

SOSIAL MEDIA CONTENT STRATEGY FOR LOCAL PRIDE CAMPAIGNS: A CASE STUDY OF @BATIKSEMARANG16 IN BUILDING BRAND AWARENESS

Ami Saptiyono ^{1,*}, Retno Manuhoro Steyowati ², B Natalia Sari Pujiastuti ³

^{1,2,3} Universitas Semarang
Email : ¹ ami.s@usm.ac.id*; ² retnomanuhoro@gmail.com; ³ natalia@usm.ac.id

ABSTRACT

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This qualitative study analyzes the content strategy of @batiksemarang16 on Instagram in promoting local pride and enhancing brand awareness. Using purposive sampling, posts from April to June 2024 were selected based on engagement metrics, excluding direct sales promotions. The analysis applies the 4 Pillars Social Media Strategy to examine content effectiveness. Findings indicate that @batiksemarang16 successfully integrates educational, inspirational, and interactive content to foster local pride and brand awareness. However, entertainment elements remain underutilized. This study highlights the importance of strategic content planning in strengthening brand positioning through social media.

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1. Introduction

Local pride has emerged as a significant movement supporting the development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The term, which initially gained public attention through sports commentary, has evolved into a broader campaign encouraging consumers to appreciate and prioritize locally made products. At its core, the local pride movement aims to elevate the perception of Indonesian MSME products by highlighting their quality, competitiveness, and cultural value, fostering a sense of national identity and economic growth. (ADS 2022; Hanna 2022; Irawati 2022)

Instagram, in particular, has become a preferred platform due to its visual nature and interactive features, enabling MSMEs to craft compelling narratives that resonate with potential customers. (Ermawati, Husaini, and Pakkawaru 2020). Social media has a huge impact on many aspects of life, both personal and professional. As a communication medium that facilitates interaction between individuals from different parts of the world, it allows people to connect with friends, family, and communities, over long distances. Social media also functions as a platform for information dissemination, education, and business and career opportunities. (IR 2023) In addition to entertainment, Instagram is often used as a catalogue of products being marketed. (Tranggono, Putri, and Juwito 2020)

Batik Semarang 16, a local batik brand, actively utilizes Instagram to build brand awareness and connect with its audience. Through visually engaging content, storytelling, and strategic social media management, Batik Semarang 16 aims to reinforce the local pride

movement while expanding its market reach. Unlike traditional advertising, social media allows for direct interaction between brands and consumers, fostering a sense of community and loyalty. Through Instagram, Batik Semarang 16 conveys various kinds of information to the public, both in the form of images and videos, with the aim of information, education and promotion as well as entertainment.

Brand awareness is the goal of Batik Semarang 16, the ability of a prospective buyer to recognise and or remember a product brand as an existence in the minds of customers. (Kusnandar 2023; Yonatan 2023)

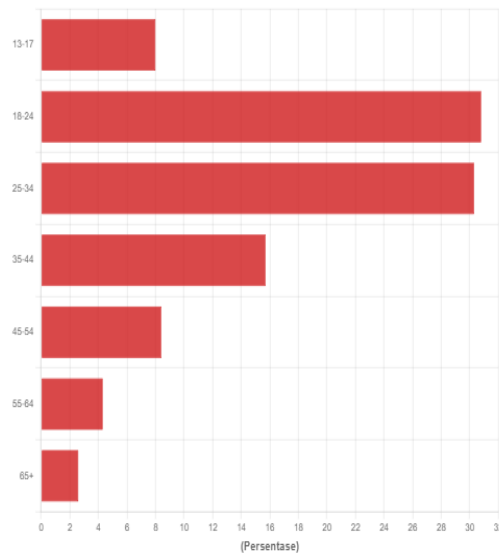


Figure 3. 2024 Instagram users

Source: <https://data.goodstats.id/>

In other side, brand awareness which is the goal of Batik Semarang 16 is the ability of a prospective buyer to recognize and or remember a product brand as an existence in the minds of customers. (Firmansyah 2019; Noviana 2023; Tumanggor and Hidayat 2019)

Despite the growing body of research on social media marketing and brand awareness, limited studies have specifically examined the intersection of Instagram content strategies and local pride promotion among MSMEs in Indonesia. Previous research has explored various aspects of brand awareness through content marketing strategies (Aprilia, Candraningrum, and Pandrianto 2019), their research entitled "Content Marketing Strategy to Build Brand Awareness (Case Study of Djakarta Warehouse Project Aftermovie Video)".

Another research is the role of social media in brand recognition. (Chai and Aulia 2024), and the impact of social media engagement on purchase behavior (Tambunan 2023). This study uses the 4C Heuer model to analyze the level of influence of the use of social media on brand awareness, which shows that there is a significant influence, which means that the better the management of social media in accordance with the principles in 4C Heuer, the higher the brand awareness of the target audience. However, few studies have analyzed how Instagram's content strategy contributes to the success of the local pride movement in the MSME sector.

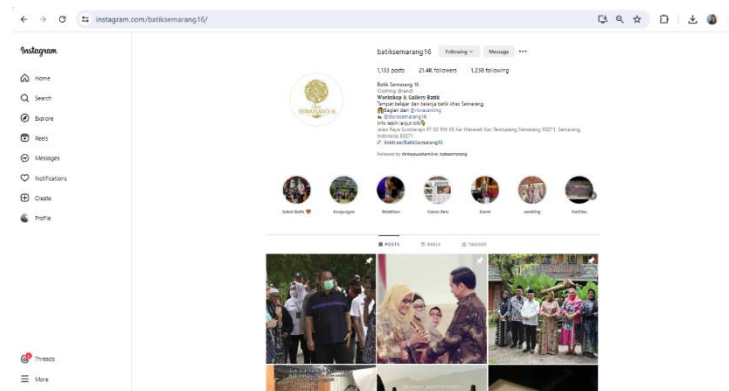
In addition to brand awareness, researchers also used several references from previous research studies related to local pride, including research by Bayu Aji Suseno and Anwar Hidayat, entitled "Local Pride Movement As A Local Sneaker Branding Strategy", reviewing local pride qualitatively using Schultz and Barnes's Strategic Brand Communication Campaigns, and found that the use of social media in campaigning for local pride through the content produced, not only increased followers, but was able to build brand awareness which resulted in an increase in purchases of local products promoted. (Suseno and Hidayat 2021)

The next research that reviews local pride is a quantitative study by Vendra Palova, Ardan Achmad, Nono Sungkono, entitled "The Effect of Using Instagram Hastag Local Pride Indonesia on the Buying Interest of the Jakarta Backpacker Community". This study uses the AIDA model to analyze the findings obtained from the questionnaire, and it can be concluded that the use of Instagram Hastag Local Pride Indonesia affects the Buying Interest of the Jakarta Backpacker Community. This is obtained from the measurement of the coefficient of determination, so that it can be seen that the percentage of buying interest in the Jakarta Backpacker Community after being influenced by the use of Instagram Hastag Local Pride Indonesia is 57% while the remaining 43.0% is influenced by other factors not examined. (Palova, Achmad, and Sungkono 2023)

Slightly different from some previous studies, in this study, researchers qualitatively analyzed the content strategy of the @batiksemarang16 Instagram account, using Lon Safko's 4 Pillars Content Social Media theory, in which there are four pillars that support social media strategy. The four pillars are: Communication, Social media strengthens communication between brands (products) and audiences and markets, interactively which has a different impact from traditional communication. The second pillar is Collaboration, Social media has a potential in mobilizing collaboration with many parties. This great potential is used by brand owners by cooperating with audiences to collaborate on ideas, products, and services offered to them. With this, the company can gather collective wisdom from the audience that is beneficial to the company. The third pillar is Education, Social media becomes a means of education by sharing knowledge and skills on social media as well as to support customer engagement that is being built. Through education using various social media features, the company's presence there is more meaningful. Through social media, institutions can provide a variety of practical solutions that audiences need when facing problems. And the last pillar is Entertainment, The fun thing on social media is entertainment or any content that carries entertainment. Institutions can utilize entertainment to build closer relationships with audiences. (Safko 2012)

This study aims to fill this gap by analyzing the content strategy employed by the Instagram account @batiksemarang16 through the lens of Lon Safko's 4 Pillars Social Media Strategy. These four pillars—Communication, Collaboration, Education, and Entertainment—provide a framework for understanding how brands effectively engage their audience and cultivate a strong online presence. By applying this model, the research seeks to assess the effectiveness of Instagram content strategies in building brand awareness and promoting local pride among MSMEs.

Through this study, we aim to provide insights into best practices for MSMEs looking to enhance their digital marketing efforts, ultimately contributing to the broader discourse on local pride and economic empowerment in Indonesia.



Documentation of Talkshow and Batik Photo Contest

Source: Instagram @batiksemarang16

2. Method

The paradigm used in this research is the constructivist paradigm, which posits that knowledge and objective truth are shaped by individual perspectives and interactions with their environment (Butsi 2019). This paradigm serves as a framework for understanding learning, knowledge formation, and human cognitive processes, emphasizing that individuals actively construct social reality based on their experiences.

This research employs a qualitative approach, as it enables an in-depth exploration of content strategies within the local pride movement. Qualitative research is particularly useful for capturing the nuances of social media engagement and brand awareness (Creswell and Poth 2017; Sugiyono. 2021).

According to Moelong (2011) in Bayu and Anwar, qualitative research allows for a comprehensive understanding of the selected theme through detailed analysis. The study utilizes qualitative content analysis with purposive sampling. Observations were conducted on the @batiksemarang16 Instagram account to examine content related to local pride. The sampling criteria focused on promotional posts from April to June 2024 that explicitly conveyed a local pride theme and received at least 25 likes. The 25-like threshold was chosen as it indicates a baseline level of engagement, suggesting audience interest and interaction with the content. This selection method ensures that the analyzed posts are relevant and have gained a certain degree of visibility (Sugiyono. 2021).

Data collection consists of primary and secondary sources. Primary data was obtained through direct observations of the Instagram account, while secondary data was gathered from documents related to local pride campaigns. The data analysis process follows the content analysis method, applying Lon Safko's 4 Pillars Social Media Strategy framework—Communication, Collaboration, Education, and Entertainment. Each pillar is operationalized to assess how @batiksemarang16 crafts its content strategy to enhance brand awareness and promote local pride. The Communication pillar examines the brand's interaction with its audience, the Collaboration pillar explores partnerships and community engagement, the

Education pillar assesses informative content, and the Entertainment pillar analyzes how the brand maintains audience interest through engaging formats.

3. Results and Discussion

The research team conducted a study from April to June 2024, during which several content posts were identified as strategies to enhance brand awareness through local pride. The analysis was conducted using the 4 Pillars Social Media Strategy framework—Communication, Collaboration, Education, and Entertainment—to assess the effectiveness of @batiksemarang16's content strategy.

Communication Pillar : Communication in social media branding is crucial for fostering interaction with the audience. The posts analyzed demonstrate how Batik Semarang 16 engages with its followers through interactive events and informative content.



Figure 4. Documentation of Talkshow and Batik Photo Contest
Source: Instagram @batiksemarang16

For instance, Figure 4, uploaded on April 30, 2024, showcases a talk show and batik photo contest, illustrating how the manager employs interactive promotional activities. Instead of direct product marketing, the post enhances audience engagement through events that discuss batik heritage. This approach aligns with Safko's (2012) concept of Communication, where brands create two-way interactions rather than merely broadcasting promotional content.

Collaboration Pillar : Collaboration is key in digital branding, as it allows brands to expand their reach through partnerships.



Figure 5. Video reels of Industrial Visit of SMKN 3 Kediri

Source: Instagram @batiksemarang16

Figure 5 presents a video reel of an industrial visit from SMKN 3 Kediri. This collaboration between the school and Batik Semarang 16 serves multiple purposes. First, it introduces students to the batik-making process while also exposing the brand to a younger demographic. Second, it fosters co-creation, where students contribute creative batik motifs, expanding design possibilities for Batik Semarang 16. This aligns with findings from previous studies (Wijaya, 2021), which highlight how brand-stakeholder collaboration strengthens brand authenticity. Additionally, Figure 6 depicts a diplomatic visit, further reinforcing collaboration with international stakeholders.

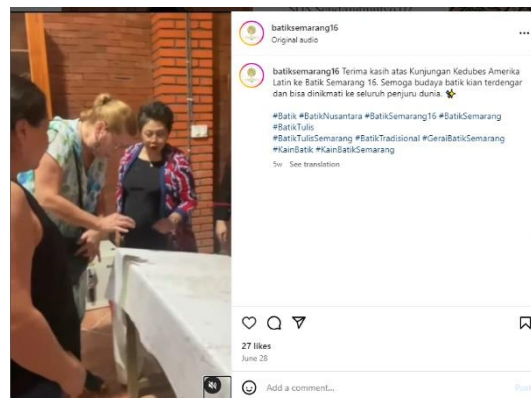


Figure 6. Video reels of Foreign Embassy Visit

Source: Instagram @batiksemarang16

The visit strengthens Batik Semarang 16's positioning in global markets, signaling credibility and quality. The inclusion of foreign representatives supports the local pride narrative by showing international appreciation for Indonesian batik, enhancing the brand's competitive image.

Education Pillar : Education plays a significant role in consumer engagement, especially for heritage-based brands. The analyzed posts indicate that @batiksemarang16 uses educational content to shift perceptions about batik. For example, in Figure 5, the industrial visit video challenges the notion that batik is outdated and difficult to make. By showing students enjoying the batik-making process, the video conveys batik as a fun and accessible art form. This educational content aligns with research by Hootsuite (2022), which

emphasizes that brands incorporating educational storytelling drive higher engagement and trust. Similarly, Figure 6 reinforces the educational aspect of cultural heritage, portraying Batik Semarang 16's studio not just as a production site but as a cultural tourism destination.

Entertainment Pillar : The entertainment aspect is essential for retaining audience attention. While the previous discussion highlighted educational and collaborative elements, entertainment remains a key factor in audience engagement. Figure 5's video reels are structured similarly to documentary storytelling, making the content more engaging rather than merely informative. Figure 6's diplomatic visit footage is edited in a cinematic style, giving viewers a more immersive experience. However, Figure 4 lacks entertainment elements, indicating an area for improvement. Future strategies could incorporate more visual storytelling or behind-the-scenes footage to make educational content more dynamic.

Findings from this study align with previous research on social media branding for heritage-based businesses. For example, Setiawan et al. (2023) found that cultural brands using a mix of education and entertainment strategies experience higher engagement rates on Instagram. Similarly, a study on @batikjogja's content strategy (Sari & Nugroho, 2022) concluded that entertaining storytelling increased consumer attachment to traditional brands.

4. Conclusion

This study concludes that @batiksemarang16 effectively employs the communication, collaboration, and education pillars of social media strategy to promote local pride. The account manager successfully conveys a strong sense of local identity through engaging content, collaborates with various stakeholders to enhance brand awareness, and educates the audience about Batik Semarang 16's unique characteristics and cultural significance. However, the entertainment pillar remains underutilized, limiting the potential to attract and retain a broader audience. To optimize content strategy, @batiksemarang16 should incorporate more entertainment elements, such as interactive storytelling, engaging video formats, and user-generated content. These strategies could enhance audience engagement and contribute to stronger brand attachment. Additionally, leveraging multimedia formats like Instagram Reels and live sessions could increase reach and participation. Further studies could analyze audience engagement metrics to evaluate the impact of different content pillars on brand awareness. Researchers may also explore how multimedia integration, gamification, and influencer collaborations affect audience perception and interaction with heritage-based brands on social media.

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