



Research Paper

Analysis of the Branding Strategy of the Palestinian Campaign on Instagram Smart171

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ABSTRACT:

Instagram social media can help an organization interact with the media, with Instagram an organization can also show interest or interest to form branding. Branding strategy also builds organizational identity to influence others to have positive perceptions and views in other people's minds when they hear a brand name, which they build and form. Examining this research using a branding strategy (Callen Barry, 2010). This research method is a case study approach. Data analysis techniques were in-depth interviews with two informants, 2 key informants and one triangulator. This study aims to determine the analysis of the Palestinian campaign branding strategy on Instagram smart171. The results show that the Palestinian campaign branding strategy on Instagram is smart171 of the five main branding concepts (Callen Barry, 2010). namely brand personality, brand image, brand DNA, brand positioning, and brand story that the results of the two key informants have carried out branding strategies that are in accordance with Peter Montoya's eight main personal branding concepts on his Instagram social media. Smart171 organizations that are consistent with the Palestine campaign on Instagram social media with an interest or characteristic of the organization in delivering messages or things they post on Instagram with interesting content are able to support their existence, until they get positive feedback from their followers.

Keywords: Palestine Campaign Branding on Instagram Smart171

Received 02 Nov., 2024; Revised 09 Nov., 2024; Accepted 13 Nov., 2024 © The author(s) 2024.

Published with open access at www.questjournals.org

I. INTRODUCTION

Smart171 was officially formed on May 12, 2016, the founder of the Smart171 organization, Ustadzah Maimon Herawati. Smart171 is also a Palestinian humanitarian organization, aiming to help alleviate the suffering of fellow human beings in Palestine, Smart171 is an organization that focuses on Palestinian issues. In addition to distributing donations Smart171 also targets young people to understand and care about the liberation of Palestine and to be one of the educational platforms about Palestine that will continue to grow, Smart171 needs a *branding* strategy to attract public attention, because this greatly affects the issues that exist in Palestine, which can be done to expand the benefits. Smart171 needs a marketing strategy and branding campaign for the sustainability of its existence.

The implementation of a program or activity designed by a company or organization certainly cannot be separated from the communication process. The communication process is also a *communication transfer* from the communicator to the communicator where *the communication transfer is in the form of messages, which aims to* achieve mutual understanding between the parties involved. In carrying out the theory of communication science in real life, there is the role of a professor from the field of communication science who is an expert in his own sub-field, one of the sub-fields of communication is Public Relations. The representative of a Public Relations person in the communication process of a company or organization is also very crucial. Public Relations is used in all fields of communication within a company or organization, or it can be said to be a communication tool for the company or organization concerned. Thus, a public relations person greatly affects the good image of a company, because they are intermediaries or liaisons of communication between external and internal parties with the company or organization concerned. In all aspects of communication which is the task of a public relations person, an art and social science is a potential that must be possessed by a public relations person, one of its roles is in implementing programs, which are planned about the strategies that are carried out.

II. RESEARCH METHODOLOGY

Public relations campaigns aim to create knowledge, understanding, awareness, interest, and support from various parties to obtain an image for the institution or organization they represent. (Rosady Ruslan, 2003) The campaign is basically a communication activity that is carried out institutionally, the organizer of the campaign itself is an institution or organization, and the purpose of this campaign has been specifically determined, diverse, and different from one organization to another. However, each campaign generally has the same goal, which is an effort to change that is always related to aspects of knowledge, attitudes, and behaviors.

In this study, the researcher refers to the definition of *branding* put forward by (Barry, 2010) "*a brand is the sum total of all the feelings and perceptions your customers have about your product.*". A *branding strategy* can be interpreted as a plan that contains ideas aimed at building a consumer impression of a good or service so that it can achieve the target. Barry Callen said that there are several elements that determine the success of *a branding strategy for a product, namely: Brand Positioning, Brand Image, Brand Personality, Brand DNA, and Brand Story.*

Through a qualitative approach, the researcher seeks to obtain complete, in-depth and credible data and information so that it can achieve the purpose of the research, namely social media as a campaign *branding media*. In this study, the researcher has consideration to choose a qualitative approach because this approach discusses in depth how the relationship between *social media officers* and using social media as a *platform* to promote campaigns in connecting or increasing *engagement* with readers.

III. RESULT AND DISCUSSION

Analysis of Palestinian Campaign Branding Strategy on Instagram Smart171 using Theory (Barry Callen 2010: 2)

There are many factors that support the Palestinian *branding* campaign on Instagram Smart171, as well as the response of some Instagram followers of Smart171 to the *branding strategy* carried out by the Smart171 Organization. (Callen Barry, 2010: 2) said that there are several elements that determine the success of *a branding strategy of a product, namely: Brand Positioning, Brand Image, Brand Personality, Brand DNA, and Brand Story.*

Brand Positioning

Brand positioning is "*a way of demonstrating a brand's advantage over and differentiation from its competition*", which means that *brand positioning* is a way to demonstrate the superiority of a *brand* and its differentiation from other competitors. Susanto and Wijanarko said that *brand positioning* is part of the *brand* identity and value proposition that is actively communicated to target consumers and shows its superiority over competing *brands*. (Susanto: 2004) "*What you stand for to your customers and how you're different from your competitors*". *Positioning* is the process of placing the company's existence in the minds of customers by building trust, confidence, and trust in customers. This definition means that an organization must have credibility so that the *positioning* of an organization can be easily attached to the minds of the public and must also have uniqueness and differences with other organizations. The definition of *positioning* according to marketing expert Hermawan Kertajaya, *positioning* is the process of placing the company's existence in the minds of customers. This meaning means that the company must have credibility so that the company's *positioning* can be easily attached to the customer's mind. This certainly makes the Smart171 organization build trust, and confidence in the community regarding donations that are channeled directly to Palestine through the cooperation of *Non-Government Organizations in Turkey and Palestine as well as the education built by the organization to young people for Palestine.*

Brand Image

"*The mental or physical visual associated with your product*" (Madison: 1996:73) That is, an organization must have strength related to the good image of the organization in society so that the organization has a strong mental and physical strength to continue to compete with other organizations. *Brand image* is related to association with the brand because when the brand impressions that appear in consumer memory increase due to the increasing number of consumer experiences in consuming the *brand*. Smart171 has been trusted by the community, especially young people, such as the donation program, there is always documentation for every distribution of aid funds to Palestine, documentation that is done directly on the Smart171 Instagram social media post can be beneficial for the community, especially young people through information about Palestine made by Smart171 through Instagram social media, and it is an indicator that Smart171 can be trusted by the community, especially young people.

Brand Personality

According to Colin Wright: "*Personal branding involves managing your reputation, style, look, attitude and skill set the same way that a marketing team would run the brand for a bag of Doritos or bottle of shampoo. The idea is that you can develop a collection of symbols and associations with yourself, granting your name, face and work the same benefits that companies with solid brand equity (like Coca-Cola or Apple) enjoys.*" What is meant here is that personal branding involves managing reputation, style, appearance, attitude and skills. Aaker in the book *Building Strong Brand* defines *brand personality* as a unit of human characteristics associated with a certain brand. These include characteristics such as gender, age, social class, and economy, warm behavior, concern and sentimental feelings. This describes that the Smart171 organization has the characteristic of focusing more on *branding* to young people, where young people at this time have a decline in reading literacy and are bored with the issues in Palestine, because of the unrelenting war, therefore the Smart171 organization is aware and arouses the enthusiasm of young people to be able to know about Palestine.

Brand DNA

"*The twin strands of reason and emotion that make up your brand in your customers' minds.*" Like a human DNA that carries human traits and characteristics from generation to generation, *Brand DNA* in a product is a characteristic or trait of a product that has been carried from generation to generation since the product was born to the future that has been attached to the minds of customers. DNA in an organization is the values that the founder inherits to the organization and all its members. Brand does not only mean the uniqueness, and physical character of the company. The values that live the Smart171 organization and the uniqueness of this organization are from a content presented by Smart171, where the content displayed is in the form of animations that adapt to young people who prefer literacy using animation, or *designs* that make young people interested. changes in the Instagram algorithm are enough to make *creators* The more creative you think to always maintain the budget with the readers, the changing *home timeline* arrangement and the more Instagram features are showing updates. This strategy has created a brand DNA owned by Smart171 in the content presented by Smart171 where the Palestinian content adapts to young people so that they are interested in issues and donations for Palestine.

Brand Story

Brand Story is the narrative that, in the telling, portrays the heart and soul of the brand and emotionally connects your brand with the consumer. The Brand Story needs to be infused into all organizational activities and assets (people, culture, product, packaging, facilities, marketing, customer experiences, etc.). A Brand Story is a narrative that emotionally describes the heart and soul of a brand . Connecting brands with society. Brand Story needs to be included in all activities and assets of the organization (people, culture, products, packaging, facilities, marketing, customer experience. Smart171 activities do not only focus on educational projects, but there is a donation program that is one of Smart171's activities and the donation message brought by Smart171 requires planned strategies so that the public can be interested in the donation campaign brought by Smart171. This, in the end, is able to arouse public attention to the need to help fellow humans who are affected by disasters. The message conveyed must certainly be related to the program that is happening and what is being reported.

IV. CONCLUSION

The conclusion of this study is that the key informant, namely the social media officer, has an active role in helping *the company's branding*, and this is justified by the smart171 informant, namely the smart171 followers who become interested in the campaign brought by Smart171. Then the *branding* strategy used by the Smart171 organization's position on Instagram Smart171 prioritizes *the strength of a strong brand, which is to focus on bringing young people to know about Palestine through projects made by Smart171 such as one of the Baik Bernoik projects which has a very strong opportunity to invite young people to be interested in Palestine and create content about Palestine, a brand* which has been owned by Smart171 and all forms of project activities during the *branding* process can be held accountable and have real evidence of success in the *branding* process of the Smart171 organization on Smart171 Instagram social media, such as the increase in followers every year. Therefore, with this big atmosphere, Smart171 utilizes the *Instagram social media platform as one of the company's branding supporters.*

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