

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In the current era of digital technology and information growth, social media has emerged as a pivotal communication tool for introducing businesses, allowing for rapid and accessible interactions (Paramita et al., 2022). The Indonesian Internet Service Providers Association (APJII) reports a significant increase in internet users in Indonesia, reaching 221,563,479 people in 2024, which represents 79.5% of the total population of 278,696,200 in 2023 (APJII, 2024). This rise in internet penetration indicates a transformative shift in consumer behavior, as digital communication platforms are increasingly being used not only for information and social interactions but also for economic activities, highlighting the need for effective marketing communication strategies that transition from traditional face-to-face approaches to digital engagements (Everlin & Erlyana, 2020).

Integrated marketing communication (IMC) has become essential for businesses as it focuses on managing stakeholders, content, media, and results to create cohesive branding programs (Kliatchko & Schultz, 2014). Effective marketing communication informs, invites, and reminds consumers about brands, thus playing a critical role in the market landscape where competition is fierce (Keller, 2001; Pertiwi et al., 2019). As consumers grow increasingly

selective, brands must adopt innovative communication strategies that resonate with evolving preferences and trends to drive purchase decisions.

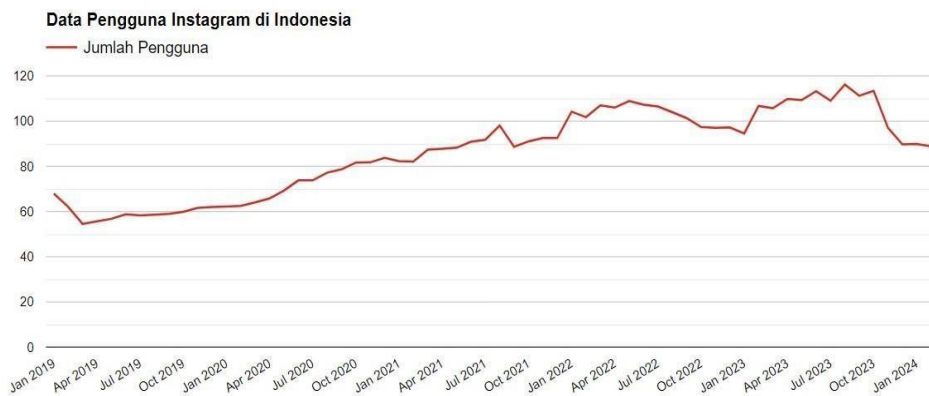
In this competitive environment, Starcross Clothing faces challenges from established brands like Familias, Heuvel Tribe, and Troy Company, all of which leverage platforms like Instagram for effective brand activation strategies (Muntaha et al., 2022). Brand activation aims to enhance awareness and improve brand image by fostering interactive connections between brands and consumers through engaging activities (Hidayat & Margono, 2023). A strategic approach to content marketing, characterized by storytelling and relevance, can facilitate closer relationships between brands and consumers, reinforcing trust and familiarity with the products (Widyasayogo & Muljosumarto, 2024).

The transition to a marketing 5.0 era emphasizes the importance of technology in optimizing business operations and enhancing consumer experiences (Nugraha, 2023). With Instagram emerging as a vital platform for brand promotion, its rapid growth—reported at 1.63 billion global users in April 2023, including 106 million users in Indonesia—highlights the necessity for businesses to adapt to changing digital landscapes (We Are Social, 2023). Despite this growth, data from NapoleonCat shows a decline in Indonesian Instagram users to 88,861,000 as of February 2024, signaling the need for businesses to

reassess their marketing strategies to maintain consumer engagement.

Based on survey results according to the *We Are Social* report globally, the number of Instagram users reached 1.63 billion as of April 2023 and increased by 12.2% compared to the previous year. While in Indonesia the number of Instagram users is 106 million as of April 2023 and makes Indonesia the country with the fourth largest Instagram users in the world. Meanwhile, from NapoleonCat's data, the number of Instagram users in Indonesia as of February 2024 reached 88,861,000, which seems to have decreased consistently since October 2023. The difference in the number of Instagram users in Indonesia each year is illustrated in the following figure:

Source: Napoleoncat



**Figure 1.1 Instagram Total User Data**

Based on the data in Figure 1.1, it can be seen that the popularity of Instagram users in Indonesia has increased every year, but in 2022-2024 the latest data shows a consistent decline in Instagram users. Instagram is one of the most popular applications supported by the

quality of the content offered starting from its features such as Instagram *stories*, *reels*, and IGTV which are very easy to explore and *share* with people around and business accounts that match their interests. Some of the advantages of using Instagram include increasing wider visibility through *tagging* and *hashtag* features to promote products for brands to a general audience. The marketing communication strategy through Instagram has a vision that emphasizes visualization and Instagram also not only contributes to the surrounding environment but to strangers.

Starcross, known by the *tagline* "*Youth and Wild*", is one of the *independent clothingbrands* engaged in the creative *fashion* industry. *The clothing line* from Yogyakarta was founded in 2004 by Weimpy Adhari with the first product in the form of *t-shirts* by selling through the clothing distro where his friend worked so that it developed in 2009 to build the first *offline store* in Yogyakarta and has 24 branches spread across Indonesia. The owner of Starcross has a mission in building his business by involving communities including the *skateboard*, art, bicycle and *longboard* communities at the product introduction stage such as providing a place to organize *events*, providing attributes according to the needs of community members, and *collab products* with the community.

Despite the rise of Instagram as a prominent platform for brand promotion, a significant research gap exists in understanding its long-

term effectiveness in sustaining brand engagement, particularly in the face of declining user numbers in Indonesia. As businesses invest heavily in social media platforms, the dynamic nature of digital consumption behaviors presents challenges in maintaining user engagement and ensuring that marketing efforts resonate with target audiences over time (Widyasayogo & Muljosumarto, 2024).

Dilla Amalia Muntaha, Ario Mukti Lazuardi Anggomulyo, and MuhammadAras (2022) showing that the marketing communication strategy of dhisik coffee shop increasing brand fame through Instagram using the SOSTAC concept, which begins with the situation analysis stage, it is known that it turns out that the public is not fully aware and familiar with the *brand* "ngopi dhisik". This is due to the fact that there are already many businesses engaged in the coffee world and the competition is getting tighter, so the strategy used is to post photo and video content on Instagram social media in order to increase awareness and create *brand* fame with clear *captions* that are easily understood by the target market.

Further research conducted by Aditya (2022) shows that the results of the study are that careful strategy and planning are important when revitalizing a *brand* or holding an *event*. Through communication strategies, set goals, organize messages, choose media, and influence effectiveness. When implementing brand activities, the company as the organizer must be able to make decisions in using marketing activity

strategies.

In contrast to previous research, the results of research conducted by Gabriella Joselline Widyasayogo and Cindy Muljosumarto (2024) show that strategies cannot be made without research on the *brand* itself but rather to collect *brand* information, in addition to recognizing the *brand*, research on the target market is needed to detail the needs of target consumer preferences. Some aspects that influence an Instagram social media strategy include the way the theme is conveyed (*tone of voice*) and visuals where all *outputs* have been researched to prove very suitable for generation Z because their interaction is very close to technology.

Moreover, while many studies have focused on large, global brands, there is limited research examining how independent, community-driven brands like Starcross can effectively leverage Instagram to compete with larger, well-established players in the industry. This research gap is particularly important as Starcross's unique community-based marketing strategy, which integrates grassroots movements such as skateboarding, art, and cycling communities, offers a distinctive model that contrasts with more conventional, broad-reach marketing approaches.

Additionally, previous studies highlight the competitive challenges faced by brands in achieving recognition and consumer loyalty amidst a crowded marketplace (Muntaha et al., 2022).

However, few have examined how smaller brands can use collaborative efforts and event-driven brand activation to build sustained consumer relationships in the digital space. Given the decline in Instagram users, understanding how Starcross can continue to engage with its audience becomes crucial for the brand's survival and growth in the ever-evolving digital marketing landscape.

Given the evolving landscape of digital marketing, it is imperative to explore the effectiveness of Instagram as a promotional tool for brand activation. The uniqueness of Starcross's community involvement provides a compelling case for investigation, prompting the researchers to conduct a study titled "Utilization of Instagram @starcrossclothing as a Promotional Media to develop Brand Activation 2022-2024." This research aims to contribute to the understanding of effective marketing communication strategies in a dynamic digital environment.

## **1.2 Problem Formulation**

Based on the description of the background of the problem above, the problem formulations in this study are: How can Instagram @starcrossclothing be effectively utilized as a promotional tool for brand activation from 2022- 2024 ?

## **1.3 Research Objectives**

Based on the formulation of the problems that have been stated,

the purpose of this study is to find out how the utilization of Instagram @starcrossclothing as a promotional media to inform *brand activation* 2022-2024.

#### **1.4 Research Benefits**

With the achievement of the research objectives, the expected benefits of the research results are:

1. Theoretical

It is hoped that the results of this study can provide benefits or contribute thoughts in the development of communication science, especially *marketing* communication strategies, especially in promotion theory. As a reference for future research, especially in the development of communication science related to promotion in terms of reminding *brand activation*.

2. Practical

As input for *clothing brands*, especially the Yogyakarta branch of the starcross *brand* in terms of utilizing Instagram @starcrossclothing media as a promotional strategy to inform *brand activation* 2022-2024.

#### **1.5 Theoretical Foundation**

In this study, researchers used Instagram @starcrossclothing



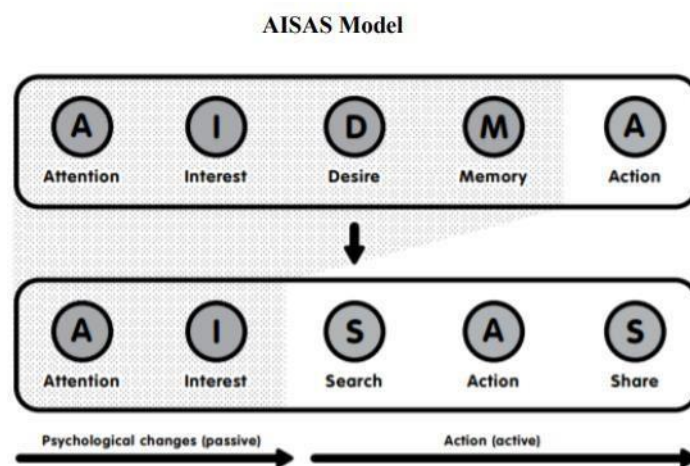
as a promotional medium to inform *brand activation*. Researchers need a foundation to carry out, answer problems, conduct research discussions using the following theories:

### 1) AISAS Theory

This research deals with the theory of utilizing *social media* in increasing *brand activation* in the starcross *clothing brand*. This research uses the AISAS model where a communication model that utilizes 5 (five) elements including: *Attention, Interest, Search, Action, and Share*. The model was created to see consumer behavior related to the background of advances in internet technology. The method was originally introduced by Ronald Hall, an *American Economist* in 1920 (In Sugiyaman & Andree, 2011), which states that it is used to analyze how effective the *impact of* using social media is when starting a business. Previously, the AISAS model introduced was the AIDA model (*Action, Interest, Desire, and Memory*) this model provides an overview of a person's psychological stage in terms of making a decision to buy something, then further developed into the AIDMA model (*Attention, Interest, Desire, Memory, and Action*) which is more focused on the model of *consumption behavior* in the world of advertising.

Along with the development of technology and the internet, it is adjusted to the AISAS model where potential consumers begin to pay attention to the product, service or advertisement of the product (*attention*) and consumers feel *interested* in the product so that the

desire to *search* for more information related to product composition arises. After making an assessment based on the information that has been collected, then proceed to make a decision to make a purchase (*action*). After buying, consumers provide information *wort of mounth* and *share* it on the *platform* they have. The AISAS (*Attention, Interest, Search, Action, and Share*) model is as follows:



**Figure 1. 1 AISAS Model (*Attention, Interest, Search, Action, and Share*)**

## 2) Brand Activation

### a. Definition of *Brand Activation*

According theory of Shimp (2003) *brand activation* is a form of brand promotion that aims to build brand communication and interaction with its users through sports, entertainment, cultural, social, and other public activities for their attention. *Brand activation* is the maximization of a *brand* strategy internally and externally in a planned and

integrated manner. *Brand activation* is an alternative to strengthen *modern* promotion concepts with the aim of increasing brand awareness and improving brand image. This approach is the most influential choice in brand building and helps to connect and build interaction between brands and users through attention-grabbing public activities. *Brand activation* has the meaning of a continuous integration process of all forms of communication that the *platform* uses creatively and actively involves consumers (Hidayat & Margono, 2023). (Hidayat & Margono, 2023).

*Brand activation* can also be interpreted as the process of influencing the attractiveness of the brand so that it becomes a container related to the brand experience and is able to build positive aspects of the product as a whole for consumers and potential consumers. (Iswadi et al., 2023). In deepening knowledge related to a brand, it is necessary to know in advance *brand activation* in order to assist consumers in conducting research related to the position of the *brand*. All brands bring their identity into something that has an entity in order to fulfill what they have promised, as well as *brand activation* which involves all creative strategies to build good communication interactions with consumers. (Lubis & Ganiem, 2017).

b. Aspects of *Brand Activation*

According to Pudjiastuti (2010) *brand activation* will be more effective if it is able to influence consumers as its target, there are three (3) aspects including the following:

i. Cognitive Aspects

*Brand activation* is able to influence consumer awareness and knowledge of the products offered by the company.

ii. Affective Aspect

*Brand activation* can be used to overcome misconceptions and prejudices and help connect the message of a product to consumers.

iii. Conative Aspect

*Brand activation* can be used as one of the strategies to maintain customer loyalty.

c. Forms of *Brand Activation*

According to Utomo et al (2023) the forms of *brand activation* are as follows:

i. *Direct Marketing Activation*

This form can be interpreted as the role of the product directly to consumers, for example through media such as radio, *sampling*, and *in-store activation*.

ii. *Social Media Activation*

This form plays a direct role towards consumers through

social media activities such as Instagram, email blasts, Twitter, etc.

iii. *Promotion Activation*

This form plays a direct role in providing *special* promos for company products such as *launching the* latest products, using *brand ambassadors*, discounts, etc.

iv. *Marketing Event Activation*

This form plays a direct role when linking to certain *events* such as exhibitions, *brand ambassador* elections, and arena *games*, etc.

v. *Sponsorship Activation*

This form is used when the *brand* will sponsor an activity, for example funding sports and music activities.

### 3) **Digital Marketing Communication**

a. Definition of Digital *Marketing* Communication

*Marketing* or *value added value creation* is a group of a number of activity designs that are interconnected with each other, namely to identify *customer* needs and wants, develop products that can fulfill both, set the right price, promote and distribute these products appropriately to consumers in order to create satisfaction and value to consumers. According to Stuart (1983) the root word of communication comes from the word *communico* (sharing). Then it

developed into Latin, *communis* (making together or building togetherness between two or more people). Communication science is a science that studies the process of delivering messages from communicators to communicators with certain effects. Marketing communication is a business process that is directed at consumers strategically and managed by *stakeholders*, content, media, and results that are thoroughly *packed* in the form of a brand communication program ((Kliatchko & Schultz, 2014).

Marketing communication is defined as a form of advice used by companies in general to provide information, teach, and remember directly to consumers related to the company's brand. (Keller, 2001). According to Effendy(2015) defines that currently the development of a field requires an appropriate marketing communication strategy, whether or not the strategy is adjusted to marketing communication. Many companies have begun to implement *integrated marketing communication* strategies. According to Kotler & Keller (2009) marketing communication is often used as an instrument used by companies in introducing their products and services to consumers. Because it is considered an instrument that makes it easy for companies as business people, marketing communication must continue to be *uptade*

according to current *trends* by utilizing social media more effectively than marketing in general.

Marketing communication is a way of communicating used in the distribution of products and services. As a business actor, the company acts as a communicator to convey information related to what it will sell to consumers. The delivery of successful marketing communication can be seen from the selection of marketing strategies and vision and mission as a whole, in the business world it is necessary to pay attention to aspects of marketing communication in the marketing mix because its role is very important. (Budi Utomo et al., 2023). Promotion is a form of *marketing* communication, where the essence of this activity is related to the dissemination of information, influencing the *market* as a goal of the company so that its products are accepted and consumers will be loyal to the products offered. Nugroho (2010).

*b. Form of Media Support*

According to Soemanagara (2016) Media support is often associated with opportunities for business success, cost, and *audience*. This media support is used to reach people who are the target *market* through the media and messages conveyed. Media support is also referred to as alternative

media, but cannot be measured and *non traditional media*.

These media include:

*i. Out of home*

Media included in the *out of home* category is *outdoor advertising/promotion*, which has been developed since 5,000 years ago. *Outdoor advertising/promotion* itself is part of *pervasive communication* that is used when you want to introduce a product, but use an activity as a form of providing information to *customers* such as: music performances, matches or sports competitions. Each media and marketing communication activity has a good relationship and supports each other. A marketing communications manager must be able to research media relations with *sales* activities, so that the use of media can be multifunctional.

*ii. Promotional product marketing*

*Promotional product marketing* or *special advertising* is a promotional media that is realized in the form of *printing*. This media has a use to be used as a decoration of an interior form, plaque, memento, glass or ashtray and others. This media is given as a form of contribution from a product sale.

*iii. Yellow pages*

*Yellow pages* are a form of promotion that is quite popular and widely used by companies. The weakness of this



promotional media lies in how *yellow pages* are able to reach the target effectively.

c. Digital Marketing Communication Strategy

The theory of digital marketing communication strategy emphasizes the importance of a comprehensive approach to engaging consumers in the digital age. By effectively utilizing various channels, creating relevant content, and measuring outcomes, businesses can enhance their brand presence, foster customer relationships, and drive growth in an increasingly competitive marketplace. According to Soemanagara (2016) digital marketing communication aims to achieve three (3) stages of change for consumers, the stages are as follows:

- i. The first stage is *knowledge change*, where consumers change in terms of knowing that a product exists and the product was created and who it is intended for. Thus the message in it is conveyed to show important information related to the product.
- ii. The second stage, namely *attitude change*, is the behavior of consumer attitudes which is determined by three elements including knowledge, attitudes, and behavior. The desired attitude change is of course able to provide a positive change in attitude in

accordance with the consumer's desire to try the product. The higher the preference for a product, the more it will encourage consumers to use it (buy it).

- iii. The last stage, namely *behavior (behavior change)*, this stage is intended for consumers not to turn to other products and will continue to be loyal to using the company's products because they always provide the best offers compared to others.

#### d. Marketing Communications Digital Tasks

The theory of marketing communications digital tasks highlights the various responsibilities marketers must manage in the digital space to create effective communication strategies. By focusing on content development, audience targeting, campaign execution, and measurement, businesses can enhance their ability to connect with consumers, foster engagement, and drive conversions in an increasingly digital world. These tasks are essential for building strong brand presence and achieving marketing objectives in today's competitive landscape. According to Lovelock & Wright (2007) the tasks assigned to *marketing* communications include:

- i. Provide information to potential customers regarding the company and the products or services to be offered.
- ii. Taking the target *market* that the products offered are products that suit their needs compared to products from other places.
- iii. Remind repeat customers of the products on offer.

- iv. Maintain a good relationship with regular customers and potential customers so that they get the latest information on the best products from the company.

#### 4) Social Media

##### a. Definition of *Social Media*

*Social media* can be interpreted as a form of content containing information created by someone in utilizing publishing technology. *Social media* is one of the content that is easy to access to facilitate communication, influence and interaction with fellow audiences. *Marketing* activities through *social media* have been very developed and have always been used as a tool to promote a product Widyaningrum (2016). *Social media* is a marketing communication activity that uses electronic media (*online*) in attracting consumer attention with various models such as (images, writing, etc.) to increase awareness, company image, and sales (Deru & Jovita, 2017). According to (Kaplan & Haenlein, 2017)(Kaplan & Haenlein, 2017), social media is defined as a group of internet-based applications that are built on the basis of *web 2.0 ideology* and technology and enable the creation and exchange of *user-generated content*.

Social media is an online media tool used to easily participate, share, create content including blogs, social

networks, wikis, forums, and virtual worlds. (Kamhar & Lestari, 2019). According to Kotler & Keller (2012), social media can be used as a means for consumers to obtain various information, text, images, video, and audio with one another, besides that the role of social media is increasingly recognized by consumers if it is able to boost the business performance of their company. Social media allows small businesses to market products and interact with consumers to maintain good relationships. Social Media is a communication tool or a way of interacting with someone in 2 directions with videos, photos and writings channeled through the internet. (Arisandi et al., 2019).

b. *Social Media* Characteristics

According to Widyaningrum (2016), the characteristics of social media areas follows:

- i. The message conveyed is intended not only for one person but can be to various people, for example via the internet or SMS.
- ii. The message conveyed is free without going through a *gatekeeper*.
- iii. The messages delivered tend to be faster than other media.
- iv. Message recipients can decide when to interact.

**5) Instagram**

a. Definition of Instagram

Instagram is known as a social media application that comes from the word "*instant*" as well as polaroid cameras that were better known as instant photos, while the word "*gram*" comes from telegrams where the way telegrams work is to send information to other people fellow telegram users. Instagram is one form of technological advancement that is included in the social media group and is quite a lot of interest today. Instagram is also an application used in sharing photos or videos with others. The more popular Instagram is as an application that makes many of its users utilize it in the form of brand promotion activities by interacting more closely with its users through experiential activities, the more attention they will attract. (Mukalafitri & Djamal, 2023). Instagram is believed to be able to provide inspiration for its users and increase creativity, this happens because Instagram has features that can make photos more beautiful, more *artistic* and better (Atmoko, 2012).

Instagram always presents interesting features when its users *update the* Instagram application, these features can be used as creative ideas for its users. Instagram as one of the social media that is often visited and does not escape the attention of *online* business people and the implementation of strategies to increase the number of *followers*, where the

more the number of *followers*, the more opportunities to get a response and the impact caused. So nowadays Instagram is not only used as a photo or video *sharing* application, but it is strongly suspected that it is used by business people as a means of *online* promo. (Sibtiyah & Latief, 2023).

b. Instagram features

According to Atmoko (2012), Instagram features are able to support the needs of its users, including the following:

1. *Follow*

*Follow* is a feature used when following or wanting to make friends with other Instagram users.

2. *Like*

*Like* is a mark used by users to like uploads in the form of photos or videos to other users.

3. *Comment*

*Comment* or comment where this feature is a form of interaction between users and other users that is more *personalized*. Users are able to express their opinions about an upload in the form of suggestions, criticism or praise.

4. *Share*

*Share* is a feature used when sharing uploads with other users.

#### 5. *Location*

*Location* is a feature on Instagram that is used to find out the location of the image to be uploaded.

#### 6. *Hastag*

*Hastag* is a feature used to make it easier for users to search for photo categories with the sign (#).

#### 7. *Mention*

*Mention* is a feature used when you want to tag another user in an uploaded photo or video.

### **1.6 Research Method**

#### 1. Type Of Research

This research uses descriptive research methods with a qualitative approach in the sense that qualitative research is a method used to examine the conditions of objects scientifically to obtain data with specific uses. Qualitative research is a method used to find, describe, and explain the quality of social influences measured through a qualitative approach (Saryono, 2010).

The type of qualitative research itself has a different focus and view where the *gelaja* is holistic (comprehensive cannot be separated), so that researchers will not determine their research only based on research variables but as a whole the social situation under study includes places, actors, and activities that

interact in synergy. With a qualitative approach itself refers to sampling techniques using *purposive* techniques, while the use of data can be in the form of interviews, observation, and documentation (Sugiyono, 2016).

## 2. Object of Research

The object of the research is the variable studied by the researcher where the research is conducted, therefore the object to be studied is how Instagram as a promotional media to increase *brand activation* .

## 3. Data Source

The data source in this study uses primary data. Primary data is data obtained directly in the field in order to obtain and collect information, then processed according to research needs. Primary data used in this study are in the form of interviews conducted with parties who understand the utilization of social media as a *marketing* communication strategy to increase *brand activation* through the @starcrossclothing Instagram account. While secondary data is in the form of additional data that can be taken in the form of books, documents, and photos.

## 4. Research Informants

The criteria for selecting research informants in this study



are essential to ensure that the data obtained is accurate, relevant, and reliable for analyzing the utilization of Instagram @starcrossclothing as a promotional media for brand activation. The informants must possess specific characteristics and qualifications that align with the research objectives. The following are the key criteria for choosing informants in this study:

- a. Directly Involved Stakeholders: Individuals such as marketing team members, brand managers, and social media managers who have firsthand experience with the brand's operations and strategies.
- b. Familiarity with Instagram Marketing: Those who have a strong understanding of digital marketing, particularly in using Instagram as a promotional platform, including knowledge of its features and marketing strategies.
- c. Experience in Brand Activation: Informants who have previously worked on brand activation campaigns, providing insights into effective engagement and interaction techniques.
- d. Consumers or Followers: Loyal customers or active followers of the Starcrossclothing Instagram account, offering perspectives on consumer perception and engagement with the brand.

- e. **Marketing and Industry Experts:** Individuals with expertise in the broader marketing or fashion industry who can provide insights into industry trends and best practices, helping to contextualize the brand's strategies within the competitive landscape.

These criteria ensure that the selected informants provide a well-rounded and comprehensive view of the utilization of Instagram as a promotional media for brand activation. The following is information from several informants who helped in this research:

**Tabel 1. 1 Informant Criteria**

<b>No.</b>	<b>Criteria</b>	<b>Ket</b>
1	Head of Marketing Division	Informant 1
2	Digital Marketing Admin	Informant 2
3	Followers who are willing to answer questions from researchers	Informant 3

#### 5. Data Collection Technique

According to Sugiyono (2016) data collection techniques are used in order to help researchers to obtain valid data and information needed in the field. In this study, the data collection techniques will be carried out as follows:

- a. **Interview**

An interview is a meeting of two people to exchange information and ideas through questions and answers, so

that meaning can be constructed on a particular topic. Interviews are used as a data collection technique if the researcher wants to know the first study of the respondent in depth. This data collection technique bases itself on *self-report* or at least on personal knowledge and beliefs.

b. Documentation

The documentation technique is carried out by analyzing company documents. Research results from observations or interviews will be more credible or reliable if supported by personal histories of childhood life, school, at work, in the community, autobiography.

6. Data Analysis Technique

In analyzing the data obtained, researchers used the Miles and Huberman model analysis through four activities that occur simultaneously as follows:

a. *Data Reduction*

The data obtained from the field is quite a lot, for that it needs to be recorded carefully and in detail. Reducing data means summarizing, selecting key things, focusing on important things, looking for themes and points. Thus the data that has been reduced will provide a clearer picture and make it easier for researchers to conduct further data collection and

search for it when needed.

b. *Data Display*

After the data has been reduced, the next step is to present the data in the form of brief descriptions, charts, relationships between categories, *flowcharts*, and the like. The model most often used to present data in qualitative research is narrative text. Presentation of data can help to understand what is happening, plan further work based on what has been understood.

c. Verification or Concluding *Drawing*

The next step is conclusion drawing and verification. The initial conclusions put forward are still temporary and will change if there is no strong evidence to support the initial stage of collection, supported by valid and consistent evidence when researchers return to the field to collect data, then the conclusions put forward are credible conclusions. Thus conclusions in qualitative research may answer the formulation of the problem formulated from the start, but maybe not, because as has been stated that the problems and formulations of problems in qualitative research are still temporary and will develop after the research is in the field.

d. Validity Test

In this research, the validity test, or data validity test, is crucial for ensuring the accuracy of the information collected about the utilization of Instagram @starcrossclothing as a promotional media for brand activation. Valid data is characterized by the absence of discrepancies between the data reported by the researcher and the actual conditions observed in the study's context. To achieve this, the study employed triangulation as the primary method for validating the data. Triangulation involves several stages:

1) Data Collection from Multiple Sources

The researcher gathered data from various sources related to the Starcrossclothing brand. This included internal stakeholders such as marketing team members, external collaborators like influencers, and loyal customers who actively engage with the brand on Instagram. Each group provides a different perspective, contributing to a more comprehensive understanding of the brand's marketing strategies.

2) Utilizing Various Data Collection Methods

The study incorporated different methods for collecting data, such as interviews, surveys, and content analysis of Instagram posts. This varied approach allows for cross-verification of information and helps to identify

any inconsistencies or biases in the data.

### 3) Data Collection at Different Times

Data was collected at multiple points in time to account for any changes or developments in the brand's marketing strategies or consumer engagement. This longitudinal aspect enhances the reliability of the findings, as it provides a broader context for analysis.

### 4) Cross-Checking Findings

After collecting data, the researcher analyzed and compared the information from different sources and methods. This step is crucial in identifying any discrepancies and confirming the accuracy of the findings.

### 5) Iterative Refinement

The process involves reviewing and refining the data based on the findings from triangulation. Any inconsistencies identified during the analysis prompted further investigation or follow-up with informants to clarify and confirm the data.

By following these stages, the validity of the data collected in this study was enhanced, ensuring that the conclusions drawn about the utilization of Instagram @starcrossclothing for brand activation are based on reliable and accurate information.

## 7. Systematization Of Writing

### **CHAPTER I INTRODUCTION**

This chapter contains several subchapters, namely the background of the problem, problem formulation, research objectives, research benefits, theoretical framework, and research methods, which include types of research types, objects, locations, data sources, data collection techniques, data analysis techniques, and data validity tests, as well as writing systematics.

### **CHAPTER II DESCRIPTION OF THE RESEARCH OBJECT**

This chapter contains an overview of the object of research, starting with a brief history of Starcross that describes the development of the company. Furthermore, the Starcross Profile outlines the vision, mission, organizational structure, and marketing strategies used by the company, specifically related to the use of Instagram as a promotional medium.

### **CHAPTER III RESULTS AND DISCUSSION**

This chapter focuses on analyzing the data obtained from the research. This section presents the results of research related to the effectiveness of Starcross' promotional strategy through Instagram, as well as its impact on brand activation. The discussion involves the analysis of data obtained from interviews and observations, as well as its relation to the previously discussed theories.

### **CHAPTER IV CONCLUSIONS AND SUGGESTIONS**

This section contains conclusions from all descriptions and suggestions that can be given regarding the use of Instagram @starcrossclothing as a promotional media to inform brand activation 2022-2024.