



Marketing communication strategy of varsity afterskool club jacket products by palugada streetwear on social media instagram

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ABSTRACT

There needs to be a well-developed marketing communication strategy in place before a product can be marketed to potential customers. All businesspeople should pay close attention to this. They are also encouraged to present messages in a way that is both creative and straightforward, so that they may reach the intended audience. Other than that, one of the things to think about is the plan behind picking the right marketing channels. They can now engage in online marketing thanks to the prevalence of social media in the modern digital era. One of the local businesses that utilized this occasion to spread word of their products was Palugada Streetwear. The purpose of this research is to learn how effective Palugada Streetwear's product marketing communication strategy has been at luring new customers from social media platforms. That means presenting the right message and media strategy to get your product noticed. In this investigation, a qualitative approach informed by the constructivist paradigm was utilized. Trio of in-depth interviews with industry insiders and an examination of linked documents on the Palugada Streetwear Instagram account provided the foundation for this study's findings. According to the study's findings, Palugada Streetwear's "Afterskool Club" varsity jackets are being promoted via Instagram, which was selected as the brand's primary channel for disseminating its brand message and media strategy.

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INTRODUCTION

Active users of social media in Indonesia reached 191 million people in January 2022. This number increased by 12.35% compared to the previous year. The data obtained comes from various types of social media used by the public. As time goes by, social media users continue to grow. Based on these data, social media can be used as a means to promote products or services in attracting consumers (Syafira, 2020). Its application is also quite easy, whether done alone, or using professional services. Nevertheless, there are business actors who are not yet aware of the power created by social media in this era (Mulyono, 2021). This can be a problem, because competition

between business actors will be increasingly stringent. Thus, innovation and strategies are needed in terms of developing a business, The Varsity package "Afterskool Club" is the first original product produced by Palugada Streetwear. Where, basically, the main focus of Palugada Streetwear is retail. Selling goods from well-known brands such as Converse, Vans, Nike, Champion, and so on. With the birth of the Varsity jacket "Afterskool Club" as the first product from Palugada Streetwear, the marketing communications carried out were also interesting, packaged creatively and up to date (Permassanty, T. D., & Muntiani, 2018).

Social media presents varied content with visualizations that match the product theme. In addition, it is known from pre-research data conducted on June 12 2022, Palugada Streetwear also collaborates with influencers or Key Opinion Leaders (KOL), advertises on Instagram, and makes short films in marketing products on Instagram social media (Sahir, *et al.*, 2021).

As for the components that put together the "Afterskool Club" Varsity Jacket marketing communication strategy in the form of marketing communications, branding and social media. (Sahir, *et al.*, 2021) State that marketing communication is a tool for conveying information, persuading, and can also be used to remind consumers about a product and brand, either directly or indirectly (Yamin, 2018). Basically, communication Marketing aims to provide messages or information, promote products, and build an image for the company (Syahputro, 2020).

First, Marketing it is a series of goals and objectives based on an analysis of the strengths, weaknesses, potential opportunities and threats from the company's internal and environment, which are then structured in a clear and directed manner to achieve marketing objectives. This plays an important role in the sustainability and success of Palugada Streetwear in marketing its products. Then, the marketing strategy that has been determined and implemented will be evaluated to determine whether the strategy used is effective or needs to be changed, after which it is used as a reference for developing further marketing strategies (Wijoyo, 2021). In addition, there are two main strategic focuses that can be carried out by Palugada Streetwear to achieve its marketing objectives, namely message strategy and media strategy (Nurhadi, Z. F., & Kurniawan, 2018).

Communication Integrated Marketing (Kotler, 2016) state that marketing is also part of the integrated communication process. Where the goal, among others, is to provide information on products or services in meeting the needs, desires, and satisfaction of consumers. Integrated Marketing Communication also functions as a tool used by business actors to control various communication channels so that messages sent can be conveyed clearly and can convince potential customers (Priansa, 2017). In addition, integrated marketing communications can also be interpreted as a concept that supports a brand's strategy in establishing communication with consumers through intermediaries of various predetermined marketing channels (Untari, D., & Fajariana, 2018).

The second it's a brand (Cahyono, 2018) Argues that a brand or brand is a combination of several elements such as signs or symbols, terms, names or other designs, where these are able to identify a product or service from a company. In essence, a brand or mark intends to identify the product or service of a business actor. On the other hand, a brand can be interpreted as the face of a company, one of the most important factors of a brand is originality. The function of the brand according to (Sahir, *et al.*, 2021) is to provide product and company identity, demonstrate quality, create customer loyalty, and build and maintain a positive image for the brand itself.

The third Social Media According to Cross (2021), social media is a designation that denotes a variety of technologies that exist and can be used to bind people in an interaction, collaboration, and exchange of information through internet-based message content. The use of social media in general is as a means to socialize (Medić, M., Pancić, M., & Kelić, 2018). However, the fact that social media users are increasing from year to year can be seen as an opportunity to market products or services in a new way (Ibrahim, S. S., & Ganeshbabu, 2018). This is what is seen as a gap for Palugada Streetwear in attracting consumers. Palugada Streetwear takes advantage of

social media presence as a means of developing its business wings (Ibrahim, S. S., & Ganeshbabu, 2018). This is considered more practical and effective in reaching the target audience you want to target. Palugada Streetwear took this opportunity and then chose Instagram as a means of marketing the Varsity "Afterskool Club" jacket product. Where this is considered to be able to bring the brand closer to potential consumers regardless of distance and time (Sugiyono, 2017).

The product differentiation factor is a unique thing that is important for a brand in order to differentiate its products from similar products owned by competitors to make it look more attractive (Kotler and Keller 2016: 393). So, it would be nice if Palugada Streetwear has its own uniqueness to be marketed and compete with competitors. Where this can be a way for potential consumers to get to know and determine purchasing decisions. Product differentiation is one of the things that Palugada Streetwear pays attention to in marketing its products. This was obtained from pre-research data on June 12 2022 which was stated by the CEO of Palugada Streetwear, Raditya Almuricha, where one of their product differentiations is building a strong character with the theme "Streetwear". This differentiation factor is increasingly attached to the branding you want to create, as well as the message you want to convey. Palugada Streetwear then uses the social media intermediary Instagram to introduce its brand because it is considered up-to-date, effective and efficient to attract the intended target market (Ibrahim, S. S., & Ganeshbabu, 2018). On its social media account, Palugada Streetwear uploads information regarding the products being marketed. However, not only about products and direct marketing, but other information related to the brand is packaged as a distraction that strengthens the character of the brand. Examples include educational content about shoes, entertainment in the form of admin interactions with audiences, as well as tips and tricks for mixing and matching clothing. Content about the brand is still carried out in the context of seasoned promotions (Redi Panuju, 2019).

Previous research by (Jihan *et al.*, 2020) entitled "Strategy for Utilizing Instagram Rok Galiya Social Media as a Marketing Communication Media" shows result Product sales have increased when marketing on social media Instagram, the differences by this research is Examining the results of the increase in product sales after promoting on Instagram social media. Second similar research by (Yamin, 2018) entitled "Analyzing the Role of Integrated Marketing Communication: Significance of Incorporation with Social Medias", shown Social media has a large audience and is considered more effective in disseminating information, which plays a big role in the growth of integrated marketing communications. The difference of current research its The study of social media is discussed in depth with a broader scope of social media. Another research by (Rizky & Setiawati, 2020), "Use of Haloa Cafe's Instagram Social Media as Online Marketing Communicaion". Shown data that Instagram is used as the main tool in marketing, because its users are increasing and in accordance with the target market of the subject under study, then the difference is The theory used in the research is different from that researched by the author.

The last of same research by (Rehman, Gulzar, 2022) by entitled "Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach". Result of this research its Social media has now become important in terms of relationships and manifestations of modern integrated marketing communications, the differs with current research The research is more focused on discussing social media as a whole, not specifically on one media.

Some of the preceding studies have their own distinctive qualities. What differentiates the author's work from others is the subject and object of research. Whereas the subject of this study is the Palugada Streetwear brand, the object is the marketing message and media strategy for the Varsity "Afterskool Club" jacket on Instagram. This study focuses on Palugada Streetwear's first creation, which is the product at the center of this analysis. Therefore, the aim research is to find out marketing strategy by focusing the **message** and **media** strategies used by Palugada Streetwear to market "Afterskool Club" Varsity jacket products on Instagram. Comparison with prior research serves as a guide for the author as he or she completes this study.

RESEARCH METHOD

This research has a focus on understanding and knowing the comprehensive marketing strategy for Varsity Afterskool Club jacket products through marketing carried out by Palugada Streetwear on Instagram. Therefore, a qualitative method with a case study approach is considered suitable for this research. The use of the case study method in this study aims to examine, as well as learn more deeply about the marketing communication strategy for the Varsity Afterskool Club jacket product carried out by Palugada Streetwear on Instagram. Where the results are expected to be a reference or reference for audiences in terms of marketing products, especially on social media.

Object of Research

The object to be studied is the marketing communication strategy for the Varsity Afterskool Club jacket product from the Palugada Streetwear brand. Palugada Streetwear exists as a brand that can adapt to developments in the current era, as well as be up to date in providing and marketing products.

Data Analysis Unit

In this study, the authors used a qualitative approach to be able to understand and give deeper meaning to the subjects and objects studied (Rahardjo, 2017). Qualitative research basically has the intention of understanding events that occur in research subjects, such as actions, behaviors, motivations, perceptions, etc (Rukin, 2019).

Table 1. Data Analysis Unit

Analysis	Units of Analysis	Indicator
Communication Strategy Product Marketing Afterskool Club Varsity Jacket By Palugada Streetwear At Instagram Social Media	Messaging strategy	Messaging strategy 1. Message Communication Contents 2. Creative Shape Message (Machfoedz in Permassanty and Muntiani, 2018)
		Media strategy 1. Media Selection 2. Consumer Gap (Machfoedz in Permassanty and Muntiani, 2018)

Method of collecting data

In the process of this research, all information related to data and the need to research the marketing strategy for the Varsity "Afterskool Club" jacket product by Palugada Streetwear was collected for analysis. The purpose of data collection is to obtain information material that meets standard provisions, to then process it as an answer to the problem under study (Sahir, 2021). In this study, the data collection techniques used are as follows (a). Primary Data: Interviews with 3 Palugada Streetwear employees, namely the Head of Marketing, Marketing Staff, and Chief Executive Officer. (b). The secondary data used as support in this study is document analysis, where the data is taken from the Palugada Streetwear Instagram account (@palugada.streetwear).

Methods of Analysis and Maintaining Data Validity

Data analysis technique is a process that is carried out to process data so that it becomes information that is easy to understand and useful for the community. According to (Miles, M. B, Huberman, A. M, dan Saldana, 2014), there are three flow of activities in qualitative data analysis, including:

Data reduction

Data reduction is the process of selecting, summarizing, looking for themes, and focusing data on things that are considered important. Where the object referred to is important here is the message and media strategy implemented by Palugada Streetwear in marketing the Varsity jacket "Afterskool Club". Then, the reduced data will provide a clearer picture which will make it easier for researchers to collect the next data (Sugiyono, 2017). The reduced data for this study came from interview records with internal Palugada Streetwear employees and document analysis. Document analysis was obtained by the author from the official Palugada Streetwear Instagram account (@palugada.streetwear). It is hoped that this will complete the required data and make it easier for the writer to make research conclusions.

a. Presentation Data

After the preparation stage, the author will organize data regarding message and media strategies that have been obtained through interviews with informants regarding the marketing of Varsity jacket products "Afterskool Club". Furthermore, the analysis of documents obtained from the Palugada Streetwear Instagram account is grouped into several categories to make it more tidy and efficient. These categories are in the form of feeds, reels, and stories. Furthermore, the data can be processed with reference to message strategy and media theory to obtain research conclusions

b. Conclusion and Verification

However, if the initial conclusions expressed are the same as the facts produced, then the conclusions expressed are credible (Sugiyono, 2017). Before drawing research conclusions, the authors need to verify the data obtained first. In this stage, the authors reviewed the results of analysis and data processing regarding message and media strategies based on the theoretical elements listed in the literature review. Then, after the results are assessed as appropriate, conclusions can be drawn into a descriptive analysis that is easy to understand

c. Data Validity Techniques

Data validity techniques are needed to test the credibility of previously obtained data. (Sugiyono, 2017) argues that testing the validity of the data carried out in a study is often emphasized by testing the validity and reliability. In this study, the authors want to get the credibility of the data from sources, namely Palugada Streetwear employees, and try to be honest, objective, and responsible for the results end of research. Therefore, triangulation is considered in accordance with the research objectives

RESULTS AND DISCUSSIONS

Based on the research that has been done, the authors managed to obtain primary data from interviews and secondary data from document analysis. There were three informants or informants in this study, where all three were Palugada Streetwear employees who met the informant criteria. In this study, selected informants acted as sources of information in order to obtain valid data. Interviews were conducted online via video conference between the author and the resource persons. The following is the informant data in this study.

Table 2. Research Informant Data

No.	Name	Position	Information
1.	Intan Dhenisya Putri	Head of Marketing Palugada Streetwear	Key Informants 1
2.	Nibroos Revqy Ranosudiro	marketing staff Palugada Streetwear	Key Informant 2
3.	Raditya Almuricha	chief executive officer Palugada Streetwear	Key Informants 3

Source: Processed by the Author, 2022

Meanwhile, document analysis was carried out by examining Palugada Streetwear Instagram content related to the marketing of the Varsity jacket product "Afterskool Club". The following is some Instagram content containing the implementation of the message and media strategies that have been made.



Figure 1. Palugada Streetwear Instagram Content

Source: Palugada Streetwear Instagram Account (@palugada.streetwear)

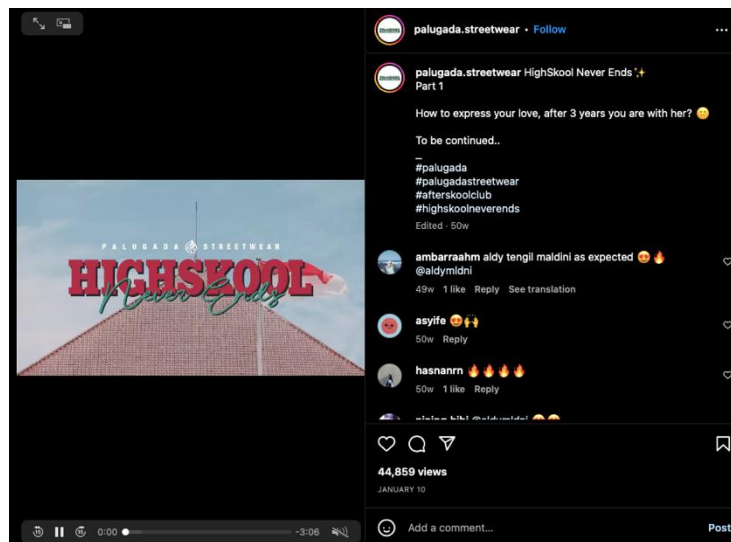


Figure 2. Palugada Streetwear Instagram Content

Source: Palugada Streetwear Instagram Account (@palugada.streetwear)

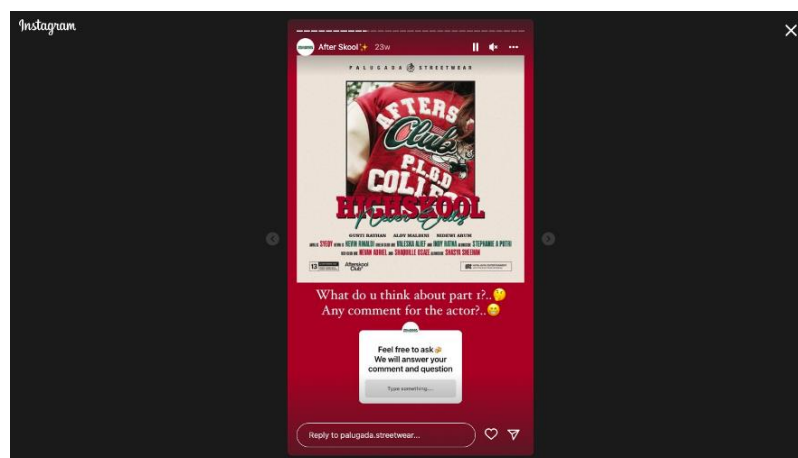


Figure 3. Palugada Streetwear Instagram Content

Source: Palugada Streetwear Instagram Account (@palugada.streetwear)

The image above is the result of analysis of documents sourced from Palugada's Instagram account (@palugada.streetwear). These documents are a form of message communication content and creativity as outlined in a publication media. uFor a discussion of the results of further research, the authors will describe the results of the analysis based on points from the data analysis unit.

About Message Strategy in developing a message strategy, there are two things that must be considered. According to Machfoedz in Permassanty and Muntiani (2018), the message strategy can be known from the content of the communication and the creative form of the message. Both of these are a continuity in conveying the meaning of the message to the audience. Where, both are expected to meet the information needs of the target audience. So, in the future the target audience will be interested and turn into consumers.

One way to succeed in the message strategy carried out by Palugada Streetwear is by identifying the target market you want to target. As stated by Key Informant 1:

"We also want to scale up the market by having products that target more to A or upper A. Actually, this Varsity is a time when we want to be able to increase the market, we risk not only in B or C. That's why we want to increase our market again to A or upper A. You could say it's exclusive. As for psychographics and the like, you could say it's for socializing kids who like hanging out, going out with their friends, spending weekends going out and having fun in the world of fashion. Especially this is for all of Indonesia, so I imagine we want not only the Bandung market, if possible all of Indonesia knows."

The statements of Key Informants 1 are supported by the answers of Key Informants 2 and 3 to similar questions.

Key Informant 2:

"The target audience that we want to target is towards high, in accordance with the marketed price, also wants to form a new audience. We target specifically high school and college. What is certain is that they like lifestyle, follow trends, and fashion."

Key Informant 3 :

"Actually, for the persona of the person who is intended to buy this Afterskool jacket, he is a person who is good at social, confident when using this jacket product, likes OOTD photos, or actively shares on social media about streetwear fashion."

Next, the writer wants to know how to set a message strategy to reach the target market. Where Informant 1 answered:

"For the initial message strategy, we are canvassing, mind mapping objective targets, making a timeline. After that, it is divided into three stages, namely pre, main, and post. So the Afterskool marketing was made as an event, not just jacket products. In advance, we will make an issue regarding the delivery method. The KOL that we have is directed to convey the issue that we are currently producing Varsity Afterskool. Then if the derivative might become Instagram content, it will make people curious. Apart from that, in the pre-stage there is also a short teaser film about Varsity Afterskool. To play the game, KOLs who have collaborated will be asked to visit the launching event and promote it. After the event, we will make an aftermovie and some additional content."

The author asked a similar question to Key Informant 2 and the following answers were obtained

Key Informant 2:

"First we make the overall concept first. Then to form this issue we create a pre-event. One of them is by spreading school-themed instructions on the Palugada Instagram account. When people are curious and the demand has been formed, we will add more content on Instagram that leads to this Varsity jacket product. One of them is through short films. When the demand is already high, people are curious, the last climax conversion is at the product launch event and selling."

The author asks the same question to Key Informant 3. The following answers are given:

"Actually, we'd rather discuss it first, canvassing, then planning. After that, we first seek feedback from people in the community, and seek input. If so, then we will make a strategic plan. Usually it is divided into three and marketing is done in the last part. Before launching, we research and provide as much information as possible about the product to be made, along with the persona market to be achieved."

To find out how the contents of the Message Communication Content are in marketing the Varsity

"Afterskool Club" jacket product, the author asks what exactly you want to convey through this Varsity "Afterskool Club" jacket product. Answered by Key Informant 1:

"The message that we want to convey to the audience is that local brands can now really compete with international brands that are already very big. If you want to talk about quality, it's really good, you could say we win to have a local brand. But there are actually two sides, for MSMEs we want to say that you can work like this and get all of this in your own country. We can make this product ourselves, we don't have to go abroad to get good quality. Apart from that, I feel that local brand pride must also be developed for the next generation. On the other hand there are points where we local brands can collaborate with each other. To the audience, I want to say that you can get a local brand like this at that price and you can feel proud of having that product."

The author asked a similar question to Key Informant 2. The following were the answers given by Key Informant 2:

"The enthusiasm of young people is definitely, solidarity in high school, then how do we find relationships, how to convey that young people must be creative and enthusiastic. The rest is the euphoria of young people in a positive way. That's what I want to convey."

The author asks the same question to Key Informant 3. Following are the answers given by Key Informant 3:

"The message that we want to convey is because we are synonymous with school children, we want nostalgia for high school. Here we also want to convey that we are a community

gathering. Want to be able to influence other brands, how can we show something that is prestige and signature. We want to show quality, we are not just any brand that makes products."

Creative space in knowing the form of creative messages conveyed by Palugada Streetwear, the author asks how to package messages to be disseminated to audiences. Then, Key Informants 1 and 2 answered:

Key Informant 1 :

"Actually, we often look for references from foreign people. Usually, when creating content, the pillars are divided, there is something informative and entertaining. For information, for example, it is more about Palugada products, what kind of shape do we usually look for from foreign media. Entertainment content is usually spontaneous, relying on daily activities. Actually, what's for sure is just riding the wave, what's the trend anymore, just follow it like that. Made our own version. For Afterskool, we have several short movie episodes and other content. Apart from that, we have signature content, namely "Keeping Up with The Palugada's". Where the contents are about us exploring activities together with the people behind the Palugada scene. That is one of the things that makes you see what Palugada is like."

Key Informant 2 :

"The message is adapted to the creative concepts and themes that have been made in such a way, including the graphic design aspect. Activations are made according to the theme and target audience. Apart from that, we also pack creative messages through short films and the creation of other social media content."

The author asks the same question to Key Informant 3. Following are the answers given by Key Informant 3:

"Palugada's creative way to package the message is that we always play a role. So when there is an activation or campaign carried out by marketing, we show role play. Where we don't just rely on the product, but we also sell the people in it. We will show what the activities behind Palugada are like, show how it is in our environment. It's a strategy made to make people feel comfortable, consider the people in Palugada inspirational. For Afterskool, we make Palugada friends broadcast information about Afterskool in their own way. We represent our own version of this Varsity Afterskool jacket."

The Palugada Streetwear way of packaging various forms of creative messages. Such as interactive content on insta stories, short movies, guessing quizzes, and informative links about products. This can be seen from the analysis of documents sourced from the official Palugada Streetwear Instagram account (@palugada.streetwear).

The media strategy in terms of marketing Palugada Streetwear products has a very important role. This is because the media will be a channel for disseminating information about products to be known by the public. In marketing the Varsity jacket product "Afterskool Club", Palugada Streetwear chose social media as a fundamental tool. The social media used as the main pillar is Instagram.

The considerations of Palugada Streetwear media selection in choosing Instagram as the main media for marketing the Varsity jacket product "Afterskool Club" as said by Key Informant 1, namely:

"At that time, ideally for promoting new products that would definitely reach users, that would be Instagram. Because on Instagram we already had 90 thousand followers at that time if I'm not mistaken, and almost 40% were active followers. So our hope is big there. Why is the highest consideration because we already have loyal customers there. We use what is definitely optimal, namely Instagram."

This is reinforced by the statements of Key Informants 2 and 3.

Key Informant 2:

"Because now people are actively social media through Instagram. Apart from that, because we grew up on Instagram, we already have an audience there, so we have to be able to maximize media whose scope is clear."

Key Informant 3 :

"It has become the main marketing media because there are enough Instagram users in Indonesia, especially in the big cities that we target. People who use Instagram are also up to date. In addition, the market and media distribution of Instagram is wide enough to sell products."

The use of Instagram as a marketing communication medium is considered ideal for Palugada Streetwear. Based on facts that are known directly from the Palugada Streetwear Instagram account (@palugada.streetwear), they currently have 112 thousand loyal active followers. Therefore, product marketing via Instagram is considered to be more about the target market you want to target.

About Consumer Gap section, the author wants to know Palugada Streetwear's strategy in seeing consumer gaps in formulating a marketing strategy for the Varsity "Afterskool Club" jacket. Then the informants answered as follows

Key Informant 1 :

"In that case, we will create content briefs that are relevant to the gaps in consumers. It means we make content that relates to them. For example for a short film, actually it's a story about love. That is also one of the loopholes and a form of strategy, how can all the content relate to the end users we want to target, so they are interested."

Key Informant 2:

"First we do research on the market, including other brands. At that time varsity again boom, there is a gap to enter the consumer. Then if everything is okay, go to the potential customers, we will make a product with a promotion strategy that suits the audience. In accordance with the characteristics, requests, and needs of the audience so that the product can be enjoyed."

The author asks the same question to Key Informant 3, and gets the following answers:

"Usually when we present content, we see who consumes it. So, from there, we can see who follows Palugada's Instagram, who likes streetwear, who relates to us. We first target their awareness of the brand. Then other marketing content can later be born from there. In the future it will be classified and adjusted according to the market."

Then, the author again asks about how Palugada Streetwear knows when the time is right to do marketing on Instagram. Obtained answers from informants as follows Key Informant 1 :

"At that time, the important thing is that we know the pre, play, and post timelines, then key performance what is the indicator For content A, what day is it suitable, at what time, why, because previously we already had a strategy. So in the future, you already know. The standard is to return to the timeline that has been made."

Key Informant 2:

"When everything is ready and maximal. The pre-event is already running, content social media is running, the short film has been broadcast, look at the engagement on Instagram, the audience is enthusiastic, and the most important thing is that it matches the timeline that was made from the start."

The author asks the same question to Key Informant 3, where apparently there is a little addition to the previous statement. Following are the answers given by Key Informant 3:

"For time, we always have two seasons. Fall Winter and Summer season. Usually we cook it like that, presenting products according to the season. The month in which the Varsity jacket was released was right in the Fall Winter season, meaning it would be right to present products with the latest articles related to Fall Winter. Apart from that, we are also referring to what is currently booming in streetwear fashion circles, where at that time what was going viral was the varsity jacket. As for timing, we are also targeting what is the season for people to shop." Therefore, it can be concluded that the marketing of Varsity jacket products "Afterskool Club" via Instagram is considered appropriate to target the target market. Then, it is known that there are several factors that must be considered in choosing publication media and taking the consumer gap. These two things ultimately influence the effectiveness of product marketing.

Messaging strategy of Palugada Streetwear tries to provide a message that is easy to understand and packaged creatively to make it more attractive. Apart from that, Palugada Streetwear also gets closer to the followers of its Instagram account, by involving them in various interactions. Both about products, and everyday life. So, followers of Instagram accounts who are also the target market will feel they have an emotional bond with the brand. This was revealed by Key Informant 1:

"So we really want to be very close to the audience. If you look at the activation of daily Instagram stories, it also creates a chat between admin and followers. Sometimes there is a day when we don't talk about products, so it's okay to just share between admins and followers. It's very influential to build relationships."

Regarding conveying messages, Palugada has its own way. The message that Palugada Streetwear is trying to convey through this product is that consumers have confidence that local products currently have very good quality. Local products have the ability to produce superior goods, not inferior to international product lines. As well as proving that local products can compete and work in their own country. In addition, through this product, Palugada Streetwear also wants to influence other local brands to be proud of their products, and create good relationships between them. It doesn't stop there, Palugada Streetwear also wants to make consumers proud of their local products, but with a high level of quality. This product is also expected to evoke emotional feelings in consumers with the theme raised. As it brings nostalgia to consumers, reminding them of past memories.

Message delivery strategy, is last analysis where Palugada Streetwear strives to provide messages that are simple to comprehend and artistically presented to make them more engaging. In addition, Palugada Streetwear draws its Instagram followers closer by engaging them in a variety of interactions. Regarding both products and daily life. Thus, followers of the Instagram account who are also the target demographic will develop an emotional connection with the brand. The following was disclosed by Informant 1:

"Therefore, we want to be as close to the audience as possible. Examining the daily Instagram story activation reveals that it also serves as a chat between admin and followers. Sometimes there is a day when no products are discussed, so the admin and followers share information. That has a significant impact on building relationships."

Regarding the delivery of messages, Palugada has its own method. The message that Palugada Streetwear is attempting to convey with this product is that consumers have confidence in the quality of local products. Local products are capable of producing superior goods, not inferior ones, compared to the international product selection. In addition to demonstrating that local products can compete and function in their own country. In addition, Palugada Streetwear hopes to influence other local brands to be proud of their products and foster a positive relationship between them by means of this product. In addition, Palugada Streetwear seeks to instill consumer pride in its locally sourced, high-quality products. The raised theme is also expected to elicit an emotional response from consumers. As it induces nostalgia in consumers and evokes memories from the past.

Palugada Streetwear's strategy for delivering its messages to the intended audience has proven effective. The creative packaging of a message's content through a short film is one way to appeal to the emotional side of consumers. This product's narrative is also relevant to everyday life. The presented content is also varied and interactive. It is therefore not surprising that the Varsity "Afterskool Club" jacket can sell out in the general population.



Figure 4. Palugada Streetwear Instagram Content

Source: Palugada Streetwear Instagram Account (@palugada.streetwear)

CONCLUSION

Through interviews and document analysis, research data on the marketing communication strategy of Varsity jacket products "Afterskool Club" on Instagram social media was collected, and it was determined that Palugada Streetwear executed careful planning. In situations where the strategy includes Messages and Media. The message and media strategy is main of this research executed so that its product marketing reaches the intended audience. The strategy begins with in-depth research into how the public embraces trends. Various conducted researches will then be evaluated and adapted to the brand identity, delivery style, and persona of the intended target market.

It is believed that Media its represent by utilize of social media which is the optimal platform for marketing and reaching the desired audience. Where, in carrying out this marketing, it must be supported by an informative and creatively packaged message strategy. Palugada Streetwear implements Message represent by creative message strategy through the production of short films, informative content, and audience engagement. With the theme "Afterskool Club," the short film tells the story of school life, evoking feelings of nostalgia in viewers. The message is then transmitted via the Instagram social media platform. Instagram is ideal because Palugada Streetwear already has a dedicated following on the social media platform. Additionally, Instagram is deemed suitable for reaching its target audience wherever and whenever they may be. Therefore, Palugada Streetwear's marketing communication strategy to reach its target market is

regarded as successful and on target. Delivered "Afterskool Club" Varsity jackets eventually sold out on the market.

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