

## Introducing New Local Kids Brand “Wima & Nara” Trough Story Telling Technique

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**ABSTRACT :** Indonesia is a country that has a majority moslem population. A moslem woman are obligated to cover their entire body according to Al Quran. Wearing hijab need to be a habit, wearing hijab from early age is a way for moslem parents to train their children so they will get used to cover their entire body. To train kids, it need to be interesting, it can be developed by storytelling technique. To introducing a hijab for kids as a new brand it needs to be accepted by the parents and the kids. From this idea, concept of storytelling technique will be communicated to the target audience. This study aims to develop tool for parents how to educate their kids in effective way to build interest kids in wearing hijab. Qualitative research with descriptive approach is implement in the study because the primary data is obtained from in-depth interview to the parents with Situation Analysis, Objective, Strategy, Tactic, Action, and Control (SOSTAC) analysis model. The recommendations cover areas of: (1) Build awareness to parents how to educate kids in wearing hijab trough storytelling, (2) Building interest and awareness to parents kids so they can attract in wearing Wima & Nara as hijab for kids trough storytelling.

**KEYWORDS:** *Story Telling, Brand Awareness, Social Media, Hijab, Kids Parenting*

### I. INTRODUCTION

Indonesia, a country that has a majority moslem population. According to a survey by the Indonesian Statistical Center in 2010, there were 207,176,162 Indonesian moslem population out of a total population of 237,641,326 in Indonesia. Of which 102,980,379 are women, 51,908,889 of them live in cities.

A moslem woman is obliged to cover their entire body with clothes to intent not to cause the negative lust of the opposite sex. In addition to being obliged according to the Al Quran, some of the holy verses of the Al – Quran regarding the following hijab: “And tell the believing women to reduce [some] of their vision and guard their private parts and not expose their adornment except that which [necessarily] appears thereof and to wrap [a portion of] their headcovers over their chests and not expose their adornment except to their husbands,..” (QR.surah An – Nur: 31).

Cover the entire body is mandatory for all moslem women. It shows that to do activities, wearing hijab is a must. But, there are also many moslem women are not wearing hijab. Wearing hijab and cover their entire body needs to be habit. Along with the development of the digital world, it is now very easy for women to get information related to spirituality, and also now The Islamic leaders are carry out Islam message through social media. The message about the obligation to wear hijab is easier to convey to women than in the old time. Kids also need to be inspired to wearing hijab from the early age. Wearing hijab to kids is a way for parents to train their children so they will get used to cover their entire bodies. And it would be easier to educate them while they are still young, as long we know how to educate in persuasive way. One of the ways to be persuasive and make kids interested to learn how to be a good moslem is trough stories. Parents and teacher use to tell stories about the Prophet and their miracle. At present, there is a more interesting way to tell a story is through audio visual, we usually see it in the form of animated movies or cartoons.

Indonesia have Nussa Official who presenting storytelling about Islam to kids more fun. The way Nussa and Rara live in the story is inspiring to kid. Some of my interviewees said that their kids love to watch Nussa on Youtube. Besides, we also conducted interviews with the mother of one child. Their response was very positive by looking at the way Nussa delivered a message to the audience that taught the goodness but was packaged in such a way according to the target audience so that the message conveyed seemed light but meaningful. Nussa official using storytelling animation is considered very effective. Because children are very interested in audio-visual so Nussa’s official can embrace their target market. The characters of Nussa are very friendly for children, because of the cuteness and cheerful that describes the characters of the children in general.



Figure 1. Nussa Official

The reason why it is important to educate kids in the early age, is because they have a good memory and therefore will retain information. But to make a good memory for them it needs to be interesting. It can be developed by storytelling technique. That's what Nussa trying to bring in to their story so the kids will be well understand about the message that they are try to deliver. From the explanation above, to educate kids we can use storytelling method. Kids can easily capture the message conveyed using storytelling. They create it Islam messages through animation or cartoons.

In order to influence parents and their daughter to wearing hijab, it is necessary to inspire the parents how easy to persuade their daughter to wear hijab. From this idea, concept of storytelling will be developed into a brand that will be communicated to the target audience. Planner will develop kids hijab fashion brand and will promoted through story telling. This brand will communicate to Moslem mothers that educating their daughters to wear hijab in very possible.

## II. THEORITICAL FRAMEWORKS

### Storytelling

According to Echols (in Aliyah, 2011) storytelling consists of two words viz story means story and telling means telling. Combining two words storytelling means telling a story or telling a story. Other than that, Storytelling is also called storytelling or storytelling as stated by Malan, storytelling is storytelling based on oral tradition. Story telling is an effort made by storytellers in delivering content feelings, thoughts or a story to children and oral. Whereas in the Big Indonesian Dictionary (Kranegarkata & Hartatik), the story is a story, a fairy tale, a speech that describes a process of occurrence events at length, essays that present the course of events, acts that are manifested in shows (about drama, film, and so).

Besides that, storytelling is very useful for teachers like as stated by Loban (in Aliyah, 2011) states that storytelling can be a motivation to develop awareness, broaden the imagination of children, parents or encourage storytelling activities on various opportunities such as when children are playing, children approaching sleeping or the teacher who is discussing the theme used the storytelling method.

Storytelling is one of the oldest forms of communication and has great strength. Storytelling is communication and use of stories or narratives, which use a set of elements. In marketing, storytelling is a form of narrative where companies connect their identity and their philosophy, in making activities and products (Salzer-Morling&Strannegard, 2004).

According to Amalia (2009), Storytelling is a technique that aims to tell a story events in the consumer's own language. They have enough talent good because everyday consumers are accustomed to talk – talk tell about the problem, whether with friends, with a partner, or with colleagues. With this technique, consumers will usually be faster to be guided discuss interests, dislikes, or other issues surrounding the topic we want.

## III. PROJECT PLANNING

### SOSTAC Planning System

STAGE	SECTION OF PLAN	WHICH ANSWERS
S	Situation	Where are we now?
O	Objectives	Where do we want to be?
S	Strategy	How do we get there?
T	Tactics	How do we get there?
A	Action	What are the specific actions requires for each individual tactical step?
C	Control	How do we know we have arrive?

Table 1. Source: (Smith, Berry, &amp; Pullford, 2007)

- **Situation Analysis**  
This analysis is based on market potential data, interviews and questionnaires and analysis of SWOT works (Strengths, Weakness, Opportunities, Threats). According to Malhotra (2009), in-depth interviews are personal, direct, and unstructured interviews, where the interviewer digs up respondents to express motivation, trust, and attitudes toward the company. In-depth interviews can reveal a much more in-depth picture of a topic, and show the respondent's direct response because it produces free information exchange.
- **Objectives**  
According to Prigunanto (2006), in determining goals well, companies apply SMART:  
S - Specific (Objective must be more specific)  
M - Measurable (Objective can be measured)  
A - Achievable (Objective can be achieved)  
R - Reliable (objectively reliable)  
T - Timed (Objectives must be clear in time of implementation)  
The SMART principle is used to describe the overall weaknesses and objective strengths of a strategy.
- **Strategy**  
According to Kennedy & Soemanegara (2006), the definition of the strategy itself can be interpreted as follows: strategy is a unified, comprehensive and integrated plan that links the strength of the company's strategy with environmental challenges and is designed to ensure that the company's main objectives can be achieved through proper implementation by the company. The conclusion is that strategy is the means used to achieve the ultimate goal. This stage is to answer the question of how to achieve the objectives to be achieved by this project. Therefore, the strategy and objectives to be achieved must be integrated in one outline.
- **Tactic**  
Contains details of the strategy that will be carried out and details of the usual strategy regarding the development process and creativity. And an overview of the integrated marketing communication that will be used will also be explained at this stage. The channel that we are going to use, will be set based on the research from the chosen audience.
- **Action**  
In the form of steps needed to put strategy and tactics into practice. It usually contains detailed strategies for realizing and linking to all components of the theory. In addition, at this stage, the realization of the work of the storytelling technique will be made in the form of media material that has been chosen at the tactic preparation stage.
- **Control**  
At this stage, a performance calculation will be prepared from all strategies that will be made so that they can meet the expected objectives.

#### IV. RESULTS

To In order to influence parents and their daughter to wearing hijab, it is necessary to inspire the parents how easy to influence their daughter to wearing hijab. This is what Wima& Nara trying to provide through storytelling. Planner will provide the story trough social media so it can build the engagement with the target audience. "Wima& Nara" plan to execute story telling through social media to educate the target audience that it is easy to teach their daughter to wearing hijab from the early age. From there, we will meet the potential market that could be offer "Wima& Nara" product, through story telling technique directly.

##### **Situation Analysis**

Planner doing several interviews with the target audience that going to be approached, Mother with daughter under 8 years old, 25 – 35 years old, live in Jabodetabek area, social economy status A, B to find out that the attitude and behavior toward wearing hijab and also analyze competitors and SWOT of Wima& Nara. Based on the analysis of the situation, planners define the main problems of Wima& Nara's brand:

- There is no brand awareness of Wima& Nara
- Parents are worried if their kids wearing hijab, they will feel uncomfortable and they hesitate to wear their kids hijab, but the kids need to learn about how to wear hijab, and as a mother they have to be a good role model for their kids.

##### **Objective**

To introduce new local hijab brand Wima& Nara, planner have the communication objective is to create awareness of Wima& Nara as Tropical Hijab Fashion for kids and educate the mother and their daughter that wearing hijab from early age is not difficult. To create awareness and interest to Mother as decision maker, Instagram business account Wima& Nara is targeted to have 10,000 followers. Wima& Nara targets 100 likes

on each post and 1.000 viewers on Instastory post. The number of followers and likes can be proof that consumers have awareness of Wima& Nara.

And to persuade kids so they can be influence to wearing hijab in the early age, Youtube Official account of Wima& Nara is targeted to 2.500 likes per video posted, it hopes that can measure the interest of video the kids.

**Strategy**

Wima& Nara position the products as fashionable hijab fashion kids and also comfortable to use in tropical Indonesian weather. Wima& Nara will always produce products inline with product objectives and positioning. Wima& Nara tagline is "Tropical Kids Hijab Fashion" which has a meaning very suitable for wearing in Indonesia.

To achieve Wima& Nara will build awareness as tropical kids hijab fashion and interest to Mother with daughter under 8 years old, 25 – 35 years old, live in Jabodetabek area, social economy status A, B. Those who wear hijab but not covered the chest, are primary target audience as a decision maker through storytelling on Instagram. Because they are easier to reach, because they exposed by social media, they follow the fashion trend. To get awareness Wima& Nara will communicate to target audience trough storytelling on Instagram post and stories. The message of the storytelling will be “Kids feels comfort in hijab for living in tropical country”. Trough the number of followers and likes of the post, and also viewers of the Instastory , we will see if the awareness of the target audience with Wima& Nara.

Wima& Nara also will persuade kids as the secondary target audience so they can be influence to wearing hijab in the early age trough storytelling on Youtube, as we know that based on the research the target audience exposed by Youtube. The characters of the story will be created as a friend as they are sharing how to wearing hijab. The message of the storytelling will be “You feels comfort in hijab””. Trough comment and likes planners will see if the content can give interest to the target audience.

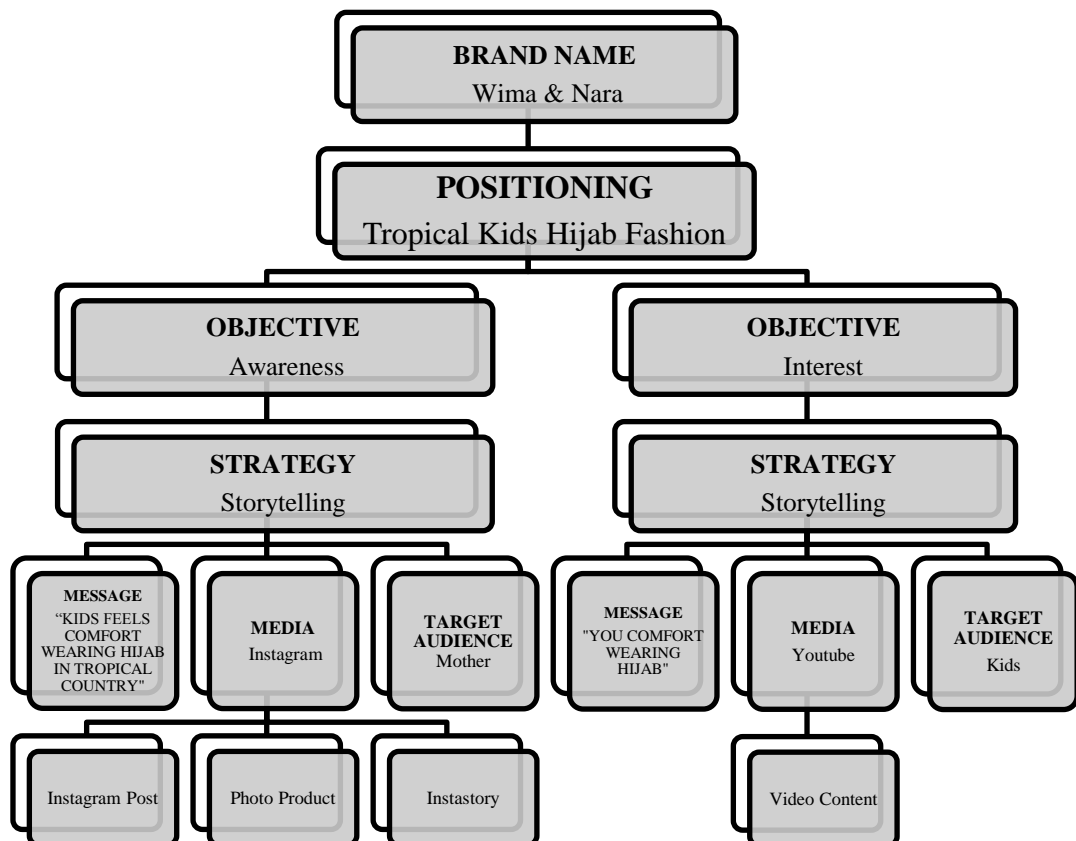


Table 2. Strategy Big Idea of Wima& Nara

**Tactic**

Wima& Nara create the two characters into a real character as the mother drawing the picture of her two daughters from a photo, and then she post it on social media. After do research trough social media and interview with the segment that are going to approach, planners create Wima as the first daughter into a girly

sister who love fashion. She attracted with up to date girly fashion items. And also Nara, the second daughters who like simple and casual look. She attracted with simple designed fashion items.

From the two characters, the mother will be telling a story how she raises those two daughters in modern moslem way. Raising two girls, she is challenging how to manages what are going to wear for her daughters. As they live in Jakarta, the mother should be smart to pick the material that can be comfortable to her daughters as they live in tropical weather condition.

#### **Action**

##### 1. Product Photo on Instagram

On Instagram , planner will show a story of Wima& Nara . Created by Mom who drawing it from the picture. And also put the picture of the clothes and then put the real picture of clothes on the next slide post.

##### 2. Manage Instagram Account

Wima& Nara have one Instagram account is @wimadannara.This account have a function to give story and show a product in the same time, discount, and give away. To make it easier for customers to see all products, they can open a link to Tokopedia on the bio. Planners do not create more than one account because it takes effort to increase the number of followers and engagement. So the planner will only focus on one Instagram account. Wima& Nara will do an campaign trough social media on Instagram, because according to research, most of the target audience: Mother with daughter under 6 years old, 25 – 35 years old, live in Jabodetabek area, social economy status A , B exposed by Instagram everyday. Planner will speak to the target audience trough story. And also put the product on the next page, so the audience feels that they follow a commercial account.

Planners will post 1 times a day, with bahasato easier build connection to the target audience. The content is daily activity of Wima& Nara who are very excited doing dress up as a good moslem girl as their mother ask them. And sometimes, there are will be a conflict or good moment between the mother and Wima& Nara of how educate her daughter to cover their body. The one who tell story is the mother who drawing a picture about daily life of Wima& Nara. The message of every post will be related to “Kids feels comfort in hijab for living in tropical country”. Instagram business account Wima& Nara is targeted to have 10,000 followers. Wima& Nara targets 100 likes on each post. The video will be start posted on March 2020. The number of followers and likes can be proof that consumers have awareness of Wima& Nara.

##### 3. Manage Instagram Stories

Wima& Nara using stories to build an engagement to the customer, and also planner can do some research by make a mini survey. Planners will post Instastory 1 times a week, with bahasa. The one who telling story is the mother who took a video about daily life of Wima& Nara. The duration will be 15 second per post. The video will be start posted on March 2020. The message of every Instastory will be related to “Kids feels comfort in hijab for living in tropical country”. It is hope that can reach to 1.000 viewers on Instastory post. The number of viewers of Instastory can be proof that consumers have awareness of Wima&Nara.

##### 4. Youtube

To persuade kids as the secondary target audience, so they can be influence to wearing hijab in the early age, the characters of the story will be created as a friend as they are sharing how to wearing hijab. The message of the storytelling will be “You feels comfort in hijab”. To influence kids, Wima&Nara will provide storytelling trough Youtube, as we know that based on the research the target audience exposed by Youtube. Trough comment and likes planners will see if the content can give interest to the target audience. Planners will post 1 times a week, with bahasato easier build connection to the target audience, Moslem girls under 8 years old. The content video is as story about Wima& Nara who are very excited doing dress up as a good moslem girl. And sometimes, there are will be a scene of Wima& Nara will persuade target audience to cover their body. The duration will be 2 – 4 minutes. It is hope that will reach 2.500 likes per video post, the can measure the interest of the storytelling.

#### **Control**

To control the strategy can be done in various ways, such as:

- Monitor the number viewers of Instagram post @wimadannara to measure the brand awareness.
- Monitor the number followers of Instagram @wimadannara to measure the brand awareness.
- Monitor the number viewers of Instastoryinstagram @wimadannara to measure the brand awareness.
- Monitor the number of Instagram likes and comment @wimadannara.
- Monitor the number of Youtube video likes and comment @wimadannara to measure the interest of the video.



## Discussion

As we discussed in this chapter planner have explain about to Wima& Nara will build awareness and interest to Mother with daughter under 8 years old, 25 – 35 years old, live in Jabodetabek area, social economy status A, B . Those who wear hijab but not covered chest are primary target audience as a decision maker through storytelling on Instagram. To get awareness Wima& Nara will communicate to target audience trough storytelling on Instagram post and stories. The message of the storytelling will be “Kids feels comfort in hijab for living in tropical country”. Trough the number of followers and likes of the post, and also viewers of the Instastory , we will see if the awareness of the target audience with Wima& Nara.

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## V. CONCLUSION& SUGGESTIONS

A Based on the analysis of the situation planners define the main problems of Wima& Nara's are, there is no brand awareness of Wima& Nara and also parents are worried if their kids wearing hijab, they will feel uncomfortable and they hesitate to wear their kids hijab, but the kids need to learn about how to wear hijab, and as a mother they have to be a good role model for their kids.

To introduce New local hijab brand Wima& Nara, planner have the communication objective is to create awareness and educate the mother and their daughter that wearing hijab from early age is not difficult. To create awareness and interest to Mother as decision maker, Instagram business account Wima& Nara is targeted to have 10,000 followers. Wima& Nara targets 100 likes on each post and 1.000 viewers on Instastory post. The number of followers and likes can be proof that consumers have awareness of Wima& Nara. The message of the storytelling will be “Kids feels comfort in hijab for living in tropical country”.

And to persuade kids so they can be influence to wearing hijab in the early age, Youtube Official account of Wima& Nara is targeted to 2.500 likes per video posted, it hopes that can measure the interest of the education. The message of the storytelling will be ““You feels comfort in hijab””.

Wima& Nara create the two character into a real character on Instagram as the mother drawing the picture of her two daughters from a photo, and then she post it on social media. From the two characters, the mother will be telling a story how she raising those two daughter in modern moslem way. When she raising two girls, her life will full how she manage what her daughters to wear. As they live in Jakarta, the mother should be smart to pick the material that can be comfortable to her daughters as they live in tropical weather condition.

The recommendation is have a more budget, so planners can make more episode that can build more than awareness. And also the planner wanted to suggest expanding the other marketing communication tools to support storytelling that has been build in chapter 1 – 4.

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