

MARKETING CAMPAIGN COMBINATION OF BATAK WOVEN CLOTH AND ATHLEISURE FOR GENERATION Z

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ABSTRACT

Given the impact of the globalization, the healthy lifestyle trend has influence Indonesian's lifestyle. One influence in the economic system is the entry of a fashion series called Athleisure. The increasingly growing international fast-fashion brand H&M , Stradivarius, Pull and Bear and Zara in Indonesia, has made the society, especially women wore Athleisure as a streetwear since the year 2015-2019. The modern era made Indonesian young generation, which is generation Z forget the heritage of Indonesia textiles, one of it is Ulos, a Batak woven cloth from Sumatra. The unfamiliarity of this Batak woven cloth can be analyzed through qualitative and quantitative data collection in the form of interview and literature study. The unfamiliarity of Ulos can be socialized through an integrated marketing campaign, by providing fashion posters in instagram feeds with words describing Ulos as the inspiration, making a video adaptation about the Toba Myth and spread it through to persuade them to learn and giving discounts to get their attention, and twitter to engage with the audience.

Keyword: Ulos , Marketing Campaign, Generation Z, Integrated Campaign

INTRODUCTION

Athleisure is a hybrid fashion between sportswear and casual wear. Some items in the collection are casual clothes, such as muscle tees, t-shirts, hoodies which are then combined with yoga pants, sweat pants, leggings and sneakers. The prevalence of Athleisure products in the world occurred in 2014-2019. This outfit is used at work, school, on casual or other social events. (Liputan6.co.id, 2015). This phenomenon occurs because of the influence of healthy living trends that are loved by the world community, one of them

is Indonesia (Simba.web.id, 2018). Local brands are products originating from within Indonesia, produced and marketed in Indonesia, various kinds of products are owned by Indonesia, from clothing to household appliances. For example chairs made of rattan, or shoes branded Bata. And not a few Indonesian Local Fashion Brand companies. One of them is CottonInk which is a favorite shop for people who live in Jakarta. (Instagram.com, 2019) Cotton Ink is a Local Brand founded in November 2008 by Carline Darjanto and Ria Sarwono. Cotton Ink has participated in Jakarta Fashion Week, was awarded the Most Innovative Product by the Cleo Fashion Awards 2011, and an Innovative Local Best Brand in 2012 by InStyle Magazine. (Linkedin, 2018). However, many generations of Z are reluctant to Ulos. One factor is the lack of publications from social media that raised the topic of Ulos. Seeing the opportunity to preserve Ulos again, CottonInk launched a collection dedicated to this problem. Therefore, a marketing campaign is needed to promote these clothes so that generation Z wants to buy them.

THEORY

Definition of Athleisure

According to Liputan 6, Athleisure is clothing that is designed for training and other athletic activities that can be used at work, school, or other casual or social events. According to the Merriam-Webster website, Athleisure refers to casual clothing, such as yoga pants, sweat pants, and hoodies. Athleisure, according to Tempo, is to wear sneakers and leggings and sports clothing in general, when hanging out, working in the office or anywhere. Thus Athleisure is a hybrid of sports and casual clothing that can be used anywhere.

Definition of Ulos Ulos or ulos cloth is one of the typical Indonesian clothing. Ulos hereditary was developed by the Batak people, North Sumatra. From the Batak language, ulos is cloth. How to make ulos is similar to how to make a typical Palembang songket, which is to use a loom instead of a machine. The dominant colors on the ulos are red, black and white which are decorated with a variety of woven gold or silver threads. Initially the ulos was worn in the form of a scarf or sarong only, often used in official events or traditional Batak ceremonies, but now many are found in the form of souvenir products, pillowcases, belts, bags, clothes, table cloths, ties, wallets and curtains . Ulos is also given to the pregnant mother to make it easier for the baby to be born into the world and to protect the mother from all the dangers that threaten her during labor.

Generation Z Generation Z (born 1995-2010) iGeneration, net generation or internet generation. They have similarities with generation Y, but they are able to apply all activ-

ies at one time such as tweeting using cellphones, browsing PCs, and listening to music using a headset. Whatever is done is mostly related to cyberspace. Since childhood, they have come to know technology and are familiar with sophisticated gadgets that indirectly affect their personalities.

Characteristics of Generation Z Generation Z has characteristics that are different from the previous generation, following are the characteristics of Generation Z:

a. Fluent in technology, tech-savvy, web-savvy, appfriendly generation. They are "digital generation" who are proficient and interested in information technology and various computer applications. They can access various information that they need easily and quickly, both for the sake of education and the interests of their daily lives.

b. Social. They interact intensely through social media with all groups. They are very intense in communicating and interacting with all circles, especially with peers through various networking sites, such as: FaceBook, twitter, or via SMS. Through this media, they can express what they feel and think spontaneously.

c. Expressive. They tend to be tolerant of cultural differences and are very concerned about the environment

d. Multitasking. They are used to various activities at the same time. They can read, talk, watch, or listen to music at the same time. They want everything to be done and run fast. They don't want long-winded and convoluted things.

e. Happy to share

Integrated Marketing Communication

Integrated Marketing Communication (IMC), a concept that developed in the 1980s was defined by Schultz (2004) as a strategy in business processes by planning, building, executing and evaluating the implementation of coordinated brand communication programs for consumers, customers, or other targets relevant to external and internal audiences. On another occasion, Shimp (2010) defines IMC as a communication process consisting of planning, creating, integrating and implementing various forms of marketing communication (advertising, sales promotion, publications, events and so on). While the American advertising agency association, known as The 4As (The American Association of Advertising Agency) said that IMC is a mature marketing communication planning concept by evaluating the role of each form of marketing communication (general advertising, sales promotion, public relations and others other) and integrating these forms of marketing

communication to provide clarity, consistency and maximum communication impact (Belch, 2009). By studying the three definitions above, it can be concluded that IMC is a planned, integrated and applied communication concept in various forms of marketing communication to provide maximum understanding and impact through the consistency of communication messages to consumers, customers or other parties that are relevant to the goods or services communicated. To be able to achieve communication goals, companies can use a tool called a promotion mix (Belch, 2009). The several elements contained in this promotion mix are as follows:

- Advertising Is all forms of non-personal communication through various mass media such as TV, radio, magazines and newspapers regarding information about companies, products and services or the idea of a known sponsor. This communication element is most widely used by marketers because it can reach the target audience in greater numbers than other elements. In addition, advertising can also build brand equity by creating a brand image and brand association through the execution of ads into the minds of consumers.

- a. Direct Marketing is a marketing activity carried out by companies directly to consumers. Generally this marketing activity is carried out by sending direct mail, conducting telemarketing and direct selling to the intended consumers. To be able to connect directly with potential customers, the company manages data based consumers.

- b. Interactive / Internet Marketing is a marketing activity that is carried out interactively through CD-ROMs, digital mobile phones, interactive TV, etc. or online using the internet network to communicate products and services. Through this activity, companies and consumers can conduct direct 2-way communication in real-time.

- c. Sales Promotion is a marketing activity carried out by giving incentive values to the sales team, distributors, or consumers directly to drive sales quickly. Sales promotion is carried out to consumers usually by distributing product samples, coupons and so on to encourage consumers to directly make purchases. Whereas sales promotion carried out to distributors and traders is carried out in the form of sales contests, special pricing, merchandising and many other forms.

- d. Publicity / Public Relations As well as advertising, publication / public relations is non-personal communication through various mass media such as TV, radio, magazines and newspapers about companies, products, services or event sponsors funded directly or indirectly in the form of news releases, press conferences, articles, films and others. The difference with advertising is, to enter the mass media network companies do not issue special funds but provide news about products and services, conduct events or other activities that are interesting to be covered or published by the mass media. While public relations

is a management function carried out to evaluate public behavior, identify policies and procedures of individuals or organizations against public interest, and execute a program to be accepted and understood by the public. The main purpose of conducting public relations is to create and manage a positive image of the company in the public eye which is usually done by collecting funds, sponsoring special events, participating in community activities and many others.

e. Personal Selling is a communication activity carried out directly by the seller to convince potential buyers to buy the product or service offered. Through this communication activity, sellers can modify communication messages to fit the needs and desires of consumers and get direct feedback from consumers.

METHODS

i. Study of literature

The literature study was conducted to collectively collect data on the study of content and object theory in discussing campaign design. This literature study is intended to enrich and deepen the discussion as the main foundation in the design of the campaign. Literature studies are collected from magazines, journals, articles, and websites including information on Athleisure phenomena, news about Ulos and also generation Z

ii. Interview

The interviews were conducted with twelve Z generation respondents who were four of them who were Kpop cultural lovers and four other sports lovers, and the other four did not belong to either. Obtaining qualitative data from interviews with this target is intended to dig deeper into opinions, and insights from the target audience.

CONCEPT

The draft concept consists of:

General Concept of Design

a . Communication Message

"Cottonink is a local brand that provides casual and fun clothing easily." This message is obtained from the Message Brand and Customer Insight, namely,

- Order Brand: Casual with a Twist
- Customer Insight: 10 out of 12 respondents said that "Even in the era of the online shopping industry, they still choose to go to the mall when shopping."

b. Target (Target Audience)

The target of this campaign is Z generation women aged 18-23 who live in cities. Age 18-23 years working as a student or employee with a single status or having a partner. Generation Z is a global citizen, people who live in the internet age are rampant, they spend a lot of time on Instagram, like to share unique things and follow their favorite influencers on Instagram. Generation Z is a generation of local brand enthusiasts because the products produced are unique and they have a great interest in buying these products. Because information disclosure in this generation is very broad, they have a high level of curiosity about Indonesian local culture which is rarely published. Lovers of the romance genre, and love to express themselves by liking things that are artsy. Eventhough they are people who spend time in social media and called individualists , they really care about their bond with their family and friends.

c. Media

Instagram CottonInk

Instagram Ad

YouTube

Public Relations, Jakarta Overheard Account.

TVC

Visual Branding of CottonInk

Exhibition at the Mall

d. Creative Brief

Why are we campaigning?

Bring generation of Purchase Intention to Generation Z to purchase Athleisure Ulos style products belonging to CottonInk.

Who are we talking to (and what do we know about them)?

The target of this campaign is generation Z women

- Age: 18-23 Years
- Demography
- . Job: Students and Employees
- Status: Single or Taken
- Psychography
- Global citizen, Feeling himself a Trendsetter, likes to upload photos to social media, spends a lot of time on instagram, really care about their bonds with friends and family, and impulsive buyers, but prefers to shop in stores rather than online. 12 of the 12 interview

respondents said that they liked the local brand and were interested in buying it. Lovers of the romance genre.

- Gender: Woman
- Economic Status: SES AB-A

What do we want them to think or do?

Expectation:

Think

Warm up your relationship with CottonInk

Do Purchased the Toba CottonInk collection for their friends

What should the campaign say?

"Say your feelings with CottonInk."

Why should anyone believe it?

Reason To Believe

- The quality of the local CottonInk brand that has been trusted
- Historical Value of Ulos supported by the government

Tone and Manner

- Light
- Collage
- Ethnicity
- Rustic

What executional considerations are there?

- There is a CottonInk Company Logo
- Web Series
- Local nuances like the visual style of other local brands.
- Dominant with Photography
- Collage-shaped

Design Concepts

a. Tone and Manner

The design of this campaign, makes a visual role that must be stronger than copy-writing. This is because what makes changes in target behavior starts from feeling.

The decrease in light, collage, rustic and ethnic tone and manner is used in the visual application of the IMC campaign design and has been adjusted to the target audience's habits or behavior that have been analyzed. The application of "light" keywords in visuals is used as a photography concept. The light goal is that the information content delivered is focused and not distracted by design. And the branding of CottonInk itself uses clean design with a background pattern

Rustic colors to romanticize the visuals and light or minimize design to focus on the striking clothing and makeup models. Light words were also chosen so that the information delivered was not too long and could make the target audience more interested.

The keyword "collage" is applied to the visual elements that are decoration on the poster and post. Collage keywords are chosen because the paper titles and tastes of the target audience are obtained from the interview.

The last is the keyword "ethnic" is used so that the traditional elements of Toba in this collection can be seen for the target audience, which is finally packaged by uniting fashion and vector illustrations.

b. Big Media Ideas

The big idea of media design that will be used in this stage of the campaign will be explained as follows:

- **The Meeting :** A celebgram will post about her journey in a relationship with her lover and the first post is about their meeting, her posts contains the Batak Woven Cloth and there's no correlation with CottonInk , with the hope of the post can inspire others to post organically . At the same time, CottonInk's instagram will make a conditioning feeds, containing pictures of their new product launch, the starting of its webseries titled the Meeting, and a product tag announcing their new product launch. Their product tag is special, if you visit the CottonInk store with a friend or family, the store assistant will take a polaroid picture of you and your friend, and hang it with the product tag.
- **The Bonding :** Based on the name , Bonding, the celebgram will continue the challenge by posting about her bonding time that contains 2 post, about her worse conflict, and the resolution, and she invites the people to post it too in a hashtag #MyRelationshipJourney. While CottonInk posting Feed informing about the prestige values of Ulos, and they release a very gorgeous Custom LookBook that's available only at the CottonInk Stores.

- The Epilogue : Not many people can say it bravely through social media and face to face, some are comfortable with giving things to warmth their relationship, in this phase , we make a line “Say it with CottonInk Toba” this line will be posted in Digital Ads, Facebook, banners, and instagram ad. The Mini Web series last episode will be posted too, with its ending saying “Say it with CottonInk” , and a custom packaging are available in CottonInk Stores.

The whole stage of designing a marketing campaign regarding the promotion of this variety of CottonInk products will be packaged in an event such as forms / movements in bulk online or offline. The design communication media strategy of this campaign will use AISAS (Attention-Interest-Search-Action-Share) model strategy for convenience media positioning according to the function of each media.

c. Big Content Ideas

The theme raised in the design of the IMC campaign is "Relationship Journey". The topic of Relationship Journey was from the analysis and psychographics of the target audience who are attached to their families and friends, and have the desire to share their experience at social media.

CONCLUSION

Based on the data obtained from various kinds of literature studies and interviews conducted in 2018-2019. It shows that generation Z ‘s heart are moved from reading other’s experinces and are happy to share their own too if it was triggered by a social media influencer. And with the help of Ulos’s values and their insights, estimated purchase intention can be increasingly fostered by the generation Z with a campaign that touches them emotionally and engage them to do something for their relationship.

Conclusion,

Thus, we know that an approach through emotional bonds and relationship can move the target audience’s heart and purchase intention. Therefore, in a marketing campaign a rational and emotional approach is needed for this target audience in 2019.

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