

# #Localpride in Online Media: The Rise of Indonesia Local Brand

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## ABSTRACT

In 2014 there was an invitation to love products and love the capabilities of the Indonesian nation. Many Influencers and other celebrities joined in enlivening the hashtags #BanggaBuatanIndonesia and #Localpride through their accounts. The Covid-19 pandemic has encouraged local brands to use social media to expand consumer reach. 2020 is when MSMEs and Indonesian Local Brands develop and compete to advance the creative industry in Indonesia. This paper aims further to examine the #localpride phenomenon in Indonesian online media. How is the development of local Indonesian products during the Covid-19 pandemic? Three data collection methods are used: informant interviews, literature study, and Twitter data mining with #localprideindonesia. The local pride revival initiative starts from various lines. Starting from local brand manufacturers, the Government, some online mass media who promote campaigns are proud of domestic products. Young people realize that products made in Indonesia are not inferior to foreign products. Especially with the economic pressure caused by the Covid-19 pandemic, informants are more sensitive to prices and reorganize needs priorities. This adds to the opportunity for local brands to develop. The role of social media is so significant in the phenomenon of the product revival of the nation's children. Localpride trends strongly influence this movement in the global ecosystem. The tendency of consumers to consider various aspects at global or local level.

**Keywords:** local pride, branding, social media, local brands.

## 1. INTRODUCTION

The digital era is both an opportunity and a threat to the development of the conventional mass media industry. This opportunity will be realized if the mass media can develop and adapt to the emergence of new media as a marker of the digital era [1]. In Indonesia itself, there have been many brand schemes that can help the rise of the nation's children's products. Several local brand schemes have emerged in recent years, which can be called the revival of local brands created by the nation's children. Lots of local brands have sprung up, starting from shoes, bags, clothes, etc.

The daily lifestyle of young Indonesians can make local brands grow rapidly. Indonesia is not a country that is not up to date. Because many local brands have been born in Indonesia for a long time. The development of local brands is evident because many Indonesian people are familiar with several local

brands and are interested in becoming fans of certain local brands.

It turns out that the revival of local brands that were previously not so ogled until now has become of interest to many Indonesians starting from the rise of foreign brands that are worldwide and to get them they pay a lot of money. That's why there are many counterfeit goods in the name of foreign brands. This has aroused the artworkers or designers of clothing or shoes, which have begun to emerge to create a domestic product that can compete with foreign brands regarding the uniqueness, quality, and uniqueness of Indonesian products. Therefore, consumers who initially only looked at foreign products or had a skeptical attitude towards domestic products turned and changed their views to participate in increasing the existence of these local brands. The many exhibitions and collaborations prove it, and

millennials currently dominate local brand events held and filled with fans.

In marketing their products, it turns out that influencers have played a significant role in elevating the degree of local products in the market. Several big Indonesian figures, such as Najwa Shihab, Ridwan Kamil, and even the President of Indonesia, Joko Widodo, often appear in clothes made from local Indonesian products. This makes the great Indonesian designers and artworks even more enthusiastic in creating ideas that can further uphold the patriotism of the Indonesian children with the exoticism of their work.

The statement from the paragraph above can be concluded that currently, local products are experiencing very rapid development. The quality of each local product also cannot be underestimated. At an affordable price, we get a product with super quality and quantity and also participate in participating in increasing the sense of pride in the creations of Karya Anak Bangsa Indonesia. This article aims to further examine the #localpride phenomenon in Indonesian online media. As well as how the development of Indonesian local products during the Covid-19 pandemic.

## **2. LITERATURE REVIEW**

### **2.1. MSMEs & Local Brands in Indonesia**

2020 is when MSMEs and Indonesian Local Brands develop and compete to advance the creative industry in Indonesia. With full support from the Government and the Indonesian people, MSMEs and Indonesian Local Brands can compete with imported products. The Government fully supports the creative industry in Indonesia to make a significant economic contribution, create a positive business climate, build the nation's image and identity, provide a positive social impact, be based on renewable resources and create innovation and creativity, which are the competitive advantages of a nation.

Reported through the *genpi.co* article during this pandemic, the Ministry of Finance of the Republic of Indonesia (Kemenkeu RI) noted that the business world that was significantly affected was Micro, Small, and Medium Enterprises (MSMEs), which in 2018 recorded 64.2 million units. MSMEs are threatened with closing their businesses because their income continues to decline if they do not immediately adapt to this new normal situation.

Many efforts have been made by various parties to help these SMEs survive. One of them is collaborating by expanding product promotions, as is currently being done by Evermos through the Must Care for Local Products program. It is recorded that more than 1,400 MSMEs have supported this program. One of them is collaborating by expanding product promotions, as is currently being done by Evermos through the Must Care for Local Products program. It is recorded that more than 1,400 MSMEs have supported this program. one of them is collaborating by expanding product promotion.

Not only the Government and the consumer community who support the progress of MSMEs and Local Brands in Indonesia, but e-commerce business players also fully support them to go through the Proudly Made in Indonesia campaign. They were reported through the article *kontan.co.id* Shopee supports local MSME products in Indonesia. The current situation of the COVID-19 virus pandemic not only globally causes a significant impact on the country's economic cycle. It affects various business sectors, especially Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. Through the mandate and full support from the President of the Republic of Indonesia, Joko Widodo, for the #ProudBuatanIndonesia movement, Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, has taken part in participating in supporting the business continuity of the MSMEs fostered through the #BanggaBuatanIndonesia campaign titled "Buy Local Products with Global Quality." in the Shopee application which took place from 8 - 21 June 2020.

The existence of a pandemic is expected not to limit the creation of MSME actors. The President hopes that this movement can improve the quality of domestic products. In the current situation, MSME actors and entrepreneurs must adapt to digital and start diversifying products. For example, batik is made into cloth masks. MSMEs have a contribution of 60.3% of Indonesia's total gross domestic product (GDP). In addition, MSMEs absorb 97% of the total workforce and 99% of the total employment. In 2021, there will be 65 million MSME units.

### **2.2. Digital Branding & Consumer Identity**

A brand is interpreted as a representation of the complete identity of a company. It connects the company to its audience consisting of names, terms, signs, symbols, designs, or a combination of all these

aspects [2]. The brand is formed according to the design that the business has prepared. They were reported through articles uploaded on the Kompas.com platform, consumers in the fashion line owner or related company. The process of giving names, terms, signs, symbols, designs, and combinations to identify goods or services is known as branding [3]. Things built in the branding process include brand awareness, brand identity, perceived quality, and brand associations. These points will synergize and build brand equity for a product or service.

Brand equity is a set of assets and liabilities related to the name, symbol, which can increase or decrease the value provided by a product/service to the company or customers [4]. One of the primary sources of brand equity is Customer-Based Brand Equity (CBBE). CBBE is the strength of a brand that lies in what consumers learn, feel, and see about the brand as part of their experience over time [4]. The main point in CBBE emphasizes that consumer experience and perception are essential things when a company develops a brand.

Efforts that can be made to strengthen CBBE include building a differential effect, brand knowledge, and enhancing consumer responses to the marketing programs carried out. The differential effect is closely related to product identification and differentiation; brand knowledge refers to consumer knowledge of a product either obtained independently or through the marketing process [4]. These two aspects can certainly be the effect of the marketing process that is being carried out. The impact of the marketing program being carried out is, of course, expected to provide positive input from consumers. A positive marketing impact will support the formation of positive brand equity as well. Keller [4] mentions that consumer responses to marketing programs will impact efforts to build brand equity. Consumer responses to marketing are interpreted as perceptions, preferences, and behaviors related to the marketing aspects.

The approach chosen in conducting the marketing process must be by the identity of the intended consumer. The consumer's identity will direct the marketer to understand the character of the segment to be addressed in more detail. Banin & Quaye [5] mention that there are two forms of consumers in this era of globalization: local and global groups. These two consumer groups are forms of identification that

refer to behavior and information on consumption behavior. The preparation of the approach in advertising can use these two groups as a reference for formulating the appropriate message.

The tendency of these two consumer groups will affect the way a person responds to the character, the way of marketing, to where the production of a brand comes from. Consumers in local groups will tend to appreciate local products more, whereas global groups will prefer to explore global products. Global brands tend to approach consumers by demonstrating the benefits of a product, quality, value, and promises of exclusivity. Local brands, on the other hand, arouse the personal side of consumers by confirming the identity side that is close to local consumers, uniqueness, pride, and the resources that exist around them [5].

Peoples can be part of local or global consumer groups depending on the cues given to product introductions. Balabanis mentions in Consumer's Cultural Identity Theory that individuals can activate their global and local identities based on the construction of personal identities, which then informs the form of adaptation to the global market [5]. The choice of approach by marketers will determine which consumer side will be built, local or global.

The global and local side of an emerging consumer can be identified from several points. The first point is which cultural identity is considered as an individual's self-concept, the second cultural identity will stand out when an adaptation has to be carried out, the third cultural identity is very dynamic and can change depending on the situation, and lastly changes in cultural identity can mediate adaptation in the marketplace and experience [5]. This theory explains that consumer behavior to act globally or locally is not static, and can change depending on situational conditions depending on cues or stimuli that are raised by a brand.

### **3. METHODOLOGY**

This research uses descriptive qualitative research. Qualitative research is a form of research that describes a fact by digging in-depth data and researchers as instruments [6]. The data in this study were collected by observing and interviewing several local brand owners. The results obtained from observations and interviews were written in descriptive form. Descriptive research aims to

describe objects so that research data findings can be read and concluded [7].

Three data collection methods are used: informant interviews, literature study, and Twitter data mining with #localprideindonesia. Interviews were conducted with five informants selected by purposive sampling. These five informants are owners and consumers of local brands from 3 different cities. Literature study is a data collection method directed at searching for data and information through written documents, photographs, pictures, and electronic documents that can support the writing process. And finally, the researcher used Brand-24 software to retrieve big data related to Twitter impressions on the hashtag #localbrandindonesia. All data will be analyzed with descriptive qualitative.

## **4. RESULT AND DISCUSSION**

### **4.1. The History of the Emergence of the #Localpride Movement**

In 2014, the Indonesia Fashion Week (IFW) held a show with the Local theme Movement. Quoted through the online news platform Beritasatu.com, Dini Midiani, as Director of IFW 2014, explained that the concept was conceived as an invitation always to love products and love the capabilities of the Indonesian nation. Through this theme, if you want to advance Indonesia, you need a strong foundation in the fashion industry, imitating trends from abroad and providing new trends with local wisdom that Indonesia has in the international arena.

Local Compass shoes that were born in 1988 are also liked by many enthusiasts, apparently competing fiercely with other imported shoe products in Indonesia. 2017 was a year of revival for Compass in competing with other imported products. Formerly the Founder of Compass Mr. Gunawan, had given up on reviving Compass shoes because of the difficulty of competition and many people who tended to prefer imported products. Mr. wish. Gunawan just wants the Compass to be in demand because the shoes are a domestic product is expected to be successful in their own country and increase public interest in domestic products.

The rise of Compass is the result of a collaboration between Aji and Bpk. Gunawan, who finally brought the Compass brand as a symbol of a very famous lifestyle as it is now and has also become a #localpride. Compass itself has a hashtag to invite the

Indonesian people always to be proud of using Karya Anak Bangsa products with the hashtag #BanggaBuatanIndonesia. Since then, there have been many hashtags like that to participate proudly in using Indonesian products.

The number of media today makes it very easy for business people to market a product; not only that, campaigns can also be carried out through current communication media. The existence of Social Media as a forum for disseminating information makes the public more quickly receive information. The media used today are Instagram and Twitter. Many other Influencers and celebrities joined in enlivening the hashtags #BanggaBuatanIndonesia and #Localpride through the personal accounts of Influencers and celebrities. The Government has carried out many studies to encourage the #Localpride movement, quoted through kompasiana.com that last Sunday morning at the Sarinah Building yard, the Ministry of Trade also held a campaign to love Indonesian products and was attended directly by the Minister of Trade. Not only that, there are lots of banners that surround the Car Free Day area with the words "Cool Indonesian Products."

The Minister of Trade invites the public to continue to consume local products. According to him, patriotism towards the country will grow in this way. Other efforts are also being made. One of them is inviting all Indonesian marketplaces and e-commerce every week, only displaying local Indonesian products. In 2017, President Joko Widodo (Jokowi) said that people should be proud of Indonesian products. Because according to him, the quality served through local products is no less good than foreign ones.

The President of Indonesia also added that there are still many Indonesians who prefer foreign brands, and if they see a brand with the words made in Indonesia, they decide to cancel buying because they are too happy with goods produced by foreign countries, such things should be stopped when this. President Joko Widodo launched the #BanggaBuatanIndonesia National Movement. This campaign is to help Micro, Small, and Medium Enterprises (MSMEs) market their products online during the Covid-19 pandemic. It is hoped to boost the economy and people's income amid a crisis due to the pandemic.

#### 4.2.#LocalPride and Local Brand Stakeholder Perception

Building a brand requires very high innovation; creativity is the main key in building a brand. Lots of local brands in Indonesia. They have their strategy and uniqueness to brand their product or brand into something liked by the audience and get recognition if local products can change people's perspective to be proud of using domestic products. This effort is undoubtedly made to highlight the local values that exist in a brand.

With this movement, if local brand owners are helped enough by the existing campaign, it can be an opportunity to take advantage of the momentum in

this pandemic; with these hashtags, consumers can easily find the local brand they are looking for or need. To increase the diversity of the data, the researcher conducted interviews with five informants together using virtual conferences. The five informants are;

Maliky, from the city of Surabaya. Having a business field of selling local t-shirts on Instagram

Adi Putra, from the city of Surabaya. Have Shoe Laundry Services. Promoting on Instagram

Vicky, from the city of Surabaya. Consumer

Daddy, from Surabaya city, Consumer.

Hanif, from Bali, Consumer

**Table 1.** Informant Interview Highlights

No	Topics	Information
1.	The #LocalPride Phenomenon	<p>"I only understand that hashtags, local pride hashtags are like collecting content material that is just being proud of local products. I see that maybe most consumers, but most producers who use local pride hashtags, it can be concluded that Local Pride is like a producer's campaign to attract consumers, you are proud to buy local products instead of buying foreign products" (Informant Vicky)</p> <p>"In my opinion, local pride is a movement that supports local products, local MSMEs, to show off to Indonesia and globally. So from the movement of a local pride itself, it can make a good name, eh, it's not good to spread the name of a local brand itself." (Daddy's informant)</p>
2.	Building a Local Brand ?	<p>"I have a clothing brand, a local brand called Xanny Society". (Malik's informant)</p> <p>"I already have a business, namely shoe washing services in Surabaya which were established on November 14, 2017, until now it has been running for about three years, and this business has included local pride." (Informant Adi)</p>
3.	Participation #LocalPride through social media	<p>"It help. Because now our society no longer uses local brands, therefore with the local pride campaign, many people are literate about local brands." (Maliky's informant)</p> <p>"For the issue of the local pride hashtag in a business field, especially in this modern era, I am not interested in using the hashtag myself because there are separate ways to show our brand to Indonesians or foreigners. There are so many ways every business must have its way of growing its business." (Informant Adi)</p> <p>"Well, maybe it depends on what I'm going to post on Instagram if it fits the context. For example, I'm using local brands, maybe using those hashtags. It is also my step to promote local brands as well." (Daddy's informant)</p>
4.	The neighborhood also uses local brands.	<p>"Yes, some people in my neighborhood use it, I happen to live in Bali, and local brands are highly respected and well-liked. Balinese people are very proud to use local brands from Bali itself." (Informant Hanif)</p> <p>"I think there are quite a lot of local products in my environment. But in my opinion, it's still ripe. Those who use local brands are probably mostly the middle to lower-middle-class</p>

		and, the upper-middle-class still tend to be foreign brands. So in the area itself, the majority are middle and lower middle class, so in my neighborhood, there are still a lot of people who use local brands.” (Daddy's informant)
5.	Popular opinion of local brands popping up during the pandemic	<p>“In this era of the pandemic, many people have been laid off; people don't have work. What's the solution, does everyone open stalls, open the buyer's market? Maybe the buyers are friends themselves. First, maybe to help his friend. If I look at it from my point of view, why do more and more local products appear because many unemployed, online college students are not as busy as offline lectures? Those who graduate from college may not get a job, and those who already get a job will be fired and become unemployed as well. So to survive, you have to open a stall and buy your friends.” (Vicky's informant)</p> <p>“Oh, yes, I don't see the emergence of local brands that exist during this pandemic. Not too aware lately, so I don't know maybe they see the opportunity to advance the Indonesian economy from within, maybe it's good, but I don't know because I don't know about it.” (Informant Hanif)</p>
6.	Message for Indonesian MSME	<p>“My message for Indonesian MSME players is to continue to be creative in coming up with new ideas; then maybe there is more to one voice. So from someone or an individual and consumers themselves are still lacking with these hashtags.” (Daddy's informant)</p> <p>“The message for MSME actors in Indonesia is about local pride, keep going, ladies, and most importantly, we have to be creative. In this day and age, creative is number one; we are creative, we can go viral, we can go viral, sales go up. Now the point is that we have to be brave enough to compete with innovative foreign products, so local products will rise by themselves.” (Vicky's informant)</p> <p>“My message is to continue to produce quality and attractive goods, even though we are currently being attacked by foreign brands, lovers of local products are certainly still among the people, even though there are only a few, but it's still okay.” (Informant Hanif)</p> <p>“My message is that you are more willing to take risks and dare to compete with foreign products with the same or even better quality.” (Maliky's informant)</p> <p>“The message and impression for MSME actors in Indonesia is that innovation and creativity continue for MSMEs and always have their own stories” (Informant Adi)</p>
7.	Chose local or foreign brands?	<p>“Honestly, if I had 10 million myself, I would prefer to buy foreign products. Why? Because anyone who uses foreign products, especially well-known ones, will create a strong self-confidence. Getting recognition from some friends or something, what I'm using is an outside brand, so it's cooler.” (Daddy's informant)</p> <p>“If asked to choose local or foreign products, frankly I would choose local products because they are cheap. For example, outside shoes or NIKE, 10 million, maybe you can buy 1 or 2. But if you buy local products, you can get ten more if you look for cheap ones, more handsome you have lots of shoes, change every day. That's if I prefer local products because they are cheap.” (Vicky's informant)</p> <p>“I buy both local and foreign products, maybe from the bottom to the top. From under my shoes, I bought an outside brand of pants, shirts, maybe I prefer local brands, but for shoes, I chose an outside brand, it's more worth it.” (Informant Hanif)</p>
8.	The desire to buy local brands during the COVID-	<p>“I don't, because if I buy something, it's based on its utility, if I'm not too urgent to wear it, I don't buy it, while during this pandemic, we just stay at home and don't have much outside activity, so why buy shoes.” (Informant Hanif)</p> <p>“I don't. Frankly, this pandemic is in a downturn in the economy. Shoes are tertiary, not</p>

	19 pandemic	secondary needs. So instead of wasting money on tertiary needs, I'd rather waste my money on secondary needs. For example, Netflix has become a secondary necessity in a pandemic. If asked whether you want to buy local shoes in this pandemic era? The answer is, not because I don't want to buy local products, but now shoes in this pandemic era are included in tertiary needs like that." (Vicky's informant)
9.	Why choose to buy a local brand (?)	"Society nowadays, especially teenagers, have been affected by globalization, so they are only proud of foreign brands without looking at the brands around them (local brands). So with the local pride campaign, it will help local brands so that people are more aware of local brands." (Malik's informant)

From the interviews conducted with informants, there is positive attention to local brands even though there are still beliefs and lifestyles of young people who are more confident when using well-known foreign brands. Brand image is the brand's perception, which is a reflection of consumer memory of its association with the brand [8]. Consumers will be more attracted to cues that appear more prominent to make a brand appear convincing [5].

The components of brand image in the journal Xian, et al [9] consist of company image, user image, and product image. Corporate image is a picture of the company in the eyes of consumers based on knowledge, feedback, and consumer experience of the company concerned. Young people realize that products made in Indonesia are not inferior to products from abroad. Especially with the economic pressure caused by the Covid-19 pandemic, informants are more sensitive to prices and reorganize needs priorities. This provides an opportunity for local brands to develop.

### 4.3.#LocalPride during the Covid-19 Pandemic

Social media has become a common platform to market or introduce brands, especially by using

Instagram, which allows users to upload and share photos, videos, or stories [10]. Through social media, everyone can organize daily activities such as making appointments, looking for information, shopping, making purchases without meeting physically [11]. As a means of promotion, social media has replaced conventional advertising in newspapers. Currently, Instagram has three main features: feeds, stories, and IG-TV [12].

In the pandemic era, it affects the country's economic system, lots of companies and outlets have gone out of business due to a drastic lack of consumer interest. Because of this, traders seem to be competing to create attractive business strategies. The campaign about local Indonesian brands is an attempt to influence people's thinking. This is important to do to highlight the value of local Indonesian brands.

The Covid-19 pandemic has encouraged local MSMEs to start using social media to expand consumer reach. Using technology, MSMEs use and take advantage of features on social media. Creativity & skill transformation on social media is very necessary to increase business resilience amid the uncertain Covid-19 Pandemic [13].

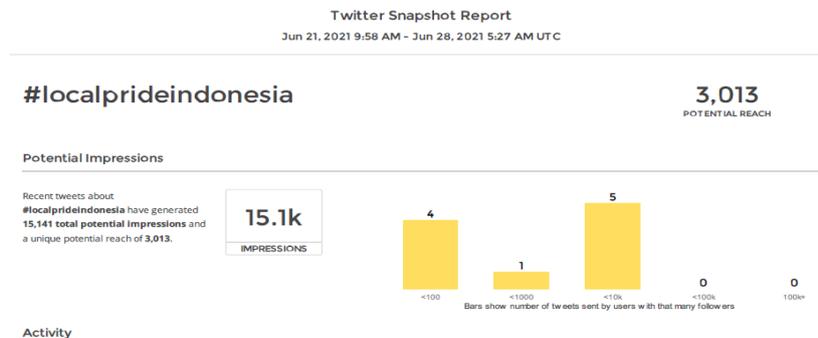


Figure 1. Twitter Snapshot Report June 2021

Impressions from social media Twitter show there are 15,141 potential impressions with #localprideindonesia. Local pride trends strongly influence this movement in the global ecosystem. The tendency of consumers to consider various aspects globally or locally can be clearly identified in the Consumers Cultural Identity Theory. This theory

states that individuals can adapt global or local identities, or both [5]. In the end, the individual will choose the most prominent value (local/global). The efforts made by local brand owners are in line with important points in the Consumers Cultural Identity Theory.

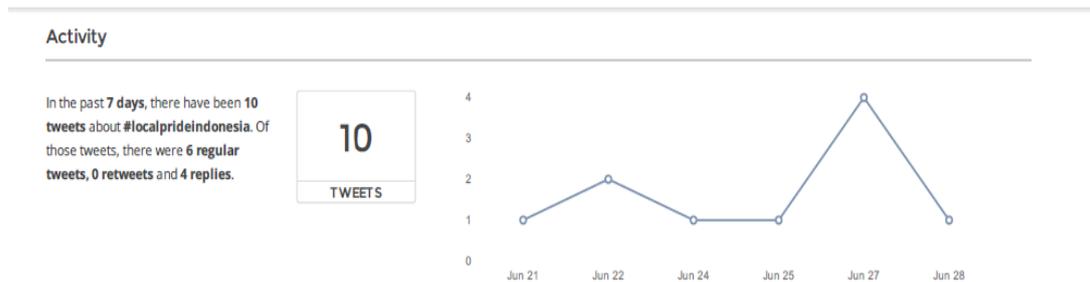


Figure 2. Twitter #localprideindonesia for seven days in June 2021

The positive response shown by consumers showed that the local brand that appears in #localprideindonesia is able to awaken the identity of consumers as local Indonesian citizens. The attitude gives an echo of Indonesian local brands to the world. The integration of various parties in building local brands can be one solution to introduce and strengthen local brands.

The local pride revival initiative starts from various lines. Starting from local brand manufacturers, the Government, some online mass media who promote campaigns are proud of domestic products. Although not massive, local pride deserves appreciation. The term #LocalPride has been around since 2017. Starting from the term 'Love Indonesian Products,' it has a new period to become #LocalPride which people have only begun to hear in 2019.

This movement began to make the Indonesian people more proud of the products produced by the nation's children. Previously, the Indonesian people were still struggling with their prestige for well-known brands from outside; now, they have switched to using local brands. The Government is also aware of the potential for the creative industry in the country to be more advanced. Therefore, last year the "Indonesia Local Brands Expo 2020" premiered, just being held virtually. This local product exhibition was initiated by the Indonesian License Association (ASENSI). Once again, the role of social media can attract people's curiosity about the annual local clothing line event. Many people who initially wanted

to feel the euphoria and attention for local products, no less many, became impromptu fans of #LocalPride through the event.

## 5. CONCLUSION

The local pride revival initiative starts from various lines. Starting from local brand manufacturers, the Government, some online mass media who promote campaigns are proud of domestic products. Although not massive, local pride deserves appreciation. The term #LocalPride has been around since 2017. Starting from the term 'Love Indonesian Products,' it has a new period to become #LocalPride which people have only begun to hear in 2019.

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In the pandemic era, it affects the country's economic system, lots of companies and outlets have gone out of business due to a drastic lack of consumer interest. Because of this, traders seem to be competing to create attractive business strategies. The campaign about local Indonesian brands is an attempt to influence people's thinking. This is important to do to highlight the value of local Indonesian brands

From the interviews conducted with informants, there is positive attention to local brands, although there are still beliefs and lifestyles of young people who are more confident when using well-known foreign brands. Young people realize that products made in Indonesia are not inferior to products from abroad. Especially with the economic pressure caused by the Covid-19 pandemic, informants are more sensitive to prices and reorganize needs priorities. This provides an opportunity for local brands to develop.

Impressions from social media Twitter show there are 15,141 potential impressions with #localprideindonesia. Localpride trends strongly influence this movement in the global ecosystem—the tendency of consumers to consider various aspects globally or locally.

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