

## **SOCIAL MEDIA ACTIVISM THROUGH INSTAGRAM @ASIAPASIFICRAYON IN SUSTAINABLE FASHION CAMPAIGN**

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### **Abstract**

*Sustainable fashion* is a fashion product that aims to invite Indonesian people to preserve the environment. The Asia Pacific Rayon (APR) company uses Instagram social media as a communication tool with its target audience. The purpose of this study is to determine how APR's social media activities spread sustainable fashion. This study uses the theory of the circular model of SOME (Share, Optimize, Manage, Engage). This study uses a descriptive qualitative method with data collection techniques in the form of interviews, observations and documentation. The subjects of this study consisted of the Instagram account @asiapacificrayon. The object of this study is the Instagram social media activity @asiapacificrayon in the sustainable fashion campaign. Data analysis techniques are carried out in 3 steps, namely data reduction, data display, and drawing conclusions and data verification. The results of this study indicate that at the share stage, APR spreads its content through feeds, reels and stories. In addition, it is also distributed to social media ambassadors and internal company groups. At the optimize stage, APR tries to optimize content by finalizing ideas and content concepts. In addition, APR also uses Instagram ads to optimize its content. At the manage stage, APR organizes, manages and monitors content using content pillars. At the engage stage, APR has understood the importance of finding out the target audience by using collaboration and influencers.

**Keywords:** *Social Media Activism, Instagram, Sustainable Fashion Campaign*

### **INTRODUCTION**

Social media is an online media, with its users being able to easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds which are the most common forms used by people all over the world (Liedfray et al., 2022). Communication built when using social media itself is through web-based applications that can create and share content in the form of images, videos and sentences. Social media also has various platforms such as Facebook, Twitter, Instagram, and many other applications. Every content that will be created is included in social media activities that can be seen from the content uploaded and how many shares to comments in one post.

*Instagram* is one of the social media used by businessmen/ entrepreneurs and even companies as an effective means of promotion at this time. Instagram is the platform that is currently most in demand by its users, this is because the features on the Instagram application do not only focus on visualizing images or videos, but there are Instagram TV

and Snapgram features. Over time, Indonesian people have begun to realize that Instagram can not only be used as an online gallery but can also be used as a medium for marketing products and exchanging information (Untari & Fajariana, 2018).

Currently, Instagram is also one of the dominant applications. Based on Napoleon Cat data, there are 116.16 million Instagram users in Indonesia until August 2023. This number has increased by 6.54% compared to the previous month which was 109.03 million users. Based on the Indonesian data website, from 2018 to 2023, Instagram users in Indonesia have increased drastically, dominated by women with a proportion of 55.5%. Meanwhile, the percentage of male Instagram users in Indonesia is 44.5%. In terms of age, 39.1% are in the 18-24 age group. While 28.7% are from the 25-34 age group. In addition, 12.3% are 35-44 years old. Then, 12.2% are 13-17 years old. And 4.9% are 45-54 years old. While the remaining 2.8% are in the 55 years and over age group (Rizaty, 2023).

In the digital age, public relations (PR) practitioners are no longer focused on message processing and relationship management, but on the practice of overseeing online communities as resources. This has created new job descriptions in public relations practice, including social media strategy, online community management, and digital maintenance management (Cahyono, 2015).

*Digital public relations* involved in disseminating information such as publishing online news releases or any updates related to their organization to stakeholders. In addition, social media has also helped public relations activities in the field of publicity such as making press releases, media or press kits, holding press conferences, and campaigns related to messages that the company wants to convey through social media (Al Rahmah et al., 2022).

Communication activities that are widely carried out by a number of members of society through the internet medium lately. Communication activities through social networking sites are essentially based on the existence of ICT (information and communication of technology) capabilities. ICT capabilities themselves include the concepts of digital literacy, computers, information and internet literacy. These capabilities are at least minimally possessed by each individual user. By minimal, it is meant that the individual is not "gaptek" or technologically illiterate. Because only with this capability that allows an individual to access sites on the internet that are connected (D. Gunawan, 2020).

Related to the phenomenon of the habit of being active online via social networking sites, Liedfray (2022) in his research stated that 16 activities that are often done are uploading photos of yourself, downloading photos of other people, inviting/accepting other people as friends, expressing feelings, looking for old friends, commenting on other people's statements on sites, offering goods to online friends, dating friends, looking at other people's profiles, playing games, uploading videos of yourself, uploading videos of other people, downloading music, listening to new music entries, invitations, greetings/ congratulatory messages (Setiadi, 2016). Of the 16 activities, there are 7 activities that are most often done, namely uploading photos of yourself, inviting/accepting other people as friends, looking for old friends, expressing feelings, commenting on other people's statements on the site, looking at other people's profiles, and dating friends.

Management of social media activities, especially Instagram, can be traced through Regina Lutrell's (2019) SOME concept SOME model (share, optimize, manage and engage), from the journal it is explained that there are four aspects of the SOME model that have their own strengths and advantages. These four aspects together can provide a way for PR practitioners or public relations to be able to develop a solid strategy.

The share aspect is the most important aspect in social media because with this aspect you can understand how and where consumers interact. In addition, through this aspect, companies have the opportunity to connect, build trust and relationships, and identify social media channels that allow for real interactions (Cahyono, 2015).

The optimize aspect is an aspect that optimizes any conversation by listening. To optimize content, a communication plan is needed to obtain maximum results on the message and branding that you want to convey. Branding is often associated with a company's efforts to build an image.

The manage aspect has 3 activities that need to be emphasized, namely media monitoring, quick response, and real-time interaction. Public discussions or discussions that occur on social media can be subscribed quickly in seconds. The engage aspect or involvement aspect assumes that their consumers can be influenced by their perceptions of the company in several ways, namely being active in conversation, adding value to the community, being involved in public, and responding quickly and with authenticity. Conversations on social media occur quickly, this characteristic makes consumers expect a quick response from the company or organization.

Asia Pacific Rayon (APR) is a company engaged in the field of the first integrated viscose rayon producer in Asia from plantations to viscose fiber. Based on the official website of the APR company [www.aprayon.com/id](http://www.aprayon.com/id), This factory with a capacity of 240,000 tons is located in Pangkalan Kerinci with Asia Pacific Resources International Limited (APRIL). APR is one of the companies managed by RGE. The company was founded by Sukanto Tanoto in 1973, APR produces biodegradable natural viscose rayon used in textile products. APR not only promotes its product raw materials through company PR, but also through social media, namely Instagram.

On the Instagram account @asiapacificrayon there are 37.6 thousand followers and 720 posts related to rayon fiber and the activities of APR company employees. The company's vision is to become a world-class responsible and efficient viscose rayon producer, creating value for society, the country, the climate, customers and the company. APR company makes stronger efforts and outside business operations in areas that the company believes have an impact on society, in line with the specific targets set by the SDG (sustainable development goals) framework, namely: (1) good health and well being; (2) clean water and sanitation; (3) industries, innovation and infrastructure; (4) responsible consumption and production; (5) climate action; (6) partnerships for the goals.

*Instagram Posts* APR is related to the tagline carried by the APR company, namely sustainable fashion. Sustainable means sustainable so that sustainable fashion can also be called sustainable fashion. Sustainable fashion is not only limited to fashion but is a lifestyle development that can affect global warming, ecological balance, minimizing

natural disasters, vegetative conservation, wildlife conservation, and everything that can protect nature or is environmentally friendly (Adhiesa & Pratama Putra, 2023).

The 2021 report from the World Economic Forum identified fashion and its supply chain as the third largest polluter on Planet Earth after food and construction. Based on information from the United Nations Climate Change News, it is stated that the fashion industry contributes around 10% of global greenhouse gas emissions. The textile waste produced in 2013 was 15.1 million tons. Where there were 12.8 million tons of textile waste that was dumped in landfills without being processed or reused as goods that could have economic value. The data was adapted from NPR which stated that the source of the information came from a report from the Environmental Protection Agency. This phenomenon has the potential to trigger global warming in the short term. If this phenomenon is left unchecked, the earth will be even more concerning in the next 20-30 years. Seeing the large amount of fashion industry waste in the environment, the sustainable fashion movement was born as an ethical fashion practice.

*Sustainable fashion* has the goal of uniting all parties in the fashion industry to change the way of production and consumption together to be better. All parties in the fashion industry in question are fashion designers, producers, distributors, and consumers (Permana & Pratiwi, 2021).

Based on the background above, the researcher is interested in analyzing social media activism @asiapacificrayon in building branding on Instagram, APR's branding strategy and APR's public relations in socializing sustainable fashion campaigns on Instagram, and APR's public relations communication management in Instagram social media activities. Then the researcher summarizes it in the title "Social Media Activism Through Instagram @asiapasificrayon in Sustainable Fashion Campaign".

## METHODOLOGY

This study uses a research method with a qualitative approach. According to Bogdan and Taylor (in I. Gunawan, 2016) states that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The reason researchers use qualitative methods is because researchers are interested in conducting research by writing in a freer form about how social media activism through Instagram @asiapacificrayon in increasing sustainable fashion campaigns. The research subjects that have been reflected in the research focus are determined intentionally (Suyanto & Sutinah, 2011). The subjects of this study were 3 informants, as shown in the following table.

Table 1. Informant data

No	Informant(s)	Occupation
1	Fanny Jonas	Digital Media APR
2	Astri Soeparyono	Digital Communication Strategy RGE Newsroom
3	The Breath of Mughni Kenanga	Riau Intelligence Culture Princess 2023 (Video Content Talent)

Source: processed data by researchers (2024)

The subjects selected are people who are directly involved with all APR social media activities and have a high level of experience in the company that is the object of the study. The object of this study is social media activism through Instagram @asiapacificrayon in increasing sustainable fashion campaigns. The research will be conducted at PT Asia Pacific Rayon which is located at Jl. Lintas Timur, Pelalawan, Riau Province.

Data collection techniques were carried out by: (a) interviews, according to Shaughnessy and Zechmeister (in Suyanto & Sutinah, 2011) The use of interview techniques has a number of advantages, one of which is that it allows the interviewer to provide an appropriate response to the questions asked by the interviewer. The researcher will conduct interviews with the research informants who have been determined face to face, the researcher uses the interview method in order to obtain the information needed directly. (b) observation, Morris (in Kaharuddin, 2020) defines observation as the activity of recording a symptom with the help of instruments and recording it for scientific or other purposes. Furthermore, it is said that observation is a collection of impressions about the surrounding world based on all the abilities of the human five senses. Researchers will conduct observations by seeing directly how the actual conditions occur in the field. (c) documentation, research results will be more reliable if supported by documents. Documents can be anything that can be evidence, whether written, oral, pictorial, or archaeological (I. Gunawan, 2016). In this study, documentation is in the form of photos during interviews, files related to interviews, and notes related to the information material provided.

Bodgan & Biklen (in I. Gunawan, 2016) states that data analysis is the process of systematically searching and arranging interview results, notes, and materials collected to improve understanding of all that is collected and to allow presentation of what is found. In qualitative data analysis, researchers will use 3 steps, namely: (a) data reduction, namely the selection of whether or not the data is relevant to the research objectives. Information from the field as raw material that is summarized, systematically arranged and sorting out the important points of the research objectives to be studied. (b) data display is used to see a certain picture of a goal or small parts of the research objectives. Researchers will classify and present data according to the main problem that begins with the idea/sub-topic of the research problem. (c) drawing conclusions and verifying data, researchers will look for the meaning of the data collected by looking for relationships, similarities and differences. Drawing conclusions is done by comparing the suitability of statements from the subject and the meaning contained with the basic concepts of the research. Verification is intended so that the assessment of the suitability of data with the intent contained in the research concepts is more precise and objective (Zuchri, 2021).

## **RESULTS AND DISCUSSION**

The research results obtained will explain and discuss social media activism through Instagram @asiapacificrayon in sustainable fashion campaigns in accordance with the focus of the research that has been made. Realizing the need to design or organize a campaign in such a way that the communication process runs effectively, of course by paying attention to the key elements that are related to each other. On

Instagram @asiapacificrayon to the audience, the campaign must be aimed at all Indonesian people. This is because textile waste in Indonesia is too much and has the potential to trigger global warming in the short term.

The background of APR company focuses on sustainable fashion, including as we know that textile waste is the largest contributor to waste in the world. If we look back, there are some wastes that cannot be recycled, namely polyester made from plastic. APR company is present and makes a rayon or fiber derived from viscose (which can be decomposed) and if it is no longer used and placed on the ground, thrown into the sea, viscose will decompose and not pollute the environment. So, APR company wants to educate many people to use viscose products and more sustainable fashion. APR company hopes that fashion designers or fashion brands or business owners out there will use viscose to make their products more sustainable.

The social media activity used by the APR company through Instagram @asiapacificrayon is to collaborate with Jakarta Fashion Week (JFW) by collaborating with local fashion brands to participate in events created by JFW. And during the event, APR provides extra viscose and they can also explain the campaign that carries sustainable fashion because the material used is more sustainable. In addition, the activity carried out is to show a video or time lapse of making viscose from the beginning until it decomposes.

### **Social Media Activism in the Sustainable Fashion Campaign**

*Social media activism* is an activity carried out on social media that contains information, with the aim of being known to the wider community. Of the 16 activities that are often carried out on social media, there are 7 activities that are most often carried out, namely uploading photos of yourself, inviting/accepting other people as friends, looking for old friends, expressing feelings, commenting on other people's statements on the site, looking at other people's profiles, and dating friends. Management of social media activities, especially Instagram, can be traced through the concept of SOME (share, optimize, manage and engage) by Regina Lutrell (2019) as follows :

#### **Share Aspect**

*Share* or sharing is an action taken to spread or provide information, knowledge, or experience to others. In developing a campaign, a company certainly needs creative ideas so that it can be conveyed to the public. The campaign created must also be in accordance with the goals that the company wants to achieve. It can be seen like the APR Company which focuses on producing fiber or rayon and is one of the largest rayon producing companies in Indonesia. In general, content will be distributed through feeds or stories on Instagram using animations or reels that are currently viral. Agree with the research of Siti Muslichatul Mahmudah and Muthia Rahayu (2020) who said that the sharing aspect begins with understanding the purpose of using social media for corporations.

Based on the results of the study through interviews conducted with APR digital media, during the content distribution process, APR uses social media ambassadors. In addition, APR also utilizes the company's internal group of approximately 1000 people. Another way used by APR to distribute content is by doing Instagram ads. So, with Instagram ads, the content that is distributed has the opportunity to get wider exposure.

## **Optimize Aspect**

In optimizing content, APR pays close attention to its Instagram algorithm. APR's digital media company also has a unique way that is currently trending, namely using the Instagram ads feature. Instagram ads are an advertising service on the Instagram platform that allows advertisers to display their campaigns or content by paying a certain amount of money for ad display costs. These Instagram ads can be videos or photos related to the content you want to upload.

Through this feature, the APR company carries out the share aspect with the theme of a sustainable fashion campaign. The method used is to complete the concept of the idea thoroughly (finalize the idea, design, storytelling content) so that when it is finished, the audience can easily know what the goal is, then choose the talent that suits the content to be created.

Usually APR uses talent in the form of employees who have outstanding achievements while working at the company. After the content is ready, the optimization method is to do A/B testing to manage engagement on its Instagram account. This A/B testing is a way to compare 2 versions of one thing in order to find out the best online promotion and marketing strategy of a business owned and conduct quizzes with prizes for the audience which are carried out once a month. The last stage that is usually used is to carry out monitoring activities twice, namely once every 2 weeks and once a month.

## **Management Aspect**

To manage and monitor content, the method used is to use a content pillar. Content pillar is the foundation so that company content has an easily recognizable identity and becomes the overall strategy of business social media content. Content pillar is formed as many as 4 or 5 contents with the aim that each content can reach its target or audience matrix. After the content pillar is created, the content ideas and concepts can be regular and Instagram followers can easily receive information every week.

## **Engage Aspect**

*Engage instagram* namely a number of interactions that occur on the Instagram platform. Engage is very necessary to find out how far the content is known by many people. Many events can be done to increase engagement on Instagram, namely creating and inviting fashion brand collaborations including @indorintertex, @jakartafashionhub, @arunacreative.id, @sahabatrapp, @discoverapril, @LPMmode, @bateeqshop, @KA.LAStudio, @gajahduduk.id, @matahari, @MuslimFashionFestival, @ghearesortbyamanda.

Based on research conducted by Axel Van Basten Pakpahan and Amalia Djuwita (2019) that the engage stage, trademark has understood that it is important to find out the ins and outs of the target audience and also how to reach the target audience. APR reaches the target by collaborating with the fashion brand, then APR can be easily recognized by the general public. And when using collaboration, automatically the reels views on the Instagram account increase by almost 2 million views. In addition to collaborating, another thing that is used to increase engage is by inviting influencers and utilizing high-achieving employees. Influencers who have been APR video talents are @Cacatengker, @Nabilaishma, and @YummiKwendy.

## CONCLUSION

*Social media activism* is an activity carried out on social media that contains information, with the aim of being known to the wider community. APR's Instagram social media activities also focus on 4 activities in accordance with the circular model of SOME theory according to Regina Lutrell. The first is sharing, an activity of sharing content related to sustainable fashion through APR's internal group. In addition, content is also shared to the company's social media ambassadors and distributed through feeds, reels and stories.

Second, optimize is how we optimize content so that it can be known by followers. APR Company optimizes content by doing Instagram ads, finalizing ideas thoroughly, doing A/B testing, conducting monitoring activities for 2 weeks and 1 month and conducting quizzes with prizes that are done once every 2 months. Third, manage is to monitor, measure and manage. The activities carried out are creating content pillars containing 4-5 contents per month. Fourth, engage or involve, the activities carried out are inviting employees who have achievements to participate in the content creation process, in addition APR also invites fashion brands and influencers to join the content creation process.

Researchers suggest that the @asiapacificrayon account be better at producing content so that the content can reach its target audience quickly. And it is hoped that companies will use Instagram ads more often to promote their business, this is because lately Instagram @asiapacificrayon has rarely used advertising so that followers can only see from feeds, reels to stories.

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