

## Social Marketing of #banggabuatanindonesia as Indonesian National identity Campaign in Social Media

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### Abstract

*#banggabuatanindonesia is one of social marketing campaign activity which focus on building selling and buying habit for the Indonesian people. This activity is created to raise the Indonesian economic sector by campaigning the domestic product. The worries also came while the Indonesian people are prouder to use the product from foreign country. This problem brings the bad effect weather on the economic cycle of domestic product selling. Furthermore, this case also wants to solve the national identity crisis from economic sector by campaigning #banggabuatanindonesia. The purpose of this campaign is to educate the seller who sells the product and the customer to be proud of domestic products. Beside make the cycle of nation economic more stable, this activity also aims to create Indonesian national identity campaign by domestic product. This campaign uses social media to spread information. This activity shows how digital marketing communication works. From that information, this research wants to focus on the measurement of the campaign which uses social marketing tool in social media with hashtag #banggabuatanindonesia. The measurement of the campaign uses input, output, outtake, and outcome tools. The social marketing activities focus on marketing mix which consist of product, price, place, and promotion. This research uses a qualitative approach which focuses on content analysis method. The result show that there are so many new account members which use #banggabuatanindonesia social marketing as promotion strategy and help campaigning Indonesian national identity. That activity gives a lesson for the seller to create good domestic products and marketing activity. in other side, the consumer gets the lesson and can buy domestic products. As a result of understanding Indonesian national identity, between the seller and consumer create #banggabuatanindonesia campaigning activity from transactional activity in social media. Finally, this activity gives good impact such as the development of selling domestic product, having Indonesia economic positive circulation, and establishing Indonesian national identity campaign.*

**Keywords:** Social Marketing; Campaign; National identity; social media; #banggabuatanindonesia.

### INTRODUCTION

Darmaputera (1997) declare that all of society "Third World", including Indonesia, has three main problems together, namely the problem of nation-building, political stability,

and economic development issues. The issue of “nation building” is a problem associated with the legacy of the past, namely the issue of cultural diversity. The issue of “political stability” is a problem associated with present realities, namely the threat of disintegration. While the problem of “economic development” is a problem related to the future expectations, namely of a just, prosperous, and modern society (Mulyono, 2017). The third main problems shape circulation relationship. Indonesia nation-building is influenced by political stability and economic development. That’s why it needs nationalism and patriotism by citizen.

Nationalism and patriotism need to be measured to know exact nationalism level of Indonesian society. This measurement is certainly very broad, both concept, and method of calculation, as well as inviting academic debate for certain. However, it is necessary to be done. Malaysia has introduced the National Patriotism Index in 2015, which indicators includes: nationality, loyalty to the kingdom, official use of Malaysian language, population trends, racial interaction, use of local products, and so on. South Korea has also conducted similar Patriotism Index; with its main indicator is the willingness to take up arms to fight in war. Other surveys also have indicators relating to the pride of living in a country, the desire to change nationality or move to another country, and so on (Agung, 2017). On the Miloslav Bahna’s paper mention that Dražanová (2015) inspired by Latcheva (2010) proposes a model for the Czech Republic where nationalism is one of four dimensions of national pride (Bahna, 2019). National pride can be seen while the citizen pride with their own culture.

The strength of cultural heritage that is preserved and continues to be used is very important. In contemporary culture, we are affected by the hegemony (unconscious influence) of globalization. This globalization hegemony is not all good and acceptable. To maintain the existence of Indonesia as a nation, we also need to counter hegemony. The easiest way to counter hegemony is to love and use Indonesian products. Among other thing, in the contemporary Indonesian culture, there is an effort to use “old fashioned and outdated clothing” and make it into lifestyle.

The development of national hegemony can be successful. One of the efforts is by the encouragement given by the highest ruler of Indonesia. For example, when President Joko Widodo and his staffs gave an example to wear Nusantara fashion in the Independence Day Celebration on August 17, 2017, it has become a hit. Such unconscious influence affects Indonesian population, whether adult, adolescent, or children, to be more frequently using Indonesian clothes. It is not only limited to batik, but also other local clothes with their various colors of localities in Indonesia (Wirawan, 2017).

The act of nationalism, such as to love national cultural products should become a strategic thing that is needed as a target result of the development of Indonesian culture. This achievement is much more difficult than achievement in politics or economics, with respect to the breadth of scope and variation in the level of understanding of the Indonesian nation. However, it is worth fighting for (CNN, 2020).

National identity building can be managed and organized in many ways. One of Indonesia strategy is using domestic product. Selling, campaigning, and socializing domestic product is a way to build and teach Indonesian national identity. These efforts are implemented by publishing Presidential Decree Number 24 of 2018 concerning the National Team for Increasing the Use of Domestic Products and Regulation of the Minister of Trade (Permendag) Number 47 of 2016 concerning Increasing the Use of Domestic Products. The two regulations essentially mandate an increase in the use of domestic products through promotion, socialization, and encouraging early education regarding love, pride, and a penchant for using domestic products (CNN, 2020).

Presidential Decree Number 24 of 2018 concerning the National Team for Increasing the Use of Domestic Products, article 3 paragraph c says: "conducting promotions and outreach about domestic products, encouraging early education regarding love, pride and religion using domestic products, and providing access to information local product. (Keppres, 2018). That information also supports by Regulation of the Minister of Trade (Permendag) Number 47 of 2016 concerning Increasing the Use of Domestic Products Article 1 which consist of (Permendag, 2016):

5. Business Actor is each Indonesian Citizen individual or business company in form of legal entity or non-legal entity, which is established and domiciled within the jurisdiction of the Unitary State of the Republic of Indonesia, carrying out business activities in the trade sector.
6. Promotion is an activity to show, demonstrate, introduce, and/or spread expand information on Domestic Products to attract the interest of the public and business actors to increase the use of Domestic Products.
7. Socialization is an activity of informing and/or disseminating information about policies trade in Domestic Products to encourage the public and Business Actors use the Product Domestic.
8. Marketing is the activity of marketing Trade Domestic Products in the country.

From that information and concept raise a question of how national identity is known for the internal and external of the country. The nation should show a clear identity, so the netizen needs to understand and believe in their own national identity. The way to apply for that program is using a campaign program. The theory of public relations campaign is known to inform the uniqueness or positioning of something (Rizkiana, 2014).

One of campaign which Indonesia President is #banggabuatanindonesia. Ministry of Trade, Ministry of Communication and Informatics and Indonesian E-commerce Association (iDEA) collaborated and declare Mei 5th 2021 as Bangga Buatan Indonesia day (BBI). This activity is build based on *Gerakan Nasional Bangga Buatan Indonesia*. That national activity was managed by SMES for Indonesia SMES which establish good economic growth. This activity focuses on stimulating Indonesian consumer to be proud of domestic product and creating new culture to buy and use domestic culture than import product. It is the aim to help Indonesia economic circulation (ditjenpktn.kemendag.go.id, 2021). Those activities also give good advantage for seller and creator to produce the best creation by domestic citizen (koinfo.go.id, 2021).

Building Indonesian culture cannot be imposed on a group of people, but it should be a collective and participatory movement. This kind of development movement requires full government support as the layers of development structures. On the other hand, it is also necessary to get encouragement from the mass media that exist, because the mass media, especially social media cannot be denied giving influence on consumerism culture in and lifestyle of Indonesian society (Wirawan, 2017).

In cultural development, managing cultural roots and ethnic culture should remain a part of the nation's identity. It indeed faces a challenge. Nevertheless, the exploration of artworks and creative products should be encouraged to further nurture nationalism and the love of the country, yet the existing creations and innovations should be adapted so it can be sold well not only in domestic markets but also in international markets. For art practitioners and creative economy actors, this is a real effort to build the country, and a real contribution in state defense efforts (Wirawan, 2017).

The national identity concept was introduced by Luhtanen dan Crocker (1992). National identity is one of social identity which is measured by collective self-esteem. Lili and Diehl (1999) suggest that there are four factors for national identity. They are members, private, public and identity. Members talk about how people contribute to the country individually. Private talk about how citizens understand country values individually. Public is another perspective to their country. Identity how individual perspective to his/her country which influence his/her self-concept (Yulianto, 2017).

Sumaludin describes that national identity consists of three scopes. They are Fundamental Identity, Instrumental Identity and Natural Identity. The elements of national identity refer to a pluralistic nation. Plurality is a combination of elements forming a national identity which includes ethnicity, religion, culture, and language. From these elements of national identity, the division can be formulated into three parts (Herdiawanto and Hamadayama, 2010), namely: (1) Fundamental Identity, namely Pancasila as the philosophy of the nation, the basis of the state and state ideology. (2) Instrumental Identity, which contains the 1945 Constitution and its statutory procedures. In this case, the language used is Indonesian, the Indonesian state flag, the Indonesian state symbol, and the Indonesian national anthem, namely Indonesia Raya. (3) Natural Identity, which includes archipelagic nations and pluralism in ethnicity, culture, language and religion and beliefs. (Sumaludin, 2018).

According to the UK Chartered Institute of Public Relations (CIPR), which is Europe's largest professional body in the field: Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public (Gregory, 2010).

There are several terms that are often used in evaluations that merit explanation. For each program or campaign there will be (Gregory, 2010):

1. Input. This is what the public relations professional 'puts in' to their communication 'products'. For example, they might write, design, and produce an in-house journal. When evaluating inputs, elements such as the quality of the background research, writing, effectiveness of design, choice of font and size, paper and color can all be evaluated.
2. Output. This is how effectively 'products' are distributed to and used by the target publics, either by the target public directly (eg how many employees received and read the journal) or by a third party who is a channel or opinion former to the target public (eg how many bloggers used the key messages?). So, evaluation of outputs often involves counting and analyzing things, for example, readership and circulation, reach of websites and content analysis.
3. Out-take. This is the intermediate position between an output and an outcome and describes what an individual might extract from a communications program, but it may or may not lead to further action that can be measured as a result. If a message in the house magazine is about discounted membership of the local cinema club, how many employees actually remember that message can be measured, ie have extracted the relevant information from the article, but there is likely to be a difference between the number who demonstrate an outtake from the magazine and those who go on to sign up for membership.
4. Outcome. This involves measuring the end effect of the communication. How many employees who read the magazine took up the opportunity to join the local cinema club at a reduced rate? Outcomes are measured at the three levels at which objectives are set:
  - a. changes at the thinking or awareness level (cognitive).
  - b. changes in the attitude or opinion level (affective).
  - c. changes in behavior (conative).

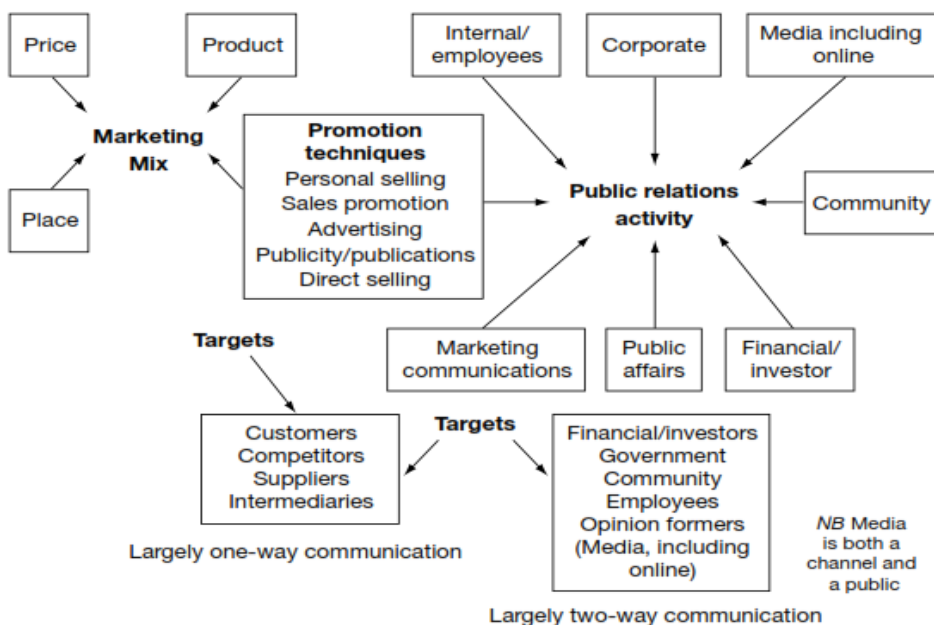
Bajalia (2020) mentions that public relations metrics are often divided into three categories: outputs, outtakes, and outcomes. According to Lindenmann (2003), "outputs are usually the immediate results of a particular PR program or activity" (p. 5). Examples of output-level metrics include media placements or hits, impressions, reach, share of voice, and advertising value equivalency (AVE). However, researchers and professional organizations have discredited the use of AVE and multipliers in public relations (AMEC, 2015; Michaelson & Stacks, 2007).

Outtakes go beyond dissemination of messages and determine whether target audiences received, paid attention to, understood, comprehended, retained, or can recall the messages that were presented to them (Lindenmann, 2003). Examples of outtake-level metrics discussed in public relations measurement and evaluation literature include unique visitors, views, likes, followers, fans, clickthroughs, downloads, comments, tone, and sentiment (Macnamara, 2014a). Outcomes measure whether public relations efforts resulted in opinion, attitudinal, or behavioral changes of target audiences (Lindenmann, 2003). Examples of outcome-level metrics discussed in public relations measurement and

evaluation literature include influence, impact, awareness, trust, loyalty, reputation, and relationships (Macnamara, 2014a).

Levebvre (2011) describes that observers and practitioners of social marketing do not realize is that the majority of financial support for social marketing programs across the world is done by government and international aid organizations that define social marketing by whether it is tied to the development of more efficient and responsive promotion and distribution systems of socially beneficial products and services (DFID Health Systems Resource Centre, 2003; United Nations Population Fund, 2002; United States Agency for International Development, 2009).

*Planning and managing public relations campaigns*



Picture 1. The Inter-Relationship of Public Relations and Marketing (Gregory, 2010)

The very first formal definition of social marketing was that offered by Kotler and Zaltman in 1971 (p. 5): Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research (Andreasen, 1994).

Rangun and Karim (1991) note, this term tended to lead individuals to confuse social marketing with societal marketing. Rangun and Karim (1991, p. 3) argue that social marketing "involves: (a) changing attitudes, beliefs, and behaviors of individuals or organizations for a social benefit, and (b) the social change is the primary (rather than secondary) purpose of the campaign (Andreasen, 1994).

Levebvre (2011) claim an early definition of social marketing described it as using marketing principles to influence the acceptability of social ideas (Kotler and Zaltman, 1971); contemporary writers define it as a method to influence the voluntary behavior of target audiences (Andreasen, 1995; Donovan and Henley, 2003; Kotler and Lee, 2008). Yet, Manoff (1985), one of the leading social marketers in the developing world, stated that it may include introduction of new products (e.g. oral rehydration salts), the modification of existing ones (e.g. iodized salt) and the promotion of structural change in existing institutions (e.g. food stamps, hospital practices).

Social marketing too proposes a useful framework for planning, a framework that social marketers can associate with other approaches at a time when global, regional, national, and local problems have become more critical. (The other approaches might include advocacy; mobilizing communities; building strategic alliances with public sector agencies, nongovernment organizations, and the private sector; and influencing the media.) Unsurprisingly, besides public health, social marketing is being applied in environmental, economic, and educational fields, among others (Serrat, 2010).

The social marketing activities focus on marketing mix which consist of product, price, place, and promotion. This concept well known as The Four Ps of Marketing:

- Product: What you are offering to help the audience adopt the desired behavior
- Price: The costs, in time, money or other barriers, of engaging in the new behavior
- Place: Where you offer the product, your distribution system, sales force, and support services
- Promotion: How marketers persuade the audience to use the product (Smith, 2008).

Campaigning and marketing use media to spread information. The development of the internet has required companies to deal with the utilization of various digital media options, followed by their role in marketing communication programs, as well as some of the advantages and disadvantages associated with digital media (Doktoralina, Bahari, Hassan, Ismail, and Mardiyah, 2020; Hassan and Dadwal, 2018). Nindyta Aisyah Dwityas, et.al. (2020).

Taking advantage of the vast evolution, digital communication data would prove enormously beneficial for retailers, manufacturers, and service firms (De Luca et al., 2020, Dekimpe, 2020). Authors such as Grewal, Herhausen, Ludwig, & Ordenes (2021), state that for several reasons, digital communication generates extremely rich and useful data: a) It provides discreet, first-hand information about consumer perceptions, attitudes, and behaviors. b) Second, shopper journeys are affected by digital communication. c) Third, unlike traditional methods like surveys or focus groups, digital communication data can deliver insights at a higher degree of depth and scale. Juan R. Gutiérrez-Velasco, et.al. (2022).

The development of technology, the digital world and the internet had a strong impact on the world of marketing. The traditional marketing system (offline) has switched to digital (online). E-Marketing is a marketing strategy that utilizes internet technology with a website as its mediator. The concept of e-marketing is almost the same as traditional marketing, the difference is the medium. E-marketing uses online media, it can be a website, social networking, e-mail, blog, and even applications. With e-marketing, businessmen can reach a wider market and attract customers or consumers and increase sales volume more.

Digital marketing has several characteristics as follows: 1. Efforts to increase business interactivity with customers who depend on technology. 2. Electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and vice versa. 3. Efforts to conduct all business activities via the internet for research, analysis, and planning purposes to find, attract, and retain customers. 4. Efforts to increase the acceleration of buying and selling goods and services (certain), information and ideas through the internet. (Arjuna Rizaldi and H Hidayat, 2020).

According to Safko & Blake (2009) refer to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios. Social media are a group of Internet-based applications that builds on the ideological and technological foundations of Web 2.0 and that allows for the creation and exchange of user generated contents (Kaplan & Haenlein, 2010) These definitions emphasize the cultural, behavioral, and interactive elements of social media but it is important to also note that those interactions are inspired and fueled by user-generated content. In other words, for a medium to become social, users must be involved in the creation, distribution, and consumption of information around their areas of interest (Ogbu, 2019).

## **METHODOLOGY**

Elo et al (2014) describe qualitative content analysis is one of the several qualitative methods currently available for analyzing data and interpreting its meaning (Schreier, 2012). As a research method, it represents a systematic and objective means of describing and quantifying phenomena (Downe-Wamboldt, 1992; Schreier, 2012). A prerequisite for successful content analysis is that data can be reduced to concepts that describe the research phenomenon (Cavanagh, 1997; Elo & Kyngäs, 2008; Hsieh & Shannon, 2005) by creating categories, concepts, a model, conceptual system, or conceptual map (Elo & Kyngäs, 2008; Morgan, 1993; Weber, 1990). The research question specifies what to analyze and what to create (Elo & Kyngäs, 2008; Schreier, 2012). In qualitative content analysis, the abstraction process is the stage during which concepts are created. Usually, some aspects of the process can be readily described, but it also partially depends on the researcher's insight or intuitive action, which may be very difficult to describe to others (Elo & Kyngäs, 2008; Graneheim & Lundman, 2004). From the perspective of validity, it is



important to report how the results were created. Readers should be able to clearly follow the analysis and resulting conclusions (Schreier, 2012).

This research focuses on #banggabuatanindonesia Instagram activity as the object of analysis. The data is got from the picture and video posting as a visual campaign activity. The description is used to explain the social marketing campaign activity. Then, follower, like, comment activity is used for describing and explaining the impact of the campaign.

## **RESULTS AND DISCUSSION**

Since 5 May 2020 after the day was announced as Bangga Buatan Indonesia day, the activity in Instagram who use hashtag #banggabuatanindonesia are more than 600.000 post. Most participants consist of young entrepreneurs and customers. This is caused by using Instagram as media campaign. The situation is based on a survey which said that Instagram as social media is used by young people than another age.

As pandemic era, Indonesia is one of country which face economic crisis. Beside that situation, before pandemic era Indonesia still need to build national identity. This national identity also give impact to economic crisis in Indonesia. It is proven by the customer's ability to love and be proud to buy and use products from foreign countries rather than domestic products.

This situation makes the government create a campaign to make a new behavior for the citizen to make activity selling and buying in internal country especially domestic product. The aim this campaign will not only save the economic crises in this country if pandemic situation but also want to create the Indonesian Identity from domestic product.

William Tanuwidjaya as a founder and CEO platform Tokopedia said that Gernas BBI could inspired many more local SMES and could influence Indonesia citizen to proud of Indonesian local product for helping national economic ([www.goodnewsfromindonesia.id](http://www.goodnewsfromindonesia.id), 2021).

Ministry of Trade, Muhammad Lutfi said that since Mei 2020 till July 2020 the Bangga Buatan Indonesia (BBI) campaign have been increasing 7 million SMES which connect to digital e-commerce ecosystem. It still increases in number 15 million or more about 22% SMES which connect to e-commerce platform till in the middle of August 2020 (Rabbi, 2021).

Muhammad Lutfi hopes this activity could still increase up to 30 million SMES on boarding in e-commerce platform. If this situation gives effective and positive results, it will help national economic crisis. There are two key words which help national economic crisis faster, collaboration and innovation. Collaboration comes from all stakeholders such as government, private, association, and banking which help create tough, competent, and competitive national SMES in global market. Then, each SMES must improve creativity and adaptive with digital technology advance ([www.kominfo.go.id](http://www.kominfo.go.id), 2021).

The creative economy sector is considered capable of reinforcing and enriching the national identity of the Indonesian nation because it can be combining ideas, arts and innovations based on technology and culture that grow among local communities.

Deputy for Marketing and Business Network of the Ministry of Cooperatives and SMEs Neddy Rafinaldi Halim in Jakarta said that through the support of the creative economy, Indonesia gains benefits, namely pro-people economic growth, effective use of natural resources and strengthening of cultural identity which will in fact reinforce and enrich Indonesian national identity (Barus, 2013).

### ***Social marketing***

National problems, especially national identity crises, must be solved rapidly. Socializing domestic products is one of the solutions. Domestic product can be a stuff that explain Indonesian culture which connect to Indonesian national identity. Therefore, in the process national identity social marketing must be managed clearly. That activity must be presenting the Indonesian culture in all domestic product selling management.

### ***Product***

Since this campaign declared in pandemic era, the seller feels confident with their own product. There are a lot of sellers who became participants in this campaign. The customer could directly see the kind of product who is campaigned as #banggabuatanindonesia. There are so many products which show about Indonesian national identity. Clothes, bags, shoes with Batik mode show culture, characteristics, and history from Java. A creative stuff which makes from Indonesian uniqueness or specialize such as bamboo, Jati tree, etc. and food from Indonesia specialize such as Jamu, Gudheg, etc. All the product shows the Indonesia characteristic from the uniqueness of some places in Indonesia. That characteristic show how culture, ethnic, history and personality of Indonesian country.

In the pandemic era, there were so many small new enterprises. That situation makes them need a place or space which helps their marketing activity. The social marketing program about #banggabuatanindonesia. This program also makes the new enterprise create a new product which describe about Indonesian national identity.

### ***Price***

As this social marketing activity was built, the government had considered about the economic circle in Indonesia especially in pandemic situation. This activity also focuses on small and medium-sized enterprises (SMES). Price form SMES is customized by the customer. Target customer is Indonesian people to. This activity aims to create the circle of economic nation. The prize was also created in showing the national identity. Beside the price uses Indonesian Rupiah.

### ***Place***

#banggabuatanindonesia is a social marketing activity which uses Instagram as campaign media. This place was chosen because the target of the audience whether the seller or the customer is young generation. One of Indonesian tagline said that "Young generation is

backbone of the country". Besides that, as the campaign target to be agent of national identity, young generation is always being appropriate. From the age, young generation is the phase which still looking for the self's identity. The younger generation also like to share their information to their friends as same generation. Of course, they usually use that media as sharing media to inform everything. This activity as Word-of-Mouth theory will give good impact for the social marketing itself. This process will be a good moment while the campaign could influence the young generation.

### *Promotion*

There are so many kinds of promotion in this social marketing activity such as advertising, sales promotion, e-WOM, etc. The promotion which is designed by the seller also has an impact to the social marketing itself. As an example: account which name @matangallerysamarainda, @alim.roegi and @sarungbatik.ulinnuha use good copywriting and advertising strategy as promotion tool. Customer could see the identity from Indonesia product and get information about the story of the product. This shows how national identity is campaigned.

### **Public Relations Campaign**

#### *Input*

This phase can be seen from the explanation of social marketing. The results from 4Ps explain how the campaign about #banggabuatanindonesia appears and grows if the campaign arises. 4Ps which is done by seller automatically support the social marketing about #banggabuatanindonesia and help the campaign of Indonesian national identity. the description on the product not only give hashtag (#) about banggabuatanindoesia but also describe and explain the value of the regional culture as Indonesia identity.

#### *Output*

This campaign, besides being useful for the seller and customer to create buying and selling activity, this campaign could educate both about national identity. The seller will create the product which describe about Indonesia uniqueness and identity. In other hand, the customer knows from the product which they will buy and use about Indonesia uniqueness and identity.

One example comes from an account with name @d.gowo this SMES had been create before the pandemic situation. But the follower and response of that account is very low. It could be seen that the picture posted before following the campaign was only about 12-30 likes. But, after using #banggabuatanindonesia and adding the information about history of that product which describe culture and personality of that product, increasing follower and response had been growth positively, the like is about 100-700 likes. This situation occurs by some seller account. Not only the seller, but the customer also learns the Indonesian culture again and again by looking, comment and buying the product.

The output also comes from consumer response as evaluation. They comment about their proud to the creator, maker and seller who campaigning Indonesian Identity by domestic product. It can be seen on @localpridesolution account which help promoting

@sneakcares\_ product. The respondents showed that they were proud and need to buy that product because the product describe Indonesian Identity. Some respondents also commented that they need to buy again, and some respondents commented that they need more products because the product was sold.

#### *Outtake*

As the evaluation, there are so many sellers and customers who respect this campaign and use this occasion to support this activity. Especially for the seller who uses this moment to promote their product. As the pandemic situation, so many new SMES appear because some of them had fired from the job. To help their lives, they choose to make small business. Optional business that makes attention for the customer is to sell local product because the target is near them and from local area. The new member of seller present that this activity also shows how the national identity is built. There are so many accounts which follow #banggabuatanindonesia campaign share the account or product to other account like WOM activity. This e-WOM activity not only helps the selling process but also share and spread the #banggabuatanindonesia campaign.

#### *Outcome*

Government should pay attention to this activity. The aim to create a more stable economic circle should be measured whether the result is appropriate or not yet.

#### *Cognitive*

As the campaign activity happens in media social, the result finds that the seller and the customer have more information and knowledge. The information and knowledge not only about selling and marketing activity which declare as #banggabutaaindonesia but also getting information and knowledge about Indonesian national identity. The seller and the customer learn and get lessons on how to be proud of the national identity and proud to buy and to use that product by selling domestic product activity.

#### *Affective*

The seller looks happy and enjoys selling their product especially when the campaign about #banggabuatanindonesia comes up. The seller feels that their selling activity is supported by the government and netizens that the local product is not as bad as general opinion. From this campaign the seller also could feel confident to create and promote their product. As the explanation before that many accounts share domestic product while they also share about the campaign, some of them also make a request about other culture or identity to be created as a product. This situation describes that the consumer happy by feeling proud to the Indonesia Identity.

The customer is also proud and confident with local products. The customer could be an agent of #banggabuatanindonesia campaign. The customer who buys and use local product especially when they know this activity from Instagram automatically, they had been targeted Indonesia Identity.

### *Conative*

This position can be seen when the seller uses that hashtag #banggabuatanindonesia. As a target, customer can be seen when they view, like, comment and do buying with #banggabuatanindonesia. While they are doing that activity, automatically they had information about the message from #banggabuatanindonesia, domestic product and especially support the growing of Indonesian national identity campaign.

National identity is very important for understanding and believing in their own national identity. So, the national identity must be clear. The act of nationalism, such as to love national cultural products should become a strategic thing that is needed as a target result of the development of Indonesian culture. Buy creating product which describe Indonesian culture had helped the spreading of uniqueness or positioning of Indonesian Identity. The social marketing in Instagram with hashtag banggabuatanindonesia had shown collective and participatory movement. It is supported by the seller, customer, citizen, and government.

When the citizen had confident with domestic product, Indonesian National identity ready to face the global competition. But, first helping the circle of economic had been held and controlled. This research shows how social marketing #banggabuatanindonesia has big impact for economic circle in pandemic situation and at the same time the campaign of National identity is also occur.

The result of the increase economic circle as long as campaign #banggabuatanindonesia should get special attention because it influences many factors such as economic, social and education. The government should create and add some activity or program which can sustain this activity. Besides this program influences some sectors, so for next program this program should be supported another sector. For next research it is very important to know the other activity about campaigning national identity in using some another media.

## **CONCLUSION**

Indonesian national identity social marketing campaign have been processed day by day. It is helped by marketing activity of domestic product. The product describes and explains about regional culture which also connect to Indonesian national identity campaign description and explanation. Those social marketing campaigns create domino effect. The first effect can be seen from the selling of domestic product activity. Second, it helps Indonesia economic circulation. Third, it also establishes Indonesian national identity campaign.

That activity growth widely. It is shown by 628K posts per early March 2022 since that campaign was sounded. In other hand, there is little response yet. The average response is 100-200 likes, 1000-1500 views, 3-100 comments and 3-30 shares. This activity must be support extra hard to create good economic circle and Indonesian national identity building.

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