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Analysis of Brand Activation and Digital Media on the Existence of Local Product based on Korean Fashion (Case Study on Online Clothing byeol.thebrand)

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ABSTRACT : *The Korean Wave phenomenon gives a huge impact to fashion industry in Indonesia. New styles influence teenagers to adapt their K-POP idols. This phenomenon also triggers the fashion business runners to compete with each other to create local brands in korean basis. This makes the digital platform growth good nowadays. This study aims to uncover the local brand that adapts korean fashion that has an online platform to sell the products, Byeol.thebrand. Qualitative research with descriptive approach had been done by interviewing the owner of Byeol.thebrand, Natalia. The strategies that applied are social media activation and promotion activation with social media and promotion to increase the awareness and engagement. The recommendations cover areas of: (1) widen the channels to e-commerce and (2) keep the platform up-to-date to retain the customer loyalty and the brand existence.*

Keywords: *Brand Activation, Digital Media, Existence, Korean Fashion, Loyalty*

I. INTRODUCTION

Each individual has their own lifestyle which is marked by the way their fashion reference. In other words, fashion can be interpreted as a culture of dress. According to (Stone, 1981), fashion is defined as a style of clothing that is used, favored and accepted by a majority group within a certain period of time. From this definition, it can be seen that fashion is closely related to the style of interest, time span and a person's personality. While the notion of fashion according to Lypovettsky, fashion is a form of change that is characterized by a fast pace of time, so that fashion is the strength of individuality by allowing someone to express themselves in dress (Barnard, 2016, p. 13).

DeddyMulyana stated that every country has its own fashion style and standards, from a very diverse culture in a country can create a variety of fashion from society (Mulyana, 2001). According to (Kartika, 2014) ensured that clothing, make-up or outer jewelry are also decorations that tend to be culturally different every region, such as hanbok from Korea, kimono from Japan, and Polynesian sarongs. These fashion items or clothes have their own cultural values that describe their respective countries. This is not born just like that, but there is a process from the culture of the people that is poured into their dress fashion style.

Historically, the history of fashion in Indonesia established in 700-1000 BC where textiles and fabrics have been documented as one of the important products traded between kingdoms or nations in Southeast Asia (duniapcoid, 2021). As time goes by, fashion shows progress with the emergence of young designers who have brought the name of Indonesia to the international scene, namely Poppy Dharsono, IwanTirta and Harry Dharsono. From here, it opens wider for the nation's children who want to spread their wings to the world of fashion globally. Since 2017, Indonesian fashion has become more advanced which is marked by the presence of various works of the nation's children starting to appear in the international fashion world. However, as technology develops, there is a mix of cultures from outside the Indonesian people's fashion style (Tirtasari, 2017). One of its impact is the Korean Wave, which has greatly impacted Korean fashion, which has spread to several corners of the world.

So (2011) stated that Korean Wave or Hallyu is a phenomenon where South Korean cultures are developing all over the world. In this digital era, this can be one of the factors why the Korean Wave can expand

globally quickly. It can be recognized that South Korea has a variety of unique cultures. From the perspective of society, the Korean Wave is synonymous with the entertainment world such as the world of K-Pop, K-Drama and Variety Shows which are packed with creative and interesting ideas and do not forget the elements of Korean culture. The data below obtained from Twitter (2021) on K-Pop infographics showing the changes over the past few years:

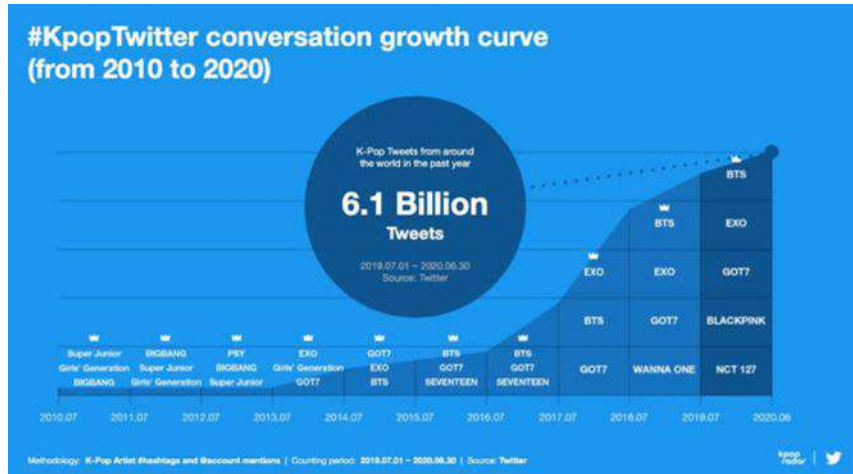


Figure 1.K-Pop Twitter conversation growth curve from 2010 (TWITTER DATA)

The diagram on figure 1 shows that the growth of K-Pop has increased every year globally. In Indonesia, the impact of the Korean Wave is more for the millennials generation. Indonesia, which is currently the fourth most populous country in the world, is home to millions of K-popers or K-pop lovers. In 2019, Twitter announced a list of countries that tweeted the most about K-pop artists throughout 2019 and Indonesia was ranked 3rd after Thailand and South Korea. As for viewing K-pop videos on Youtube by country, Indonesia ranks 2nd with a percentage of 9.9% (So, 2021).



Figure 2.Top 10 markets by tweet volume (TWITTER DATA)

From the figure 2 shows that Indonesia is in the top three positions in terms of tweeting about K-pop. Where it means that Indonesia has a very big opportunity in matters related to Korean culture, especially South Korea. Many teenagers idolize K-Pop members through the style of dress displayed by their respective idol figures. Therefore, this has an impact on the style of clothing of young people in Indonesia. In addition, from the Korean Drama aspect, which has started to enter the Indonesian market since the early 2000s, with the presence of Drama Winter Sonata, Endless Love, Boys Over Flowers, Descendants of the Sun and last year, Crash Landing on You, which shocked the Indonesian people.



Figure 3 Readers Choice Netflix Series of CNN Indonesia
Source: CNN Indonesia

At the early 2020, the Korean drama entitled "Crash Landing on You" had many fans so it was always at the top and recommended for Netflix users. So people could say the title of this drama became the gateway for those who previously didn't like watching dramas to become interested in the world of drama. Followed by a Korean drama entitled Start Up, which had shaken the country, especially many entrepreneurs who imitated the products contained in the Korean drama(Sella, 2013).

The great impact is many follow the Korean fashion style which triggers changes in the attitude and behavior of K-Drama lovers in Indonesia. This also proves that the Korean Wave is well received by the people of Indonesia. Apart from the Korean drama side, it can be seen from the aspect of K-Pop Idol which is increasingly global. Like BTS and Blackpink, which are boy groups and girl groups that are in great demand all over the world. Their popularity is unquestionable. This brings the name of Asia, especially Korea itself, to be better known to people all over the world. This has an impact on the dressing styles of idols which have an effect on people's dress styles, especially K-Popers(Putri, 2020).

The increasing demand from the public for Korean and Japanese fashion has made entrepreneurs in Indonesia start producing and marketing various clothing that carries the theme of Korean fashion through online media(Natawijaya, Brand Local Berbasis Fashion Korea, 2021). Unlike previous years where entrepreneurs are still importing clothes from Korea. This is also supported by the growth of digital media in Indonesia as shown on figure 4.



Figure 4 Consumer Goods Ecommerce
Source: Hootsuite 2021



Figure 5 Ecommerce Spend by Category

Source: Hootsuite 2021

It can be seen on figure 5 that the development of e-commerce in the fashion world is quite significant so that it is very supportive in forming various kinds of online clothing that offers various products to meet the needs of consumers in Indonesia especially in the world of fashion. According to (Usaha, 2018), entrepreneurs can take advantage of the momentum of the Korean Wave to build businesses that have good opportunities in the future such as culinary businesses, accessories, makeup, Korean language skinny and fashion. In the process of increasing the rate of product sales, can take advantage of the popularity of the artist. From bags, hats, clothes, stationery. It can be done in various ways, starting from printing the artist's face on a T-shirt which can increase the value of the product. So, it can attract more consumers. Especially the K-Popers.

Through this phenomenon, various online clothing entrepreneurs based on Korean Fashion have emerged. The Korean fashion business world evolves from time to time and the phase is fast in terms of change so that businesses that are not ready for change will sink. There are more and more competitors and will maximize the products that have been sold and present products that are needed by the community. Changes in business strategy to face challenges must be made to maintain the business. Products that cannot predict the changing landscape of the market and the existing competition may be left behind. In a business or company, innovation must be carried out so that consumers do not feel bored with the products that have been offered.

II. LITERATURE REVIEW & THEORETICAL FRAMEWORK

2.1 Brand Activation

Definition of Brand Activation

Brand activation is an interaction or activity carried out by a brand with consumers to build relationships and trust. According to (Thiel, 2013), brand activation is defined as a marketing relationship created between brands and consumers in a way so that consumers better understand and perceive brands as part of their lives. Brand Activation is the process by which customers are activated by participating creatively in all available communication sources. Fire Activation in its simplest form is a roadshow where company employees bring the brand to the public so that they can feel the brand is often referred to as experimental marketing (Rashid Saeed, 2015).

The principle of brand activation:

- Adopting big idea approach that attains customer
- Present the spirit of the brand in creative way
- Ignite the spirit's of people about the brand
- Presence the idea that motivates consumer
- Establish instantaneous relationships between brands and consumers at unique times, places and ways
- Build the relation between brand and customer to generate customer's commitment

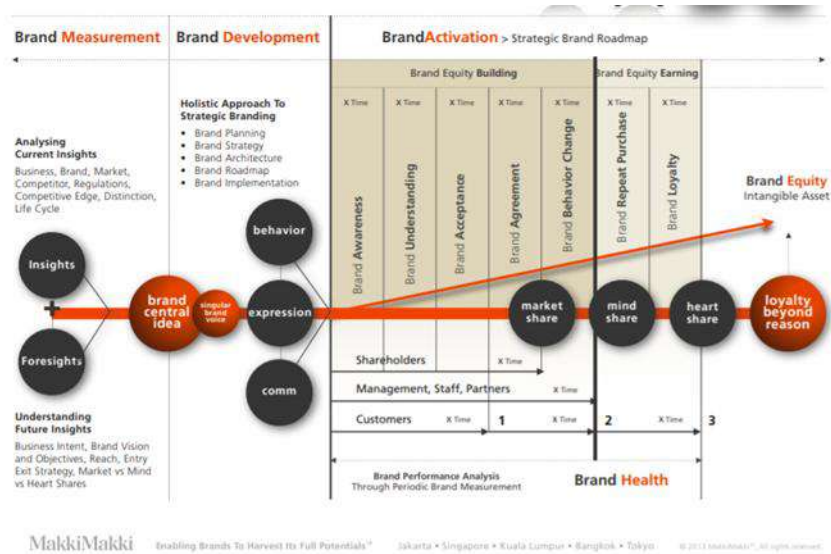


Figure 6. Brand Management Diagram

Source: MakkiMakki Slide Presentation

Based on figure 6, brand activation defined as one of brand management's component. The stages are: brand awareness, brand understanding, brand acceptance, brand agreement, brand behavior change, brand repeat purchase dan brand royalty.

Brand Activation Types:

According to Wallace (2012), brand activation has several types:

- Direct marketing activation**, brand activation where the brand directly meet with the customer. Example: activation through interview on TV show, Radio, CRM, sampling, instore activation and more.
- Social media activation**, brand activation where the brand directly meet with the customer through social media activity, example: email blast, facebook, and twitter.
- Promotions activation**, brand activation which involve many special promosthat involveswith product and service, example: discount, new product launch, special packaging, raffle, brand ambassador and more.
- Marketing event activation**, brand activation which execute on an event, example: exhibition, brand ambassador contest, games cup and more.
- Sponsorship activation**, brand activation when the brand fund an event or activity such as sport cup, music, and more.

Activating brand activation are very important to the target audience that expect the customer or potential buyer choose the brand.

In brand activation, there are 4 main pillars in carrying out communication activities, there are:

- Relationship**, relating to the interaction and valuing consumers while providing the emotional experience they want.
- Sensorial experience**, as a branding tool, therefore it can provide consumers with a brand sensory experience so that they get an emotional contact that is hard to forget, giving birth to brand preference and loyalty.
- Imagination**, an imaginative approach in the form of designing products, packaging, advertising and websites that enable brands to break down barriers to reach consumers' hearts in new and better ways.
- Vision**, this the stage when the brand is loved by many, therefore the relation between customer and the brand is strong to get aspirations and also the brand vision.

According to Pudjiastuti (2010), brand activation is effective at influencing people to purchase in three aspects :

- Cognitive Aspect**, influencing at awareness and knowledge toward the company, brand, and product.

- b. **Affective Aspect**, at this stage is where brand activation is able to resolve the “miss-understanding” and the gut feeling also to help the brand communicate to the customer
- c. **Conative Aspect**, brand activation stage where the business can retain the people acceptance about the product, the brand also the company to retain the customer loyalty.

Brand Activation Strategy

The brand activation strategy is implemented through four stages as follows (Respitasari, 2018):

1. Identify the Target Audience

Target audience identifies the market you want to target or in other words, segmenting the market and targeting the market. In this case, marketers take a target marketing approach because this type of marketing is more helpful in recognizing market opportunities and effective marketing. There are main segmentation variables for marketing consumer products, there are geographic, demographic, psychographic, behavioral and product benefits. Behavioral variables and benefits as additional information so that the information obtained is deeper. Geographic segmentation is the division of a market into distinct geographical units, for example, regions, countries, states, provinces, cities and islands.

2. Consumer Insight

Through a consumer journey to the target audience, consumer insight is a process of finding out more deeply and holistically, about the background of a consumer's actions, thoughts, and behavior related to the product and its advertising communications. Understanding insight is a psychological context that seeks to find out deeply about what is the background and factors that drive a person's actions, thoughts and behavior in seeking consumer insight, can pay attention to the main brand values, positioning and segmentation.

3. Define the Theme

After obtaining consumer insight data, the next step is to find ideas or themes from several consumer insight data that has been obtained which is poured in the form of activities or brand activations that involve consumers directly. After getting the big ideas and themes, then arrange them into a creative brief arrangement. It is expected that the existing concept is in accordance with what is expected in the purpose of the brand activation program.

4. Define the Channel

In determining the promotional mix used in the brand activation program, it will adjust to needs. The tools or (tools) and media that will be used are not limited. Determination and selection of effective media is expected to achieve the goals that are to be achieved. In determining visual communication media.

2.2 Conceptual Mapping

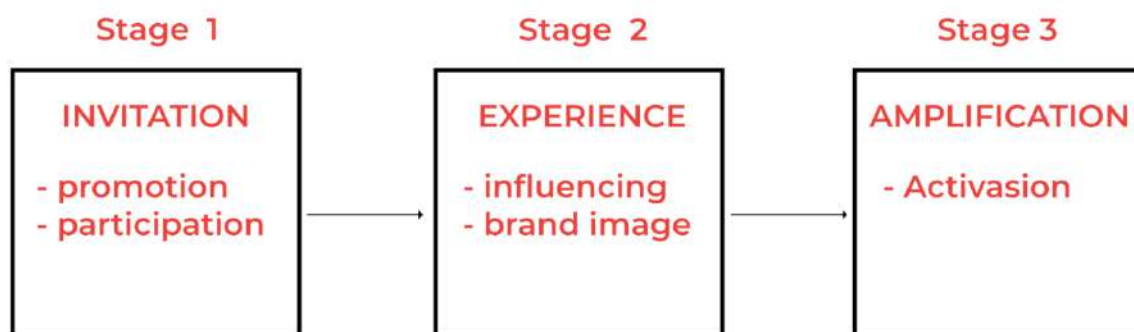


Figure 7. Conceptual Mapping of Brand activation

The Stages of Conceptual Mapping

The stages of brand activation on digital media based on Siregar (2011), there are three important steps in the stage of implementing brand activation:

1. Invitation

The stage where the business purpose or invite the target audience to promote the product. This stage is known as promotion, business actors carry out promotions with the aim of attracting the attention of the target audience so that consumers participated.

2. Experience

At this stage, business actors make the intended target audience have the intended brand activation experience. Consumers can be directly involved in the brand activation activities. Brand experience that has been felt by consumers can affect the images of the brand.

3. Amplification

Amplification is the stage of strengthening brand activation activities in order to achieve a bigger message. At the experience stage, the experience message is conveyed first, then at this stage the process is strengthened again by using amplification. It is intended that the experience that has been felt by consumers will be embedded in the minds of consumers longer. This stage is also intended for consumers who are not directly involved in brand activation activities through other promotional media such as radio advertisements, news or coverage and other programs.

III. RESEARCH METHODOLOGY

This study uses a qualitative method with a descriptive approach which intends to describe how the research findings answer the problem formulation that has been stated in the previous section. In this research, the researcher uses constructivism paradigm. Constructivism is seen as an approach in qualitative research that says researchers develop subjective meanings for their experiences, meanings that are directed at certain objects (Cresswell, 2016, p. 10).

This research is a form of descriptive research, which describes what exists or occurs in a certain field, field, or area. The collected data is classified according to its type, nature, or condition. After the data is complete, conclusions are then made (Arikunto, 2010, p. 3). The constructivism paradigm is the appropriate paradigm for this research because the research wants to understand and describe how the Korean Fashion-based online clothing *byeol.thebrand* in branding and digital media to face business challenges in the future and to confirm the existence of the product.

Data collection techniques are the methods used by researchers to obtain data in a study (Moleong, 2010). In this study, the researcher chose the type of qualitative research, so the data obtained must be in-depth, clear and specific. For research purposes, primary and secondary data are used. Primary data is collected from in-depth interview with Natalia Natawijaya as the owner and Vivian Kwan as the customer. Meanwhile, secondary data were collected from books, magazines, and the internet. Research is limited and focused on brand activation and digital media for the existence of local products based on Korean Fashion (Case study on online clothing *byeol.thebrand*).

IV. RESULTS

Byeol.thebrand is an online clothing based on Korean Fashion that each product is self-manufactured. Originally by the owner, Natalia Natawijaya (2020) who has a hobby of shopping for clothes and watching Korean Dramas. "What if my hobby is becoming channeled into a business?" Then *byeol.thebrand* has built. Natalia likes tight clothes which according to her can increase the self-confidence of every woman. And the simple style is the favorite of the owner of this brand. All these things are contained in every product from *byeol.thebrand*. Driven by the desire to solve problems related to Korean Fashion clothing products that previously had to be obtained by PO. *Byeol.thebrand* has a simple name and logo symbol like the owner's brand image. *Byeol*'s name itself is interpreted as a star. With a tagline in the form of "let the star inside you shines brighter, and grows bigger". Likewise, the term for *byeol.thebrand* consumers is *byeolshine*. Natalia explained that she wants each of her products to make her customers shine and grow to become better people.



Figure 7. The Logo of *byeol.thebrand*

Source: Byeol.thebrand [@byeol.thebrand]. (n.d.). Post [Instagram Profile]. Retrieved May 1, 2021, from <https://www.instagram.com/byeol.thebrand/>

Brand Activation Implementation

In this study, Natalia Natawijaya, the owner of byeol.thebrand was interviewed. Natalia does brand activation in two ways, there are social media activation and promotions activation. In social media activation, Natalia uses Instagram and TikTok accounts which belongs to byeol.thebrand. Social media activation that used by the brand are through social media such as Instagram, Google Ads and TikTok. Byeol.thebrand started its first promotion through Instagram and then continued to the TikTok application. These social media brought many new customers, namely in terms of engagement. This phenomenon is called experimental activation. Experimental activation is one of the most successful forms of brand activation. This form of brand activation unites digital and physical experiences for its customers (Arviana, 2021). For example, brand can create a challenge on TikTok that anyone can take part in. The challenge uses your latest brand product. So, TikTok users will be interested in buying your product and trying it. This form is considered the most effective because customers can try directly the products or services offered by a brand. The advantage described by Natalia regarding brand activation is to make people aware of the presence of byeol.thebrand and also to establish relationships with customers through promotions given to customers.

Social Media Activation

In globalization, several social media have become a communication tool used by the community. One of the most popular social media is Instagram. When the researcher asked why Natalia chose Instagram as one of her promotions, it was because according to the research she had done, Instagram was a gathering place for fashion bloggers and influencers as well as a social media used by various customers. Due to several reasons explained by Natalia, byeol.thebrand performs social media activation in several ways, such as through the Instagram business feature, making the byeol.thebrand brand known by the wider community, especially Korean fashion lovers. In addition, there is a live Instagram that discusses their latest collection and another social media that is no less important for byeol.thebrand is TikTok. In the last year or so, the TikTok application has been loved by many people because of the wide variety of videos that can be found in one application. And the features in the video editing process are very easy for beginners. This causes various online clothing to use this platform as a means to build brand awareness. Byeol.thebrand also conducts styling sessions with various products themselves. So this triggers other customers to create content in terms of styling using byeol.thebrand products. On the other hand, advertisements run on e-commerce such as Shopee and Tokopedia do not provide significant results, which according to the owner, the target market is not specified.

Promotions Activation

This technological era encourages brands to make various innovations to retain customers because the competition is high. So that the choices for customers also vary and in terms of making purchasing decisions will be influenced by various factors. This is a challenge for today's brands. From byeol.thebrand itself, promotions are often carried out where this is one of the strategies used to maintain customer loyalty. Through e-commerce applications such as shopee, byeol.thebrand often provides free shipping, discounts and bundle sets that will provide benefits to customers. One example is to welcome Eid, there are several items with a 20% discount.



Figure 8. Promo Sale LebaranByeol.thebrand

Source:Byeol.thebrand [@byeol.thebrand]. (2021, May 4). 20% off khusus sale lebaran aja!Ke kategori toko truspilih 'sedangdiskon' SWIPE UP [Instagram Story]. Retrieved from <https://www.instagram.com/byeol.thebrand/>

Loyalty

Satisfaction is a person's feeling of pleasure or disappointment because of comparing the perceived performance of the product to their expectations. If performance matches expectations, customers will be satisfied. Especially if the loyalty relationship that customers have with a brand. Expectations come from past buying experiences such as advice from friends, associates and marketers' information and promises (Keller, 2009, p. 134). There are four indicators of consumer loyalty (Irawan, 2009) such as product quality which explains that customers will be satisfied if the product quality is good. Vivian (2021) explained that the quality of the products provided was very satisfying at prices that fit his budget. Service quality depends on three things, namely systems, technology and people. Vivian explained that byeol.thebrand's response has been very good. Where the brand always replies to customer comments so that a connection is built between buyers and sellers. Every customer who mentions a brand on Instagram will also be reposted by the brand regardless of the status or number of followers.

Emotional factors that depend on a person's lifestyle also the turbulent feeling that thrills the individual so that it is visible from the outside. Byeol.thebrand has succeeded in getting one of its customers, Vivian, to become one of byeol.thebrand's loyal customers accompanied by his recognition. Because of the convenience and style of products provided by byeol.thebrand, Vivian ordered products from byeol.thebrand several times so that she voluntarily promoted byeol.thebrand to friends and family. The cost, convenience and basic style of Byeol products are sacrifices made by customers to get products or services that are relatively easy, comfortable and efficient.

Product Differentiation as the Answer to Product Existence

Product differentiation strategy is important because of the fierce competition between competitors. Those who are not ready for change and the ability to read the market by conducting research and development will not be able to survive the competition with competitors. Product differentiation applies in several elements, there are:

- **Variant**

A brand's long journey with ups and downs, when it measured by marketing data, obviously, the benchmark is the low sales in a certain period of time. Several factors are the reasons for the decline in brand performance. Brands need to conduct research and audiences regarding market developments. With the data owned by the brand, it can determine the quantity of certain products that are produced more and which products must be reduced in relation to market demand. The many styles of a product help maintain the existence of the product in the eyes of consumers. Adding types/variants in the product can make you reach more consumers from various circles. Not only that, as reported by Chron, doing product line extensions can also increase the loyalty of existing consumers. This happens because the more varied products will make consumers have more choices, so the possibility to continue to buy the products of your business is also getting bigger (Satyaningtyas, 2018). Therefore, at byeol.brand there are various kinds of products. Not only clothes but also hats, formal pants, joggers and hats.

- **Product Segment**

Product Segment talks about the importance of reading product segmentation and mapping out competitors as well as efforts to enter all market segments with products from the same company. The strategy used is to make similar products designed to play in different segments. Byeol.thebrand sees that for its customers there is also a segment that adheres to the Muslim religion. So for some products that are considered too open, byeol.thebrand makes more long-sleeved shirts products in order to meet the needs of customers who adhere to the Muslim religion. A styling part was also carried out to show how to mix and match the Byeol shirt with a scarf to keep it looking stylish. In addition, a segment is also made for mothers who want to find Korean-style clothes but are simple and stylish. So that products from byeol.the brand can meet the needs of various segments of Korean fashion lovers.

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• Packaging

Product differentiation in packaging is adjusted to consumer expectations. Product packaging is, above all, a practical tool, but it also means much more than that for the product and brand it represents. It is the packaging that, through its design, convinces a consumer to purchase a product or not (Industry Today, 2020). At the beginning of the establishment of packaging byeol.thebrand using spunbound (Figure 9A). Where the purchase of each product gets a spunbound. The owner thinks that apart from packaging use, customers can use it when going to the supermarket because now there will be a plastic bag fee when shopping for groceries.



Figure 9. Old packaging (A) and New Packaging (B)

Source: Byeol.thebrand [@byeol.thebrand]. (2021, May 4). Kita tetap keep packaging spunbound kitakalau kalian shop diatas 1jt masih dapat spunbound yah [Instagram Story]. Retrieved from <https://www.instagram.com/byeol.thebrand/> for figure 9A and Byeol.thebrand [@byeol.thebrand]. (2021, May 4). Hi #byeolshine ak mau inform mulai hari ini byeol ganti packaging yah [Instagram Story]. Retrieved from <https://www.instagram.com/byeol.thebrand/> for figure 9B

However, for renewal (as shown at figure 9 B), the packaging is changed to oxyum plastic which is biodegradable within 2 years. So, it is more eco friendly. However, a spunbond will still be given if the customer makes a purchase of more than 1 million. With the aim of being more sustainable and ecofriendly, a new packaging was formed. With a transparent design to make it look aesthetic and have Korean vibes too. Transparent is an option so as not to miss the season. For packaging security during shipping, a trial has also been carried out where the product reaches the customer's address safely without any damage.

V. CONCLUSION AND SUGGESTIONS

Conclusions

Byeol.the brand is a self-manufactured online clothing based on Korean Fashion. The brand wants every product could help Indonesian women to be more confident. The greatness of byeol.thebrand is, it use premium product materials with affordable price. Each product style is simple and basic so that it can be easily mixed-matched with other clothes type. Various styling videos are also provided for buyers through brand activation on two events, there are social media activation (Instagram & TikTok) and promotions activation (promo prices). By doing brand activation, byeol.thebrand can achieve the goal of existence and consumer loyalty.

Suggestions

1. The brand activation through social media TikTok is very suitable for byeoI.thebrand consumers, then byeoI.thebrand is advised to create advertisements on TikTok by subscribing to TikTok Ad Campaign. So that the use of applications for marketing can be maximized
2. When the byeoI.thebrand business is at the stable stage, the brand architecture plan need to be made to expand the product line to maintain the existence of the brand in the long term.
3. In terms of loyalty, byeoI.thebrand should make innovations in a certain period in order to provide experience to its customers so that they can maintain long-term relationships with customers.

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