

## CRSL STORE DIGITAL MARKETING COMMUNICATION TO INCREASE FASHION BRAND AWARENESS

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### Abstrak

Sebagai toko pakaian atau distro yang memproduksi beraneka jenis *fashion* kekinian CRSL Store mengundang perhatian banyak orang karena keunikan identitasnya berupa lima karakter hewan yang sangat menggemaskan. Secara tidak langsung CRSL melakukan kampanye "*save animal*" melalui produk-produk yang diciptakan. Strategi meningkatkan *brand awareness* yang digunakan CRSL melalui *digital marketing communications*. Penelitian ini bertujuan untuk mengetahui sejauh mana elemen *digital marketing* yang digunakan oleh CRSL untuk meningkatkan *brand awareness*. Metode deskriptif kualitatif digunakan, dilengkapi dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Tiga tahapan teknik analisis data dilakukan melalui reduksi data, penyajian data, dan verifikasi. Teknik validasi data yang digunakan untuk menguji keabsahan data menggunakan metode triangulasi sumber. Data diperoleh dari tujuh narasumber, mulai CEO, Chief in Editor, Store Manager, dan COO CRSL, serta tiga konsumen CRSL. Hasil penelitian menunjukkan bahwa CRSL telah memanfaatkan elemen-elemen *digital marketing communications* untuk meningkatkan *brand awareness*. Elemen tersebut antara lain *website*, *social media marketing*, *search engine marketing*, *email marketing*, *video marketing*, dan iklan *online*. Dari elemen-elemen tersebut terdapat beberapa elemen yang masih dalam proses pengembangan seperti *search engine marketing* dan *email marketing*. Strategi *digital marketing* yang dilakukan CRSL didukung dengan strategi *segmentasi*, *targeting*, dan *positioning* untuk mengelompokkan pasar yang luas. *Brand awareness* CRSL mengalami peningkatan yang dapat dilihat dengan adanya peningkatan pengikut Instagram, peningkatan *viewer* di media sosial TikTok, serta terjadi peningkatan pengunjung website. Dengan adanya *brand identity* yang kuat didukung dengan strategi *digital marketing communications* yang baik dapat terus meningkatkan *brand awareness* CRSL.

**Kata Kunci:** komunikasi pemasaran, *digital marketing*, *brand awareness*

### **Abstract**

*As a clothing store or distribution that produces various types of contemporary fashion, CRSL Store attracts the attention of many people because of its unique identity in the form of five very adorable animal characters. Indirectly, CRSL conducts a "save animal" campaign through the products it creates. The strategy to increase brand awareness used by CRSL is through digital marketing communications. This study aims to determine how CRSL uses digital marketing elements to increase brand awareness. The qualitative descriptive method was used, equipped with data collection techniques in interviews, observations, and documentation. Three stages of data analysis techniques are carried out through data reduction, data presentation, and verification. The data validation technique used to test the validity of the data uses the source triangulation method. The data were obtained from seven sources, starting from the CEO, Chief in Editor, Store Manager, and COO of CRSL and three CRSL consumers. The results show that CRSL has utilized elements of digital marketing communications to increase brand awareness. These elements include websites, social media marketing, search engine marketing, email marketing, video marketing, and online advertising. Of these elements, several elements are still being developed, such as search engine marketing and email marketing. The digital marketing strategy carried out by CRSL is supported by segmentation, targeting, and positioning strategies to group a broad market. CRSL's brand awareness has increased, which can be seen by an increase in Instagram followers, an increase in viewers on TikTok social media, and website visitors. A strong brand identity supported by an excellent digital marketing communications strategy can continue to increase CRSL brand awareness.*

**Keywords:** *marketing communication, digital marketing, brand awareness*

### **INTRODUCTION**

Yogyakarta has economic activities dominated by the secondary and tertiary sectors, such as trade, processing, hospitality, transportation, restaurants, telecommunications, and services. However, the poverty rate in Yogyakarta is still relatively high at 11.81%. This figure is quite high because it exceeds the national average of 9.66% (Bappeda Jogjaprov, n.d.). From this data, the government has implemented several strategies to reduce poverty by favoring the products of micro, small and medium enterprises or UMKM.

UMKM plays an essential role in the country's economy, one of which is to be able to contribute to exports and minimize the level of imports. In order to reduce imports, the government has made regulations to use local products, namely Presidential Instruction No. 2 on the Use of Domestic Production for Government Procurement of Goods/Services issued in 2009, then followed by Presidential Regulation No. 54 of 2010, Presidential Regulation No. 70/2012 on Procurement Government goods/services. In addition, the state has formed a National Team for Increasing the Use of Domestic Production, which is

regulated in Presidential Decree Number 24 of 2018 (Setkab, 2018). However, with so many imported products available in almost all regions in Indonesia, more efforts are needed to increase the use of local products. It is not only the role of the government but also the strategy and creativity of MSME actors and the wider community's role.

Yogyakarta is dubbed as a fashion paradise other than in the city of Bandung. With the existence of UMKM in the fashion sector, which dominates and is supported by many requests, business actors must increase creativity and implement specific strategies to steal the public's attention. One strategy to achieve market goals is to have an identity. Identity poses as a characteristic of an individual or an organization. The purpose of identity is to distinguish individual, organization or brands towards others (Sari et al., 2021). Identity can be developed into a brand identity or brand identity. Brand identity results from the brand's position in competition and brand personality, influenced by logos, brand names, graphic systems, and marketing communications (Susanto & Wijarnako, 2004).

The fashion business that is trending among young people is distribution outlet (distro). One of the famous distro in Yogyakarta is CRSL Store. CRSL Store is a clothing store or distribution located at Yogyakarta. This brand is very famous among young people, proved by its Instagram account called @crsl.store which has been followed by 482 thousand people and continues to grow every day. At the beginning of the formation of the CRSL brand, it attracted the attention of many people because of its unique identity in the form of five very adorable animal characters. Indirectly, CRSL conducts a "save animal" campaign through the products it creates. CRSL's solid brand identity needs to be continuously developed and improved to form brand awareness. Brand awareness is the ability of prospective buyers and consumers to recognize (recall) and recall (recognize) that a specific brand is a part of a particular product (Duriyanto et al., 2001).

Campaign itself forms as a means for CRSL to engage their consumers with the empathy of animal lives. The campaign assists in solidifying CRSL's identity not only as a fashion distributor, but also as a fauna conservatist (Fernando et al., 2020). As the result, consumers who showed their enthusiasm towards animals are more likely to purchase from CRSL as a distributor. This is a clear example of how campaigns can directly drive consumer's behavior towards an organization.

Identity campaign is further supported digitally, where numerous instances of individual and organizations are building their personalized brands to the internet. Social medias brings the most digital audience engagement to this campaign due to the worldwide user gap (Lestari et al., 2021). Furthermore, campaigns are also designed to catch the audience's attention through visual and auditoric designs. Both visual and audio appeals

are important to reach and engage with digital audience (Lumampauw et al., 2020).

However, with many similar businesses with their creativity and identity, it is necessary to make particular strategies to publicize and promote their identity or uniqueness. One of the strategies used by CRSL Store to increase brand awareness is using a digital marketing communications strategy. Digital marketing is the process of marketing or promoting a brand or product through one or more forms of electronic media (Rusmanto, 2017). Through a digital marketing communications strategy, CRSL Store can continue to develop its brand identity to increase brand awareness.

Previous research by Dinandra (2020) describes that the BIBIT application has a marketing communication strategy that focuses on digital marketing communication to increase brand equity. Another study conducted by Munsch (2021) suggest that digital marketing/advertising that is short, with music, humor and the use of social media influencers has a positive impact on both age cohorts. Study from Dahiya (2018) suggested that consumers feel positive towards digital communication, get affected from other customers' reviews and express their post-purchase feeling feelings over digital platforms. Wielgos' (2021) study also support this evidence by suggesting that digital business capability (DBC) contributes to performance, even beyond the effects of established constructs. DBC is more valuable for business-to-consumer than for business-to-business firms.

Based on these problems, researchers are interested in researching Digital Marketing Communications to Increase Brand Awareness of CRSL Store Yogyakarta. The selection of CRSL as the object of research is motivated by the identity of CRSL in the form of five cute animal characters that create a unique impression so that the brand identity can be developed into brand awareness and, in the long term, can increase brand awareness with the applied digital marketing communications strategy.

## **THEORETICAL FRAMEWORK**

**Marketing Communication.** Marketing communication is a marketing activity where these activities are carried out with specific communication techniques that aim to inform the public so that the company's goals can be achieved, where the goal is to increase income from the use of services and the purchase of products that business actors offer (Kennedy & Soemanagara, 2006). Marketing communication activities aim to strengthen the marketing strategy to reach a broader market segmentation. Delivering messages will be easier and more effective if the company already knows consumer behavior or market segmentation. It is necessary to pay attention to several communication elements to achieve this goal called the marketing communication model (Febriani & Dewi, 2018), including sender, receiver, message, media, response, feedback, noise.

Approaching audiences to introduce a company or use their products is no easy task. Without a proper strategy, marketing communication would pose an ineffective way to drive audiences and creating more unnecessary costs to the client (Wang & Chan-Olmsted, 2020). According to Kotler (2009) there are three processes before implementing marketing communication. First, segmentation which is the process of categorizing, classifying, and classifying the market into several groupings according to specific characteristics, secondly targeting, namely the process of selecting, selecting, and reaching the market, third positioning. Namely, a process of developing a marketing strategy to influence specific market segments in viewing a product or service. These processes will help communicators in the marketing team to strike the campaign communication effectively towards the audience.

**Digital Marketing.** Digital marketing is a product promotion activity carried out by a company through one or more forms of electronic media. Digital marketing is a practice of promoting products and services in innovative ways, especially using database-based distribution channels to reach consumers and customers in a timely, relevant, and cost-effective manner (Saputra et al., 2020). The primary purpose of digital marketing activities is to promote brands, create preferences, and increase sales using digital marketing techniques. The basic concept in digital marketing is to use an inbound marketing approach which means promotional activities that bring consumers in, get attention, facilitate business discovery, and attract consumers to the website by producing content that stimulates consumer decisions.

Several components are used in digital marketing: websites, social media marketing, search engine marketing, email marketing, video marketing, and online advertising. Online advertising is a prominent approach for both startup companies and established companies to engage with their potential consumers (Achmad et al., 2020; Saputra et al., 2020). Social media as a new media has more interactive communication characteristics than conventional media. Manufacturers are also using internet social media to approach potential consumers and a promotional event (Mayangsari & Salim, 2021). Digital citizens are further assisted by the ease of searching information through digital media on the internet. This causes a behavior from the people who are continuously relying on technology in order to get through their daily lives (A. M. Putra et al., 2021; Salim et al., 2021).

**Brand Awareness.** Brand awareness is the ability of potential consumers to recognize and recall that certain brands are part of one particular product category (Duriyanto et al., 2001). Brand awareness requires a continuum network to convince consumers that a product is the only brand or brand in a product group. Consumer will prefer the specific brand when they're given a choice, if the brand is successful in introducing and convincing consumers to make it as their top of the mind (Fensi & Christian, 2018).

Brand awareness has four levels: brand unaware, where potential consumers do not recognize or know the brand shown even though they use tools such as showing pictures or even the brand's name. Then brand recognition, where potential consumers can remember a brand but use tools. The third is brand recall, where potential consumers can remember a particular brand without using any tools. Furthermore, the highest level of brand awareness is top of mind, where potential consumers understand and recognize the elements or characteristics of a product or brand. A brand has become the leading brand of a specific brand group in the minds of potential consumers.

## **RESEARCH METHOD**

The method used in this research is descriptive qualitative. Kirk and Miller say that qualitative research is a tradition in social science whose results depend on researcher's observations in the area related to the observed object (Moleong, 2011). Qualitative studies relies on the depth of the research data in order to discover a phenomenon in the field. Researcher is also an object of the study as they're the ones to experience the phenomenon first hand (Fauzi & Fasta, 2020). Fashion distributor CRSL is the primary object of the research which the study will uncover how this brand is capable of engaging consumers with their enthusiasm towards animals.

There are several methods to collect the research data. One such methods are carried out by interview techniques, namely meetings planned directly between interviewers and interviewees to provide or receive certain information. Another method used in the study is through observation which involves a researcher to go directly to the field to observe several things related to research needs and documentation techniques, namely data from non-human origin, including photos, documents, and statistical data (Mamik, 2015). The other method is through content analysis, which the researcher analyzes how CRSL communicates their "Save Animal" campaign to the digital citizen and drives their behavior to display enthusiasm towards animal lives. Content analysis will be carried out in a similar fashion to observation as the researcher is required to experience CRSL's campaign in the internet (Harry et al., 2021).

The data analysis technique uses three stages: data reduction, presentation, and verification. While the data validation technique used is source triangulation, which is a technique of checking or testing the correctness of data that utilizes other things outside the data for examination or to compare the data with other sources examination (Moleong, 1991).

## **DISCUSSION AND CONCLUSION**

**Marketing Communication.** According to Kennedy & Soemanagara (2006), marketing communication is a marketing activity using communication techniques that aim to provide information to the public so that the company's goals can be achieved, namely an increase in income from using the services or purchasing the products offered. Marketing is extremely common in current times, as the global market competition is continuously growing in size. This causes newer companies to plan their strategical marketing to snatch consumer's attention to their products and well-established companies to maintain their marketing strategy to ensure that consumers are still using their products or services (Farida et al., 2020).

There are two types of marketing communication, namely conventional and digital. Current technological developments significantly influence the marketing process, so there is a shift from conventional marketing to digital marketing. Digital marketing is preferred by most organizations due to their ease of use, wide range of audiences and their cost efficacy (Marta & Monica William, 2016). Despite these reasons, conventional marketing remains usable by some organizations in case they need to engage with the consumers in a more depthful manner.

*"Right now it is digital because it is more about social media marketing because of the difference between conventional and social media marketing, we can give feedback directly so we can provide two-way communication between the customer and the brand itself" (Hidayat, CEO, personal interview, January 21, 2021).*

Marketing communications carried out by CRSL use both types of marketing communications, namely conventional and digital. Conventional marketing provides informative and persuasive communication to consumers who visit CRSL offline stores. However, CRSL is mostly doing the marketing process using digital strategies. CRSL's digital marketing communications strategy leverages social media and online advertisements. As discussed previously, digital marketing communication has numerous benefits of reaching wide audiences and cost efficiency, as well as their appeal in visuals (Sintani, 2016).

The marketing communication process will run effectively if the company knows the characteristics of the market by grouping the market into several groups according to their characteristics, often referred to as market segmentation. According to Philip Kotler & Keller (2012), identifying the market requires several strategies, namely: 1. Segmentation, Segmentation is the process of categorizing, classifying, and classifying the market into several groupings according to specific characteristics. Segmentation is used to find out and understand the market structure. Demographically, CRSL determines the target market segmentation, namely people with a vulnerable age of 18-35 years or teenagers to adults. Geographically, CRSL chose market segmentation in Jakarta's capital city because of the more consumptive nature of the people

in the capital city. Psychographically, CRSL chooses to innovate and follow the growing fashion trends continuously. Behavioral segmentation prioritizes style or design and product benefits and quality.

*"Demographically, we are between 18-35 years old because what we sell is cute stuff. Geographically, it is all over Indonesia, but currently, the most buying traffic is Jabodetabek, Yogyakarta, Bandung, only other big cities like Surabaya, Malang, etc. Psychographically, we follow fashion trends because our biggest products are fashion products. Behaviorally we try to combine the benefits and style. The first is making the product we also consider the benefits, for example, a laptop bag, waterproof, etc. Nevertheless, on the other hand, keep following the trend in the market" (Hidayat, CEO, personal interview, January 21, 2021).*

2. Targeting, Targeting is the process of selecting, selecting, and reaching the market. The market segmentation that CRSL has carried out has resulted in the target market being addressed in the marketing communication process, namely the people of the capital city and other big cities, Jakarta, Bogor, Depok, Tangerang, and Bekasi. The targeting is based on the characteristics of the people in the capital who tend to be more consumptive, which will facilitate marketing to make it easier to master the predetermined targets;

3. Positioning. Positioning is the process of developing a marketing strategy to influence specific market segments in viewing a product or service. CRSL places its brand positioning according to its identity, namely fun or cheerful, by displaying five animal characters in each product. However, CRSL tries to present an elegant and straightforward impression and is always innovative following fashion trends.

**Digital Marketing.** Digital marketing is a practice of promoting products and services in innovative ways, especially using database-based distribution channels to reach consumers and customers in a timely, relevant, and cost-effective manner. It can also introduce audience with their latest product and innovation through technology advances in order to drive more revenues in their disposal (Marta et al., 2020; I. G. W. S. C. Putra, 2021). CRSL uses digital marketing techniques in product marketing to increase brand awareness. The digital marketing process carried out by CRSL utilizes several media, namely Websites, online advertisements, and social media Instagram, Twitter, and TikTok.

The selection of digital marketing strategies in the product marketing process is motivated by several things, namely the development of the times accompanied by very rapid technological developments, cost, and energy efficacy, and making it easier for consumers to provide feedback to facilitate the creation of two-way communication. Digital marketing carried out by CRSL is supported by several digital marketing components to achieve the



objectives of the digital marketing process. The following are the digital marketing components according to Saputra (2020).

**Website.** The website provides complete and valid information, becomes a promotional media that can be accessed 24 hours, and can save marketing costs. CRSL has an official website, namely [www.crs1-store.com](http://www.crs1-store.com), which introduces the five animal characters in more depth. The CRSL website contains various other information, namely product availability, by categorizing products into several categories such as discounted prices, best-selling product categories, new product categories, and collection product categories. The website also increases trust or consumer confidence in the CRSL brand to increase product sales and brand awareness.

*“...this website is more about character recognition, so consumers know that we have characters and introduce their names from there” (Devis, COO, personal interview, February 6, 2021).*

The use of the website by CRSL is considered less than optimal because most consumers prefer to make purchases through the e-commerce platform. CRSL carries out a strategy to maximize website utilization by increasing unique content and articles.

**Social Media Marketing.** CRSL carries out a social media marketing strategy using several social media, namely Instagram @crsl.store, Twitter @carouselstore, and TikTok @crsl.store. Instagram plays the most critical role in the digital marketing process among the three social media users. Instagram @crsl.store has 432 million followers, which is increasing every day. The utilization of TikTok and Twitter by CRSL as a marketing medium has been ineffective due to limited human resources capable of mastering the strategy of using TikTok and Twitter.

*“...because trends are changing so fast, we must always monitor the development of trends” (Khrisnanda, Chief in Editor, personal interview, February 6, 2021).*

CRSL carries out strategies to overcome this by utilizing Instagram ads and collaborating. Efforts to develop all the social media users continue to increase. The content viewer in the TikTok application can be seen, which has increased.

**Search Engine Marketing.** CRSL carries out a social media marketing strategy using several social media, namely Instagram @crsl.store, Twitter @carouselstore, and TikTok @crsl.store. Instagram plays the most critical role in the digital marketing process among the three social media users. Instagram @crsl.store has 432 million followers, which is increasing every day. The utilization of TikTok and Twitter by CRSL as a marketing medium has been ineffective due to limited human resources capable of mastering the strategy of using TikTok and Twitter.

*"...more articles, articles about our brand, so keep adding more content" (Khrisnanda, Chief in Editor, personal interview, February 6, 2021).*

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**Email Marketing.** Email marketing is used to maintain the loyalty of consumers who have used a company's products or services by sending the latest promos via email. The utilization of email marketing by CRSL is currently in the development process because there are several obstacles, namely, the email used is not well organized, so that all information is combined in the same email. In addition, there are obstacles in content where the lack of diversity in content is due to the similarity of content between email and social media, especially Instagram.

*"...it's still in the development stage, so now we only have one, so all the info is one, the plan is to separate creative and store" (Icha, Store Manager, personal interview, February 6, 2021).*

However, the email will continue to be developed by creating unique content that is different from Instagram so that the content does not seem monotonous and can attract the attention of consumers. In addition, CRSL provides information about promos or discount vouchers to attract more consumers' attention. CRSL tries to separate email accounts used as creative emails and email stores to simplify email marketing management to be utilized more optimally.

**Video Marketing.** Video marketing is used to present concepts using audio and images. Video marketing carried out by CRSL to date utilizes Instagram and YouTube social media as a medium to publish video content. The use of video content on CRSL social media is equivalent to image content, so video content is not the main factor affecting the effectiveness of digital marketing. One of the factors that affect the effectiveness of digital marketing on social media is the theme and content packaged in videos and images.

*"...our character is based on animators, it takes a long time to make, even though it is only for 30 seconds of content, maybe a month, so if there is an event like Halloween, Valentine, like that" (Icha, Store Manager, personal interview, February 6, 2021).*

The CRSL theme, which carries the identity of five animal characters, makes every video or image content created involves the five animal characters so that it becomes a different obstacle in the content creation process. Limited human resources result in restricted content so that video content is made only for specific events such as Halloween, Valentine, Eid al-Fitr, and many more. Talented human resources are one of the essential factors in video marketing. Therefore, CRSL seeks to prepare competent human

resources to create digital animation-based video content to maximize video marketing.

**Online Advertising.** *Online advertising* is an advertising process or activity using internet networks and requires additional costs. CRSL uses online advertising to reach a broader quantity of consumers. Online advertising also increases visitors to social media and websites to influence product sales. CRSL utilizes online advertising using social media, Instagram or Ads, and Shopee ads. The selection of Instagram Ads was motivated by the effectiveness of Instagram as a digital marketing medium by CRSL. Meanwhile, Shopee advertisements are selected because Shopee is the most sought-after e-commerce platform by consumers. Of the two online advertising media, the use of Shopee ads shows a very significant increase compared to Instagram Ads.

The unstable position of Instagram media affects the number of viewers and the limitations of the latest product photos that make miscommunication between online advertising managers and store managers an obstacle in utilizing online advertising. Another obstacle is that consumers' messages packaged in advertisements are not well received and inappropriate advertising targets. To overcome this, CRSL tries to use an advertising agency or human resources to master online advertising, primarily through Instagram Ads and Shopee ads.

**Brand Awareness.** Brand awareness is the ability of potential consumers to recognize and recall that a brand is part of a particular product category. Awareness can be easily identified by consumer's top choices when they're given an option to numerous life choices, such as cuisines, gadgets and locations (Duriyanto et al., 2001; Fensi & Christian, 2018). Brand awareness is created from the existence of brand identity where brand identity or identity in the form of a trademark is used as an identity or differentiator from other similar brands. CRSL already has a strong brand identity in five cute animal characters. The five animal characters differentiate the CRSL brand from other brands to increase brand awareness.

*"... for our brand awareness, there is unique content about the activities of the animals because we introduce the animals, so we create a sub-account specifically about the content of our animals, daily content. Second, we try to explain each of our social media characters. The third thing is that we always innovate merchandise, what else is trending, we will immediately make with our characteristics. Fourth, yes, we got a new market from the ad. On the other hand, we also manage our old customers, so they do not leave" (Hidayat, CEO, personal interview, January 21, 2021).*

CRSL's brand awareness can be seen from several things, namely through company research, the number of websites and social media visitors, and the number of social media followers increasing every day. The research

conducted by CRSL has not been in-depth, so it cannot be known exactly where the level of CRSL's brand awareness is. However, the increase in brand awareness can be seen from an increase in website visitors, an increase in viewers on the TikTok application, and a very significant increase in the number of Instagram followers every day.

*"...since high school, in 2017 I have known CRSL from Instagram, it appeared on the veranda and was curious. I opened their Instagram account, they have unique characters, so I like them" (M Bani Arga, consumer, personal interview, 25 March 2021).*

Apart from the company, brand awareness can be known through consumer analysis. Based on the data that has been obtained, most consumers know the CRSL brand through Instagram social media. In addition to Instagram, CRSL has other social media, namely Twitter, TikTok, YouTube, and websites, but CRSL's Instagram account is better known to consumers than other social media. It is because video and photo content that brings up animal characters adds a unique, funny, and has an exciting concept to attract the attention of Instagram visitors. One of the factors that attract consumers' attention is the identity of CRSL, namely five animal characters that are always present in every content on social media, especially Instagram.

*"... because their social media is more active than others, there are updates on the latest products, promos, branding, etc., very up-to-date according to the items that are there. So if there is a new product, it is always updated. The appearance is also attractive, the colors are attractive, plus the animal character makes it more attractive" (Randi Indraguna, consumer, personal interview, March 25, 2021).*

CRSL has a strategy to increase brand awareness by creating unique content on social media. The content is in videos and images that describe the daily activities of the five CRSL animal characters on Instagram, specifically @crsl.gengs. In addition, CRSL introduces animal characters clearly in the photo caption section, innovates to follow market trends such as making merchandise, collaborates, and is supported by online advertising to expand market reach.

The five animal characters owned by CRSL become a strong brand identity and become an attraction for consumers who have followed the CRSL brand and new potential customers. The strength of the brand identity and supported by creating exciting content by highlighting the five animal characters, using online advertising, and innovating will help increase CRSL's brand awareness.

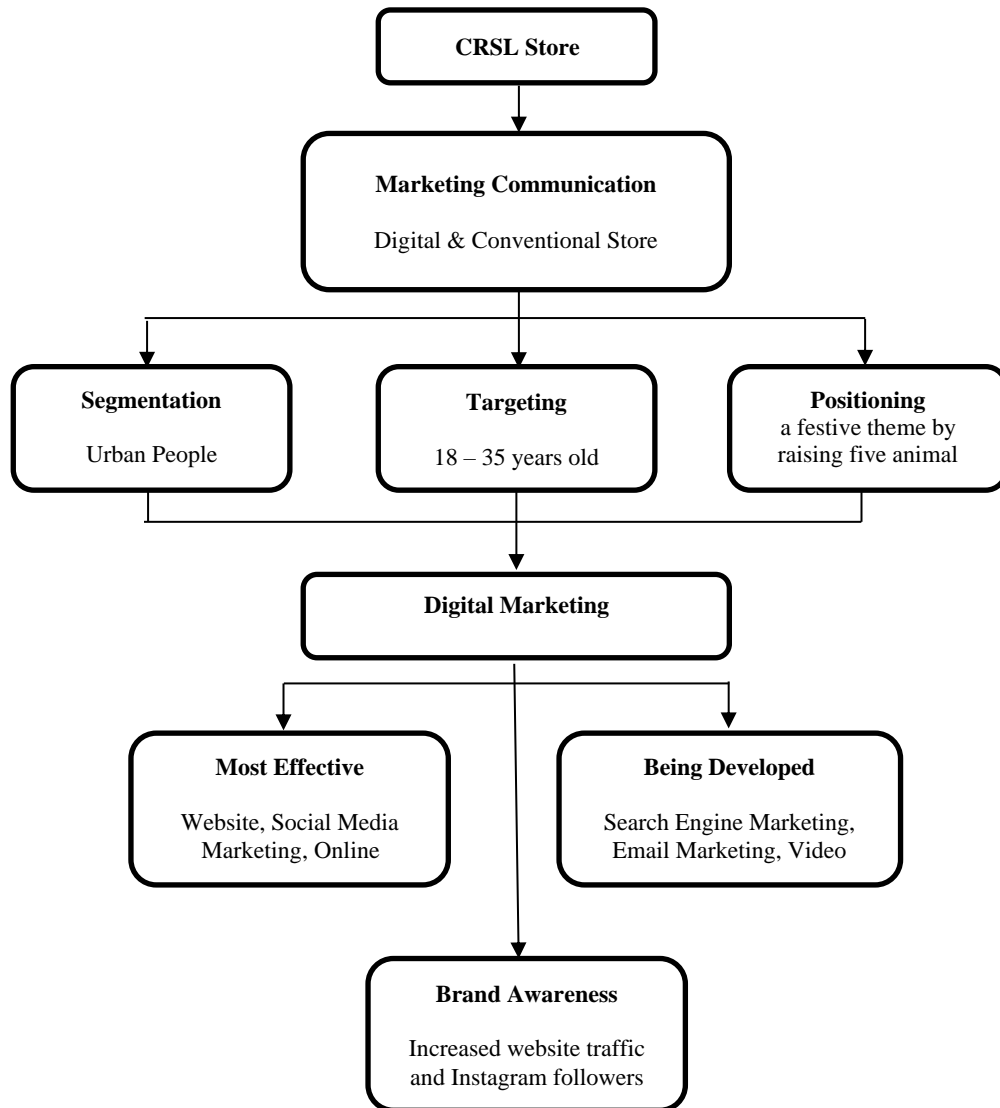
*"... it is funny, especially since all the animals are animals that many people like. It also affects the product because many people already like the character. Maybe that is what people buy because of the cute character. There are not only characters, so you can choose another animal if you do not like one. It can become your favorite character*

*too" (Randi Indraguna, consumer, personal interview, 25 March 2021).*

Based on the data from research and analysis conducted, several conclusions can be drawn. CRSL carries out a digital marketing communication strategy following digital marketing theory, utilizing digital marketing elements such as websites, social media marketing, search engine marketing, video marketing, email marketing, and online advertising. Although under digital marketing theory, several digital marketing elements are still being developed to maximize their role in CRSL marketing. The digital marketing strategy carried out by CRSL is supported by segmentation, targeting, and positioning strategies to broad group markets so that messages can be conveyed on target. CRSL's marketing segmentation is 18-35 years old, while the target market controls the young urban people, and the positioning built is a festive theme by raising five animal characters as brand identities. CRSL has a strong brand identity in five animal characters always present in every product it produces. A strong brand identity supported by a digital marketing strategy that continues to be developed can create and increase CRSL brand awareness. The CRSL digital marketing process has several obstacles: the lack of competent human resources to master several digital marketing elements, such as video marketing and new media. However, CRSL tries to overcome these obstacles by involving third parties, collaborating, and preparing competent human resources in the required fields.

Several suggestions can help increase CRSL brand awareness. The development of several digital marketing elements can be done by involving third parties, such as endorsing in TikTok apps, using hashtags on the Twitter application, completing the information on the website by increasing the variety of content and articles, and constantly updating product availability on the website to minimize miss-communication by the consumer. Social medias are full of users which are open to most companies to engage with them (Tjajadi et al., 2021). Segmentation and target market, which are millennials in the capital market, would be better if the language style used was more contemporary and packaged more attractively so that the message could be received by millennials more easily. This study supported previous evidence that identity campaign is further supported digitally, where numerous instances of individual and organizations are building their personalized brands. (Lestari et al., 2021).

**Fig 1.** CRSL Store Digital Marketing Communication Model



Furthermore, campaigns are also designed to catch the audience’s attention through visual and audioric designs. Both visual and audio appeals are important to reach and engage with digital audience (Lumampauw et al., 2020). Five animal characters as brand identity owned by CRSL will continue to be published in every social media account more intensely to increase CRSL's brand awareness. There needs to be good human resource management to produce more engaging content according to the theme and identity of CRSL. With many similar businesses with their creativity and identity, it is necessary to make particular strategies to publicize and promote their identity or uniqueness. One of the strategies used by CRSL Store to increase brand awareness is using a digital marketing communications strategy. While, digital marketing is the process of marketing or promoting a

brand or product through one or more forms of electronic media (Rusmanto, 2017), through a digital marketing communications strategy, CRSL Store can continue to develop its brand identity to increase brand awareness.

## CONCLUSION

The results of the research indicate three indicators that helps CRSL to drive audience not only to purchase their fashion products, but also opening their enthusiasm towards animals. The first aspect is effective marketing communication through social medias. Social medias are full of users which are open to most companies to engage with them. CRSL uses this opportunity to reach more audiences in digital platform, namely Instagram. Asides social media, CRSL uses their own website design to reach interested audience to look for more fashion products that involve small animals.

The second indicator is their approach to the audience, which they use visually appealing products and illustrations to decorate CRSL's marketing account. Five animal characters displayed in CRSL's products is enough to segment consumer's perception and bring their animal loving enthusiasm into effect. The final aspect is brand awareness development. This development is a fruit of CRSL's marketing communication that involves fashion design to "Save Animals" campaign, which is targeted towards consumers who supports animal lives (Latukolan et al., 2021).

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