a campaign according to Reddi (Reddi, 2020) namely 1) Inform and raise awareness of the activities of the campaign communication process to influence the audience, 2) Appeal, teach and motivate the audience to participate, 3 ) Developing public opinion through ideas and actions, 4) Attracting the target audience using the media and methods used, 5) Providing the desired results through the implementation of the campaign program within a certain time or has been set.

At the communication/content optimization stage, 6616 is based on data found in research results and tracking & monitoring as well as distribution/channel strategy selection. Certainly, the prepared campaign concept is adapted to the issues and needs experienced by the target audience so that it can increase interest and engagement in the campaign material that has been prepared more effectively. This is by what was expressed by Rossady Ruslan (Ruslan, 2012) 6616 performed stages starting from attracting attention (campaign introduction), the campaign theme used to motivate and encourage the target audience to act which in the #RealSupport campaign is filter submission on Instagram Story, as well as the participation of the target audience to take real action. The concept of the material that goes into the content optimization stage is produced from research on trends and target audiences

by 6616. This research is related to research carried out on social media, topics that are liked or often, and important topics to be discussed, needed, and desired when looking at social media. Through the results of the research, 6616 optimized the material together so that the #RealSupport campaign could be delivered well to the target audience.

In the results of engagement seen on each material uploaded by KOL or Uniqlo, the researcher saw that the 6616 team implemented an engagement strategy by observing the visuals and content of the campaign material. The material has stable and maximum engagement. This phenomenon is due to the target audience's involvement in the material. In addition to the visuals, using captions also encourages engagement in the campaign material. After completing the engagement strategy process, the measurement of each material from the #RealSupport campaign with a process called measurement strategy is carried out by internal Uniqlo through the @uniqloindonesia Instagram account.

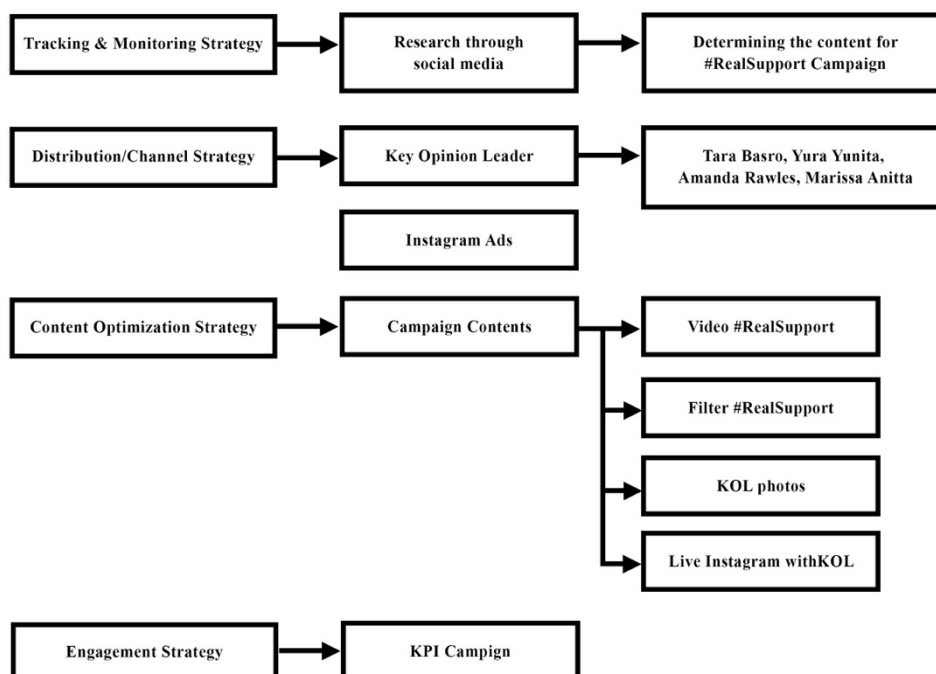


Figure 4.4 Level of Strategy Development on the #RealSupport Campaign  
 (Source: Researcher Processed Data)

In the last layer in the Social Media Strategy Wheel concept, the evaluation stage consists of several processes, namely tracking & monitoring software, distribution channels, optimize content creation, engagement/2-way conversation, and engagement leads which are used as an evaluation of the results of the social media marketing strategy implemented on the @uniqloindonesia Instagram account. The evaluation stage is carried out to determine the results of engagement from the target audience during the social media marketing strategy. During the #RealSupport campaign strategy, the 6616 team carried out tracking & monitoring manually through social media owned by each team and insight delivered by Uniqlo. Uniqlo's internal parties carry out in-depth tracking & monitoring and will be conveyed to the 6616 team when problems occur during the campaign.

The 6616 team then evaluated the distribution channel strategy chosen for the campaign. The campaign material distribution strategy used is the influencer channel through the four KOLs in the main material, while also using Instagram ads which is Uniqlo's decision. Researchers see that the use of distribution strategies through KOL is a strategy that increases engagement efficiently while expanding the distribution of campaign materials to the audience of each KOL. The presence of KOLs also encourages the target audience to join the campaign and make donations happily because the 6616 team is aware of the effort made to just participate in the campaign on social media. This is in accordance with the important characteristics of an influencer quoted from (Breakenridge, 2012) namely 1) Trust, 2) Deep knowledge, 3) Industry expertise, 4) Strong motivation 5) Pure passion, 6) Winning attitude, 7) The spirit of giving. Breakridge also said that with the help of motivated individuals, brands can take steps to achieve long-term goals.

In the next process, the 6616 team evaluated the existing campaign materials on social media. This evaluation activity is called optimize content creation, where the 6616 team as the creative agency responsible for all campaign materials evaluates related materials. However, because the client directly holds the @uniqloindonesia Instagram account, the 6616 team only evaluates manually by paying attention to the sentiment and engagement in the upload. The evaluation results are then used as material to refine the strategy if the campaign has yet to reach the specified KPIs.

However, at this stage, the client, Uniqlo, also provides feedback to the 6616 team if there are areas for improvement in the campaign process on Uniqlo's Instagram.

The following process is called engagement/2-way Conversation, experience, and sentiment, where through evaluation and observation during the campaign process, the 6616 team can find out and assess the positive or negative response of conversation and sentiment to engagement that occurs on social media. A lot of positive sentiment was obtained during the #RealSupport campaign, the target audience responded to the issues brought by Uniqlo, the response was in the form of conversations that took place in the comments column and the main thing was the number of filter donations used by Uniqlo followers was doubled and finally Uniqlo increased the number of donations by more than 1,000 innerwear products. In accordance with the author's findings on social media, especially the @uniqloindonesia account, there are also Uniqlo followers who make purchases and reviews of these innerwear products. So the 6616 team considers that the #RealSupport campaign is effective in achieving the objective, namely customer brand engagement in this campaign.

The last stage in the Social media strategy wheel concept is measurement lift / high awareness, high value interactions which is a process of evaluating the overall success of the social media marketing strategy. Through the achievement of targets on the campaign even far above the KPI, there was also an increase in innerwear donated by Uniqlo through Girl Up Indonesia. The #RealSupport campaign also successfully introduced and increased brand and customer brand engagement towards Uniqlo's AIRism innerwear, this can be seen from the brand lift/awareness and high value interactions during the campaign strategy. Many audiences, especially Indonesian women, were moved and participated in the #RealSupport donation movement. Supported by the results of interviews conducted by researchers to followers and participants of the #RealSupport Uniqlo campaign who reached a loyal level to Uniqlo's AIRism innerwear products during and after the campaign was implemented. Researchers conducted interviews to four followers and participants of the Uniqlo campaign according to the data archive owned by the 6616 team randomly.

When adjusted to Perrault and Mosconi's concept (Perrault & Mosconi, E, 2018) on the customer brand engagement chart, Cantika, who is follower 2, falls into

all levels of engagement in the chart. Cantika revealed that she has always liked Uniqlo products and uses them daily. She was moved to participate in the campaign because she felt encouraged and inspired by the topic brought up by Uniqlo. She admitted that this point eventually led Cantika to buy and use AIRism innerwear products and then led her to the higher stages of promotion, recommendation, purchase and usage intention, eWOM, cooperation, conversation and commitment to the Uniqlo brand.

From the interviews conducted with the four followers, the #RealSupport campaign encourages and breaks the stigmas in the world of women. They revealed that there was satisfaction in knowing that Uniqlo carried these topics and was finally interested in participating in the campaign by using Instagram filters. Researchers prove that the positive response or sentiment generated by the audience comes from the strategy material contained in the #RealSupport campaign.

## **Conclusion**

The implications of media ecology in the context of Uniqlo's social media marketing strategy, especially in the #RealSupport campaign, reflect the significant impact of the development of global communication technology. Marshall McLuhan's media ecology theory highlights the role of the medium as an agent that not only carries messages but also influences people's perceptions and mindsets. In this study, using Uniqlo Indonesia's social media marketing strategy on Instagram as a medium of communication creates a new communication ecology where people are actively involved. This can be seen from the high usage of Instagram, especially in Indonesia, which is the second largest platform in the world according to wearesocial.com research. The use of Instagram as a medium in this campaign was not only effective in delivering the message to the audience, but also created high engagement. The concept of efficient and cost-effective social media marketing is evident in this strategy, where Uniqlo can easily reach and interact with its audience. The #RealSupport campaign utilizes the power of ecological media to shape positive perceptions of Uniqlo and bind people to a new social system, especially in the context of women's environment in Indonesia. By understanding the dynamics of media ecology theory, Uniqlo succeeded in creating a digital social movement that

not only focused on a specific campaign but also positively impacted the overall image and relationship of the Uniqlo brand with its audience.

The 6616 team implemented a social media marketing strategy using the #RealSupport campaign form, which was comprehensively prepared through several stages, namely the audit/research/discovery stage, the results of which were processed and continued with planning goals/objectives/target audience/budget. The implementation of the social media marketing strategy shows an increase in engagement by increasing activity on social media Instagram @uniqloindonesia on interactions during the campaign. The success achieved in the #RealSupport campaign must be distinct from the stages in the concept used by researchers, namely the Social Media Strategy Wheel at the distribution/channel strategy stage. The importance of selecting Key Opinion Leaders as one of the utilizations of Creative House 6616 as an influencer channel that helps distribute campaign materials. The occurrence of engagement among customers can be seen from the results of one of the sources who participated in the #RealSupport campaign on Instagram who then spread information about the campaign through e-WoM or Electronic Word of Mouth, as well as using AIRism innerwear products. In addition, it was also found that the increase in engagement for the duration of the campaign exceeded the KPI of 1,000 engagements on the use of filters many times.

Through #RealSupport, Uniqlo wants to show direct support not only through a virtual impression shared through social media but can be felt tangibly. The impact was felt by the four followers and participants of the #RealSupport campaign. All four showed high engagement, such as loyalty, purchase and usage intentions, disseminating and recommending through Electronic Word or Mouth. There are new findings resulting from this research, Creative House 6616 needs to develop a social media marketing strategy by the concept of The Social Media Strategy Wheel. Creative House 6616 tends to prepare organically by paying little attention to the patent process in social media marketing strategies and campaigns. Activities in research, such as SWOT preparation, are not carried out because the team feels close enough to the issues raised. Then, the content distribution process is carried out independently by Uniqlo, as well as the evaluation stage and final data are conducted

by Uniqlo internally. However, the #RealSupport campaign can still run well and become a campaign that has both a moral and tangible impact on Indonesian women.

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