

SURAT - TUGAS

Nomor: 00731/H.7.1/FHK/07/2022

Dekan Fakultas Hukum dan Komunikasi, Universitas Katolik Soegijapranata, dengan ini memberikan tugas kepada :

- N a m a** : **Rotumiar Pasaribu, SS., MI.Kom (NPP. 058.1.2014.294)**
- Jabatan** : Dosen Program Studi Ilmu Komunikasi, Fakultas Hukum dan Komunikasi, Universitas Katolik Soegijapranata
- Tugas** : Sebagai Presenter of The 2nd International Conference on Communication Science (ICCS), diselenggarakan oleh ASPIKOM, ICCS & Universitas Mataram
- Tempat** : Online
- W a k t u** : July 20th – 21st, 2022
- Lain – lain** : Harap melaksanakan tugas dengan penuh rasa tanggung jawab, dan memberikan laporan setelah tugas selesai.

Demikian surat tugas ini diterbitkan untuk dipergunakan sebagaimana mestinya.



Semarang, 19 Juli 2022

Dekan

Dr. Marcella E. Simandjuntak, S.H., C.N., M.Hum.

NPP. 058.1.1994.161

The 2nd International Conference on Communication Science
July, 20th - 21th 2022

hybrid format from Lombok, West Nusa Tenggara, Indonesia

www.iccs.unram.ac.id



Letter of Acceptance

Dear Prof./Dr./Mr./Mdm./Ms.

Rotumiar Pasaribu

Congratulation! We are pleased to inform you that your manuscript

“Social Marketing of #bangabuatanindonesia as Indonesia Nation Identity Campaign in Social Media”

has been ACCEPTED for oral presentation at the International Conference on Communication Science 2022 (ICCS 2022). The conference will be held on July 20th – 21st, 2022 at Lombok Raya Hotel, West Nusa Tenggara, Indonesia.

Please adhere to the following criteria :

1. Pay registration fee to the bank account number below before July 10th 2022 :

IDR 850,000.- (presenter)

IDR 400,000.-/day (participant)

Bank Transfer for ICCS

Bank BNI Acc. No 7190519888

Beneficiary : **AFNI NURAZANI**

SWIFT Code : **BNINIDJAXXX**

2. Fill the confirmation form below
<https://forms.gle/fWRjZKcq2FYfK3Eh9>
3. For payment status please refer queries to this number +62 852 2875 8712-Muhlis (WA Only)

Details pertaining to the conference rundown and journal publication will be shared later.

We hope to see you in Lombok.

Regards

A handwritten signature in black ink, appearing to read 'HKN', is placed to the left of the QR code.



Hartin Nur Khusnia

ICCS Conference Committee



RUNDOWN
THE 2ND INTERNATIONAL CONFERENCE ON COMMUNICATION SCIENCE
DEPARTMENT OF COMMUNICATION SCIENCE
UNIVERSITY OF MATARAM
LOMBOK RAYA HOTEL, JULY 20th – 21st, 2022
LOMBOK, INDONESIA.

Wednesday, 20th July, 2022

TIME (WITA)	EVENT	PIC
11.15 - 12.00	Registration/Preparation	Committee
12.00 – 13.00	Lunch Break (Ishoma)	
13.00 - 15.00	Coaching Clinic <i>“Journal Writing”</i> Speakers: Assoc Prof. Zulhamri A (Universiti Putra Malaysia) Dr. Filosa Gita Sukmono, S.I.Kom., M.A (Editor-in-Chief Jurnal ASPIKOM and Jurnal Komunikator)	Moderator: Baiq Vira Safitri
15.00 - 16.00	Coffee Break (Sholat)	
16.00 - 17.50	Parallel session I	Moderator

Thursday, 21st July, 2022

TIME (WITA)	EVENT	PIC
07.30 - 08.00	Registration/Preparation	Committee
08.00 – 09.40	Parallel Session II	Moderator
09.40 – 10.00	Coffee Break	
10.00 - 12.20	Plenary Session I: Speakers: 1. Dr Franzisca Weder (Australia) 2. Prof. D. V. R. Murthy (India) 3. Assoc Prof. Zulhamri A. (Malaysia)	Moderator: I Wayan Suadnya
12.20 – 13.10	Lunch Break (Ishoma)	

13.10 – 13.30	Opening Ceremony: ICCS 2022 and ASPIKOM Congress Art Performance Gendang Beleg	MC Sanggar & Gamelan Cilinaya
13.30 – 13.35	Singing Indonesian National Anthem "Indonesia Raya" Singing ASPIKOM March	MC
13.35 – 13.50	Report from Conference Chairman Report from Chairman of ASPIKOM	Hartin Nur Khusnia, S.IP., M.A Dr. Muhamad Sulhan, S.IP, M.Si.
13.50 – 14.20	Welcome remark Rector of Mataram University Governor of Nusa Tenggara Barat Province	Prof. Ir. Bambang Hari Kusumo, M.Agr.St, Ph.D. Dr. H. Zulkieflimansyah, S.E., M.Sc.
14.20 – 14.40	MoU Signing	MC
14.40 – 14.45	Prayer	M. Jamiluddin Nur, S.Pd., M.I.Kom.
14.45 – 14.50	Photo Session	MC
14.50 – 15.00	Coffee Break	
15.00 – 16.40	Plenary Session II: Speakers: 1. Boy Kelana Soebroto (Astra Indonesia) 2. Aghnia Adzkia (BBC Indonesia)	Moderator: Shinta Desiyana Fajarica
16:40 – 16.50	Closing Ceremony	MC

Note:

Here are the zoom links for online sessions:

1. Plenary Session & Opening Ceremony: <http://unr.am/ICCSPlenary>
2. Parallel Session 1 for Room 1: <http://unr.am/ICCSDay1RoL1>
3. Parallel Session 1 for Room 2: <http://unr.am/ICCSDay2RoL1>
4. Parallel Session 2 for Room 1: <http://unr.am/ICCSDay1RoL2>
5. Parallel Session 2 for Room 2: <http://unr.am/ICCSDay2RoL2>
6. Parallel Session 2 for Room 3: <http://unr.am/ICCSDay2RoL3>



Parallel Session I

Parallel Session I		Room 1		Room 2		Room 3		Room 4		Room Online I http://unr.am/ICCSDay1RoL1
July 20th, 22	No	Moderator: Ahmad Mubarak Munir	No	Moderator: Shinta Desiyana F	No	Moderator: Baiq Vira Safitri	No	Moderator: Eka Putri Paramita	No	Moderator: M Jamiluddin Nur
WITA		Authors & Papers		Authors & Papers		Authors & Papers		Authors & Papers		Authors & Papers
16:00-16:10	1	Arief Hidayatullah, dkk. Covid 19 Narrative Deconstruction In Social Media Meme	1	Miftah Faridi Widhagha, dkk. Community-Based Development in the Project of Clean Water Networks in West Papua: Comparative Case Study	1	Maria Advenita Gita Elmada, dkk. Making The Disaster Trending Study of #KalseJugaIndonesia on Twitter	1	Iskandar Zulkarnain, dkk. Analysis Of The Komisi Penyiaran Indonesia's Warnings on Problematic Broadcasting in 2020-2021	1	AG Eka Wenats Wuryanta Exceeding Freedom And The Threat Of Breach Of Privacy: The Challenge Of Cyber Democracy In Indonesia
16:10-16:20	2	Anak Agung Ayu Mirah Krisnawati, dkk. Mapping Research of Social Change in Indonesia During 2016- 2021	2	Rendra Widyatama, dkk. The Examination Of Sanctions On Violation Of The Broadcasting Code Of Conduct To Build A Healthy And Sustainable Broadcasting Industry In Indonesia	2	Pratiwi Cristin Harnita, dkk. MBKM Project: The Filmaking Process of "Indonesia Tsunami Alert" Campaign Video for Disaster Education	2	Deddy Irwandy, dkk. Instagram As A Media Communication For Government Public Relations Ministry Of Energy And Mineral Resources	2	Arifa Rachma Febriyani & Liliek Budiastuti Wiratmo Production of Testimonial Videos to Support the Implementation of the Lepak Ganjar Program
16:20-16:30	3	Andi Akifah, dkk. Persuasive Communication of <i>SintuwuGo</i> Green Hydroponic Community in Community Empowerment Efforts in Palu City	3	Catur Suratnoaji, dkk. The method of early detection of the resilience of the Indonesian people based on social media big data	3	Reza Aprianti Awareness of Earthquake Disaster Information by Teenagers in Pagar Alam City	3	Dian Arymami Discovering Indonesia: Video Reactions of "Jawa Jagad Jawi" Storynomic Tourism	3	Desideria Lumongga Dwihadiah, dkk. The Communication Strategies of Children with Autism Spectrum Disorders' Companions in Teaching Sexual Education
16:30-16:40	4	Mufid Salim, dkk. Organizational Communication Review: Job Satisfaction of the Dinkominfo of Banjarnegara Regency Employees During the Pandemic	4	Dwi Rini Sovia Firdaus Mixing and Matching the ELM Concept with the Success of the Cilungur River Naturalization Program	4	Wahyu Purwanto, dkk. Sustainable Corporate Social Responsibility Program as an Effort for Community Adaptation to Climate Change: Case Study in Bukit Batu District, Bengkalis Regency	4	Eda Elysia, dkk. <i>Young Generation Media Literacy on Utilization of Detikcom Online News Media</i>	4	Immanuel Panusunan Tua Panggabean, dkk. Parking Management in Supporting Sustainable Development: Systematic Literature Review
16:40-16:50	5	Candra Yudha Satriya, dkk. Development of a Communication System for Creative Industries in Jepara	5	Snezana S. Brodjonegoro Moving Towards SDG 12 through Collaboration and Co-creation: Case Study of Garnier & eRecycle	5	Agusly Irawan Aritonang Interaction and Communication in the Online Learning Process during the Covid-19 Pandemic	5	Arif Ardy Wibowo, dkk. Efforts to Increase Mendut Temple Brand Awareness through Mix Marketing Communication Strategy	5	Yusida Lusiana, dkk. Food Print, Environment, and Japanese Pop Food Culture in Manga Series
16:50-17:00	6	Diego, dkk. The Communication Strategy Of Private Universities In Padang City In Attract New Students In The Transition From Pandemic To Endemic 2022 Era	6	Sabri, dkk. Nonverbal Communication Through Visual Storytelling of Leaving Home Animated Films	6	Akhirul Aminulloh, dkk. Propaganda and Political Memes on Social Media in the 2019 Indonesian Presidential Election	6	Fatmawat Moekahar, dkk. Self Disclosure: Hidden Talent of Youth in TikTok	6	Amelia Naim Indrajaya Understanding Communication Through Social Media Marketing Activities And Its Influence On Purchase Intention
17:00-17:10	7	Gustiana Sabarina, dkk. Digital Promotion Strategy for the Smart Literacy Box Program (KOLECER) (Case Study on the Smart Literacy Box at the Regional Library and Archives Service of West Java Province)	7	Handini, dkk. Beyond Like And Share: Optimizing Potential Of Instagram In A Higher Education Admission	7	Heni Indrayani, dkk. Bonding Emotional Appeal as Strategic Digital Communication of State-Owned Enterprises	7	Frida Kusumastuti, dkk. Followers Response To Parenting Expert Accounts On Social Media (Study on TikTok Account Followers Rensia_Sanvira)	7	Choirul Fajri, dkk. The Dynamics Of Communication Media Management Program Corporate Social Responsibility Mining Companies In Indonesia
17:10-17:20	8	Hayu Lusianawati, dkk. Commodification and Framing of News in the Issue of Ratification of the RUU TPKS	8	Geofakta Razali, dkk. When Journalism Produces Horror Story: The Case of The INSENTIF Podcast by Tirtoid	8	Putri Ekaresty Haes, dkk. People with Disorder's Self Concept Through Bipolar Support Group	8	Elva Ronaning Roem, dkk. Tourists' Perceptions Of "Night Culinary" Tourism In Padang Panjang, West Sumatera Province	8	Endang Martini, dkk. Communication Ethics in Online Learning at Vocational School of Sebelas Maret University During the Pandemic
17:20-17:30	9	Muhd Ar. Imam Riauan, dkk. Dakwah on Facebook: Exploration of Da'wah Bil-Haal and Da'wah Bit-Tadwin on Women's Political Communication	9	Rahma Santhi Zinaida, Isnawijayani, & Hasmawati. Adaptation And Interaction Process Of International Students From Indian Malaysians In Palembang, Indonesia	9	Sherin Arini, dkk. The Role of the Media in Preserving Local Culture (A Phenomenographic Study of Rentak Ulu Melayu in TVRI Programs in the Era of Transformation and Globalization)	9	Niken Febrina Ernungtyas, dkk. The Influence of Citizen's Attention to Social Media and Government's Website on Citizen's Perceived Transparency, Trust and Engagement: A Study from Indonesia	9	Maria Uifa Batoebara, dkk. Etika Komunikasi Dalam Dunia Media Digital
17:30-17:40	10	Syahrul Hidayanto & Wa Ode Sitti Nurhaliza Social Media Fatigue During COVID-19 Pandemic Among Social Media Officers: Triggers, Consequences, and Policy	10	Dorien Kartikawangi, dkk. The Influence of Preventive Sexual Harassment Campaign On Students' Behavior (Study on Campaign of NoGoTell! The Body Shop Indonesia)	10	Muherni Utami, dkk. Hopes and challenges Globalization for sustainable development of communication technology and innovation dimensions in Batu City	10	Soilih Titin Sumanti, dkk. The Influence of Influencers TikTok on Online Shopping Interests in Communication Studies Students	10	Asrinda Amalia, dkk. Representation Of People's Malay Identity Guided By Gurindam Duabelas Raja Ali Haji
17:40-17:50	11	Rustono Farady Marta, dkk. Anxiety by COVID-19 Death Reports: Explanatory Study among Jakarta's Muslim Young Adults	11	IWayan Suadnya, dkk. Disclosing Strategy in Communicating Uncertainty: Case of Climatology Station in Dissemination to Climate Information On The Island Of Lombok	11	Shinta Desiyana Fajarica, dkk. Facing Public Resistance on Covid-19 Information: The Importance of Attractive Content Creation in Digital Media	11	Jumrana, Sitti Utami Rezkawaty Kamil, dkk. Symbolic Communication In The Tutarangana Andala Ritual: Translating The Conversations Of The Butonese With The Sea	11	Harinawati, dkk. Marketing Communication Branded Of Gayo Arabica Coffee (Comparative Study Bregendal and Seladang Coffee Shop)



Paralel Session I	Room 5		Room 6		Room 7		Room 8		Room Online 2 http://unr.am/ICCSday1RoL2	
July 20th, 22	No	Moderator: Tenri Waru	No	Moderator: YY Wima R	No	Moderator: Muhlis	No	Moderator: Aurelius L Teluma	No	Moderator: Novita Maulida
WITA	Authors & Papers		Authors & Papers		Authors & Papers		Authors & Papers		Authors & Papers	
16:00-16:10	1	Fajar Putra, dkk. Journalism as a Killing Machine (Study of Press Freedom and Information Restraint in Indonesia)	1	Abdul Waris Marketing Communication Strategy in Promoting Graduates Vocational Tourism School to Graduates Users.	1	Ilyas Lampe, dkk. Poboja Gold Mine: Pollution and Waste: Critical Discourse Analysis on the Environmental Topic News on Radarsulteng.id	1	Agustinus Rustanta (Paper II), dkk. The Construction of online Media Against the Procession of Kendi Nusantara	1	Ngurah Rangga Wiwesa, Siti Fathonah, dkk. INSTAGRAM SOCIAL MEDIA MARKETING ANALYSIS INSURANCE BROKER IN IMPROVING BRAND AWARENESS
16:10-16:20	2	Maulina Pia Wulandari, dkk. Digital Public Relations in The Era of Big Data and AI: A Landscape of Digital Competencies of PR Practitioners in Indonesia	2	Rismi Juladi, dkk. The Impact of Social Media Usage Toward the Behavior of Refusing the Covid-19 Vaccination in Tangerang Raya	2	Ridzki Rinanto Sigit, dkk. Media and the Power Relation in Climate Change Coverage of Marine and Coastal Issues: An Environmental Communication Study on Media Reporting in Indonesia	2	Albertus Magnus Prestianta Open Up The Practices of Mobile Journalism in The Kompas.com Newsroom	2	Umair Shiddiq Yahsy & Mulharnetti Syas. Commodification of Content and Audience on Roblox Online Game Platform
16:20-16:30	3	Agustinus Rusdianto Berto, dkk. Storytelling Content Network in Tourism Promotional Video 'Jiva Jagad Jawa'	3	Iva Fikrani Deslia, Muhammad Thoyib Amali & Mariana Ulfah The New Face of Malioboro Street Vendors: an Analysis of Instagram @terasalioboro_2 as a Marketing Communication Medium	3	Wulan Suciska Trust on Local Cyber Media News Coverage In Lampung Province	3	Muhammad Najih Farihanto, Lukman Hakim, dkk. Negotiated Order in Mut' ah Marriage	3	Wina Puspita Sari, dkk. Social Media Management @mncrtjayafm In Increasing Engagement
16:30-16:40	4	Moh. Rifaldi Akbar, dkk. Understanding the Inequality of Center-periphery Information Flow from the Migration of Seven Youths from Bandar Lampung to Jakarta	4	S Bekti Istiyanto, dkk. A Step From The Digital Technology Era: The Utilization Of The Internet In Melung Village, Banyumas Regency	4	Yohanes Widodo The Use of the Internet and Digital Media by Indonesian Catholic Church: The Cases of Hierarchies Social Media Account and Lay Catholics Social Media Account	4	Eriyana Ine Puspitasari, Alfito Deannova Ginting, dkk. Jurnalisme Era Post-truth: Perspektif Jurnalis pada Kredibilitas Jurnalisme	4	Mirodyatun Resi Nuridayati, dkk. Communication In Medical Perspective In Coastal Communities
16:40-16:50	5	Mufti Rasyid Social Media, Fashion and Religion: Netizens' Perceptions on The Use of Wild Animal as Fashion Items by Indonesian Moslem Celebrities	5	Tutut Ismi Wahidar & Belli Nasution Framing Analysis on Vaccination News on Kompas.Com and Cakaplajh.Com	5	Yudi Daherman, dkk. The Effect of Information and Communication Technology as a Learning Resource on the Quality of Student-Teacher Communication at Riau Vocational High School for Integrated Agriculture	5	Merry Fridha Tripalupi, dkk. Exploitation of Disability Athlete's Grief (Theo Van Leeuwen's Critical Discourse Analysis on Detik.Com January 16, 2022 Edition)	5	Nurul Haniza, dkk. Health Communication Strategy To Support Empowerment Of Housewives In Increasing The Consumption Of Healthy Stainless Foods For Family In Makassar City
16:50-17:00	6	Muhammad Sulhan 'New Normal' Branding of Local Government in Pandemic Covid-19 Era	6	Safira Hasna, dkk. Community Instagram @pjdmaindonesia as a Media Sharing for Women in Undertaking Doctoral Studies	6	Eka Anisa Sari & Muhammad Rifa'at Adiakarti Farid Communication and Cultural Adaptation for Indonesian Students Abroad: Case Study of Indonesian Students at McGill University Canada	6	Wahyu Kuncoro Bhrawa Newspaper Editorial Management Facing Media Convergence	6	Puri Kusuma Dwi Putri, Susri Adeni dkk. Parent-Child Interaction in Distance Learning During the Corona Virus Disease 2019 (Covid-19) Pandemic
17:00-17:10	7	Jonas Klemen Gregorius Dori Gobang Questioning on Pers Role Toward Publik Interests and The Need of Media Literacy	7	Saktisyahputra Digital Communication Management Planning, Activities and Evaluation of Youtuber Suhardi Official in Improving Image	7	Siswanti Siswanti, dkk. The role of social media in fostering zero-waste lifestyle among Millennials	7	Dwi Susanti, dkk. Building Sustainable Tourism Connectivity through the Utilization of the Sharing Economy Platform (Case Study in Magelang Regency)	7	Anhar Fazri, dkk. The Role of Journalist Organizations in Improving the Professionalism and Credibility of Journalists in Aceh
17:10-17:20	8	Rama Kertamukti, dkk. Prophetic Value In Gamification Practices At Shopee Tanam During The Covid-19 Pandemic	8	Oktaviana Purnamasari Communicating Dietary Intervention for Children with Autism Spectrum Disorder in Indonesia: A Study of Virtual Community on Facebook	8	Nuraela Arief, dkk. Comparative Analysis Indonesia and Australia Health Spokesperson on Risk Communication & Health Emergency During Covid-19	8	Loina Lalolo Krina Perangin-Angin The Political Campaign Discourse in the Newspaper: Media Portrayal vs Public Opinion	8	Darajat Wibawa Disassembly of Online Media Journalist Professionalism in Bandung
17:20-17:30	9	Asep Soegiarto, dkk. Self Image TikTok Celeb	9	Diyah Indiyati, I Wayan Suadnya, Shinta Desiyana Fajarica End user experience analysis on Covid-19 apps in Asian countries	9	Desy Misnawati dkk. The dynamization of culture in the realities of Wong Ayeb and Wong Palembang in Kuto Batu Palembang Village	9	Wichitra Yasya, dkk. Mobile Communication Experience Of University Students Participating In Exchange Programs Between Indonesia And The Philippines	9	Amara Auliya Dewanti, dkk. The Influence Of #Dibikinsmpel Version Of Youtube Bank Bca Advertising On Qris Users Perceptions
17:30-17:40	10	Irpan Ripa'i Sutowo dan Zayyin Abdul Quddus Farmers Perceptions About Organic Rice Agriculture System Of Rice Intensification (Sri) Method For Sustainability Farming Business And Environmental	10	Meria Octavianti, dkk. Transformation of Tourism Destination Management Paradigm: Pre- and Post-Event of 2018 Earthquakes and Covid-19 Pandemic in Sembalun Geosite, West Nusa Tenggara	10	Chory Angela Wijayanti, dkk. Interpersonal Communication in LEAP Industrial Experience, to Manifest The Link and Match between Industry and University	10	Enccep Dulwahab, dkk. Representation of Religious Conflict in Local Media	10	Rahmi Setiawati (II), dkk. Myth as Entertainment Attraction In Komodo-Labuan Bajo Island Tourism Product Marketing Communication
17:40-17:50	11	Dasrun Hidayat, Lelili Kurnia Gustini, dkk. Image Sport Tourism Phenomenology Study Of Visitors' Experience Kiara Artha Park Bandung	11	Aurelius Rofinus Lolong Teluma, dkk. Journalisme for Sustainable Tourism: A Political Economy Discourse of West Nusa Tenggara Local Media on Rinjani Ecotourism Issues	11	Yanti Dwi Astuti, dkk. THE WAR AGAINST DISINFODEMIC COVID-19 ON SOCIAL MEDIA (A Netnographic Study of Campaign Content #japeklidshoaksocovid19 on Instagram)	11	Finsensius Yuli Purnama Paradigm Shift: From Ownership Issues to Political Mediatization in the Case of Indonesian General Election	11	Tantri Puspita Yazid, Ikhma Zurani, dkk The Effect Of Attitude Toward Health Protocol Compliance In The New Normal Era



Parallel Session II

Parallel Session II	Room 1		Room 2		Room 3		Room 4		Room Online I http://unr.am/ICCSday2RoL1	
July 21st, 22	No	Moderator: Ahmad Mubarak Munir	No	Moderator: Shinta Desiyana F	No	Moderator: Baiq Vira Safitri	No	Moderator: Eka Putri Paramita	No	Moderator: M Jamiluddin Nur
WITA		Authors & Papers		Authors & Papers		Authors & Papers		Authors & Papers		Authors & Papers
08:00-08:10	1	Gunawan Wiradharna, dkk. Identity Of City Branding: A Case Study Of Indonesian Creative Economic Agency Infographic Cover In Representing Malang City, Special Region Of Yogyakarta, and Special Capital Of Jakarta	1	Agustus Rustanta (Paper I), dkk. The Construction of the <i>Online</i> media on the Allusion of Political and Economic Interests of IKN	1	Ringgo Eldapi Yozani & Welly Wirman Education-Based Marketing Communication Strategy: Study on Green Smoothie Factory Pekanbaru	1	Zulaikha Zulaikha, Farida, Harliantara, & Nur'annafi Farni Syam Maella Influencer Communication in Promoting Micro, Small, and Medium Enterprises (MSMEs)	1	Lidya Wati Evelina, Yulianne Safitri Emotional Bonding in Coffee Shop Toward Society 5.0
08:10-08:20	2	Ester Krisnawati Communication Strategy For Tsunami Disaster Mitigation in Tourist Areas on the South Coast of Java Island	2	Rahmi Setiawati (I), dkk. Komodo Island Development Model as a Society-Based Sustainable Marine Tourism Village 5.0	2	Ismojo Herdono, dkk. Journalism Transformation in the Digital Age	2	Alem Febri Sonni, dkk. Representation of <i>Sir'</i> in the Novel <i>Tenggelamnya Kapal Van Der Wijck</i>	2	Rotumiar Pasaribu, dkk. Social Marketing of #banggabutanIndonesia as Indonesia Nation Identity Campaign in Social Media
08:20-08:30	3	Ilham Gemiharto The Environmental Communication Challenges in The Karst Citatah Protection Area in West Java Province	3	Nosakros Arya, dkk. Promotion Strategy of the Tana Toraja Regency Tourism Office through the National Pageant Event	3	Sarmiati Sarmiati, Annisa Anindya, dkk The Visitors Tourism Communication Experiences	3	Wahyu Utamidewi, dkk. When Spouse Decide To Be Childfree: Are They Happy Without Child?	3	T. Titi Widaningsih, dkk. The Influence of TikTok Content Creator on Consumptive Behavior of Teenagers in Online Shopping
08:30-08:40	4	Rahmatul Furqan, dkk. The Contribution of User-Generated Online Video to Empower Indonesian Migrant Workers: a Discussion Paper	4	Nur Laili Mardhiyani, dkk. Implementation of SAVE Model Marketing in Digital Media: A Study of Kandi Tourism Village During Pandemic Covid-19	4	Sigit Surahman, dkk. Virtual Ethnography Study on Instagram Account @Gadingfestival As Promotion Media Of Food Festival	4	Betty Tresnawaty, dkk. Religion And Media: Anthropological Study of Religious Behavior In The Film "Little House In The Prairie"	4	Wayan Weda Asmara Dewi, dkk. The Effect of Social Influence on Green Purchasing Behavior on The Purchase of Love Beauty and Planet Brand Products
08:40-08:50	5	Kluyati Yusriyah, dkk. Tourism-Related Issues During The 2022 Eid Al-Fitr Holiday On The Online Mass Media Coverage	5	Peny Meliaty Hutabarat, dkk. Podcast Storytelling: A New Way Of Tourism Marketing In Indonesia	5	Erwin Rasyid, dkk. Sentiment Analysis of Health Care Professionals on Twitter	5	Sabrina Rahma Utami, dkk. Ethnographic Study of the <i>Marosok</i> Tradition in the Payakumbuh Community Using Pierce Semiotic Analysis	5	Muchlis, dkk. Communication Strategies and Models For The Enforcement Of Islamic Law In Lhokseumawe City
08:50-09:00	6	Restia Tities Asmawarini, dkk. Digital Movement on Hashtags #2024AniesPresiden, #GanjarPresiden, and #PrabowoPresiden: An Analysis of Social Networks	6	Swita Hapsari, dkk. Performances of Inclusive Online Media for Disability Literatun at Kamibjak.com	6	Ruvira Arindita, dkk. Influence of Exposure and Instagram Content of @halobuid Towards Mothers' Attitude Regarding Mental Health	6	Cut Meutia Karolina, dkk. From Online Back to Offline: Cyber communities' Perspective Regarding the Implementation of Formal Education during Pandemic COVID-19	6	Nur Laili Noviani, dkk. The Religion-Cultural Aspect of KGPAA Mangkunegara IX Funeral Ceremony
09:00-09:10	7	Bahrul Adian, Fathur Rahman, Alisyah Maharani, dkk. Marketing Communication Strategy of Padang Bindu Village (Descriptive Analysis of Destination Branding Tourism Objects Goa Putri and Goa Harimau)	7	Reza Safitri, Ph.D, dkk. Dialogic Communication Model Application to Measure Dialogic Level on Website	7	Inco Hary Perdana Indonesian Advertising Ethics: Guard of Industry & Protector of Advertising Consumer in Indonesia (Study Case of the Role and Function of the Advertising Regulatory Agency on the 2020 Indonesian Advertising Ethics Amendment)	7	Rouli Manalu, dkk. The Relationship of Religiosity, Experience with Vaccine, and Social Media Use with the Vaccine Confidence	7	Nana Sutikna, Nuryanti, dkk. Failure of Modernization Journey of Development in Indonesia
09:10-09:20	8	Mite Setiansah, dkk. Adolescent Information and Counseling Center in the Digital Age: Changing or Going Extinct? [The Existence of PIK-Remaja at SMA IT Al Ihsyad Purwokerto]	8	Burhan Bungin, Marlinda Irwanti, dkk Post-Discipline Communication On The Straight Path	8	Anuar Rasyid, Ismandiato, dkk. The Effect Of Social Media Influence Instagram Account @permol.id On Followers' Interest Using The PemoL Application (Online Scavengers) In Pekanbaru City	8	Eka Putri Paramita, dkk. An In-depth Study of Mitigation Communication on the "Sidekah Turun Ton" Ritual of the Bayan Indigenous Community of North Lombok as an Effort to Reject Disaster	8	Nailul Mona, dkk. Digital Media Literacy during Covid-19 Pandemic Era among Millennials
09:20-09:30	9	Centurion Chandratama Priyatna, Agus Rahmat, Fajar Syuderajat Digital Application of SME in Fashion Creative Industry	9	Pandan Yudhaprastesi, Justito Adiprasetyo, Gema Nusantara Bakry, Efi Fadilah Digital newwork and the concept of journalistic competence in Indonesia	9	Baiq Vira Safitri, dkk. The Form and The Role Of Ritual Tradition "Bau Nyale" In Strengthening Sasak Community In Central Lombok	9	Muhlis, dkk. Political News in Local Media: Content Analysis of West Nusa Tenggara Election News 2018 in Lombok Post and Suara NTB Newspapers	9	Nia Sanirastiti, dkk. The Effects Of Online Journalism PRESIDENRI.GO.ID Towards Public Opinion In Vaccine System (Case Study On The Acceptance Of Covid-19 Vaccine)
09:30-09:40	10		10		10		10		10	
09:40-09:50	11		11		11		11		11	



Parallel Session II	Room 5	Room 6	Room 7	Room 8	Room Online 2 http://unr.am/ICCSDay2RoL2	Room Online 3 http://unr.am/ICCSDay2RoL3
July 21st, 22	Moderator: Tenri Waru	Moderator: Muhlils	Moderator: YY Wima R	Moderator: Aurelius L. Teluma	Moderator: Novita Maulida	Moderator: Dihay Indiyati
WITA	Authors & Papers	Authors & Papers	Authors & Papers	Authors & Papers	Authors & Papers	Authors & Papers
08:00-08:10	1 Filosa Gita Sukmono & Qholiva Yuni Fadilla, dkk. Mojo in Tribun Joga: A 21st Century Journalism Landscape	1 Noviawan Rasyid Ohorella, dkk. Ambon City of Music Identity Based on Local Wisdom	1 Kamaruddin Hasan, dkk. Aceh Government Political Communication In The Process Of Determining Officer (P) Governor, Regent And Mayor 2022 (Reflecting on the history of post-Tsunami Aceh Political communication)	1 Camelia C. Pasandaran, dkk. Consent, Not Content: as the Central Discourse of Campus Sexual Violence Regulation: DNA Study on Permendikbudistek 20/2021	1 Zulfikri Usman, dkk. Semicotic Analysis Of Wedding Traditional Processes In Aceh—Java Culture In Geureudong Pase District	1 Hevi Susanti, dkk. Study Of Social Life Ethnography In The Malay Community Of Petalangan Pelalawan In The Digital Era
08:10-08:20	2 Endah Murwani, dkk. Participatory Culture Fans Of Boyband Exo On Social Media Instagram	2 Nuning Indah Pratiwi, dkk. An Analysis of Anxiety Management for Foreigners During the COVID-19 Pandemic in Southern Bali based on Intercultural Communication Perspective	2 Susanti Kussusanti, dkk. Listening Behavior and Assertive Communications of Call Center Officers In Preventing Hospital Customers' Switching Intentions	2 Sri Seti Indriani, dkk. Opinion Leaders and Health Information: A Systematic Literature Review In Indonesia	2 Ageng Noegroho, dkk. The Role Of Peer Counselors In The Digital Age	2 Vitania Yulia How People (dis)Connect with the Public Issues through Cross Media Consumption?
08:20-08:30	3 Edoardo Irfan, dkk. Commodification of The Act of Defending Islam Film 212 The Power of Love	3 Sa'diyah El Adawiyah, dkk. Political Campaign For South Tangerang Regional Elections	3 Syafruddin Pohan, dkk. Appropriate Public Communication for the Community in Handling the Covid-19 Pandemic in Batu Bara District, North Sumatera Province	3 Anang Dwi Santoso, dkk. Does the relationship between local governments and the general public influence individual vaccination attitudes and intentions? A study in Palembang, Indonesia	3 Edi Santoso, dkk. Adolescent Reproductive Health Campaign on Social Media	3 Irwansyah, dkk. Integration of Capability Maturity Model (CMM) and Social Contractual Utilitarianism in Community-based Digital Tourism Villages in Indonesia
08:30-08:40	4 Winda Shabrina, dkk. Marketing Communication Strategy Analysis in Gogek While PKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) During Covid-19 Pandemic in Indonesia	4 Nurbayti, dkk. Implications of the Hierarchy of Communication Culture for Mbojo Tribe Women, In Penapali village, Bima district, West Nusa Tenggara, Indonesia	4 Fauzan Hidayatullah, dkk. Influencers as Media for South Sulawesi Tourism Promotion (Case Study on Instagram Account @Visitsulsel1d)	4 Siti Maryam, dkk. Digital Campaign to Increase Urban Political Participation (Study on the 2020 Pilkada in Depok City)	4 Indiwan Seto Wahjuwibowo, dkk. The Meaning Of Pseudo-Happiness In The BNI Advertisement Covid-19 Prevention Edition	4 Putri Limilia, dkk. Public Perception and Attitude on Fact-checking: A Case Study from Indonesia
08:40-08:50	5 Irwan Fakhruddin, dkk. Local Wisdom as A Part of Disaster Communication: A Study on The Local Storytelling in Disaster Mitigation in Bayah, South Lebak	5 Saiful Akmat, dkk. Papuan Student Communication Ethics in Aceh: An Intercultural Communication Analysis	5 Yermia Djefri Manafe, dkk. Bias of Aesthetic Symbolic Space in Cao Clothing Miss Indonesia East Nusa Tenggara in 2022	5 Diah Amelia, dkk. Implementation Of Health Communication In Empowerment Of Alumni Affected By Covid-19 With Entrepreneur Digital Platform	5 Tio Novriwanda, Eko Hero, dkk. Uses and Gratification; Instastories "Islamic Quotes" As A Campaign Media To Overcome The Mental Health Problems Of Adolescents	5 Niyu Niyu, dkk. A Social Campaign Strategy to Oppose Body Shaming
08:50-09:00	6 Luqman Hakim & Fitria Ayuningtyas <i>Ulur-Ulur Tulungagung Ritual and The Disconnected Memory</i> (Ethnography of <i>Ulur-Ulur</i> Ritual at <i>Telaga Buret</i> , Tulungagung, East Java, Indonesia)	6 Bono Setyo, dkk Mapping Hoax Themes During the Early PPKM Darurat Policy in Indonesia	6 Sintar Nababan, dkk. Student Behavior in Searching for COVID-19 Virus Information Through Twitter	6 Yuri Aladdin, dkk. Media Reporting of The Political Conflict In The Democratic Party (Tsun.A. Ien Dik's Critical Discourse Analysis on JPN.com News)	6 Roni Tabroni, dkk. DEATH, RELIGION AND MEDIA: COMMODOIFICATION OF VANESA ANGEL DEATH NEWS IN MASS MEDIA	6 Warhi Pandapotan Rambe, dkk. Pikada During a Pandemic: The Influence of News Media on Trust and Political Participation Amidst the COVID-19 Pandemic
09:00-09:10	7 Lusiana Andriani Lubis, dkk. Level of Public Acceptance of Covid-19 Information in Batu Bara Regency of North Sumatra	7 Rizky Wulan Ramadhani, dkk. Diversity in The Film Industry: Social Network Analysis of #Cannes2022 on Twitter	7 Helen Fransisca, Irene Aprilia Chandra, & Rizaldi Damanik The Efforts To Build Trust In Telemedicine Applications For Covid-19 Treatment	7 Suci Marini Novianty, dkk Indonesian Moslem Mother's Style of Communication Upon Sexual Education For Boys in Their Early Age	7 Latifa Zahra, Yani Tri Wijayanti dkk. Content Analysis of Instagram Account @kratonjoga as a Digital Marketing Media for Tourism During the Covid-19 Pandemic	7 Mohammad Solihin, dkk. Repressive Measures Against Journalists and Media as Advocacy Medium
09:10-09:20	8 Aminah Swarnawati, dkk. Role Of Waste Bank In Dissemination Environment Care Message	8 Manik Sunantari & Raihan Muhammad Farhan Rural Tourism Development Through Community Based Tourism Sumbargondo Village Malang	8 Nindi Aristi, Preciosa Alnashaya J, & Puji Prihandini Perception of Gender Roles as The Challenges in Gender Mainstream	8 Naurah Lisnari, dkk. BKBN Communication Strategy on Ehsimil Application as a Media for Stunting Prevention in Indonesia	8 Rila Setyaningsih, dkk. Digital Skill Optimizing the Utilization of Information Technology by Stunting University in Alumni Tracking Activities	8 Lasmary Girsang/ Ilona V dkk. Credibility of Opinion Leader, Attractiveness of Message and Online Media towards Implementation of Child Vaccination
09:20-09:30	9 Sabiruddin Sabiruddin Political Economy of Local Media (News Framing on Human Rights Abuse in East Kalimantan)	9	9 Qorry Anggraini, dkk. Organizational Communication Audit Of Clean Indonesia GENRI Program In North Sumatera Region	9 Wisnu Widjanarko, dkk. Marketing Public Relations, Instagram, and Banyumas Food: An Effort to Promote and Protect Local Food as a Cultural Heritage	9 Sitti Utami Rezkiauwaty Kamil, dkk. Why Gen-Z In Kendari Crave Horror Youtube Content	9
09:30-09:40	10	10	10	10	10	10
09:40-09:50	11	11	11	11	11	11



Term of Reference

DESCRIPTION

In response with the possibilities of presenting a conference during the new normal, Communication Science Department of Mataram University will hold the second international Conference on Communication Science ICCS 2022.

We brought special focus on

Strategic Communication in The Era of Data-Based, Advanced Technology and Environmental Crises

This year's special focus is a reminder for us to contribute more during the economic recovery through digital innovation:

SPECIAL THEMES

Communication and Sustainable Development

ICT and Digital Media

Journalism

Tourism and Marketing Communication

Cultural Studies and Social Change

Political Communication

Health Communication

Environmental Communication

Disaster Communication

Speakers

DR FRANZISCA WEDER – University of Queensland, Australia

ASSOC PROF. ZULHAMRI A. – Universiti Putra Malaysia, Malaysia

PROF. D. V. R. MURTHY – Andhra University, India

BOY KELANA SOEBROTO – Chairman of Perhumas, Head of Corporate Communication Astra Indonesia

AGHNIA ADZKIA – East Asia Visual and Data Journalist of BBC

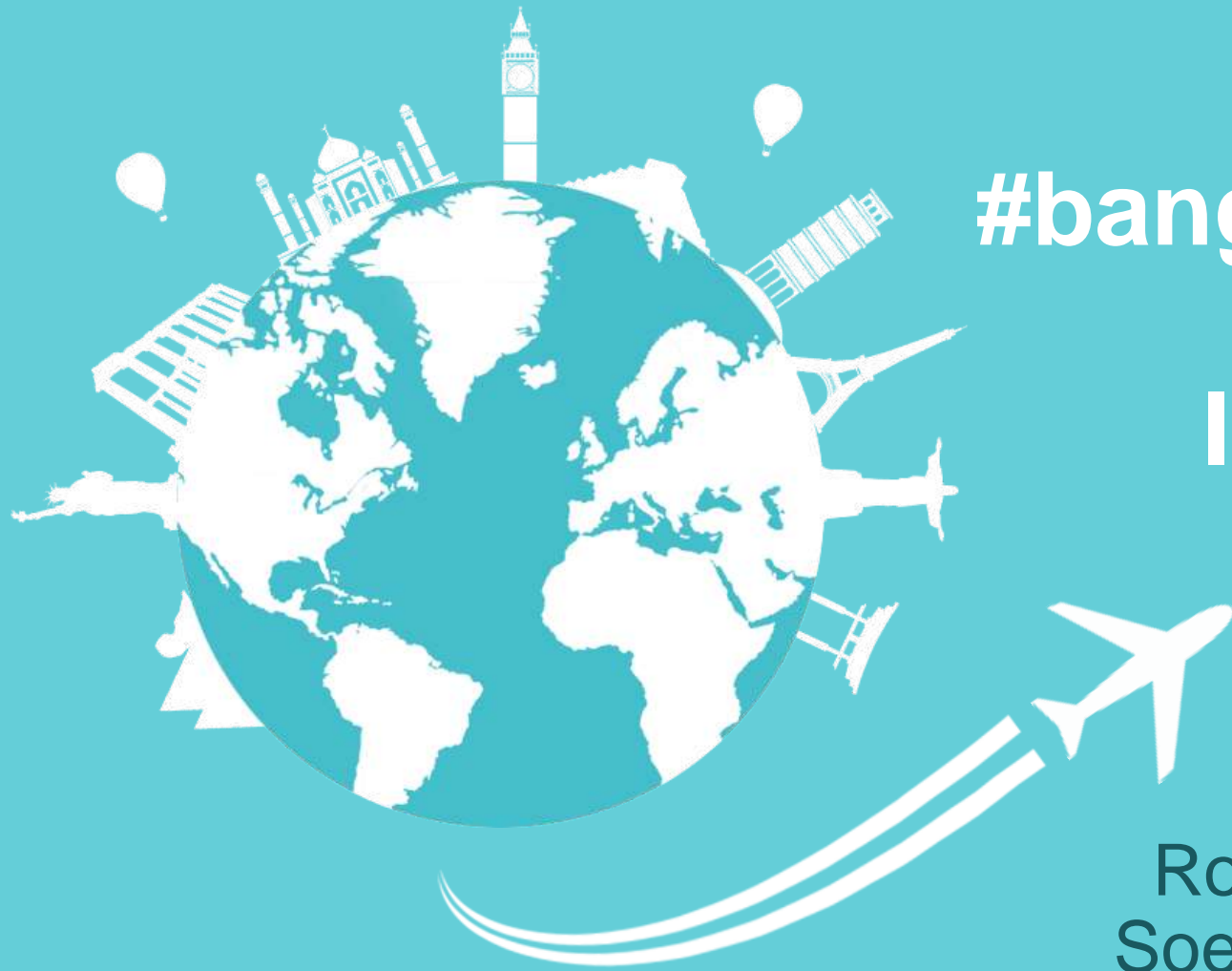
Hybrid format from:

Lombok Raya Hotel, Lombok, West Nusa Tenggara, Indonesia

Zoom platform

20th – 21st July, 2022

08.00 – till end



Social Marketing of #banggabuatanindonesia as Indonesia Nation Identity Campaign in Social Media

Rotumiar Pasaribu, SS., M.I.Kom
Soegijapranata Catholic University

Introduction



01

Nation Building Crisis

Darmaputera (1997) declare that all of society “Third World”, including Indonesia, has three main problems together, namely the problem of nation-building, political stability, and economic development issues. The issue of “nation building” is a problem associated with the legacy of the past, namely the issue of cultural diversity.

02

Culture Product

The act of nationalism, such as to love national cultural products should become a strategic thing that is needed as a target result of the development of Indonesian culture. With respect to the breadth of scope and variation in the level of understanding of the Indonesian nation.

03

Regulation

Keputusan Presiden Nomor 24 Tahun 2018 tentang Tim Nasional Peningkatan Penggunaan Produk Dalam Negeri and Peraturan Menteri Perdagangan (Permendag) Nomor 47 Tahun 2016 tentang Peningkatan Penggunaan Produk Dalam Negeri.

04

Public Relations Campaign

The nation should show the clear identity so the netizen need to understand and believe with their own nation identity. The way to applicate that program is using campaign program.

05

#banggabuatanindonesia program

That national activity was managed by SMES for Indonesia SMES which establish good economic growth. This activity focuses on stimulating Indonesian consumer to be proud of domestic product and creating new culture to buy and use domestic culture than import product.

Conceptual Scope



Nation Identity

National identity concept was introduced by Luhtanen dan Crocker (1992). National identity is one of social identity which measured by collective self-esteem.



Public Relations Campaign

Input
Output
Out-take
Outcome



Social Marketing

Product
Price
Place
Promotion



Social Media

According to Safko & Blake (2009) refer to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media.



Research Methodology

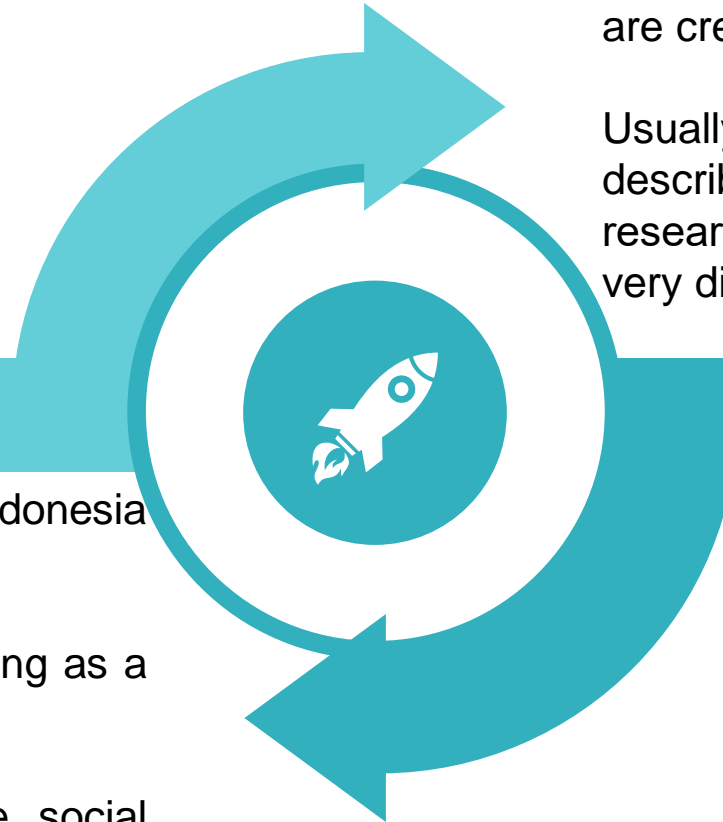


2. #banggabuatanindonesia account

This research focus on #banggabuatanindonesia Instagram activity as the object of analysis.

The data get from the picture and video posting as a visual campaign activity.

The description is used for explaining the social marketing campaign activity. Then, follower, like, comment activity is used for describe and explain the impact of the campaign.



This research used qualitative content analysis, the abstraction process is the stage during which concepts are created.

Usually, some aspects of the process can be readily described, but it also partially depends on the researcher's insight or intuitive action, which may be very difficult to describe to others.

1. Qualitative Content Analysis



Result

#banggabuatanindonesia as economic and Indonesia nation identity program

As pandemic situation make the government create a campaign to make a new behavior for the citizen to make activity selling and buying in internal country especially domestic product. The aim of this campaign will not only save the economic crises in this country as long as pandemic situation but also want to create the Indonesian Identity from domestic product.

William Tanuwidjaya as a founder and CEO platform Tokopedia said that Gernas BBI could inspired many more local SMES and could influence Indonesia citizen to proud of Indonesian local product for helping national economic.

Deputi Bidang Pemasaran dan Jaringan Usaha Kementerian Koperasi dan UKM Neddy Rafinaldi Halim in Jakarta said that through the support of the creative economy, Indonesia gains benefits, namely pro-people economic growth, effective use of natural resources and strengthening of cultural identity which will in fact reinforce and enrich Indonesia nation identity.



#banggabuatanindonesia Social Marketing

Price

Price form SMES is customized by the customer. Target customer is Indonesian people too. This activity aims to create the circle of economic nation. The price also was created in showing the nation identity by using Indonesian Rupiah.

Product

There are so many products which show about Indonesia nation identity. The seller mention #banggabuatanindonesia and the customer realize it.



Place

#banggabuatanindonesia is social marketing activity which use Instagram as campaign media. This place is chosen because target of the audience whether the seller or the customer is young generation. One of Indonesian tagline said that “Young generation is backbone of the country”. Besides that, as the campaign target to be agent of nation identity, young generation is always being appropriate.

Promotion

There are so many kind of promotion in this social marketing activity such as advertising, sales promotion, e-WOM, etc. The promotion which is designed by the seller also give impact to the social marketing itself. Customer could see the identity from Indonesia product and get information about the story of the product. This shows how nation identity is campaigned.



Indonesia Nation Identity

Output

This campaign beside useful for the seller and customer to create buying and selling activity, this campaign could educate both of them about nation identity. The seller will create the product which describe about Indonesia uniqueness and identity. And then, the customer knows from the product which they will buy and use about Indonesia uniqueness and identity. It can be seen from the responses.

Input

The results from 4Ps explain how the campaign about #banggabuatanindonesia appears and grows as long as the campaign arise. 4Ps which is done by seller automatically support the social marketing about #banggabuatanindonesia and also describe and explain the value of the regional culture as Indonesia identity.

Out-Take

As the evaluation, there are so many seller and customer who respect with this campaign and use this occasion to support this activity. Especially for the seller use this moment to promote their product. There are so many accounts which follow #banggabuatanindonesia campaign share the account or product to other account like WOM activity. This e-WOM activity not only help the selling process but also share and spread the #banggabuatanindonesia campaign.

Outcome

- Cognitive
- Affective
- Conative.



Conclusion

Indonesia nation identity social marketing campaign have been processed day by day. It is helped by marketing activity of domestic product. The product describes and explains about regional culture which also connect to Indonesia nation identity campaign description and explanation.

Those social marketing campaign create domino effect.

First effect can be seen from the selling domestic product activity.

Second, it helps Indonesia economic circulation.

Third, it also establishes Indonesian nation identity campaign.





Thank you

Social Marketing of #banggabuatanindonesia as Indonesia Nation Identity Campaign in Social Media

Rotumiari Pasaribu

Universitas Katolik Soegijapranata

Jl. Pawiyatan Luhur IV/I Bendan Duwur Semarang 50234

unika@unika.ac.id

Abstract

Social marketing not only focus on the selling product but also about the human development which contribute to county development. This research focus on the Nation Identity campaign which use social marketing approach to spreading the image of country. By social marketing shows how selling and buying activity can be an active tool to campaigning social issue. #banggabuatanindonesia is one of social marketing campaign activity which focus on building selling and buying habit for the Indonesian people. The activity is created to raise the Indonesian economic sector by campaigning the domestic product because Indonesian people are prouder to use the product from foreign country. The aim of this research wants to find out the use of media while campaigning the nation identity which focus on the seller and consumer. This activity shows how the digital marketing communication work. The measurement hashtag #banggabuatanindonesia campaign in social media uses input, output, outtake and outcome tools and use 4Ps to analyze the social marketing activities. This research uses qualitative approach which focus on content analysis method. By discourse analysis this research focus on picture, videos and the captions which describe the information of nation identity. Data was collected by using hashtag of Bangga Buatan Indonesia (#banggabuatanindonesia). The result show that there are so many new account members which use #banggabuatanindonesia social marketing as promotion strategy and help campaigning Indonesia identity. As a result of understanding Indonesia nation identity, between the seller and consumer create #banggabuatanindonesia campaigning activity from transactional activity in social media. Finally, this activity gives good impact such as the development of selling domestic product, having Indonesia economic positive circulation and also establishing Indonesian nation identity campaign.

Key words: Social Marketing; Campaign; Nation Identity; Social Media; #banggabuatanindonesia

INTRODUCTION

Kamrussamad and Muhamad Ali Embi (2020) mention that the definition of patriotism in a general context is a sense of love and a sense of belonging to the nation. It contains the most basic meaning of defending the country as a citizen. Defending the country is not just fighting the enemy from within and outside, but the meaning of defending the country is the love for Indonesia to provide the best deeds and fight for the progress of the nation and state.

Then Kamrussamad and Muhamad Ali Embi (2020) said that nationality problems have always risen in the dynamics of national life. A large nation is a nation that is responsive to the dynamics of the problem and may immediately act on behalf of the state. Nowadays the national problems that are faced are the issues of radicalism, terrorism, poverty, ignorance, underdevelopment and the spirit of nationalism that has decreased in nationality, the weakness of the patriotic spirit, and transnational issues that exist in some of the children. The love of the motherland is not just an expression but can be an amplifier of nationalism and patriotic nationalism. In answering these issues; the issue of a new patriotism policy and its forms becomes important in realizing the nation's character building. Considering the form of state defense is a reinforcement of the national character embedded within individual groups and society as a whole. The era of globalization and the weak role of the State need to translate new forms of policy in state patriotisms so that the roles of citizens have a strategic place in the progress of the nation and strengthen the character of nationhood.

In general, Western scholars have two views on what is said to be nationalism and patriotism. Nationalism and patriotism carry two different meanings and have their own approaches. If what is meant by nationalism is a spirit of nationalism that exaggerates one's own nation and sometimes denigrates other nations. Therefore, nationalistic symbolic patriotism affirms to a citizen who leads to a tendency and continuity to express a high sense of loyalty to a nation. This tendency is to have more sense of belonging to one's own nation, especially to rival other nations. Then patriotism is the spirit or responsibility to the state which involves obedience and sacrifice. It is also a realization that the highest loyalty of each individual must be left to the state. (Kamrussamad and Muhamad Ali Embi, 2020).

Nationalism and patriotism need to be measured to know exact nationalism level of Indonesian society. This measurement is certainly very broad, both by definition, concept, and method of calculation, as well as inviting academic debate for certain. However, it is necessary to be done. Malaysia has introduced the National Patriotism Index in 2015, which indicators includes: nationality, loyalty to the kingdom, official use of Malaysian language, population trends, racial interaction, use of local products, and so on. South Korea has also conducted similar Patriotism Index; with its main indicator is the willingness to take up arms to fight in war. Other surveys also have indicators relating to the pride of living in a country, the desire to change nationality or move to another country, and so on (Agung, 2017).

On the Miloslav Bahna's paper mention that Dražanová (2015) inspired by Latcheva (2010) proposes a model for the Czech Republic where nationalism is one of four dimensions of national pride (Bahna, 2019). National pride can be seen while the citizen pride with their own culture.

The strength of cultural heritage that is preserved and continues to be used is very important. In contemporary culture, we are affected by the hegemony (unconscious influence) of globalization. This globalization hegemony is not all good and acceptable. To maintain the existence of Indonesia as a nation, we also need to counter hegemony. The easiest way to counter hegemony is to love and use Indonesian products. Among other thing, in the contemporary Indonesian culture, there is an effort to use "old fashioned and outdated clothing" and make it into lifestyle. The development of national hegemony can be successful. One of the efforts is by the encouragement given by the highest ruler of Indonesia. For example, when President Joko Widodo and his staffs gave an example to wear Nusantara fashion in the Independence Day Celebration on August 17, 2017, it has become a hit. Such unconscious influence affects Indonesian population, whether adult, adolescent, or children, to be more frequently using Indonesian clothes. It is not only limited to batik, but also other local clothes with their various colors of localities in Indonesia (Wirawan, 2017).

The act of nationalism, such as to love national cultural products should become a strategic thing that is needed as a target result of the development of Indonesian culture. This achievement is much more difficult than achievement in politics or economics, with respect to the breadth of scope and variation in the level of understanding of the Indonesian nation. However, it is worth to be fought for (CNN Indoneisa, 2020).

Nation identity building can be managed and organize in many ways. One of Indonesia strategy is using domestic product. Selling, campaigning and socializing domestic product is a way to build and teach Indonesia nation identity. These efforts are implemented by publishing Presidential Decree Number 24 of 2018 concerning the National Team for Increasing the Use of Domestic Products and Regulation of the Minister of Trade (Permendag) Number 47 of 2016 concerning Increasing the Use of Domestic Products. The two regulations essentially mandate an increase in the use of domestic products through promotion, socialization, and encouraging early education regarding love, pride, and a penchant for using domestic product (CNN Indonesia, 2020).

Presidential Decree Number 24 of 2018 concerning the National Team for Increasing the Use of Domestic Products, article 3 paragraph c says: "conducting promotions and outreach about domestic products, encouraging early education regarding love, pride and religion using domestic products, and providing access to information local product. (Keppres, 2018).

Addition from the research by Riska Merinda Purba and M. Kholid Mawardi (2017) inform that the study discusses about social marketing campaign from social economic sector, where Indonesian government design a social marketing product that risen from social economic issue which is reduction of

appreciation and pride of Indonesian people toward local product that influence on the reduction of sales number on Indonesian local products. Underpowered by Ministry of Trade Republic of Indonesia is launched social marketing program to promote local product. This program is supported with President Instruction No. 2 of 2009 about Utilities of Local Product in Supplying Goods and Services of Government. Now, the law is reinforced in the Law of Republic Indonesia No. 7 of 2014 about Trades. In those articles are written that the government have role in increasing market access toward local product and increase utility of local products. This campaign show that Indonesian nation identity is the hot issue to discuss because connect to economic circulation especially in pandemic era.

From that information and concept raise a question of how nation identity is known for the internal and external of the country. The nation should show the clear identity so citizen, this research will focus on the netizen needs to understand and believe with their own nation identity. The way to applicate that program is using campaign program. The theory of public relations campaign is known as a way to inform the uniqueness or positioning of something (Rizkiana, 2014).

One of campaign which Indonesia President is #banggabuatanindonesia. Ministry of Trade, Ministry of Communication and Informatics and Indonesian E-commerce Association (iDEA) collaborated and declare Mei 5th 2021 as *Bangga Buatan Indonesia* day (BBI). This movement was created because the Indonesian economic was decreased because of Pandemic Covid-19. By this campaign was to help the SMES growing up. As the information that Indonesian economic circle was influenced by SMES. This activity is build based on *Gerakan Nasional Bangga Buatan Indonesia*. That national activity was managed by SMES for Indonesia SMES which establish good economic growth. This activity focuses on stimulating Indonesian consumer to be proud of domestic product and creating new culture to buy and use domestic culture than import product. It is the aim to help Indonesia economic circulation (ditjenpkn.kemendag.go.id, 2021). Those activities also give good advantage for seller and creator to produce the best creation by domestic citizen (kominfo.go.id, 2021). Nevertheless, this campaign is not only for Indonesia economic circle but also for Indonesia Nation Identity.

Finally, this study needs to find whether the campaign give or create an impact or not. So, next using social media can be an alternative solution activity to inform the human or country development. Then this research will give answer on how the contribution of how social media work to spreading message in quick and massive strategy specially in crises situation.

LITERATURE REVIEW

Building Indonesian culture cannot be imposed on a group of people, but it should be a collective and participatory movement. This kind of development movement requires full government support as the layers of development structures. On the other hand, it is also necessary to get encouragement from the mass media that exist, because the mass media, especially social media cannot be denied to give influence to consumerism culture in and lifestyle of Indonesian society (Wirawan, 2017).

In cultural development, managing cultural roots and ethnic culture should be remained as a part of the nation's identity. It indeed faces a challenge in itself. Nevertheless, the exploration of artworks and creative products should be encouraged to further nurture nationalism and the love of the country, yet the existing creations and innovations should be adapted so it can be sold well not only in domestic markets but also in international markets. For art practitioners and creative economy actors, this is a real effort to build the country, and a real contribution in state defense efforts (Wirawan, 2017).

National identity concept was introduced by Luhtanen dan Crocker (1992). National identity is one of social identity which measured by collective self-esteem. Lili and Diehl (1999) suggest that there are four factors for national identity. They are member, private, public and identity. Member talk about how people contribute for the country individually. Private talk about how citizen understanding country value individually. Public is other perspective to their country. Identity how individual perspective to his/her country which influence his/her self-concept (Yulianto, 2017).

Sumaludin describe that nation identity consist of three scopes. They are Fundamental Identity, Instrumental Identity and Natural Identity. The elements of national identity refer to a pluralistic nation. Plurality is a combination of elements forming a national identity which includes ethnicity, religion, culture

and language. From these elements of national identity, the division can be formulated into three parts (Herdiawanto and Hamadayama, 2010), namely: (1) Fundamental Identity, namely Pancasila as the philosophy of the nation, the basis of the state and state ideology. (2) Instrumental Identity, which contains the 1945 Constitution and its statutory procedures. In this case, the language used is Indonesian, the Indonesian state flag, the Indonesian state symbol, and the Indonesian national anthem, namely Indonesia Raya. (3) Natural Identity, which includes archipelagic nations and pluralism in ethnicity, culture, language and religion and beliefs. (Sumaludin, 2018).

According to the UK Chartered Institute of Public Relations (CIPR), which is Europe's largest professional body in the field: Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (Gregory, 2010).

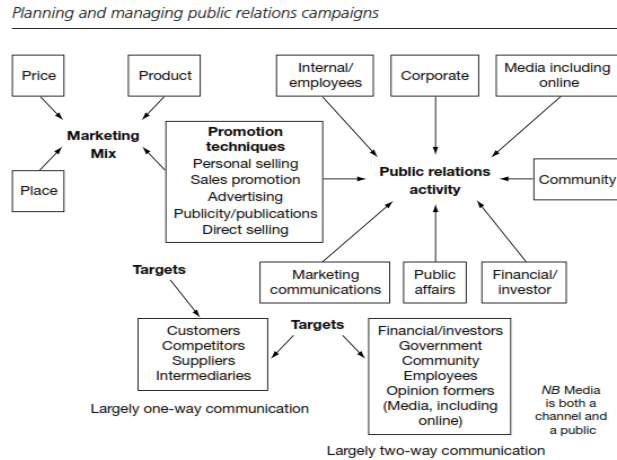
There are a number of terms that are often used in evaluation that merit explanation. For each program or campaign there will be (Gregory, 2010): **Input**. This is what the public relations professional 'puts in' to their communication 'products'. For example, they might write, design and produce an in-house journal. When evaluating inputs, elements such as the quality of the background research, writing, effectiveness of design, choice of font and size, paper and color can all be evaluated. **Output**. This is how effectively 'products' are distributed to and used by the target publics, either by the target public directly (e.g. how many employees received and read the journal) or by a third party who is a channel or opinion former to the target public (e.g. how many bloggers used the key messages?). So, evaluation of outputs often involves counting and analyzing things, for example, readership and circulation, reach of websites and content analysis.

Out-take. This is the intermediate position between an output and an outcome, and describes what an individual might extract from a communications program, but it may or may not lead to further action that can be measured as a result. If a message in the house magazine is about discounted membership of the local cinema club, how many employees actually remember that message can be measured, i.e., have extracted the relevant information from the article, but there is likely to be a difference between the number who demonstrate an outtake from the magazine and those who go on to sign up for membership. **Outcome**. This involves measuring the end effect of the communication. How many employees who read the magazine took up the opportunity to join the local cinema club at a reduced rate? Outcomes are measured at the three levels at which objectives are set: changes at the thinking or awareness level (cognitive); changes in the attitude or opinion level (affective); and changes in behavior (conative).

Bajalia (2020) mention that public relations metrics are often divided into three categories: outputs, outtakes, and outcomes. According to Lindenmann (2003), "outputs are usually the immediate results of a particular PR program or activity". Examples of output-level metrics include media placements or hits, impressions, reach, share of voice, and advertising value equivalency (AVE). However, researchers and professional organizations have discredited the use of AVE and multipliers in public relations (AMEC, 2015; Michaelson & Stacks, 2007). Outtakes go beyond dissemination of messages and determine whether target audiences received, paid attention to, understood, comprehended, retained, or can recall the messages that were presented to them (Lindenmann, 2003). Examples of outtake-level metrics discussed in public relations measurement and evaluation literature include unique visitors, views, likes, followers, fans, click through, downloads, comments, tone, and sentiment (Macnamara, 2014a). Outcomes measure whether public relations efforts resulted in opinion, attitudinal, or behavioral changes of target audiences (Lindenmann, 2003). Examples of outcome-level metrics discussed in public relations measurement and evaluation literature include influence, impact, awareness, trust, loyalty, reputation, and relationships (Macnamara, 2014a).

Levebvre (2011) describes that observers and practitioners of social marketing do not realize is that the majority of financial support for social marketing programs across the world is done by government and international aid organizations that define social marketing by whether it is tied to the development of more efficient and responsive promotion and distribution systems of socially beneficial products and

services (DFID Health Systems Resource Centre, 2003; United Nations Population Fund, 2002; United States Agency for International Development, 2009).



Picture 1. The Inter-Relationship of Public Relations and Marketing (Gregory, 2010)

The very first formal definition of social marketing was that offered by Kotler and Zaltman in 1971 (p. 5): Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research (Andreasen, 1994).

Rangun and Karim (1991) note, this term tended to lead individuals to confuse social marketing with societal marketing. Rangun and Karim (1991, p. 3) argue that social marketing "involves: (a) changing attitudes, beliefs, and behaviors of individuals or organizations for a social benefit, and (b) the social change is the primary (rather than secondary) purpose of the campaign (Andreasen, 1994).

Levebvre (2011) claim an early definition of social marketing described it as using marketing principles to influence the acceptability of social ideas (Kotler and Zaltman, 1971); contemporary writers define it as a method to influence the voluntary behavior of target audiences (Andreasen, 1995; Donovan and Henley, 2003; Kotler and Lee, 2008). Yet, Manoff (1985), one of the leading social marketers in the developing world, stated that it may include introduction of new products (e.g. oral rehydration salts), the modification of existing ones (e.g. iodized salt) and the promotion of structural change in existing institutions (e.g. food stamps, hospital practices).

Social marketing too proposes a useful framework for planning, a framework that social marketers can associate with other approaches at a time when global, regional, national, and local problems have become more critical. (The other approaches might include advocacy; mobilizing communities; building strategic alliances with public sector agencies, nongovernment organizations, and the private sector; and influencing the media.) Unsurprisingly, besides public health, social marketing is being applied in environmental, economic, and educational fields, among others (Serrat, 2010).

The social marketing activities focus on marketing mix which consist of product, price, place and promotion. This concept well known as The Four Ps of Marketing; **Product**. What you are offering to help the audience adopt the desired behavior; **Price**. The costs, in time, money or other barriers, of engaging in the new behavior; **Place**. Where you offer the product, your distribution system, sales force, and support services; and **Promotion**. How marketers persuade the audience to use the product (Smith, 2008).

Rina Astini (2017) writes in the result study that the success of the program of social marketing campaigns influenced by education campaigns, lifestyle and environment. Furthermore, some consider social marketing to do little but use the principles and practices of generic marketing to achieve noncommercial goals. This is an oversimplification: social marketing involves changing seemingly intractable behaviors in composite environmental, economic, social, political, and technological circumstances with (more often than not) quite limited resources. To this end, social marketing too proposes a useful framework for planning, a framework that social marketers can associate with other approaches at

a time when global, regional, national, and local problems have become more critical. (The other approaches might include advocacy; mobilizing communities; building strategic alliances with public sector agencies, nongovernment organizations, and the private sector; and influencing the media.) Unsurprisingly, besides public health, social marketing is being applied in environmental, economic, and educational fields, among others. (Olivier Serrat, 2010)

Campaigning and marketing use media to spread the information. The development of the internet has required companies to deal with the utilization of various digital media options, followed by their role in marketing communication programs, as well as some of the advantages and disadvantages associated with digital media (Doktoralina, Bahari, Hassan, Ismail, and Mardiyah, 2020; Hassan and Dadwal, 2018). Nindyta Aisyah Dwityas, et.al. (2020).

Taking advantage of the vast evolution, digital communication data would prove enormously beneficial for retailers, manufacturers, and service firms (De Luca et al., 2020, Dekimpe, 2020). Authors such as Grewal, Herhausen, Ludwig, & Ordenes (2021), state that for a number of reasons, digital communication generates extremely rich and useful data: a) It provides discreet, first-hand information about consumer perceptions, attitudes, and behaviors. b) Second, shopper journeys are affected by digital communication. c) Third, unlike traditional methods like surveys or focus groups, digital communication data can deliver insights at a higher degree of depth and scale. Juan R. Gutiérrez-Velasco, et.al. (2022)

The development of technology, the digital world and the internet gave a strong impact on the world of marketing. The traditional marketing system (offline) have switched to digital (online). E-Marketing is a marketing strategy that utilizes internet technology with a website as its mediator. The concept of e-marketing is actually almost the same as traditional marketing, the difference is the medium. E-marketing uses online media, it can be a website, social networking, e-mail, blog, and even applications. With e-marketing, businessmen are able to reach a wider market and attract customers or consumers and increase sales volume more.

Digital marketing has a number of characteristics as follows: 1. Efforts to increase business interactivity with customers who depend on technology. 2. Electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and vice versa. 3. Efforts to conduct all business activities via the internet for research, analysis and planning purposes to find, attract, and retain customers. 4. Efforts to increase the acceleration of buying and selling goods and services (certain), information and ideas through the internet. (Arjuna Rizaldi and H Hidayat, 2020)

According to Safko & Blake (2009) refer to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios. Social media are a group of Internet-based applications that builds on the ideological and technological foundations of Web 2.0 and that allows for the creation and exchange of user generated contents (Kaplan & Haenlein, 2010) These definitions emphasize the cultural, behavioral and interactive elements of social media but it is important to also note that those interactions are inspired and fueled by user-generated content. In other words, for a medium to become social, users must be involved in the creation, distribution and consumption of information around their areas of interest (Ogbu, 2019).

METHODOLOGY

Elo et al (2014) describe qualitative content analysis is one of the several qualitative methods currently available for analyzing data and interpreting its meaning (Schreier, 2012). As a research method, it represents a systematic and objective means of describing and quantifying phenomena (Downe-Wamboldt, 1992; Schreier, 2012). A prerequisite for successful content analysis is that data can be reduced to concepts that describe the research phenomenon (Cavanagh, 1997; Elo & Kyngäs, 2008; Hsieh & Shannon, 2005) by creating categories, concepts, a model, conceptual system, or conceptual map (Elo & Kyngäs, 2008; Morgan, 1993; Weber, 1990). The research question specifies what to analyze and what to create (Elo & Kyngäs, 2008; Schreier, 2012). In qualitative content analysis, the abstraction process is the stage during which concepts are created. Usually, some aspects of the process can be readily described, but it

also partially depends on the researcher's insight or intuitive action, which may be very difficult to describe to others (Elo & Kyngäs, 2008; Graneheim & Lundman, 2004). From the perspective of validity, it is important to report how the results were created. Readers should be able to clearly follow the analysis and resulting conclusions (Schreier, 2012).

Klaus Krippendorff (2004). In order to make the method applicable both in a quantitative and a qualitative approach, and without specifying the depth of analysis, Krippendorff (2004) defined content analysis as "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (p. 18). Downe-Wambolt (1992) underlines that content analysis is more than a counting process, as the goal is to link the results to their context or to the environment in which they were produced: "Content analysis is a research method that provides a systematic and objective means to make valid inferences from verbal, visual, or written data in order to describe and quantify specific phenomena". (Mariette Bengtsson. 2016.)

This research focus on #banggabuatanindonesia Instagram account activity as the object of analysis. Bangga Buatan Indonesia was initiated by President. Ministry of Trade, Ministry of Communication and Informatics and Indonesian E-commerce Association (iDEA) collaborated to execute this campaign to support *Gerakan Nasional Bangga Buatan Indonesia*. The data was collected by inserting the #banggabuataninndonesia from Instagram. There are 628K posts per early March 2022 since the hashtag was created till this paper was analyzed. The data get from the picture and video posting as a visual campaign activity. The caption is used for explaining the social marketing campaign activity. Then, follower, like, comment activity is used for describe and explain the impact of the campaign.

RESULTS AND DISCUSSION

Since 5 May 2020 after the day was announced as Bangga Buatan Indonesia day, the activity in Instagram who use hashtag #banggabuatanindonesia are more than 600.000 post. the majority participant consists of young entrepreneur and customer. This is caused by using Instagram as media campaign. That situation based on survey which said that Instagram as social media is used by young people than another age.

As pandemic era, Indonesia is one of country which face economic crisis. Beside that situation, before pandemic era Indonesia still need to build nation identity. This nation identity also give impact to economic crisis in Indonesia. It is proven by the customer ability which love and proud to buy and use product from foreign country than domestic product.

This situation makes the government create a campaign to make a new behavior for the citizen to make activity selling and buying in internal country especially domestic product. The aim this campaign will not only save the economic crises in this country as long as pandemic situation but also want to create the Indonesian Identity from domestic product.

William Tanuwidjaya as a founder and CEO platform Tokopedia said that Gernas BBI could inspired many more local SMES and could influence Indonesia citizen to proud of Indonesian local product for helping national economic ([goodnewsfromindonesia](#), 2021).

Ministry of Trade, Muhammad Lutfi said that since Mei 2020 till July 2020 the Bangga Buatan Indonesia (BBI) campaign have been increasing 7 million SMES which connect to digital e-commerce ecosystem. It still increases in number 15 million or more about 22% SMES which connect to e-commerce platform till in the middle of August 2020 (Rabbi, 2021).

Muhammad Lutfi hopes this activity could still increase up to 30 million SMES on boarding in e-commerce platform. If this situation gives effective and positive result, it will help national economic crisis. There are two key words which help national economic crisis faster, collaboration and innovation. Collaboration come from all stakeholder such as government, private, association, and banking which help creating tough, competent and competitive national SMES in global market. Then, each SMES have to improve creativity and adaptive with digital technology advance ([kominfo](#), 2021).

The creative economy sector is considered capable of reinforcing and enriching the national identity of the Indonesian nation because it can be combining ideas, arts and innovations based on technology and culture that grow among local communities.

Deputy for Marketing and Business Network of the Ministry of Cooperatives and SMEs Neddy Rafinaldi Halim in Jakarta said that through the support of the creative economy, Indonesia gains benefits, namely pro-people economic growth, effective use of natural resources and strengthening of cultural identity which will in fact reinforce and enrich Indonesia nation identity (Barus, 2013).

Social Marketing #banggabuatanindonesia

National problem, especially national identity crisis must be solved rapidly. Socialize domestic product is one of solution. Domestic product can be a stuff that explain Indonesian culture which connect to Indonesia national identity. Therefore, on the process national identity social marketing have to be manage clearly. That activity must be presenting the Indonesian culture in all domestic product selling management.

Product. Since this campaign declared in pandemic era, the seller feels confident with their own product. There are a lot of sellers who became participant in this campaign. The customer could see directly kind of product who is campaigned as #banggabuatanindonesia. There are so many products which show about Indonesia nation identity. Clothes, bags, shoes with Batik mode show about culture, characteristic and history from Java. A creative stuff which makes from Indonesian uniqueness or specialize such as bamboo, *Jati* tree, etc. And also, food from Indonesia specialize such as Jamu, Gudheg, etc. All the product shows the Indonesia characteristic from the uniqueness of some places in Indonesia. That characteristic show how culture, ethnic, history and personality of Indonesian country.

In pandemic era, there are so many new small enterprises. That situation makes them need a place or space which help their marketing activity. The social marketing program about #banggabuatanindonesia. This program also makes the new enterprise create a new product which describe about Indonesia nation identity.

Price. As this social marketing activity was built, the government had considered about the economic circle in Indonesia especially in pandemic situation. This activity also focuses on small and medium sized enterprises (SMES). Price form SMES is customized by the customer. Target customer is Indonesian people to. This activity aims to create the circle of economic nation. The price also was created in showing the nation identity. Beside the price uses Indonesian Rupiah.

Place. #banggabuatanindonesia is social marketing activity which use Instagram as campaign media. This place is chosen because target of the audience whether the seller or the customer is young generation. One of Indonesian tagline said that “Young generation is backbone of the country”. Besides that, as the campaign target to be agent of nation identity, young generation is always being appropriate. From the age, young generation is the phase which still looking for the self’s identity. young generation also like to share their information to their friend as same generation. Of course, they are usual use that media as sharing media to inform everything. This activity as Word-of-Mouth theory will give good impact for the social marketing itself. This process will be good moment while the campaign could influence the young generation.

Promotion. There are so many kinds of promotion in this social marketing activity such as advertising, sales promotion, e-WOM, etc. That is why next research need to expand the field to find out how the marketing tools or promotion mix is used to campaign social marketing in social media. The promotion which is designed by the seller also give impact to the social marketing itself. As the example: account which name @matangallerysamarainda, @alim.roegi and @sarungbatik.ulinnuha use good copywriting and advertising strategy as promotion tool. Customer could see the identity from Indonesia product and get information about the story of the product. This shows how nation identity is campaigned.

#banggabuatanindonesia Public Relations Campaign

Input. This phase can be seen from the explanation of social marketing. The results from 4Ps explain how the campaign about #banggabuatanindonesia appears and grows as long as the campaign arise. 4Ps which is done by seller automatically support the social marketing about #banggabuatanindonesia and also help the campaign of Indonesia Nation Identity. The description on the product not only give hashtag (#)

about *banggabuatanindonesia* but also describe and explain the value of the regional culture as Indonesia identity.

Output. This campaign beside useful for the seller and customer to create buying and selling activity, this campaign could educate both of them about nation identity. The seller will create the product which describe about Indonesia uniqueness and identity. In other hand, the customer knows from the product which they will buy and use about Indonesia uniqueness and identity.

One example come from an account with name @d.gowo this SMES had been create before the pandemic situation. But, the follower and response of that account is very low. It could be seen the picture posting before following the campaign was only about 12-30 likes. But, after using #*banggabuatanindonesia* and adding the information about history of that product which describe culture and personality of that product, increasing follower and response had been growth positively, the like is about 100-700 likes. This situation occurs by some seller account. Not only the seller, the customer also learns the Indonesian culture again and again by looking, comment and buying the product. The output also come from consumer response as evaluation. They comment about their proud to the creator, maker and seller who campaigning Indonesian Identity by domestic product. It can be seen on @localpridesolution account which help promoting @sneakcares_ product. The respondents showed that they were proud and need to buy that product because the product describe Indonesian Identity. Some respondents also comment that they need to buy again and some respondent gave comment that they need more product because the product was sold.

Outtake. As the evaluation, there are so many sellers and customers who respect with this campaign and use this occasion to support this activity. Especially for the seller use this moment to promote their product. As the pandemic situation, so many new SMES which appear because some of them had fired from the job. To help their live, they choose to make small business. Optional business that makes attention for the customer is to sell local product because the target is near from them and from local area. The new member of seller present that this activity also shows how the nation identity is built. There are so many accounts which follow #*banggabuatanindonesia* campaign share the account or product to other account like WOM activity. This e-WOM activity not only help the selling process but also share and spread the #*banggabuatanindonesia* campaign.

Outcome. Government should pay attention with this activity. The aim to create economic circle more stable should be measured whether the result is appropriate or not yet. *Cognitive.* As the campaign activity which happen in media social, the result finds that the seller and the customer have more information and knowledge. The information and knowledge not only about selling and marketing activity which declare as #*banggabuataindonesia* but also getting information and knowledge about Indonesia Nation Identity. The seller and the customer learn and get lesson how to proud the nation identity and proud to buy and to use that product by selling domestic product activity. *Affective.* The seller looks happy and enjoy selling their product especially when the campaign about #*banggabuatanindonesia* comes up. The seller feel that their selling activity is support by the government and netizen that the local product is not as bad as general opinion. From this campaign the seller also could feel confident to create and promote their product. as the explanation before that many accounts share domestic product while they also share about the campaign, some of them also make a request about other culture or identity to be created as a product. This situation describes that the consumer happy by feeling proud to the Indonesia Identity. The customer is also will proud and confidence with local product. the customer could be an agent of #*banggabuatanindonesia* campaign. The customer who buys and use local product especially when they know this activity from Instagram automatically, they had been targeted Indonesia Identity. *Conative.* This position can be seen when the seller uses that hashtag #*banggabuatanindonesia*. As a target, customer can be seen when they view, like, comment and do buying with #*banggabuatanindonesia*. While they doing that activity, automatically they had information about the message from #*banggabuatanindonesia*, domestic product and especially support the growing of Indonesia nation identity campaign.

The nation identity is very important for understanding and believing with their own nation identity. So, the nation identity must be clear. The act of nationalism, such as to love national cultural products should become a strategic thing that is needed as a target result of the development of Indonesian culture.

Buy creating product which describe Indonesian culture had helped the spreading of uniqueness or positioning of Indonesian Identity. the social marketing in Instagram with hashtag *#banggabuatanindonesia* had shown collective and participatory movement. It is supported by the seller, customer, citizen and government.

When the citizen had confident with domestic product, Indonesian Nation Identity ready to face the global competition. But, first helping the circle of economic had been held and controlled. This research show how social marketing *#banggabuatanindonesia* have big impact for economic circle in pandemic situation and in the same time the campaign of Nation Identity is also occur.

The result of the increase economic circle as long as campaign *#banggabuatanindonesia* should get special attention because it influences many factors such as economic, social and education. The government should create and add some activity or program which can sustain this activity. Beside this program influence some sector, so for next program this program should be supported another sector. For next research very important to know the other activity about campaigning nation identity in using some another media.

CONCLUSION

Indonesia nation identity social marketing campaign have been processed day by day. It is helped by marketing activity of domestic product. The producer or seller follow the government activity by using *#banggabuatanindonesia* in Instagram while selling their product. *Bangga Buatan Indonesia* becomes identity or value so every detail of product, price, place and promotion always based on that value. The product describes and explains about regional culture which also connect to Indonesia nation identity campaign description and explanation. When the consumer searches using *#banggabuatanindonesia* they got the information of Indonesia's product. This activity was founded in each account which using *#banggabuatanindonesia*. The detail can be seen from picture, videos and the captions.

The government, Ministry of Trade, Ministry of Communication and Informatics and Indonesian E-commerce Association (iDEA) which creates *Bangga Buatan Indonesia* give the positive impact. From input phase describes the social marketing consist of 4ps which show the process and interaction of *#banggabuatanindonesia* was worked. In output phase, it come from the interaction of the seller and consumer in comment room when discuss about nation identity of the product. E-WOM as viral information in Instagram to talking about *#banggabuatanindonesia* is the result of the outtake phase. Then the understanding, the feeling and action to sell and buy the nation product become the result of outcome of *Bangga Buatan Indonesia* in Instagram. This campaign shows the work of Nation Identity campaign in Instagram by the government for seller and consumer.

That activity growth widely. It is shown by 628K posts per early March 2022 since that campaign was sounded. In other hand, there is little response yet. The average response are 100-200 likes, 1000-1500 views, 3-100 comments and 3-30 shares. The more any reactions describe the more of get nationalism information which create nation identity spreading efficient. Those social marketing campaign create domino effect. First effect can be seen from the selling domestic product activity. Second, it helps Indonesia economic circulation. Third, it also establishes Indonesian nation identity campaign. This activity must be support extra hard to create good economic circle and Indonesia nation identity building.

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Social Marketing of #banggabuatanindonesia as Indonesia Nation Identity Campaign in Social Media

Rotumiari Pasaribu

Universitas Katolik Soegijapranata

23
Jl. Pawiyatan Luhur IV/I Bendan Duwur Semarang 50234

unika@unika.ac.id

Abstract

Social marketing not only focus on the selling product but also about the human development which contribute to county development. This research focus on the Nation Identity campaign which use social marketing approach to spreading the image of country. By social marketing shows how selling and buying activity can be an active tool to campaigning social issue. #banggabuatanindonesia is one of social marketing campaign activity which focus on building selling and buying habit for the Indonesian people. The activity is created to raise the Indonesian economic sector by campaigning the domestic product because Indonesian people are prouder to use the product from foreign country. The aim of this research wants to find out the use of media while campaigning the nation identity which focus on the seller and consumer. This activity shows how the digital marketing communication work. The measurement hashtag #banggabuatanindonesia campaign in social media uses input, output, outtake and outcome tools and use 4Ps to analyze the social marketing activities. This research uses qualitative approach which focus on content analysis method. By discourse analysis this research focus on picture, videos and the captions which describe the information of nation identity. Data was collected by using hashtag of Bangga Buatan Indonesia (#banggabuatanindonesia). The result show that there are so many new account members which use #banggabuatanindonesia social marketing as promotion strategy and help campaigning Indonesia identity. As a result of understanding Indonesia nation identity, between the seller and consumer create #banggabuatanindonesia campaigning activity from transactional activity in social media. Finally, this activity gives good impact such as the development of selling domestic product, having Indonesia economic positive circulation and also establishing Indonesian nation identity campaign.

Key words: Social Marketing; Campaign; Nation Identity; Social Media; #banggabuatanindonesia

INTRODUCTION

Kamrussamad and Muhamad Ali Embi (2020) mention that the definition of patriotism in a general context is a sense of love and a sense of belonging to the nation. It contains the most basic meaning of defending the country as a citizen. Defending the country is not just fighting the enemy from within and outside, but the meaning of defending the country is the love for Indonesia to provide the best deeds and fight for the progress of the nation and state.

Then Kamrussamad and Muhamad Ali Embi (2020) said that nationality problems have always risen in the dynamics of national life. A large nation is a nation that is responsive to the dynamics of the problem and may immediately act on behalf of the state. Nowadays the national problems that are faced are the issues of radicalism, terrorism, poverty, ignorance, underdevelopment and the spirit of nationalism that has decreased in nationality, the weakness of the patriotic spirit, and transnational issues that exist in some of the children. The love of the motherland is not just an expression but can be an amplifier of nationalism and patriotic nationalism. In answering these issues; the issue of a new patriotism policy and its forms becomes important in realizing the nation's character building. Considering the form of state defense is a reinforcement of the national character embedded within individual groups and society as a whole. The era of globalization and the weak role of the State need to translate new forms of policy in state patriotisms so that the roles of citizens have a strategic place in the progress of the nation and strengthen the character of nationhood.

In general, Western scholars have two views on what is said to be nationalism and patriotism. Nationalism and patriotism carry two different meanings and have their own approaches. If what is meant by nationalism is a spirit of nationalism that exaggerates one's own nation and sometimes denigrates other nations. Therefore, nationalistic symbolic patriotism affirms to a citizen who leads to a tendency and continuity to express a high sense of loyalty to a nation. This tendency is to have more sense of belonging to one's own nation, especially to rival other nations. Then patriotism is the spirit or responsibility to the state which involves obedience and sacrifice. It is also a realization that the highest loyalty of each individual must be left to the state. (Kamrussamad and Muhamad Ali Embi, 2020).

Nationalism and patriotism need to be measured to know exact nationalism level of Indonesian society. This measurement is certainly very broad, both by definition, concept, and method of calculation, as well as inviting academic debate for certain. However, it is necessary to be done. Malaysia has introduced the National Patriotism Index in 2015, which indicators includes: nationality, loyalty to the kingdom, official use of Malaysian language, population trends, racial interaction, use of local products, and so on. South Korea has also conducted similar Patriotism Index; with its main indicator is the willingness to take up arms to fight in war. Other surveys also have indicators relating to the pride of living in a country, the desire to change nationality or move to another country, and so on (Agung, 2017).

On the Miloslav Bahna's paper mention that Dražanová (2015) inspired by Latcheva (2010) proposes a model for the Czech Republic where nationalism is one of four dimensions of national pride (Bahna, 2019). National pride can be seen while the citizen pride with their own culture.

The strength of cultural heritage that is preserved and continues to be used is very important. In contemporary culture, we are affected by the hegemony (unconscious influence) of globalization. This globalization hegemony is not all good and acceptable. To maintain the existence of Indonesia as a nation, we also need to counter hegemony. The easiest way to counter hegemony is to love and use Indonesian products. Among other thing, in the contemporary Indonesian culture, there is an effort to use "old fashioned and outdated clothing" and make it into lifestyle. The development of national hegemony can be successful. One of the efforts is by the encouragement given by the highest ruler of Indonesia. For example, when President Joko Widodo and his staffs gave an example to wear Nusantara fashion in the Independence Day Celebration on August 17, 2017, it has become a hit. Such unconscious influence affects Indonesian population, whether adult, adolescent, or children, to be more frequently using Indonesian clothes. It is not only limited to batik, but also other local clothes with their various colors of localities in Indonesia (Wirawan, 2017).

The act of nationalism, such as to love national cultural products should become a strategic thing that is needed as a target result of the development of Indonesian culture. This achievement is much more difficult than achievement in politics or economics, with respect to the breadth of scope and variation in the level of understanding of the Indonesian nation. However, it is worth to be fought for (CNN Indoneisa, 2020).

Nation identity building can be managed and organize in many ways. One of Indonesia strategy is using domestic product. Selling, campaigning and socializing domestic product is a way to build and teach Indonesia nation identity. These efforts are implemented by publishing Presidential Decree Number 24 of 2018 concerning the National Team for Increasing the Use of Domestic Products and Regulation of the Minister of Trade (Permendag) Number 47 of 2016 concerning Increasing the Use of Domestic Products. The two regulations essentially mandate an increase in the use of domestic products through promotion, socialization, and encouraging early education regarding love, pride, and a penchant for using domestic product (CNN Indonesia, 2020).

Presidential Decree Number 24 of 2018 concerning the National Team for Increasing the Use of Domestic Products, article 3 paragraph c says: "conducting promotions and outreach about domestic products, encouraging early education regarding love, pride and religion using domestic products, and providing access to information local product. (Keppres, 2018).

Addition from the research by Riska Merinda Purba and M. Kholid Mawardi (2017) inform that the study discusses about social marketing campaign from social economic sector, where Indonesian government design a social marketing product that risen from social economic issue which is reduction of

appreciation and pride of Indonesian people toward local product that influence on the reduction of sales number on Indonesian local products. Underpowered by Ministry of Trade Republic of Indonesia is launched social marketing program to promote local product. This program is supported with President Instruction No. 2 of 2009 about Utilities of Local Product in Supplying Goods and Services of Government. Now, the law is reinforced in the Law of Republic Indonesia No. 7 of 2014 about Trades. In those articles are written that the government have role in increasing market access toward local product and increase utility of local products. This campaign show that Indonesian nation identity is the hot issue to discuss because connect to economic circulation especially in pandemic era.

From that information and concept raise a question of how nation identity is known for the internal and external of the country. The nation should show the clear identity so citizen, this research will focus on the netizen needs to understand and believe with their own nation identity. The way to applicate that program is using campaign program. The theory of public relations campaign is known as a way to inform the uniqueness or positioning of something (Rizkiana, 2014).

One of campaign which Indonesia President is #banggabuatanindonesia. Ministry of Trade, Ministry of Communication and Informatics and Indonesian E-commerce Association (iDEA) collaborated and declare Mei 5th 2021 as *Bangga Buatan Indonesia* day (BBI). This movement was created because the Indonesian economic was decreased because of Pandemic Covid-19. By this campaign was to help the SMES growing up. As the information that Indonesian economic circle was influenced by SMES. This activity is build based on *Gerakan Nasional Bangga Buatan Indonesia*. That national activity was managed by SMES for Indonesia SMES which establish good economic growth. This activity focuses on stimulating Indonesian consumer to be proud of domestic product and creating new culture to buy and use domestic culture than import product. It is the aim to help Indonesia economic circulation (ditjenpkn.kemendag.go.id, 2021). Those activities also give good advantage for seller and creator to produce the best creation by domestic citizen (kominfo.go.id, 2021). Nevertheless, this campaign is not only for Indonesia economic circle but also for Indonesia Nation Identity.

Finally, this study needs to find whether the campaign give or create an impact or not. So, next using social media can be an alternative solution activity to inform the human or country development. Then this research will give answer on how the contribution of how social media work to spreading message in quick and massive strategy specially in crises situation.

LITERATURE REVIEW

Building Indonesian culture cannot be imposed on a group of people, but it should be a collective and participatory movement. This kind of development movement requires full government support as the layers of development structures. On the other hand, it is also necessary to get encouragement from the mass media that exist, because the mass media, especially social media cannot be denied to give influence to consumerism culture in and lifestyle of Indonesian society (Wirawan, 2017).

In cultural development, managing cultural roots and ethnic culture should be remained as a part of the nation's identity. It indeed faces a challenge in itself. Nevertheless, the exploration of artworks and creative products should be encouraged to further nurture nationalism and the love of the country, yet the existing creations and innovations should be adapted so it can be sold well not only in domestic markets but also in international markets. For art practitioners and creative economy actors, this is a real effort to build the country, and a real contribution in state defense efforts (Wirawan, 2017).

National identity concept was introduced by Luhtanen dan Crocker (1992). National identity is one of social identity which measured by collective self-esteem. Lili and Diehl (1999) suggest that there are four factors for national identity. They are member, private, public and identity. Member talk about how people contribute for the country individually. Private talk about how citizen understanding country value individually. Public is other perspective to their country. Identity how individual perspective to his/her country which influence his/her self-concept (Yulianto, 2017).

Sumaludin describe that nation identity consist of three scopes. They are Fundamental Identity, Instrumental Identity and Natural Identity. The elements of national identity refer to a pluralistic nation. Plurality is a combination of elements forming a national identity which includes ethnicity, religion, culture

and language. From these elements of national identity, the division can be formulated into three parts (Herdiawanto and Hamadayama, 2010), namely: (1) Fundamental Identity, namely Pancasila as the philosophy of the nation, the basis of the state and state ideology. (2) Instrumental Identity, which contains the 1945 Constitution and its statutory procedures. In this case, the language used is Indonesian, the Indonesian state flag, the Indonesian state symbol, and the Indonesian national anthem, namely Indonesia Raya. (3) Natural Identity, which includes archipelagic nations and pluralism in ethnicity, culture, language and religion and beliefs. (Sumaludin, 2018).

According to the UK Chartered Institute of Public Relations (CIPR), which is Europe's largest professional body in the field: Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (Gregory, 2010).

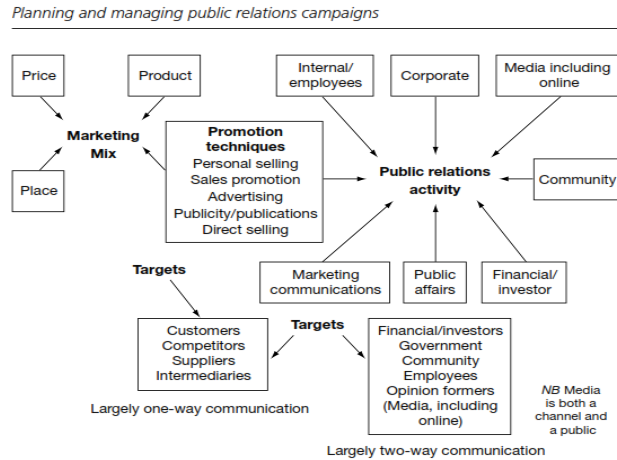
There are a number of terms that are often used in evaluation that merit explanation. For each program or campaign there will be (Gregory, 2010): **Input**. This is what the public relations professional 'puts in' to their communication 'products'. For example, they might write, design and produce an in-house journal. When evaluating inputs, elements such as the quality of the background research, writing, effectiveness of design, choice of font and size, paper and color can all be evaluated. **Output**. This is how effectively 'products' are distributed to and used by the target publics, either by the target public directly (e.g. how many employees received and read the journal) or by a third party who is a channel or opinion former to the target public (e.g. how many bloggers used the key messages?). So, evaluation of outputs often involves counting and analyzing things, for example, readership and circulation, reach of websites and content analysis.

Out-take. This is the intermediate position between an output and an outcome, and describes what an individual might extract from a communications program, but it may or may not lead to further action that can be measured as a result. If a message in the house magazine is about discounted membership of the local cinema club, how many employees actually remember that message can be measured, i.e., have extracted the relevant information from the article, but there is likely to be a difference between the number who demonstrate an outtake from the magazine and those who go on to sign up for membership. **Outcome**. This involves measuring the end effect of the communication. How many employees who read the magazine took up the opportunity to join the local cinema club at a reduced rate? Outcomes are measured at the three levels at which objectives are set: changes at the thinking or awareness level (cognitive); changes in the attitude or opinion level (affective); and changes in behavior (conative).

Bajalia (2020) mention that public relations metrics are often divided into three categories: outputs, outtakes, and outcomes. According to Lindenmann (2003), "outputs are usually the immediate results of a particular PR program or activity". Examples of output-level metrics include media placements or hits, impressions, reach, share of voice, and advertising value equivalency (AVE). However, researchers and professional organizations have discredited the use of AVE and multipliers in public relations (AMEC, 2015; Michaelson & Stacks, 2007). Outtakes go beyond dissemination of messages and determine whether target audiences received, paid attention to, understood, comprehended, retained, or can recall the messages that were presented to them (Lindenmann, 2003). Examples of outtake-level metrics discussed in public relations measurement and evaluation literature include unique visitors, views, likes, followers, fans, click through, downloads, comments, tone, and sentiment (Macnamara, 2014a). Outcomes measure whether public relations efforts resulted in opinion, attitudinal, or behavioral changes of target audiences (Lindenmann, 2003). Examples of outcome-level metrics discussed in public relations measurement and evaluation literature include influence, impact, awareness, trust, loyalty, reputation, and relationships (Macnamara, 2014a).

Levebvre (2011) describes that observers and practitioners of social marketing do not realize is that the majority of financial support for social marketing programs across the world is done by government and international aid organizations that define social marketing by whether it is tied to the development of more efficient and responsive promotion and distribution systems of socially beneficial products and

services (DFID Health Systems Resource Centre, 2003; United Nations Population Fund, 2002; United States Agency for International Development, 2009).



Picture 1. The Inter-Relationship of Public Relations and Marketing (Gregory, 2010)

3 The very first formal definition of social marketing was that offered by Kotler and Zaltman in 1971 (p. 5): Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research (Andreasen, 1994).

3 Rangun and Karim (1991) note, this term tended to lead individuals to confuse social marketing with societal marketing. Rangun and Karim (1991, p. 3) argue that social marketing "involves: (a) changing attitudes, beliefs, and behaviors of individuals or organizations for a social benefit, and (b) the social change is the primary (rather than secondary) purpose of the campaign (Andreasen, 1994).

25 Levebvre (2011) claim an early definition of social marketing described it as using marketing principles to influence the acceptability of social ideas (Kotler and Zaltman, 1971); contemporary writers define it as a method to influence the voluntary behavior of target audiences (Andreasen, 1995; Donovan and Henley, 2003; Kotler and Lee, 2008). 6 Yet, Manoff (1985), one of the leading social marketers in the developing world, stated that it may include introduction of new products (e.g. oral rehydration salts), the modification of existing ones (e.g. iodized salt) and the promotion of structural change in existing institutions (e.g. food stamps, hospital practices).

1 Social marketing too proposes a useful framework for planning, a framework that social marketers can associate with other approaches at a time when global, regional, national, and local problems have become more critical. (The other approaches might include advocacy; mobilizing communities; building strategic alliances with public sector agencies, nongovernment organizations, and the private sector; and influencing the media.) 1 Unsurprisingly, besides public health, social marketing is being applied in environmental, economic, and educational fields, among others (Serrat, 2010).

26 The social marketing activities focus on marketing mix which consist of product, price, place and promotion. This concept well known as The Four Ps of Marketing; **Product**. What you are offering to help the audience adopt the desired behavior; **Price**. The costs, in time, money or other barriers, of engaging in the new behavior; **Place**. Where you offer the product, your distribution system, sales force, and support services; and **Promotion**. How marketers persuade the audience to use the product (Smith, 2008).

1 Rina Astini (2017) writes in the result study that the success of the program of social marketing campaigns influenced by education campaigns, lifestyle and environment. Furthermore, some consider social marketing to do little but use the principles and practices of generic marketing to achieve noncommercial goals. This is an oversimplification: social marketing involves changing seemingly intractable behaviors in composite environmental, economic, social, political, and technological circumstances with (more often than not) quite limited resources. 1 To this end, social marketing too proposes a useful framework for planning, a framework that social marketers can associate with other approaches at

a time when global, regional, national, and local problems have become more critical. (The other approaches might include advocacy; mobilizing communities; building strategic alliances with public sector agencies, nongovernment organizations, and the private sector; and influencing the media.) Unsurprisingly, besides public health, social marketing is being applied in environmental, economic, and educational fields, among others. (Olivier Serrat, 2010)

Campaigning and marketing use media to spread the information. The development of the internet has required companies to deal with the utilization of various digital media options, followed by their role in marketing communication programs, as well as some of the advantages and disadvantages associated with digital media (Doktoralina, Bahari, Hassan, Ismail, and Mardiyah, 2020; Hassan and Dadwal, 2018). Nindita Aisyah Dwityas, et.al. (2020).

Taking advantage of the vast evolution, digital communication data would prove enormously beneficial for retailers, manufacturers, and service firms (De Luca et al., 2020, Dekimpe, 2020). Authors such as Grewal, Herhausen, Ludwig, & Ordenes (2021), state that for a number of reasons, digital communication generates extremely rich and useful data: a) It provides discreet, first-hand information about consumer perceptions, attitudes, and behaviors. b) Second, shopper journeys are affected by digital communication. c) Third, unlike traditional methods like surveys or focus groups, digital communication data can deliver insights at a higher degree of depth and scale. Juan R. Gutiérrez-Velasco, et.al. (2022)

The development of technology, the digital world and the internet gave a strong impact on the world of marketing. The traditional marketing system (offline) have switched to digital (online). E-Marketing is a marketing strategy that utilizes internet technology with a website as its mediator. The concept of e-marketing is actually almost the same as traditional marketing, the difference is the medium. E-marketing uses online media, it can be a website, social networking, e-mail, blog, and even applications. With e-marketing, businessmen are able to reach a wider market and attract customers or consumers and increase sales volume more.

Digital marketing has a number of characteristics as follows: 1. Efforts to increase business interactivity with customers who depend on technology. 2. Electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and vice versa. 3. Efforts to conduct all business activities via the internet for research, analysis and planning purposes to find, attract, and retain customers. 4. Efforts to increase the acceleration of buying and selling goods and services (certain), information and ideas through the internet. (Arjuna Rizaldi and H Hidayat, 2020)

According to Safko & Blake (2009) refer to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios. Social media are a group of Internet-based applications that builds on the ideological and technological foundations of Web 2.0 and that allows for the creation and exchange of user generated contents (Kaplan & Haenlein, 2010) These definitions emphasize the cultural, behavioral and interactive elements of social media but it is important to also note that those interactions are inspired and fueled by user-generated content. In other words, for a medium to become social, users must be involved in the creation, distribution and consumption of information around their areas of interest (Ogbu, 2019).

METHODOLOGY

Elo et al (2014) describe qualitative content analysis is one of the several qualitative methods currently available for analyzing data and interpreting its meaning (Schreier, 2012). As a research method, it represents a systematic and objective means of describing and quantifying phenomena (Downe-Wamboldt, 1992; Schreier, 2012). A prerequisite for successful content analysis is that data can be reduced to concepts that describe the research phenomenon (Cavanagh, 1997; Elo & Kyngäs, 2008; Hsieh & Shannon, 2005) by creating categories, concepts, a model, conceptual system, or conceptual map (Elo & Kyngäs, 2008; Morgan, 1993; Weber, 1990). The research question specifies what to analyze and what to create (Elo & Kyngäs, 2008; Schreier, 2012). In qualitative content analysis, the abstraction process is the stage during which concepts are created. Usually, some aspects of the process can be readily described, but it

also partially depends on the researcher's insight or intuitive action, which may be very difficult to describe to others (Elo & Kyngäs, 2008; Graneheim & Lundman, 2004). From the perspective of validity, it is important to report how the results were created. Readers should be able to clearly follow the analysis and resulting conclusions (Schreier, 2012).

Klaus Krippendorff (2004). In order to make the method applicable both in a quantitative and a qualitative approach, and without specifying the depth of analysis, Krippendorff (2004) defined content analysis as "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (p. 18). Downe-Wambolt (1992) underlines that content analysis is more than a counting process, as the goal is to link the results to their context or to the environment in which they were produced: "Content analysis is a research method that provides a systematic and objective means to make valid inferences from verbal, visual, or written data in order to describe and quantify specific phenomena". (Mariette Bengtsson. 2016.)

This research focus on #banggabuatanindonesia Instagram account activity as the object of analysis. Bangga Buatan Indonesia was initiated by President. Ministry of Trade, Ministry of Communication and Informatics and Indonesian E-commerce Association (iDEA) collaborated to execute this campaign to support *Gerakan Nasional Bangga Buatan Indonesia*. The data was collected by inserting the #banggabuatanindonesia from Instagram. There are 628K posts per early March 2022 since the hashtag was created till this paper was analyzed. The data get from the picture and video posting as a visual campaign activity. The caption is used for explaining the social marketing campaign activity. Then, follower, like, comment activity is used for describe and explain the impact of the campaign.

RESULTS AND DISCUSSION

Since 5 May 2020 after the day was announced as Bangga Buatan Indonesia day, the activity in Instagram who use hashtag #banggabuatanindonesia are more than 600.000 post. the majority participant consists of young entrepreneur and customer. This is caused by using Instagram as media campaign. That situation based on survey which said that Instagram as social media is used by young people than another age.

As pandemic era, Indonesia is one of country which face economic crisis. Beside that situation, before pandemic era Indonesia still need to build nation identity. This nation identity also give impact to economic crisis in Indonesia. It is proven by the customer ability which love and proud to buy and use product from foreign country than domestic product.

This situation makes the government create a campaign to make a new behavior for the citizen to make activity selling and buying in internal country especially domestic product. The aim this campaign will not only save the economic crises in this country as long as pandemic situation but also want to create the Indonesian Identity from domestic product.

William Tanuwidjaya as a founder and CEO platform Tokopedia said that Gernas BBI could inspired many more local SMES and could influence Indonesia citizen to proud of Indonesian local product for helping national economic ([goodnewsfromindonesia](#), 2021).

Ministry of Trade, Muhammad Lutfi said that since Mei 2020 till July 2020 the Bangga Buatan Indonesia (BBI) campaign have been increasing 7 million SMES which connect to digital e-commerce ecosystem. It still increases in number 15 million or more about 22% SMES which connect to e-commerce platform till in the middle of August 2020 (Rabbi, 2021).

Muhammad Lutfi hopes this activity could still increase up to 30 million SMES on boarding in e-commerce platform. If this situation gives effective and positive result, it will help national economic crisis. There are two key words which help national economic crisis faster, collaboration and innovation. Collaboration come from all stakeholder such as government, private, association, and banking which help creating tough, competent and competitive national SMES in global market. Then, each SMES have to improve creativity and adaptive with digital technology advance ([kominfo](#), 2021).

The creative economy sector is considered capable of reinforcing and enriching the national identity of the Indonesian nation because it can be combining ideas, arts and innovations based on technology and culture that grow among local communities.

Deputy for Marketing and Business Network of the Ministry of Cooperatives and SMEs Neddy Rafinaldi Halim in Jakarta said that through the support of the creative economy, Indonesia gains benefits, namely pro-people economic growth, effective use of natural resources and strengthening of cultural identity which will in fact reinforce and enrich Indonesia nation identity (Barus, 2013).

Social Marketing #banggabuatanindonesia

National problem, especially national identity crisis must be solved rapidly. Socialize domestic product is one of solution. Domestic product can be a stuff that explain Indonesian culture which connect to Indonesia national identity. Therefore, on the process national identity social marketing have to be manage clearly. That activity must be presenting the Indonesian culture in all domestic product selling management.

Product. Since this campaign declared in pandemic era, the seller feels confident with their own product. There are a lot of sellers who became participant in this campaign. The customer could see directly kind of product who is campaigned as #banggabuatanindonesia. There are so many products which show about Indonesia nation identity. Clothes, bags, shoes with Batik mode show about culture, characteristic and history from Java. A creative stuff which makes from Indonesian uniqueness or specialize such as bamboo, *Jati* tree, etc. And also, food from Indonesia specialize such as Jamu, Gudheg, etc. All the product shows the Indonesia characteristic from the uniqueness of some places in Indonesia. That characteristic show how culture, ethnic, history and personality of Indonesian country.

In pandemic era, there are so many new small enterprises. That situation makes them need a place or space which help their marketing activity. The social marketing program about #banggabuatanindonesia. This program also makes the new enterprise create a new product which describe about Indonesia nation identity.

Price. As this social marketing activity was built, the government had considered about the economic circle in Indonesia especially in pandemic situation. This activity also focuses on small and medium sized enterprises (SMES). Price form SMES is customized by the customer. Target customer is Indonesian people to. This activity aims to create the circle of economic nation. The price also was created in showing the nation identity. Beside the price uses Indonesian Rupiah.

Place. #banggabuatanindonesia is social marketing activity which use Instagram as campaign media. This place is chosen because target of the audience whether the seller or the customer is young generation. One of Indonesian tagline said that “Young generation is backbone of the country”. Besides that, as the campaign target to be agent of nation identity, young generation is always being appropriate. From the age, young generation is the phase which still looking for the self’s identity. young generation also like to share their information to their friend as same generation. Of course, they are usual use that media as sharing media to inform everything. This activity as Word-of-Mouth theory will give good impact for the social marketing itself. This process will be good moment while the campaign could influence the young generation.

Promotion. There are so many kinds of promotion in this social marketing activity such as advertising, sales promotion, e-WOM, etc. That is why next research need to expand the field to find out how the marketing tools or promotion mix is used to campaign social marketing in social media. The promotion which is designed by the seller also give impact to the social marketing itself. As the example: account which name @matangallerysamarainda, @alim.roegi and @sarungbatik.ulinnuha use good copywriting and advertising strategy as promotion tool. Customer could see the identity from Indonesia product and get information about the story of the product. This shows how nation identity is campaigned.

#banggabuatanindonesia Public Relations Campaign

Input. This phase can be seen from the explanation of social marketing. The results from 4Ps explain how the campaign about #banggabuatanindonesia appears and grows as long as the campaign arise. 4Ps which is done by seller automatically support the social marketing about #banggabuatanindonesia and also help the campaign of Indonesia Nation Identity. The description on the product not only give hashtag (#)

about *banggabuatanindonesia* but also describe and explain the value of the regional culture as Indonesia identity.

Output. This campaign beside useful for the seller and customer to create buying and selling activity, this campaign could educate both of them about nation identity. The seller will create the product which describe about Indonesia uniqueness and identity. In other hand, the customer knows from the product which they will buy and use about Indonesia uniqueness and identity.

One example come from an account with name @d.gowo this SMES had been create before the pandemic situation. But, the follower and response of that account is very low. It could be seen the picture posting before following the campaign was only about 12-30 likes. But, after using #*banggabuatanindonesia* and adding the information about history of that product which describe culture and personality of that product, increasing follower and response had been growth positively, the like is about 100-700 likes. This situation occurs by some seller account. Not only the seller, the customer also learns the Indonesian culture again and again by looking, comment and buying the product. The output also come from consumer response as evaluation. They comment about their proud to the creator, maker and seller who campaigning Indonesian Identity by domestic product. It can be seen on @localpridesolution account which help promoting @sneakcares_ product. The respondents showed that they were proud and need to buy that product because the product describe Indonesian Identity. Some respondents also comment that they need to buy again and some respondent gave comment that they need more product because the product was sold.

Outtake. As the evaluation, there are so many sellers and customers who respect with this campaign and use this occasion to support this activity. Especially for the seller use this moment to promote their product. As the pandemic situation, so many new SMES which appear because some of them had fired from the job. To help their live, they choose to make small business. Optional business that makes attention for the customer is to sell local product because the target is near from them and from local area. The new member of seller present that this activity also shows how the nation identity is built. There are so many accounts which follow #*banggabuatanindonesia* campaign share the account or product to other account like WOM activity. This e-WOM activity not only help the selling process but also share and spread the #*banggabuatanindonesia* campaign.

Outcome. Government should pay attention with this activity. The aim to create economic circle more stable should be measured whether the result is appropriate or not yet. *Cognitive.* As the campaign activity which happen in media social, the result finds that the seller and the customer have more information and knowledge. The information and knowledge not only about selling and marketing activity which declare as #*banggabuataindonesia* but also getting information and knowledge about Indonesia Nation Identity. The seller and the customer learn and get lesson how to proud the nation identity and proud to buy and to use that product by selling domestic product activity. *Affective.* The seller looks happy and enjoy selling their product especially when the campaign about #*banggabuatanindonesia* comes up. The seller feel that their selling activity is support by the government and netizen that the local product is not as bad as general opinion. From this campaign the seller also could feel confident to create and promote their product. as the explanation before that many accounts share domestic product while they also share about the campaign, some of them also make a request about other culture or identity to be created as a product. This situation describes that the consumer happy by feeling proud to the Indonesia Identity. The customer is also will proud and confidence with local product. the customer could be an agent of #*banggabuatanindonesia* campaign. The customer who buys and use local product especially when they know this activity from Instagram automatically, they had been targeted Indonesia Identity. *Conative.* This position can be seen when the seller uses that hashtag #*banggabuatanindonesia*. As a target, customer can be seen when they view, like, comment and do buying with #*banggabuatanindonesia*. While they doing that activity, automatically they had information about the message from #*banggabuatanindonesia*, domestic product and especially support the growing of Indonesia nation identity campaign.

The nation identity is very important for understanding and believing with their own nation identity. So, the nation identity must be clear. The act of nationalism, such as to love national cultural products should become a strategic thing that is needed as a target result of the development of Indonesian culture.

Buy creating product which describe Indonesian culture had helped the spreading of uniqueness or positioning of Indonesian Identity. the social marketing in Instagram with hashtag *#banggabuatanindonesia* had shown collective and participatory movement. It is supported by the seller, customer, citizen and government.

When the citizen had confident with domestic product, Indonesian Nation Identity ready to face the global competition. But, first helping the circle of economic had been held and controlled. This research show how social marketing *#banggabuatanindonesia* have big impact for economic circle in pandemic situation and in the same time the campaign of Nation Identity is also occur.

The result of the increase economic circle as long as campaign *#banggabuatanindonesia* should get special attention because it influences many factors such as economic, social and education. The government should create and add some activity or program which can sustain this activity. Beside this program influence some sector, so for next program this program should be supported another sector. For next research very important to know the other activity about campaigning nation identity in using some another media.

CONCLUSION

Indonesia nation identity social marketing campaign have been processed day by day. It is helped by marketing activity of domestic product. The producer or seller follow the government activity by using *#banggabuatanindonesia* in Instagram while selling their product. *Bangga Buatan Indonesia* becomes identity or value so every detail of product, price, place and promotion always based on that value. The product describes and explains about regional culture which also connect to Indonesia nation identity campaign description and explanation. When the consumer searches using *#banggabuatanindonesia* they got the information of Indonesia's product. This activity was founded in each account which using *#banggabuatanindonesia*. The detail can be seen from picture, videos and the captions.

The government, Ministry of Trade, Ministry of Communication and Informatics and Indonesian E-commerce Association (iDEA) which creates *Bangga Buatan Indonesia* give the positive impact. From input phase describes the social marketing consist of 4ps which show the process and interaction of *#banggabuatanindonesia* was worked. In output phase, it come from the interaction of the seller and consumer in comment room when discuss about nation identity of the product. E-WOM as viral information in Instagram to talking about *#banggabuatanindonesia* is the result of the outtake phase. Then the understanding, the feeling and action to sell and buy the nation product become the result of outcome of *Bangga Buatan Indonesia* in Instagram. This campaign shows the work of Nation Identity campaign in Instagram by the government for seller and consumer.

That activity growth widely. It is shown by 628K posts per early March 2022 since that campaign was sounded. In other hand, there is little response yet. The average response are 100-200 likes, 1000-1500 views, 3-100 comments and 3-30 shares. The more any reactions describe the more of get nationalism information which create nation identity spreading efficient. Those social marketing campaign create domino effect. First effect can be seen from the selling domestic product activity. Second, it helps Indonesia economic circulation. Third, it also establishes Indonesian nation identity campaign. This activity must be support extra hard to create good economic circle and Indonesia nation identity building.

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