

THE STRATEGY OF SATURDAY LOOKS' INSTAGRAM CONTENT CREATOR TO BUILD BRAND ACTIVATION: A STUDY CASE OF NOVA

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ABSTRACT

Saturday Looks is a local brand that specializes in beauty. Saturday Looks needs to build trust to compete with foreign beauty brands as a local brand. One of the ways Saturday Looks can interact with their customer is by presenting interactive and informative content. This study aims to explain the strategy of content creator Instagram of Saturday Looks in presenting content to build Brand Activation to its consumers. The author uses a qualitative approach and case study methods. Data of this study was obtained by interviews with four informants, non-participant observation, documentation, and literature study. The results indicate that the content creator strategy by presenting interactive and informative content on Instagram Saturday Looks quite effective for consumers in building Brand Activation. It makes Saturday Looks a local brand that has quality content. The obstacle felt by Saturday Looks content creators is that it is difficult to find ideas for creating content. But even so, Saturday Looks content creators can still present interactive and informative content by taking advantage of existing trends. It is what makes Saturday Looks consumers still like the existing content.

Keywords: Brand activation, content creator, instagram

1. PREFACE

Humans as social beings always live with other humans (society). It cannot realize its potential only by itself. Humans will need other humans, including fulfilling their needs [1]. In daily life, humans are required to interact with the environment to survive. One of the human interactions is communication. Communication is the process of delivering messages by the communicator to the communicant. Communication can continue if there is the same meaning and message during the conversation. According to Wursanto, communication is the process of delivering meaningful information from one side and another to understand each other [2].

Along with the times, communication has developed rapidly. Previously, humans only communicated verbally, but now humans can communicate via email, telephone, fax, and many others. Especially in this digital era, communication can conduct via the internet. One of the media that can be used to communicate in this digital era is social media. According to Boyd, social media is a collection of software that allows individuals and communities to gather, share, communicate, and collaborate or play with each other [3].

In Indonesia, several popular social media are used during 2020 – 2021, namely YouTube, WhatsApp, Instagram, Facebook, Twitter, and many others. Based on a survey from BeritaSatu, YouTube ranks first as the most used social media. The percentage is quite high at 94% with an age range of 16 to 64 years. Meanwhile, WhatsApp ranks second as the most used social media. Previously, Instagram was in fourth place, but this year Instagram successfully in the third rank as the most frequently used social media in Indonesia. Eventually, Facebook became the fourth most used social media after being shifted by Instagram.

But in using social media, creative content is needed. Therefore, a content creator is needed to create and upload content. In short, a content creator is a professional person who creates content. The content can be writing, images, video, sound, or a combination of two or more materials. The content is created for media, especially digital media, such as YouTube, Instagram, Blogger, and other social media platforms [4].

The purpose of content creators in creating content is to build and improve all activities of a product, one of which is brand activation. Brand activation is a form of brand promotion activity by interacting more closely with users through several activities that attract attention.

Therefore, a content creator must create interesting content to build an emotional connection with its users. Not only that, but a content creator must also create interactive content so that there can be an interaction between the product and its users. One product that takes advantage of this situation is Saturday Looks.

Saturday Looks is one of the local beauty products brands. This brand utilizes social media, especially Instagram as a medium for marketing. Saturday looks brand not only gives discounts but also creates interesting content on Instagram. The contents aim to introduce beauty products to Instagram users. Therefore, the author will discuss further the strategy of content creator Instagram *Saturday Looks* to build brand activation.

2. RESEARCH METHODS

This study uses a qualitative approach and case study methods. According to Bogdan and Taylor (Sulistyaningsih & Rakhmawati, 2017), a qualitative approach is a research approach procedure that produces descriptive data in the form of written or spoken words. Qualitative relates to aspects of quality and value or meaning behind a fact. In addition, a case study is a series of scientific activities carried out intensively, in detail, and in-depth about an event, program, and activity, either at the individual level, a group of people, institutions, or organizations to gain in-depth knowledge about the event or activity. Usually, the selected events are ongoing, real-life events, not something that has passed [6]. So in this study, the author wants to explore, analyze and provide a case study description of Instagram *Saturday Looks* to build brand activation.

Data collection is an essential aspect. There are two kinds of data, namely primary and secondary data. Both data are included in the data source. Then conclusions obtained will be the basis of research. The author uses several data collection methods to strengthen the data, including in-depth interviews, non-participant observation, documentation, and literature study (Sulistyaningsih & Rakhmawati, 2017).

Due to the unstable situation of the COVID-19 Pandemic, the author decided to conduct in-depth interviews with the four sources via zoom. In addition, because they could not observe Saturday Looks' activities directly, the writer decided to use non-participant observation as one of the data collection methods.

The subject of this research is the content creator of Instagram Saturday Looks, namely Nova as the Key Informant. In marketing *Saturday Looks* products, Nova is a party that plays a role in creating, organizing, and publishing interesting content on Instagram. Meanwhile, the object of

this research is the strategy of content creator Instagram *Saturday Looks* to build brand activation.

The author uses triangulation with sources as a data processing and analysis technique. According to Miles and Huberman [7], triangulation consists of data reduction, data presentation, and drawing conclusions or verification. According to Moleong (2021), triangulation is a technique of checking the validity of data which usually utilizes something outside the data. The goal is to check the correctness of the data and compare it with data obtained from other sources. By using this technique, the author can compare data from interviews and observations by using theories or concepts that have been obtained from library studies.

3. RESULT AND DISCUSSION

Saturday Looks is a local product that is engaged in the beauty sector. Initially, *Saturday Looks* was founded by Cindy. In 2018, Cindy only sold beauty products from abroad. However, in 2019 Cindy finally decided to create her beauty brand, and *Saturday Looks* was formed on August 15, 2019. For the meaning and significance of the name *Saturday Looks*, the word "Saturday" means Saturday. The meaning of Saturday is the women's day for the weekly night. Therefore, *Saturday Looks* is here for women to beautify themselves before starting the weekly night. Not only that, in order to be closer to consumers, Saturday Looks has a special nickname, namely SaturdayBabes. Although this call was formed by accident and has no special meaning and significance, until now the call has accompanied Saturday Looks' Instagram content.

Now *Saturday Looks* is still focusing on spreading its wings to be known by many people. The vision of Saturday Looks is to become a favorite skincare for people in Indonesia. Saturday Looks already has approximately 120,000 followers on Instagram (November 2021). Moreover, until now *Saturday Looks* does not yet have an offline store, so with such a large number of followers it can prove that Saturday Looks is able to build trust on social media and can provide quality and quality products to its consumers. This is one of the greatest achievements for Saturday Looks.

Although still focused on increasing sales, *Saturday Looks* has an extraordinary target. One of them is that *Saturday Looks* wants to release 30 new products by the end of 2022. Of course, with these numbers, this is an extraordinary challenge for *Saturday Looks*. For approximately two years of work, *Saturday Looks* already has seven products, including *Saturday Looks minty gentle scrub face mask*, *Saturday Looks minty clay mask non scrub*, *Saturday Looks wake wonderful sleeping mask*, *Saturday Looks 15 minutes peel off mask*, and *Saturday Looks water for peel off mask*. Although it has a target to release 30 products by the end of 2022, Saturday Looks does not have a specific timeline or schedule for new products or variants.

As a local product that is new to the beauty world, *Saturday Looks* has been able to compete with several other local beauty products. One of the ways that *Saturday Looks* can compete healthily is by providing interactive and informative content for consumers. That is why *Saturday Looks* has to hire someone who thinks creatively, has design skills, and can communicate. Therefore, Cindy as the owner of *Saturday Looks* chose Nova to be part of the content creator of *Saturday Looks*. Not only that, the reason Cindy chose Nova as content creator for *Saturday Looks* is because Nova has an extroverted spirit and can work together in a team.

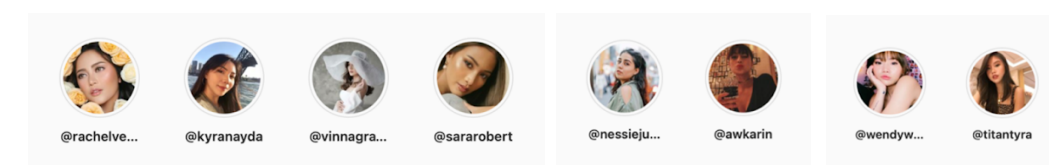
In communicating with its consumers, *Saturday Looks* not only uses direct messages, but also uses other methods, namely by providing interactive and informative content. The purpose of creating this content is to provide information while educating *Saturday Looks* consumers who are still new to the world of beauty or skincare. This is fully supported by Mutia Zahvira as a consumer of *Saturday Looks*. Mutia said that the content presented by *Saturday Looks* was quite interactive and informative. With the presence of games on Instagram Stories and Instagram Feeds, he can get closer to Saturday Looks. Especially for informative content, Mutia admits that by seeing informative content from *Saturday Looks*, she has a better understanding of the world of skincare and beauty. Therefore, Mutia feels that the content presented by *Saturday Looks* is quite interactive and informative.

In content creation, Nova must understand to search for an idea, planning, and publication stages. Before publishing, the first step is to search for ideas. Nova explained that in this stage, all employees are involved. What is meant by engagement is that all Saturday Looks employees are allowed to convey ideas and concepts related to content that will be published on Instagram. Although all employees are allowed to give ideas, the ideas must adapt to the style of Saturday Looks. After searching for ideas, the next stage is content planning. In this stage, Nova creates a timeline and schedule to publish content on Instagram. That needs to be done so that consumers can continue to enjoy Saturday Looks content without feeling excessive discomfort due to spam. Nova and other creative teams will design content according to the existing ideas and timeline. Once the content is ready, it will be published on Instagram Saturday Looks.

To make the content interesting, Saturday Looks collaborates with several influencers. The collaboration referred to endorsement. In this case, usually, Saturday Looks will provide information related to promos to its consumers. To be accepted by the wider community.

Figure 1

Some Influencers collaborating with Saturday Looks



Source: The Instagram of Saturday Looks

Cindy said that in collaboration with influencers, it is hoped that someone will be able to decide to buy Saturday Looks products so that sales of Saturday Looks can continue to increase. Mutia Zahvira as a consumer of Saturday Looks supports this statement. She knows about Saturday Looks products and promos from several influencers on Instagram. A content creator must have experienced obstacles, such as not getting ideas, lost content, trending in content that has dimmed, and wrongly published content. Nova admits that he has experienced some of these obstacles. The things that commonly happen are not getting ideas, forgetting to publish the content, and canceling content publications because the trending of the content has dimmed. Not only that, but Nova has also published the wrong content. It happens because there are two accounts in one cellphone, namely Saturday Looks's and his personal property. Regarding forgetting to upload content, Nova admits that he often forgets important days in Indonesia and the world, such as Mother's Day, Heroes' Day and others. This happened because these days did not include red dates on the calendar, so Nova was not aware of these special days.

In facing these obstacles, Nova must be able to find a solution. When he doesn't get an idea, Nova always looks for ideas through several platforms such as YouTube, Pinterest, Instagram, and TikTok. But for this, Nova is also helped because all employees are given the freedom to give ideas. As a human, it's only natural that Nova forgets to publish content related to important days that are not red dates on the calendar. However, Nova explained that she keeps publishing the content even though it was too late. In addition, to minimize errors in publications on Instagram, Cindy gave Nova a special cellphone to focus on publishing Saturday Looks content on Instagram. So, Nova did not make the same mistake in posting the content on her personal Instagram.

Besides managing the flow of content creation, there are obstacles and ways to overcome and minimize errors. Nova also has to set a strategy so that the content created can build Saturday Looks brand activation on Instagram. Brand activation is a form of brand promotion activity by interacting more closely with users through several activities that attract attention. Brand activation must be able to activate the brand on the mind and impression of the user. The impression of the advertisement must be proven that it is true. Therefore, one of the main goals of brand activation is to make users closer to the brand [9].

Responding to the presence of the brand, according to Soehadi (Lubis & Ganiem, 2017), it is said that the brand will get its value when consumers have a positive experience with the brand. The accumulation of positive experiences will build a strong bond of loyalty between consumers and brands.

Moreover, in this brand activation theory, this theory has a two-way nature, namely between the brand and the customer or consumer. so that promotional activities can be in the form of advertisements, events, and experiences. Can be concluded that brand activation is a promotional activity to increase interaction with consumers or customers [11].

According to Wallace (2012), brand activation has five forms, including the following:

(a) Direct Marketing Activation. The first form of brand activation is a form where a brand is in direct contact with its consumers. For example, activation through interviews on TV, radio, print media, sampling, in-store activation, and many others. In its activities, Saturday Looks has just had an office in Pluit and a warehouse in Jelambar. Therefore, Saturday Looks has never had an offline store and has never done any sampling. Responding to this, Mr. Alfonso Harrison as a marketing communication lecturer, said This is an interesting phenomenon for the digital era as it is today. In the past, most people thought that in business one had to have a stall or shop to sell, but because of technological developments and the form of new media, namely social media, therefore, the meaning of place in the 4Ps is no longer physical. However, it has moved to the realm of internet based cyberspace, namely social media. So, according to him, this is not a big obstacle, nor is it mandatory for Saturday Looks to have an offline store and do sampling activities. In today's digital era, everything can be done through social media. So that the experience of a product can be developed even though it is virtual. In addition, indirect marketing activation, it is said that a brand activity can also be carried out through interviews on TV, radio, and other print media. Related to this, Cindy states that Saturday Looks had never done this activity. So Saturday Looks uses its way to introduce its products to the wider community. Responding to this, Mr. Alfonso Harrison said that this is what is special about the digital era. At this time, one does not need to spend much effort to make paid advertisements, TV shows, and talk shows to introduce their products. But in this era, a brand can use social media and citizen journalism to introduce its products to the wider community. Saturday Looks activity

in direct marketing activation can be less successful because it does not have an offline store, does not conduct sampling activities, and has never been invited media. However, Saturday Looks has succeeded in proving, introducing, and marketing its products to the community. In this case, the phenomenon of new media and citizen journalism can be proven by Saturday Looks.

(b) Social Media Activation. The second form of brand activation is a form whose goal is to directly touch consumers through activities carried out by brands on social media. Examples: Email Blast, Instagram, Facebook, and Twitter.

Figure 2

One of the informative contents on Saturday Looks Instagram



Source: The Instagram of Saturday Looks

Instagram is one of the social media used by *Saturday Looks* to interact with its consumers. So Nova must be able to present creative, interactive and informative content. In this case, *Saturday Looks* has a type of content that is the main point to be presented to its consumers, namely informative content whose purpose is to educate related to skincare and other beauty worlds.

It is fully supported by Mutia Zahvira, that Saturday Looks' content was very educational. Especially for ordinary people who don't understand the use of skincare and other facts. From this content, Mutia can gain new knowledge. Responding to this, Mr. Alfonso Harrison said that when a brand can use its social media activity to interact with its consumers, it means that its social media activation has been successful. Especially if conceptually and theoretically, a brand applies soft selling compared to hard selling. That will be more effective because it can provide insight for consumers. By creating informative content whose purpose is to educate, Saturday Looks has credibility in the eyes of consumers. That is because consumers will think that Saturday Looks understands and is an expert in the field of beauty.

Promotions Activation. A third form is a form of brand activation that aims to involve special promos. For example, discounts, special packaging for a product, lucky draw for a certain time, launching a new product, hiring a brand ambassador, and so on. In marketing its products, Saturday Looks once held a promo, one of which was a month-long promo on its 2nd anniversary. Although challenging, Cindy said that everything had been calculated. In the end, sell were increasing. Mutia Zahvira also said that she liked the promotional activities carried out by Saturday Looks. Moreover, the target of Saturday Looks is young women who do not have a fixed income. So the promotional activities are very helpful. In addition, Saturday Looks also held a promo by taking advantage of the momentum, one of which was on Halloween Day.

Promotions activation carried out by Saturday Looks has been successful because Nova can take advantage of special moments or days for promos. However, keep in mind that for a brand, it is not good to hold promotions continuously. That will have an impact on the image of the brand. This is because when a newly hatched brand holds promotional activities continuously, consumers will have a negative opinion regarding the brand. Moreover, Saturday Looks is a beauty brand which, for the measure of a beauty brand, must still pay attention to its credibility in the eyes of consumers. Therefore, in carrying out promotional activities, Saturday Looks must pay attention to its brand image.

Event Marketing Activation. A fourth form is a form of brand activation events, For example, product exhibitions, brand ambassador selection contests, arena games, and many others. In its activities, brand activation can be online and offline. Saturday Looks has only held online events and has never conducted offline activities. One of Saturday Looks' online activities is for its first birthday. Then Saturday Looks did a giveaway iPhone 11 Pro Max 256 GB, cash, and some of their products. Related to this, Mr. Alfonso Harrison said it would be nice if a brand carried out activities offline. It happens because consumers usually want to see the brand directly. Therefore, if the COVID-19 Pandemic is over, Saturday Looks is expected to be able to conduct offline event so that consumers feel closer to this brand.

Sponsorship Activation. A fifth form is brand activation carried out by a brand to fund activities, like sports, music, social activities, arts, and many others. *Saturday Looks* is a local product in the beauty sector. So when there is a sponsorship activation activity, of course the main focus of *Saturday Looks* is to fund activities related to the world of skincare and beauty. Until now, *Saturday Looks* has never funded or sponsored an activity. But *Saturday Looks* once funded an intern project for his college assignments. In addition, as a consumer, Mutia Zahvira stated that she had never seen *Saturday Looks* in beauty activities and events. In sponsorship activities, what needs to be considered is brand exposure. When a brand funds an activity and there is brand exposure, that includes sponsorship activation. However, if the activity does not have brand exposure, then it is called CSR (Corporate Social Responsibility). This is because the brand only gives money without expecting exposure. So in this case, *Saturday Looks* has not yet entered the sponsorship activation section.

4. CONCLUSIONS AND RECOMMENDATIONS

Saturday Looks' content creator strategy on Instagram in presenting interactive content (games) and informative (tips and tricks) is quite effective for consumers building brand activation. Moreover, brand activation has a two-way nature, namely the brand and the customer, so that the development of brand activation in Saturday Looks content has been well achieved. Although of the five existing forms, such as direct marketing activation, social media activation, promotions activation, event marketing activation, and sponsorship activation, Saturday Looks is only able to do three forms well. There are two forms that Saturday Looks has not succeeded in, including direct marketing activation and sponsorship activation. For direct marketing activation, it is related to direct contact with consumers.

Meanwhile Saturday Looks does not have an offline store, has never conducted sampling activities to consumers, and has never conducted interviews in the media. So Saturday Looks has never been in direct contact with consumers. Then for sponsorship activation, this form is done by funding an activity. However, until now Saturday Looks has never funded an activity. So Saturday Looks has not succeeded in doing sponsorship activation. However, if there is an

opportunity, Saturday Looks wants to be able to do direct marketing activation and sponsorship activation so that they can be closer to consumers.

The obstacles faced by *Saturday Looks* content creators include not getting ideas when creating content, making the wrong content, the trend of the content being created is dim, uploading the wrong content and forgetting to upload content. However, these things can be handled well. So far, *Saturday Looks* has been able to present informative and interactive content for its consumers on Instagram.

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