

Local Product Promotional Content on President Joko Widodo's Instagram

Wenny Maya Arlena
wenny.maya@budiluhur.ac.id
Universitas Budi Luhur

Mohammad Ichsan Rasyid
michsan@comm.uir.ac.id
Universitas Islam Riau

ABSTRACT

So far, Indonesia has only been known as a big market for global products. So that positioning Indonesia as a country that making domestically produced products as well as a producer country becomes a very important nation step. President Jokowi through his Instagram often promotes products that made in the country, and the domestic consumers often responded positively. This study seeks to understand how President Jokowi promoted locally made products through his Instagram. Using literature study as a data collection method, content analysis as an analytical technique, and the AIDA Model as a theoretical framework to describe how the uploaded promotional content was being rolled out. This study found that the President's promotional posts are in line with the AIDA framework, and in his posts, the president not only creates awareness and interest, but also seeks to build a sense of pride and confidence towards the locally made products and the nation production capabilities amongst the audiences, particularly the followers. From this research, researchers can further discuss the effects and how audiences interpret the promotional content of President Jokowi.

Keywords: Local Product Promotion; Social Media Content; Instagram

INTRODUCTION

Indonesia does not lack of talent, work, or talent, work, and good and quality products. Indonesia is rich in traditions supported by the nation's next generation, namely the millennial generation, to develop new ideas for the identity of the nation. Since Jokowi was elected as President of the Republic of Indonesia, many domestic products have emerged from the nation's sons and daughters. Domestic products include clothing, food, handicrafts, shoes, helmets, and technology products. The emergence of domestic products produced has created a separate market for the Indonesian people to be able to mass produce because they can meet the needs of the domestic market or even abroad. It is hoped that the emergence of domestic products will contribute to the nation's economy and open up jobs for job seekers. President Jokowi is very concerned about this. So that President Jokowi gave a special assignment to the cabinet ranks at the Ministry of Tourism and Creative Economy to be in charge of young Indonesian entrepreneurs or creators.

Giving attention and support to local entrepreneurs and domestic products in this globalization era is very important. Especially support for creating domestic consumer

awareness of domestic products. Similar to increasing brand awareness that must be done by a local brand entrepreneur, domestic products require the right communication strategy to attract consumers to buy. In an urgent situation like now where domestic products must compete with foreign products, President Jokowi invites the public to be proud of using Indonesian products, which begins with the inauguration of #BanggaBuatanIndonesia through an inauguration ceremony held by teleconference from the Merdeka Palace, Jakarta, on 14 May 2020 (presidenri.go.id, accessed Friday, 19 November 2021).

Promoting local or regional certain attributes to a market may add a certain perception toward the larger geographical scope. A study on destination branding found that a Food Festival which is held in certain region provides contribution in building destination brand for that region (Lee et al, 2011). The regional food festival was held by the involved parties to establish the region's positive image. Another similar perspective is also offered on the study on Places Branding. The researcher infers that the local product commodities are ideal attributes for a Place Brand and yet there were untapped and unrealized locality potentials (Rausch, 2008). Both studies strengthen the strategic implementation of promoting local products or commodities will have a positive contribution to larger marketing and promotion goals. It is also the strategy that President Joko Widodo applied in social media.

A study on Social Media utilization also infers significant role of social media in promoting local pride (Arviani et al, 2021). President Jokowi served as Indonesia's number one person in a period when the world began to talk about digitalization, Start-Ups, Millennials Generation, and also Social Media. Leading in this era, President Jokowi often took advantage of various existing digital platforms to conduct policy outreach, share ongoing state activities, communicate politics with his constituents, and share his own views or perspectives and the personal lives of himself and his family. The utilization of digital platforms, especially social media, has made President Jokowi a president who continues to try to get closer to the public and a president who is considered current. One of the digital platforms used by President Jokowi to communicate is Instagram. So that through this study, the author aims to understand how President Jokowi's strategy in using Instagram social media in promoting domestic products so that they can compete with foreign products in the country.

The existence of a strategy cannot be separated from the objectives to be achieved. This means that the strategy in the context of this study is where marketers jointly understand the nature or meaning of a goal, then marketers determine a strategy to achieve the goal. Without a goal, an action taken is merely a tactic, where the tactic can easily escalate rapidly or vice versa can degenerate into another problem. The word "strategy" comes from the Greek root 'strategos' which literally means "general art," this term would turn into the adjective strategy meaning "military skill" which was later re-adapted into modern circumstances. The word 'strategos' means 1. The decision to take action in the long run with all the consequences. 2. The degree of vulnerability of our position to that of competitors (science and business). 3. Utilization of limited resources and dissemination of information relative to the possibility of interception of information by competitors. 4. Use communication facilities to disseminate information that benefits geographical and topographical analysis. 5. Finding points of similarity and differences in the use of resources in the information market (Liliweri, 2011: 240).

Henry Mintzberg, his book *The Rise and Fall of Strategic Planning* (1994) in Liliweri, shows that people use the term "strategy" in several different ways but generally includes four meanings: 1. Strategy is a plan, a way to get something out of here or from there, 2. Strategy is a pattern of action over time, for example, a company that regularly markets a product that is so expensive that it has to use a sophisticated strategy (from start to finish remains expensive in order to guarantee a product name). 3. Strategy is a position that reflects the decision to offer certain products or services in certain markets. 4. Strategy is perspective on vision and direction on vision. Mintzberg argues that strategies that emerge from time to time can be said to be goals to accommodate changing realities. It means, we can start with a perspective like this, we want to reach a certain position and we have to achieve that position through a carefully prepared plan; we call the formulation of the position we are in now and the way we have to do it to reach the position we aspire to be "strategy". So, strategy is a decision that is right, clear, comprehensive, valid, or whatever it's called, as a philosophical and practical basis for us to think, behave, move, and act. True, as Mintzberg's strategy formulation must be done "actually" and not formulated. Mintzberg's typology has received support from various other analyzes, especially when discussing strategy in the business world, especially the work of Kenneth Andrews, a Harvard Business School professor who has been editor of the Harvard Business Review for many years (Aloliliweri: 2011: 242).

In marketing a product, the right communication strategy is needed. According to Middleton, a communication strategy is the best combination of all the important points in communication that are made to achieve the right communication goals (in Cangara 2013:61). Of course, if it is related to the context of promoting domestic products, then all combinations of important points in communication are expected to create the desired effect. Starting from the creation of awareness (*Awareness*), until in the end, there is an act of purchase (*action*). For this ultimate goal, President Jokowi as a marketer needs to strategically carries out promotional activities in order to encourage the expected behavior.

As part of the Marketing Mix, Promotion is a communication activity carried out by a marketer of a product, brand, or service to create awareness, create interest, and encourage purchasing actions. Without promotion, the product or service, no matter how good the quality, has the potential not to produce an optimal economic impact. Without promotion, the greatness of a feature or attribute of a product or service cannot meet its target consumers, nor is the relevance of the advantages or benefits that can be obtained from the product or service conveyed. Without promotion, foreign products, or services whose quality may be lower than domestic products or services will be perceived as more valuable and chosen by end consumers. So from this illustration, it can be concluded that promotion is a crucial and inseparable part of marketing activities that can create a perception of value, create interest, and encourage behavior change. One of the classic models that are still very relevant today because of its simplicity is the AIDA or *Awareness, Interest, Desire, and Action* (Oxford Reference, 2023).

When associated with the definition of promotion, the AIDA Model provides a framework that can explain what phases occur in consumers or the effects expected by a marketer from a promotional activity. Although there were numerous developments of these models, the framework was still used as the basic funnel of the framework development (Rathod, 2012). Awareness is usually marked by a mental state, especially in the cognitive aspects of consumers who can mention what product or service is being promoted in promotional material which can be created when the consumer put their attention towards the promotion

message. It is a promotional failure if consumers are unable to identify what product or service is being promoted. In addition to the large costs that must be incurred by marketers to reach target audiences, producing promotional material also needs to be managed properly so that each frequency of exposure to the promotional material can immediately create immediate awareness. So, to create rapid awareness, marketers need to create a clear and attractive promotional message strategy and strategy to reach the target audience. This strategy is needed to create the next stage to encourage interest.

TABLE 1. AIDA Model, Objectives, and Measures Communication

No.	Phase	Communication Goals	Communication Action
1.	Awareness (Awareness)	Consumers can identify what products or services are being promoted (cognitive)	Plan messages that are easy to understand and determine media strategies to reach target audiences.
2.	Interest (Interest)	Consumers know and understand information that is relevant to their needs and desires related to products or services (Cognitive)	Plan messages, and package information that is most relevant to the needs and desires of the target audience.
3.	Desire (Desire)	Consumers feel an emotional connection with the information presented related to products or services (Affective)	Packaging messages that are relevant to the emotional needs of the target audience.
4.	Action (Action)	Consumers know and understand what the next steps should be taken (Conative)	Presenting clear information regarding the process that must be passed by the target audience to buy a product or service.

Source: Research Results Researcher

Encouraging audience interest is certainly something more challenging for marketers. In the interest phase, the cognitive processes that consumers must go through will be more complex because to create interest, sufficient information is needed and relevant to the needs or desires of the target audience (Syastra and Adam, 2017). So, the focus on the *interest* is different from *the awareness* which requires more media outreach strategies. The interest phase requires a more well-planned and well-designed message strategy so that the information presented through promotional materials can attract consumers and advance to the next phase of the AIDA model, namely desire. At this stage, the marketer does not focus enough on presenting relevant and sufficient information but must build an *emotional connection* between the product or service and the affective aspects of the consumer (Lucidchart, 2023). If in the interest phase the marketer presents what makes the product or service being promoted unique and different from its competitors, then in the Desire phase the marketer needs to present how the product or service can provide emotional benefits or benefits in fulfilling desires which may not be functional. However, it must be recognized that the final action taken by consumers is often irrational and tends to be emotional. So, marketers need to establish this emotional connection to create a strong urge to go to the next stage, namely Action (*Action*).

The Action Phase is the goal of any promotional activity, namely consumers buying the products and services being promoted. Even though in reality, the act of buying by consumers may be influenced by another marketing mix such as aspects of the product or service itself, distribution and price, the promotion also has a strong influence in encouraging purchases. So that to encourage these actions, marketers need to inform how consumers should act next

such as directing consumers to certain physical or virtual places, claiming certain benefits if buying certain products or services in a certain way, to directing how to buy the product or service being promoted. So, in this phase, it is very important for marketers to provide all the information that makes it easier for consumers to act. The phases described by the AIDA Model can also be applied to the use of Digital Social Media platforms such as Instagram.

METHOD

This research method uses content analysis. Frey & Kreps (1999) define a textual method used by communication researchers to describe and describe the characteristics of recorded or visual messages. The purpose of textual analysis is to describe the content, structure, and function of the messages contained in the text. Important considerations in text analysis include choosing the type of text to be studied, obtaining appropriate texts, and determining which approach to use to analyze them. The approach used is Qualitative Content Analysis because the researcher is more interested in the meaning associated with the message than the number of times the message variable occurs. In the analysis, there are three descriptive approaches, explanative and predictive. This study is descriptive in nature because it aims to describe aspects or characters of a message or text (Eryanto, 2011), not to find relationships or test hypotheses. The analytical method used is Inductive analysis which may develop categories into a model or framework by summarizing complex raw data. Inductive analysis is a procedure for finding concepts, themes, or models based on the interpretation of the analysis or researchers through a detailed reading of the text. Thomas (2006) in Rumata (2017) states the advantages of inductive analysis include: 1. Compressing large and varied raw data into a summary format (abbreviating broad and varied raw data into a summary format). 2. Establish a clear link between the research and the summary of findings and to ensure transparency and justify this relationship according to the research objectives (to establish a clear link between the research objectives and the summary findings obtained from the raw data and to ensure that these links are both transparent (can demonstrate to others) and defensible (justifiable given the purpose of the research). To develop a model or theory about the structure or procedure or experience that finds findings from text data analysis (to develop a model or theory about the structure underlying the experience of the process that activates).

TABLE 2. Analysis of Instagram Promotional Materials Promotional Materials

The Instagram Promotional Content Will be Placed Here.			
Awareness	Interest	Desire	Action
from Promotional Materials that create consumer awareness	Textual and Contextual from Promotional Materials that create Consumer Interest	Textual and Contextual from Promotional Materials that arouse consumer desires	from promotional materials that direct consumers to action.

The data collection technique used is a library study, in which researchers take uploaded pictures on President Joko Widodo's account promoting domestically made products. These uploads will be entered into an analysis table (see TABLE 2) which will then be described. the way the upload contains elements that makeup Awareness, Interest, Desire, and Action.

DISCUSSION/CONCLUSION

In promoting domestically made products, President Jokowi is driving the use of the hashtag #BanggaBuatanIndonesia on social media as one of the implementations of his promotional strategy. The hashtag is used as the theme of President Jokowi's Instagram uploads which contain the promotion of domestically made products. President Jokowi's Instagram account, which has a blue tick, has 43.3 million followers and has uploaded 2926 thousand of content on the *feed*. When the data on promotional materials on Instagram was captured by researchers, With *Fanbase*, the reach potential of the @jokowi account can be categorized as large. If it is associated with the *Key Opinion Leader* or *Influencer Marketing*, the @jokowi account can be categorized as a *Mega Influencer* who has a fanbase of over 1 million followers. However, due to limited measurement tools, this study cannot obtain the *Engagement Rate* which indicates the interactivity of the account. President Jokowi Widodo's official Instagram account is managed by the President's Digital Communication Team. Based on the observations of researchers, President Jokowi's account has used existing features on Instagram such as videos and reels.

TABLE 3. Outfits by the Children of the Nation at the National Pride Circuit


Awareness	Interest	Desire	Action
Shows a set of clothes and accessories made in the country with <i>headlines Outfit Karya Anak Bangsa</i>	Displays and presents a detailed list of clothing and accessories with the name of the variant and the city of origin of production.	Display attractive and stylish designs of clothing and accessories and convey pride.	Mention the brand of each clothing and accessories product along with the origin of its production.

Promotion of Motorcycle Clothing and Accessories Made in Indonesia

On 12 November 2021, President Jokowi tried a *test ride* on the Mandalika Circuit, Lombok, West Nusa Tenggara (see Table 3). In his uploads on his *feed*, President Jokowi promotes clothes and accessories made in Indonesia that are worn during a *test ride*. In the photo, Jokowi uses domestic products ranging from gloves, jackets, pants, jackets, helmets to shoes. Jackets from Bandung under the Rabbit & Wheels brand, trousers from Cimahi West Java under the Continmoto (Osiris Riding Pants) brand, gloves from Tangerang Banten under the Bellissimo brand, helmets from Bandung West Java under the RSV Helmet brand (RSV Half Face, RSV SV300), Shoes from Bandung, West Java with the brand NAH Project Type YAS Flexknit 3.0 – Carbon Black. Promotion of these domestic products is carried out by using the *feed* on Instagram which is directly aimed at creating consumer awareness, as well as

showing relevant visual and text information to attract consumers. The caption is also used as a narrative that evokes pride as an emotional connection between Indonesian audiences and their Indonesianness. The President also provided information on the production sources of these clothes and accessories through the post. However, the content does not provide directions for the actions that consumers must take to get to the action phase.

TABLE 4. Custom Chopper Racer Motorcycles Created by Young Indonesians

			
Awareness	Interest	Desire	Action
Displays a photo of the president's custom motorbike used during the Mandalika circuit Test-Ride.	Does not provide information about the product, only Shows the Product, and talks more about the experience of trying the Mandalika circuit.	Displays dynamic motorbike photos and tells the excitement of driving on the circuit.	Not giving directions to the audience.

Custom Motorcycle "Chopper Racer" Created by the Nation's Children

Still during the Test-Rise of the Mandalika Circuit, President Jokowi also uploaded a photo of himself trying the circuit using his motorbike which was a custom motorbike made by a domestic Custom Workshop. Through this upload, apart from showing the 'Chopper Racer' motorbike in action, through the caption section, the President expressed his ownership of the motorbike. The message raises the meaning of the president's pride in the domestic products used and as a form of promotion of the attitude that Indonesian citizens are expected to have. In this upload, the president focuses on building *the Desire* of the audience by showing the custom motorbike created by the nation's own children to be used and sharing stories of his experiences while driving on an international circuit belonging to Indonesia.

In this uploaded content, the president did not convey a message that directed the audience to act but rather showed 'how cool' the local product is. The 'Show the Product' approach and the authentic test-ride experience of the President cited in the caption section, narrate authenticity in expressing admiration (See Table 4). The uploaded picture allowed the product to present itself, and the president simply amplify the 'coolness' and at the same time associated the Pride towards Mandalika as the international venue of the competition.

Promoting Indonesian People's skills in Assembly

Indonesia has been one of the biggest markets for the automotive industry. All car brands, across categories, from all over the world are in Indonesia competing to win the Indonesian market of car lovers. President Jokowi, on many occasions, expresses his wishes for Indonesia to not only be the market but also the producer. Therefore, it is important to show Indonesia's capability to be part of the industry. In one of the posts, the Presidents flaunt the

domestically assembled tactical vehicle while communicating Indonesia's readiness to be part of the value chain of the industry.

TABLE 5. Domestically Assembled Tactical Vehicles

			
Awareness	Interest	Desire	Action
Shows the Paspampres P6 ATAV V1 tactical vehicle that is being tested by the President.	that the tactical vehicle is assembled domestically and in mass production.	Promoting domestically assembled.	Do not provide information that leads to action to the public.

President Jokowi in his upload during a test drive of the Secret Services tactical vehicle expressed his pride in the ability of the nation's children to assemble automotive products (See Table 5). In uploading pictures, the president focuses the audience's attention on Indonesian-made tactical vehicle. In the caption section, the president's expression of pride is expressed by describing the design and features of the tactical vehicle. At the end of the sentence, the president prioritizes this vehicle as a vehicle that is assembled domestically and has been mass-produced. Indonesia is a large world automotive market. This upload does not only promote tactical vehicles but also promotes the ability of domestic human resources to assemble cars and even tactical vehicles that have special specifications.

Promoting Domestic Sneakers Owned by Indonesian Gold Medal Winners

President Joko Widodo uses local products for use in work every day. One of the domestic production products used is sneakers. The consistency of the clothes that are worn daily gives the President a semi-formal fashion attribute, and sneakers are one of the President's signature fashion items.

In an Instagram upload, the President said that shoes made from domestic or local products are of very good quality and deserve to be proud of. In the upload, President Jokowi shows the moment when he bought the Fine Counsel shoe brand sneakers (See Table 6). Through his upload, it was also revealed that the owner of this shoe business is Greysia Poli, who is a world badminton athlete who has just won a gold medal at the Tokyo 2020 Olympics. This moment also coincided with when the President received the Olympic contingent at the Palace. So that the message of pride is felt in the upload. Namely pride in domestic products, as well as pride in the achievements of the nation's children in international sporting events.

TABLE 6. Fine Counsel's sneakers as a collection of President's sneakers

 <p>jokowi Saya baru saja membeli sepatu baru. Jenisnya sneaker kesukaan saya, mereknya FINE COUNSEL. Dan yang istimewa, sepatu ini buatan dalam negeri yang pemilik usahanya Anda kenal semua: Greysia Polii.</p> <p>Ya, peraih medali emas di Olimpiade Tokyo ini diam-diam rupanya telah menyiapkan rencana masa depannya setelah nanti tak lagi mengayun raket. Ia sudah punya usaha sepatu dan pakaian yang produksinya di Malang.</p> <p>Pagi tadi, Greysia datang ke istana bersama kontingen Indonesia yang baru pulang dari Jepang, menerima bonus, seraya menawarkan sepatu produksinya ini. Sepasang sneakers dari kulit yang katanya dikerjakan oleh tangan-tangan terampil orang Indonesia sendiri, tapi berkualitas dunia.</p> <p>Kebetulan juga, sudah saatnya saya menambah sepatu sneakers.</p> <p>View all 25.609 comments</p>			
Awareness	Interest	Desire	Action
Showing the Fine Counsel sneakers being tried on in the caption is focused on the product and the story behind the sneakers.	Informs the owner and production site of Sneaker along with a brief business story.	Narrate pride with gold medal-winning athletes who have domestic businesses.	Mention the brand of the Sneaker and the city of origin of its production.

Promoting Markets, Bags, and Unique Crafts of Papua

Papua is part of the Unitary State of the Republic of Indonesia in the eastern region of Indonesia which is known for its unique natural wealth. In an upload, the President promotes the Taman Imbi Noken Market as a shopping place that must be visited when coming to Papua. Information about local Papuan products is still unknown to the domestic community. In line with the President's policy of wanting social justice to be achieved, the promotion of local Papuan products has become an inherent association of the upload.

TABLE 7. Shopping at Noken Market, Jayapura

 <p>Liked by kunthi_maisaroh and 269.862 others</p> <p>jokowi Datang ke Jayapura, jangan lupa untuk mampir di Pasar Noken Taman Imbi. Di sini tersedia banyak pilihan tas dan kerajinan khas Papua yang dijual oleh mama-mama Papua yang ramah.</p>			
Awareness	Interest	Desire	Action
Showing the president interacting in the market and purchasing Papua's unique bag and handicrafts.	Inform the name of the market and display the excitement of shopping activities that occur in the market.	Shows the interaction and hospitality that occurs and is also expressed through captions.	Inviting the public to visit the Noken market when coming to Jayapura.

The upload shows the excitement of the president's shopping activities at the Noken market. You can see in the photo the president is buying up bags and handicrafts typical of Papua while interacting with saleswomen. In the Caption section, apart from directing the public to come to the Taman Imbi Noken market when they come to Papua, the President also promotes the shopping experience he has experienced by conveying the friendliness he gets from the saleswomen who are at the market.

Promoting Indonesia as a Steel Industry Producer

Indonesia as a country rich in natural resources has the ability not only to fulfill the upstream industry but also the downstream side. So the downstream policy is one of the strategic policies taken by the President. Through an upload, President Jokowi promotes Indonesia as a producer in the steel industry by inaugurating the Krakatau Steel Hot Mill #2 Steel Factory and talking about it on his Instagram social media.

In the upload, it can be seen that the president is at the location of the Steel Factory which was just inaugurated, and through the caption, the President tells how strategic this step is for the development that is taking place in the country and at the same time the business potential of the Steel Factory which was inaugurated. Through this caption, the President also expressed his pride at the inauguration which could contribute to the independence of the nation and state in carrying out the expected development.

TABLE 8. Promoting Indonesia as a Steel Producer



Awareness	Interest	Desire	Action
Showing the president at the Hot Strip Mill #2 Steel Factory which was just inaugurated.	Inform in general about the steel industry, domestic needs, along with its business potential.	Generating a sense of pride by informing the benefits of the domestic steel industry and its role abroad.	Not directing audiences to certain Actions.

Promoting Porang as a Mainstay Commodity

In the midst of people starting to have an awareness of having a healthy lifestyle and the development of the country's cosmetic industry, Porang has become one of the primadonna of domestic commodities promoted by the President. In one upload, the President promotes Porang commodities as a mainstay commodity whose potential needs to be explored domestically.

In this upload, the president shows the public the abundance of Porang commodities in a processing location. In the caption, the President explains what Porang is so that the public will know information about this commodity and find out what finished goods can be produced through Porang processing. Not only explaining, the President also explained the direction of the policy that he would carry out regarding Porang and also his hope that this Porang Commodity could also be exported in the form of finished goods and not just in the form of commodities. So from this upload, the President is also trying to direct domestic entrepreneurs to also see Porang's potential as a raw material with economic value.

TABLE 9. Introducing Porang as a Mainstay Export Commodity

			
Awareness	Interest	Desire	Action
Shows the President is in an abundance of Porang commodities while listening to someone's explanation.	Provide information about Porang commodities through captions and directions regarding these commodities.	Tells about the business potential that can be generated from Porang commodities and their hopes.	Do not direct the audience to take certain actions.

From all the collected Instagram content of President Joko Widodo above, it is visible that the president is actively utilized his Instagram as the platform to promote local products and other localities particularly to his followers and generally Instagram users. The President promotes starting from local creative products, local destinations, to national strategic industries and commodities. Based on the content analysis and model framework used for analysis, it can be concluded that the promotion carried out by President Jokowi through Instagram fulfills the stages of the model used. In order to create awareness, the President displays products, commodities, as well as industries through dynamic images accompanied by explanations regarding domestically produced objects that he shows through images. Apart from showing and providing information related to domestically produced objects, the President also uses stories and personal experiences to arouse public interest in following President Jokowi's timeline.

In the Desire phase, the President builds an emotional bond with the audience by conveying the confidence, pride, and hopes that are related to the domestic objects being promoted. So that this expression has the potential to become an example of the attitude that society must have regarding these domestic products. Not only to the public, some of the President's uploads are also directed at business actors so they can see the potential of the objects they promote. In several uploads, the President also gave action directions to the audience but not in every upload. Based on observations, the president's uploads are mostly made to generate audience's emotional attachment to the content, specifically toward the localities.

From Indonesian perspective, the research theme on the rise of local product is strategically important. A study on how to raise the value of local products amongst local and multinational markets is needed to establish a scientific and strategic framework for local businesses to embark on the new heights of their venture. For researchers, certainly it is the theme that needs more attention and innovation. The next step of this particular is to examine the effects of content and how audiences interpret the content presented to them. From the measurement, researchers will be able to gain insight on the audience response in the sociocultural context.

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- Jurnal Teknologi dan Informasi Bisnis ISSN: 2655-8238 Vol. 3 No.2 10 Juli 2021 DOI: <https://doi.org/10.47233/jteksis.v3i2.250> 320 Copyright@2021 Prodi Sistem Informasi Universitas Dharma Andalas Pemanfaatan Media Sosial Instagram Sebagai Strategi Komunikasi Informasi Pemasaran Produk.
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About the authors

Wenny Maya Arlena, M.Si, Doctoral Student at the Faculty of Human Ecology, IPB University, Master of Communication, University of Padjadjaran, and a Managing Editor of PT Jagad Tani Selaras, a national media that discusses Agriculture, Forestry, Animal Husbandry, Fisheries and Animals. Wenny also a Lecturer at the Faculty of Communication and Creative Design, Universitas Budi Luhur, Jakarta. Email: wenny.maya@budiluhur.ac.id.

Mohammad Ichsan, M.Si, Bachelor of Communication Science, University of Padjadjaran, Master of Communication Management, University of Indonesia. A seasoned and

professional Strategic Planner in Advertising and Brand Communication in Jakarta. Currently also a Lecturer at the Faculty of Communication Sciences, Universitas Islam Riau, Pekanbaru. Email: ir@ichsanrasyid.com; michsan@comm.uir.ac.id.