

## MARKETING PUBLIC RELATIONS STRATEGY OF PT. JANIK LAMPUNG IN BUILDING BRAND IMAGE

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### Abstract

Marketing Public Relations (MPR) is a strategic approach that integrates marketing activities with public relations to build a strong and positive brand image. This strategy has significant potential to enhance the company's brand image, which in turn contributes to increased profitability. PT. Janik Lampung is a company operating in the fashion industry, focusing on the preservation and innovation of Tapis Lampung, a cultural product that not only reflects the beauty of traditional art but also conveys the philosophical values and identity of the Lampung community. This study aims to analyze the Marketing Public Relations strategy implemented by PT. Janik Lampung in its effort to build a strong brand image. The research employs Whalen's 7 Steps of Strategic Planning as the theoretical framework and utilizes a qualitative method, collecting data through interviews, data categorization, and social media content analysis. The findings reveal that PT. Janik Lampung applies a systematic combination of Pull, Push, and Pass strategies in each planning stage. These steps include situational analysis using SWOT, goal setting based on SMART principles, strategy formulation, audience targeting, communication message planning, selection of social media tactics, and the evaluation of communication effectiveness. The key messages and hashtags *BanggaBerbudaya* (Proud of Culture) and *hashtags SobatLestariBudaya* (Culture Sustainability Companions) have been effectively embedded in the minds of consumers, fostering increased awareness, engagement, and loyalty toward Tapis Lampung products. This strategy has succeeded in strengthening the brand image of Janik Lampung as an authentic local brand that aligns with modern market preferences, particularly among Generation Z. Consequently, Janik Lampung has demonstrated its competitiveness in both local and national markets as a cultural based creative industry player.

**Keywords:** *Brand Image, Marketing Public Relations, Social Media, Tapis Lampung, Whalen's 7 Steps of Strategic Planning*

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### INTRODUCTION

Indonesia is a country rich in cultural diversity, one aspect of which is traditional fabrics that serve as a unique identity for each region. One such cultural heritage is Tapis Lampung, a traditional fabric originating from the province of Lampung. Tapis is not only a symbol of the beauty of traditional art but also represents the cultural values and life philosophies of the Lampung people. Tapis Lampung is known for its uniqueness, particularly in its weaving technique and embroidery using gold or silver threads on a base fabric. The production process requires a high level of skill and precision from artisans in preserving this inherited tradition. Moreover, each Tapis Lampung motif carries its own meaning, often

related to beliefs, customs, and the relationship between humans and nature.

However, the existence of Tapis Lampung today faces significant challenges.

Modernization and globalization have led to changes in lifestyle, which in turn have reduced public interest in traditional products. Younger generations, as cultural successors, tend to lack an understanding of the values and meanings embodied in Tapis as a cultural heritage. In addition, competition from modern textile products, which are more practical and economical, has further limited the presence of Tapis in both local and national markets.

The creative industry is one of the sectors that contributes significantly to the national economy. In the local context, traditional fabrics such as Tapis Lampung hold great potential to be developed as leading products that not only reflect cultural heritage but also support economic growth. Tapis Lampung, with its beautiful motifs and distinctive characteristics, has become a cultural identity symbol for the people of Lampung. However, managing Tapis as a cultural product presents several challenges, particularly in building a strong brand image in local, national, and international markets.

Brand image plays a crucial role in the success of a product among consumers. A brand with a positive image is more likely to be accepted by consumers and to possess a stronger competitive edge. In this regard, Tapis Lampung businesses need to integrate local cultural values into their branding strategies to create a unique identity that distinguishes them from other products. Moreover, effective promotion through various platforms, such as social media and cultural exhibitions, serves as an important means of enhancing the appeal of Tapis Lampung in the eyes of the modern public.



*Source: Researcher's Documentation*

**Figure 1. Tapis Lampung Fabric**

In the modern era, industrial competition in the global landscape is continuously evolving and becoming increasingly competitive. The rise of numerous local brands is not without reason; their ever improving quality has sparked growing interest among aspiring entrepreneurs, intensifying competition within the global market. Local brands prioritize

product quality in order to be recognized as reliable choices for a wide range of consumer activities.

PT. Janik Lampung, as a local company in the Tapis Lampung textile industry, faces the challenge of creating and maintaining a positive brand image amidst a diverse array of competitors. As a

company that prioritizes innovation and quality service, a strong brand image is not only attractive to consumers but also reinforces the company's position within the industry. Therefore, an effective communication strategy is essential including the implementation of marketing public relations to establish a solid and sustainable brand image.

Marketing Public Relations (MPR) is a strategic approach that integrates marketing elements with public relations functions to establish and strengthen a positive brand image in the minds of consumers. MPR serves as a communication channel that combines promotional activities with reputation management, thereby enabling the creation of a favorable perception of the brand. More broadly, marketing can be understood as an integrated system designed to formulate strategies, set pricing, promote, and distribute products or services that effectively meet consumer needs and desires (Khuyamah et al., 2023). Marketing Public Relations aims to create a positive perception of the company among the external public and the broader community. In addition, it serves to foster mutual understanding between the target audience and the company (Pratiwi et al., 2023).

In the context of PT. Janik Lampung, the Marketing Public Relations (MPR) strategy is highly relevant for educating the public, strengthening customer loyalty, and building emotional connections with the local community. Through creative and publicly oriented programs, the company can leverage both traditional and digital media to broaden the reach of its messages. (Harris & Whalen, 2006) It also explains that the functions and responsibilities of Marketing Public Relations are centered on the product brand and the targeted consumers. The main objective is to gain external validation from the target

audience, including the mass media. In addition to securing third party support, Marketing Public Relations aims to encourage “word-of-mouth” for a brand by generating news about the product, organizing events to introduce the product, creating educational materials about the product, and fostering a positive image by associating the brand with meaningful causes (Santoso & Toruan, 2018) Although Tapis Lampung possesses distinctive cultural advantages, its implementation within Marketing Public Relations (MPR) strategies still faces several challenges. One of the primary issues is the lack of public awareness regarding the philosophical values embedded in Tapis, as well as the limited effectiveness of promotional efforts.

This not only serves as a promotional tool but also functions as a means to enhance the company's credibility in the eyes of consumers. Janik Lampung is a local industry that will be examined further in this study. Janik Lampung is a fashion manufacturing and retail company that produces bags by integrating contemporary trends with the beauty of traditional Indonesian fabrics. Its mission is to foster cultural appreciation by meeting the lifestyle needs of younger generations, particularly Generation Z.

Janik Lampung was established and has grown amid the rapid development of local fashion in Indonesia. In an era marked by intense competition in the fashion industry and the increasing presence of international brands in the Indonesian market, Janik seeks to position itself as a sought after fashion brand by implementing a distinctive Marketing Public Relations strategy.



Source: Instagram post by PT. Janik Lampung

**Figure 2. Janik Lampung products**

Digital Marketing has become an essential component of modern marketing strategies. It utilizes various digital channels and technologies to create, communicate, and share messages with targeted audiences. Digital Marketing serves as a tactic for advertising products and services by using digital media platforms as promotional tools (Permana et al., 2024). In this context, Digital Public Relations is an integral part of a broader digital marketing strategy. Digital PR focuses on building positive relationships between a brand and the public through digital media-based communication approaches. Through digital PR activities such as online publications, collaboration with local government, and well planned social media campaigns, companies not only build brand awareness but also strengthen a positive brand image in the minds of consumers.

As explained by (Wiraditi & Sudibyo, 2020) social media is defined as a platform for marketing products or services, building brand awareness, and engaging directly with consumers. Engaging in promotions through

social media requires a marketing communication strategy that leverages electronic (online) media to attract consumers or businesses. Promotional activities carried out via social media whether in the form of visuals, text, or multimedia are part of a marketing strategy aligned with the digital PR approach to enhance awareness.

Social Media Marketing is used as a tool for both traditional and digital marketing communication. It is implemented to monitor and promote communication, collaboration, and customer interaction with the company, the brand, and fellow customers, while also enhancing their engagement (Dally et al., 2020). In maintaining mutually beneficial relationships, the role of Public Relations within companies and organizations is highly significant, particularly in activities aimed at creating positive relationships between the company and its public through communication that enables feedback (Topan & Widiasanty, 2022).

Social media serves as a strategic platform for companies to engage directly with

consumers. This interaction not only enhances brand awareness and understanding but also influences consumer behavior, enables companies to receive direct feedback, and supports the improvement and development of products and services. Ultimately, the optimal use of social media can contribute to increased sales. Along with technological and internet advancements, there has been a significant shift in consumer behavior patterns, where individuals are increasingly utilizing digital technology as a medium for interaction, decision making, and conducting transactions through online e-commerce platforms (Emeralda & Kurniawati, 2022)

Technological advancements have also influenced how individuals engage with digital devices. Technology simplifies everything, enabling individuals to meet their daily needs easily through the use of these devices. Today, marketing efforts can be carried out through social media, as it is considered the most efficient medium for rapidly disseminating information to a wide audience. The use of social media for promotion continues to grow in line with the increasing variety of platforms utilized by entrepreneurs and MSMEs (Micro, Small, and Medium Enterprises) (Puspasari & Hadithya, 2023). TikTok has become one of the platforms for promotion. TikTok is an engaging entertainment application featuring captivating videos and images. It is widely used, especially among Generation Z, due to its accessibility. TikTok allows anyone to share information, create content, and publish posts. The platform's vast audience enables the rapid and easy circulation of information and content. Several features of TikTok have contributed to its popularity among Generation Z (Soraya et al., 2024)

According to (Shafwan & Pangaribuan, 2023) social media has the ability to make prices more affordable, allowing people to purchase products more easily, which generally increases

public interest. While product quality remains a consideration for buyers, price is often the primary factor for potential consumers. Social Media Marketing conducted for business purposes can shape an individual's perception, which in turn can influence the broader perspective of others before they make purchasing decisions (Narayana & Rahanatha, 2020).

Marketing is one of the key stages in promoting a product. Marketing Public Relations (MPR) serves as a strategy that integrates marketing and public relations to maintain a company's brand image. Social media plays a significant role in marketing as a promotional medium. It has become one of the primary channels in Janik Lampung's Marketing Public Relations strategy due to its ability to expand marketing reach effectively and efficiently. Through social media, Janik Lampung facilitates audience interaction by making it easier to distribute products, with lower costs compared to conventional media, allowing audiences to access the products more easily. Marketing Public Relations on social media is more effective in building brand image, increasing customer engagement, and broadening marketing reach.

According to (Chandra, 2023) Brand image refers to the perception of a brand associated with the brand associations embedded in the consumer's memory. Brand image relates to how a brand forms impressions, perceptions, or beliefs in the minds of consumers in order to create a certain influence. Building a strong brand image is expected to serve as an effective strategy to face competition, enhance public perception of the company and its products, foster trust, and ultimately influence purchasing decisions (Lombok & Samadi, 2022). Image is

associated with the public's perception of a company or its products. A product image that is visually appealing will benefit the company, as consumers may subconsciously recommend the product to others. Conversely, a negative product image may lead consumers to spread unfavorable information. Brand image is essentially the judgment made by consumers about a brand in the market. This image can stem from personal experiences and perceptions regarding the product or service's reputation within a social or media environment (Chandra, 2023) meanwhile (Bakri et al., 2020) define brand image as a collection of associations about a brand that exists in the minds and memory of consumers.

Brand image can be understood as the perception formed in consumers' minds regarding the identity, strengths, and values offered by a brand. In Marketing Public Relations (MPR), the process of building brand image is not solely dependent on verbal communication, but is also shaped by consumer experiences, product quality, and emotional associations generated through various marketing activities (Kitchen & Schultz, 2003)

Several previous studies have examined the role of PR strategies in building brand image. Among them are the study by (Wiraditi & Sudibyo, 2020) which analyzed Public Relations Strategies in Enhancing the Brand Image of PT. Brondo Ganesha Indonesia; (Pricilla et al., 2023) which explored Innovative Brand Awareness Strategies: Push, Pull & Pass Marketing in Indonesian Fashion; (Shafwan & Pangaribuan, 2023) which examined Marketing Public Relations Strategies in Building Brand Image and Brand Trust of Mie Kiro; (Yuan & Lam, 2022) through

Sentiment Analysis of Fashion Related Posts in Social Media; and (Efendioğlu & Durmaz, 2022) with their study The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness and Brand Associations.

Based on this literature review, it can be concluded that most previous studies have primarily focused on applying Marketing Public Relations (MPR) strategies to enhance brand awareness and brand trust, typically within sectors such as food, tourism, and fast-moving consumer goods (FMCG). However, there remains a gap in the literature concerning comprehensive exploration of integrated MPR strategies that combine various digital platforms including social media and e-commerce to build brand image within Indonesia's culturally-based fashion industry, particularly targeting the Generation Z consumer segment.

Considering this state of the art, the present study aims to address this gap by exploring the role of MPR strategies in building the brand image of PT. Janik Lampung, a producer of Tapis Lampung, through the optimized integration of multiple digital platforms, including Instagram, WhatsApp, TikTok, and Shopee, along with support from the Lampung Regional Government. The approach applied in this study is not limited to a single social media strategy, but rather integrates various strategies comprehensively with the goal of building a strong, relevant, and sustainable brand image in alignment with the evolving behaviors of today's digital consumers.

Thus, this study specifically aims to analyze the Marketing Public Relations strategies implemented by PT. Janik Lampung in its efforts to build brand image among

Generation Z consumers through the utilization of social media and e-commerce platforms.

## **METHOD**

Qualitative research is a type of research characterized by its descriptive nature, aiming to address existing problems through data obtained from field studies. Descriptive research is developed by providing a detailed explanation and in depth depiction of the situations and processes being studied. According to (Thriyuliantirachma et al., 2021) in descriptive qualitative research, the researcher explores and applies methods in accordance with standard procedures to produce descriptive data through written or oral expressions of individuals and observable behaviors. This study employs a qualitative research method using a descriptive qualitative approach. The research emphasizes qualitative aspects containing socio cultural meanings that are not easily measured numerically, in order to explain the phenomenon under investigation. According to (Shafwan & Pangaribuan, 2023) the qualitative method is used to answer questions of what, how, and why regarding a phenomenon.

The object of this research is the Marketing Public Relations Strategy in Building Brand Image, conducted at Jl. Raden Intan, Tj. Agung, Pugung District, Tanggamus Regency, Lampung. The research is carried out from February 2025 until completion. The data collection techniques used in this study include interviews, data categorization, and product documentation.

The selection of informants was carried out using a purposive sampling method, in which informants were chosen based on their in-depth knowledge and understanding of the implementation of

MPR strategies at PT. Janik Lampung. The selection criteria included: strategic role within the company, level of expertise, and direct involvement in the company's marketing and communication activities.

The primary informant in this study was the owner of PT. Janik Lampung, who serves as the key architect of the company's MPR strategy. This informant was selected in order to obtain a comprehensive perspective on the planning, execution, and evaluation of the strategies being implemented.

This study uses Whalen's 7 Steps of Strategic Planning theory. It develops a communication model within PR strategy planning to ensure that every PR initiative is carried out in a focused and effective manner (Harris & Whalens, 2006). There are seven stages in the application of Whalen's 7 Steps of Strategic Planning in this research, which are related to the role of Marketing Public Relations in achieving the company's objectives. These seven steps include :

- a. Situation Analysis
- b. Setting objectives
- c. Defining strategy
- d. Identifying the targets
- e. Creating the message
- f. Identifying the tactics
- g. evaluating

The qualitative research method allows for an objective depiction of data in the journal titled Marketing Public Relations Strategy of PT. Janik Lampung in Building Brand Image.

## **FINDING AND DISCUSSION**

Marketing Public Relations is the process of planning, implementing, and evaluating efforts that encourage consumer purchases and satisfaction by delivering reliable information

and creating perceptions that connect communication with the product, in line with the needs, desires, concerns, and interests of consumers (Manullang. et al., 2023) The research questions were formulated based on this definition and focused on the concept of Marketing Public Relations, aligning with PT. Janik Lampung's Marketing Public Relations Strategy in enhancing its Brand Image. Previous studies have generally focused on enhancing brand awareness and brand trust. In contrast, this study specifically explores the influence of social media utilization on digital consumer behavior, with particular emphasis on the Generation Z segment.

The strategies adopted in this research include collaboration and the optimization of various social media platforms, such as Instagram, WhatsApp, TikTok, and the e-commerce platform Shopee. In addition, support from the Lampung Regional Government further strengthens efforts to establish a positive brand image in the eyes of the public.

The findings regarding PT. Janik Lampung's use of social media and digital promotion align with the study by (Shafwan & Pangaribuan, 2023) which highlights the importance of Marketing Public Relations (MPR) strategies in building digital platforms. However, differing from prior research that focused primarily on the food industry, this study offers a theoretical contribution by extending the application of MPR strategies to the local fashion industry and emphasizing the role of personalized content in engaging Generation Z consumers.

Thus, this study not only reinforces existing findings but also broadens the scope of MPR theory application within a more specific context. Furthermore, the approach employed in this study is not limited to a single type of social media-based

strategy. Instead, it integrates a variety of strategies in a comprehensive manner, aiming to develop a strong, relevant, and sustainable brand image that aligns with the dynamic behavior of today's digital consumers.

Based on the research findings, several key points can be concluded regarding the Marketing Public Relations strategies implemented by PT. Janik Lampung, a company operating in the fashion industry. These strategies include leveraging social media and networks for promotional purposes, improving product and service quality, offering competitive pricing, implementing discounts and promotional campaigns, and engaging in sponsorship activities.

### **Situation Analysis**

Janik Lampung is a business entity that produces traditional Tapis crafts from Lampung, enhanced with a modern touch. This initiative primarily aims to empower the local community while preserving Lampung's cultural heritage to maintain its relevance. In carrying out its business activities, Janik Lampung receives support from the Lampung Provincial Government, particularly in terms of product distribution.

Public enthusiasm for Janik Lampung's products is very high, as evidenced by the frequent 'sold out' status of its items, prompting consumers to place orders in advance through a Pre-Order (PO) system. This indicates that the sustainability of Janik Lampung's business is strongly supported by a positive market response. The company conducts monthly market research to analyze consumer demand and develop promotional content tailored to Generation Z, known for its dynamic nature and strong influence by trends. These research findings consistently show strong consumer interest, as seen in the recurring sell outs via the PO system.

Janik Lampung's products are considered uniquely appealing due to their

aesthetic and distinctive designs. Additionally, the company holds regular monthly meetings to develop a content plan, which includes determining relevant themes, selecting communication styles aligned with social media trends, and setting realistic and measurable sales targets. The content strategy incorporates aesthetic and lifestyle elements that resonate with Gen Z, utilizing digital platforms such as Instagram, TikTok, and WhatsApp. The goal is to attract Gen Z's interest in local culture, packaged in a modern style that suits their preferences.

Additional support from local government institutions such as Dekranasda (National Crafts Council), the Office of Cooperatives, Industry and Trade (KOPERINDAG), as well as fashion stores in the Lampung area, further strengthens public trust especially among Generation Z in local brands. This also reflects the growing consumer awareness of the importance of supporting local products that generate tangible social and cultural impacts.

To reinforce its marketing strategy, Janik Lampung conducts in depth situational analysis, including defining market characteristics and communication perceptions of Tapis Lampung products. This analysis takes into account the role of social media and digital marketing trends in understanding audience interaction patterns with traditional crafts. The data collected serves as the foundation for formulating targeted communication messages and effective promotional strategies.

The Tapis Lampung products offered by Janik Lampung are modified with a modern touch and are specifically targeted at the Gen Z market. In its marketing efforts, Janik Lampung adopts a digital marketing approach through platforms such as WhatsApp, Instagram, and TikTok. In addition, the business situation analysis is carried out using the SWOT analysis method, which includes identifying strengths, weaknesses, opportunities, and threats to the business.

Strengths	Weakness
<p>Janik Lampung offers high- quality products with modern designs using Tapis Lampung fabric, making them appealing to consumers.</p> <p>There is a wide variety of Janik Lampung products, providing more options for consumers.</p> <p>The materials used are of selected high quality.</p> <p>Marketing efforts utilize social media platforms such as WhatsApp, Instagram, TikTok, and the e-commerce platform Shopee, enabling the brand to reach a broader consumer base through digital marketing.</p>	<p>Limited number of employees, resulting in the same person handling both social media and marketplace administration.</p> <p>The product price is relatively high, which becomes a barrier for consumers.</p> <p>The location on the island of Sumatra leads to slightly higher shipping costs.</p>
Opportunities	Threats
<p>The high-quality products offered have led to a significant increase in Janik Lampung's production.</p> <p>The modern design attracts Generation Z to make purchases.</p> <p>The growing trend of online shopping can be leveraged to expand marketing through digital platforms.</p>	<p>The evolution of the times requires the company to adapt to trends and preferences by making product designs and marketing more modern in line with current developments.</p> <p>The presence of competitors offering similar products at lower prices threatens market share.</p> <p>A lack of attention to detail in product preparation, resulting in incorrect deliveries, leads to customer dissatisfaction.</p>



*Source: Janik Lampung Instagram*

**Figure 3. Making Tapis Lampung**

### Setting Objectives

The Marketing Public Relations (MPR) strategy implemented by Janik Lampung primarily aims to build and strengthen the brand image of Tapis Lampung as a cultural product that embodies high artistic value while remaining relevant to modern styles. This strategy is also designed to increase brand awareness, enhance audience engagement, and foster customer loyalty through effective and interactive communication. Janik Lampung envisions becoming a leading fashion brand in Indonesia that inspires the younger generation to take pride in the nation's cultural heritage. Additionally, Janik Lampung serves as a platform that supports the creative spirit of traditional textile artisans.

In line with Whalen's 7 Steps of Strategic Planning, the objective setting stage in the Marketing Public Relations strategy is guided by the SMART principles (Specific, Measurable, Achievable, Relevant, Time-bound). The application of the SMART framework ensures that the formulated communication goals are clear, measurable, and effective in supporting the sustainable development of brand image.

#### a. Specific

The Marketing Public Relations (MPR) strategy implemented by Janik Lampung is focused on increasing public awareness of the cultural value embedded in Tapis Lampung handicrafts. This objective is not solely oriented toward boosting sales figures but places greater emphasis on cultural education efforts, particularly targeting Generation Z as the primary audience.

This initiative aims to raise awareness among the public specifically those aged 12 to 28 in the Lampung region of the Janik Lampung brand as a craft product rooted in local cultural heritage. The marketing strategy employs digital platforms to deliver key messages

such as "Bangga berbudaya" and "Sobat Lestari Budaya". These messages are intended to instill pride in local culture by highlighting the uniqueness and cultural value reflected in each Janik Lampung product design.

#### b. Measurable

The marketing strategy implemented by Janik Lampung relies on the use of social media and digital advertising channels as the primary means to reach its audience. Every month, Janik Lampung sets a target to increase sales by 50% compared to the previous period. This strategy is focused on Generation Z, who are characteristically drawn to local products that possess aesthetic value, unique designs, and cultural significance qualities that are the core strengths of Janik Lampung's products.

The success of this marketing strategy is measured through consumer surveys and monthly giveaway activities. Evaluation results indicate that the majority of participants and active followers in these activities come from the Gen Z age group. This is supported by Instagram insight data from Janik Lampung's account, showing that the largest number of followers are from the Gen Z segment.

In the context of Whalen's 7 Steps of Strategic Planning, Janik Lampung demonstrates specific goal setting toward the Gen Z segment, although not all of these objectives are explicitly stated at the outset. Meanwhile, the measurable aspect of this strategy is reflected in tangible outcomes, particularly in building a strong brand image in the minds of Generation Z, the company's primary target.

#### c. Achievable

PT Janik Lampung has set a monthly sales growth target of 50% as part of its strategic efforts to strengthen its brand position in the market. The achievement of this target is supported by synergistic partnerships with

various institutions and organizations, such as the Office of Cooperatives, Industry, and Trade (KOPERINDAG) of Pringsewu Regency, the Regional National Crafts Council (Dekranasda) of Lampung Province, and several shopping centers in the Lampung region. These collaborations significantly contribute to expanding distribution reach and increasing the visibility and acceptance of products among the broader public. Furthermore, this synergy demonstrates that building brand image among Generation Z can be achieved gradually through targeted, systematic, and consistent strategies.

Based on the results of the SWOT analysis, the strategy implemented by PT Janik Lampung is considered realistic and can be effectively executed. Key strengths such as superior product quality, support from government institutions, and strong public interest in local products form the foundation for the strategy's success.

Meanwhile, challenges such as limited human resources and high distribution costs are addressed through cross sector collaboration, operational efficiency, and the use of digital based promotions. This strategy specifically targets consumer segments active on social media and those interested in culturally valuable products presented in a modern style.

d. Relevant

In the context of Whalen's 7 Steps of Strategic Planning, the "Relevant" component refers to how well the communication goals and strategies align with the company's vision, as well as with the needs and characteristics of the target audience. PT. Janik Lampung has formulated a Marketing Public Relations (MPR) strategy that is substantially relevant to the company's objectives namely, to build a brand image as a local, culture based product that can adapt to modern consumer preferences, particularly those of Generation

Z.

The alignment between the strategy and market conditions is evident in the approach that emphasizes local cultural values, specifically the traditional Tapis fabric of Lampung, which is presented in a modern design. The relevance of this strategy is further strengthened by the use of digital communication channels such as Instagram, TikTok, WhatsApp, and e-commerce platforms like Shopee dominant media among Gen Z. This effort reflects an adaptation to the digitalization trend and the behavioral shift of younger consumers, who prefer online shopping experiences and interactive visual content.

Additionally, the relevance of the MPR strategy is also visible in the synergy built with local government institutions and creative communities as part of a collaborative approach that supports cultural preservation and local economic empowerment. By conveying key messages such as "Bangga Berbudaya" and "Sobat Lestari Budaya", Janik Lampung aims not only to address commercial aspects but also to instill educational and emotional values that shape positive brand perception.

Overall, the strategy implemented by PT. Janik Lampung not only aligns with the company's direction and identity but also meets the needs of the target audience, who seek culturally meaningful products with high aesthetic value that are accessible through digital platforms. Therefore, the "Relevant" component in Janik Lampung's MPR strategy has been implemented accurately and purposefully, in accordance with the principles of Whalen's 7 Steps of Strategic Planning.

e. Time-Bound

PT. Janik Lampung applies the Time-Bound approach by setting specific timeframes for executing communication strategies and conducting regular evaluations. The company establishes monthly targets for increasing

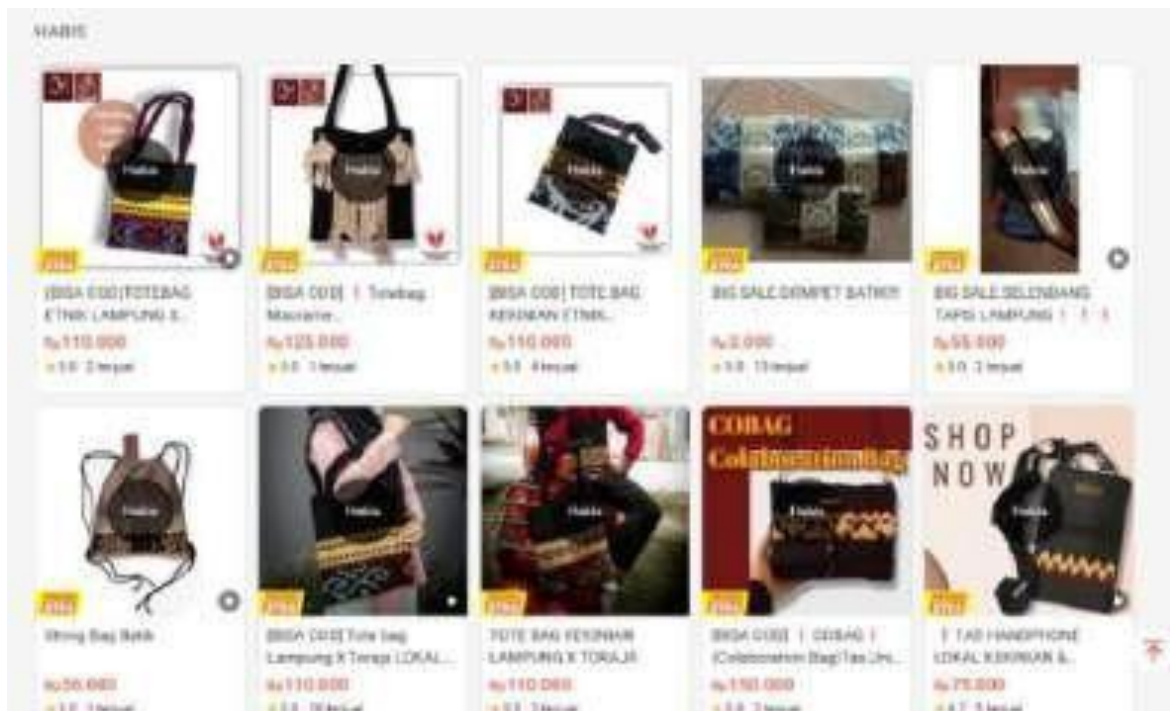
brand awareness and brand image, with one key example being the monthly goal of boosting sales by 50%. This sales target also serves as an indicator of the effectiveness of the communication strategies implemented.

In practice, Janik Lampung organizes monthly content and promotional planning through internal team meetings, which include setting content themes, scheduling social media publications, and evaluating content performance based on audience engagement rates and sales conversions. This time based planning is applied not only to digital media promotions on platforms like Instagram and TikTok but also in coordinating with external partners such as the Department of Cooperatives and Dekranasda, scheduled around specific events like local exhibitions, MSME fairs, and national campaigns.

Additionally, the use of a Pre-Order

(PO) system with defined deadlines is another implementation of a time based strategy. This approach provides an exclusive experience for consumers while creating a sense of urgency that influences purchase decisions. Such a practice supports more effective and targeted marketing communication.

Therefore, the implementation of the Time-Bound principle in PT. Janik Lampung's Marketing Public Relations (MPR) strategy demonstrates that the company is not only focused on defining communication objectives but also integrates time management as an essential part of its strategic planning process.



*Source: Janik Lampung's Shopee e-commerce*

**Figure 4.** stock provided by the Janik Lampung team is consistently sold out

### **Defining strategy**

Strategy is a form of systematic planning that determines how a Marketing Public Relations (MPR) campaign will be designed and implemented. In the context of Janik Lampung, the application of Whalen's 7 Steps of Strategic Planning integrates various relevant and effective communication approaches. These approaches include the use of social media as a channel for information dissemination, strategic collaboration with the Provincial Government of Lampung, and participation in various activities such as events and exhibitions featuring Tapis Lampung products.

The main objective of this strategy is to strengthen the brand image of Tapis Lampung as a product that not only holds high artistic and cultural value but is also packaged in a modern way, making it attractive to a broader market, especially among younger generations.

At the initial stage, Janik Lampung implemented a simple marketing strategy through a word-of-mouth advertising approach, starting from its closest social circles. This strategy received a positive response, supported by the modern and attractive product designs, which sparked public interest in learning more about the Janik Lampung brand.

To maintain consumer interest, Janik Lampung focused on improving product quality and design, with the hope of encouraging repeat orders. As the business evolved, Janik Lampung began to maximize the use of social media as its primary promotional channel. Platforms such as Instagram, TikTok, and WhatsApp were utilized, as they were considered effective in reaching the target market, particularly the younger generation.

#### **a. Pull strategy**



*Source: Janik Lampung Instagram*

**Figure 5. Janik Lampung Instagram feeds**

The official Instagram account of Janik Lampung consistently showcases visual documentation of various Tapis products offered. The promotional content presented on social media displays a modern and aesthetic appearance, reflecting a dynamic brand image that is relevant to current digital communication trends.

**b. Push strategy**

Janik Lampung implements a product visibility enhancement strategy through various integrated efforts, including supporting the sales process, providing training for local artisans, and strategically placing products at various distribution points to ensure easier consumer access. This strategy aims to introduce and promote Lampung's Tapis handicrafts to a broader market through multiple sales channels.

In its implementation, Janik Lampung actively carries out marketing campaigns and continues to innovate by releasing various new products. The business not only focuses on producing bags but also expands its product range to attract consumer interest from different market segments.

In addition, Janik Lampung regularly promotes its products through social media and offers discounts as part of its efforts to increase sales volume. Promotional content on the Instagram account is designed with attractive visuals to stimulate audience interest in making purchases. Specifically in terms of advertising, Janik Lampung develops creative and relevant content to effectively capture attention and build consumer engagement.

**c. Pass strategy**

Janik Lampung applies a pass strategy as part of its marketing approach aimed at creating a profitable and sustainable strategy. Tapis Lampung products, which carry high artistic value and an exclusive nuance as part of the region's cultural heritage, are strategically utilized to build positive perception and enhance brand

credibility in the eyes of the public.

In practice, Janik Lampung actively participates in various promotional activities and exhibitions (marketing events) to strengthen connections with similar market segments. Participation in these events not only expands product exposure but also contributes to building a positive brand image among the public. In addition, Janik Lampung implements Corporate Social Responsibility (CSR) programs as a form of social contribution aligned with its efforts to establish a strong brand reputation.

As part of its digital strategy, Janik Lampung also runs promotional campaigns through social media to strengthen its brand image. The campaign carries a key message titled "Sobat Lestari Budaya" which emphasizes the importance of preserving local culture. To increase consumer engagement, Janik Lampung offers a 50% discount voucher to customers who share posts about Janik Lampung products on their social media platforms. This strategy has proven effective in fostering interaction between the brand and consumers, while also shaping a positive perception of Tapis Lampung as a culturally relevant product in the modern era.

**Identifying the targets**

Defining the target market is a fundamental aspect of marketing strategy aimed at ensuring the success of a product especially culturally based products such as Tapis Lampung, which is crafted by local artisans. In practice, identifying the target market not only serves as the foundation for determining promotional goals but also plays a crucial role in designing effective communication strategies to ensure that marketing programs positively impact the development of the Janik Lampung brand. Market segmentation helps classify consumers

based on specific characteristics, allowing advertising efforts to be directed in a more targeted and measurable manner to strengthen brand image. The owner of Janik Lampung stated:

*“Janik Lampung is produced with the aim of attracting the interest of Generation Z, who are increasingly drawn to modern fashion.”*

From this interview excerpt, it can be concluded that the target market is generally defined as a group of consumers who share similar needs, interests, or characteristics, and who are the primary focus of the company's promotional activities. In this case, Janik Lampung strategically selects Generation Z as its main marketing target. This decision is based on Gen Z's tendency to be more easily influenced by modern and global style products. Therefore, Janik Lampung seeks to reintroduce Tapis Lampung a part of the region's cultural heritage in a contemporary format that is more relevant and appealing to younger audiences. This effort is also aimed at preserving local culture so that it does not become extinct due to changing times.

*“In terms of setting the target market, Janik Lampung does not have specific criteria regarding the background of Generation Z consumers; however, Janik Lampung targets Generation Z individuals between the ages of 12 and 28, regardless of gender.”*

Demographically, Janik Lampung targets individuals aged 12 to 28, both male and female. Geographically, the primary market is located in the Lampung region, but through the use of digital media, the market reach can be expanded to the national level. Interestingly, Janik Lampung does not limit its target based on economic status, considering that most Gen Z consumers its main audience are students and university learners in a transitional phase toward adulthood.

From a psychographic perspective, Generation Z is known for having a high level of digital literacy and being highly active on social media. These characteristics present significant opportunities in the marketing process, especially through digital channels. Gen Z is also recognized as a generation of change makers and creative industry players with strong potential to develop and promote local cultural values through digital media. Thus, Gen Z's involvement is not only passive as consumers, but also active as strategic partners in expanding promotional reach.

To optimize its digital marketing strategy, Janik Lampung leverages various platforms such as Instagram, WhatsApp, TikTok, and e-commerce platforms like Shopee to reach a broader consumer base and facilitate easier transactions. In addition to direct marketing efforts, the public also plays an active role in indirect promotion through social media posts and reviews. These activities further strengthen the brand's presence in the digital space and increase opportunities for brand awareness of Tapis Lampung products, which are packaged in an aesthetically pleasing and modern way.



*Source: Instagram Janik Lampung*

**Figure 6. Consumers of PT. Janik Lampung**

### **Creating the message**

As part of its marketing communication strategy, Janik Lampung formulates a key message that is consistently delivered to the audience with the primary goal of shaping and strengthening brand image. The main focus of this message emphasizes the quality of the products offered. In addition, Janik Lampung integrates the tagline *SobatLestariBudaya* as a form of message delivery that reflects the company's commitment to preserving local cultural heritage through an inclusive approach that resonates with the younger generation. This tagline not only serves as a creative branding element but also functions as a tool to build emotional closeness with the audience, particularly Generation Z, who are highly concerned with cultural identity and the sustainability of local values.

In every communication campaign, Janik Lampung highlights that its products use carefully selected, high quality materials,

which guarantee the overall product standard. Beyond material quality, another key strength lies in the philosophical values embedded in each product design, which incorporate the meaning of Tapis Lampung's cultural heritage in a modern and aesthetic form. This message also acts as a brand differentiator, setting Janik Lampung apart from competitors in the same industry.

Through this messaging, consumers are encouraged to develop a positive perception and confidence that Janik Lampung's products are not only visually appealing, but also possess high functional and cultural value. Therefore, consumers need not worry about the quality of materials used, as Janik Lampung's products are considered "worth owning" a symbol of a lifestyle that supports the preservation of local culture.



*Source: Instagram Janik Lampung*

**Figure 7. Review from Janik Lampung consumer**

### **Identifying the tactics**

In Whalen's 7 Steps of Strategic Planning, tactics refer to the concrete activities used to deliver messages and build brand image.

*"The approach taken by Janik Lampung to increase public awareness is by creating visually engaging and educational content on its official social media platforms. In addition, Janik has also been featured and spoken about across various digital and non-digital media channels. To date, 10–15 newspaper articles have been published, supported by the Lampung Regional Government, which has helped Janik build a positive brand image and gain wider public recognition."*

Janik Lampung implements various tactical approaches such as creating visually engaging and educational content on social media, using speeches/publications through both digital and

non-digital media to highlight the cultural value of Tapis Lampung, and directly interacting with audiences during cultural events. To date, Janik Lampung has published articles in 10–15 newspapers, supported by the local government of Lampung. The brand frequently participates in cultural events organized by the Lampung Provincial Government and collaborates with local authorities.

*"Janik actively posts content on social media to attract the interest of Generation Z by utilizing platforms such as Instagram, WhatsApp, TikTok, as well as the e-commerce platform Shopee."*

Additionally, Janik Lampung utilizes Instagram, TikTok, and WhatsApp as key marketing platforms. In its digital media based marketing strategy, particularly on Instagram, Janik Lampung actively produces and publishes visually appealing content through

the Reels feature to attract audience attention.

*“Janik usually uploads polling content or quizzes about general knowledge on Janik Lampung’s Instagram and TikTok accounts, with participants receiving discount vouchers as prizes.”*

The uploaded content typically aligns with currently trending topics, enhancing its relevance and visibility. Visual materials include photos and videos of the product-making process, promotional discount offers, and interactive elements such as polls or quizzes as part of monthly giveaway programs, shared via Instagram Stories, feed posts, and TikTok. The quizzes usually contain educational questions, covering topics like history or general knowledge. This monthly giveaway program is designed not only to increase consumer engagement but also to broaden product exposure and brand recognition, extending Janik Lampung’s reach to the national market.

#### a. Social Media

Janik Lampung strategically utilizes social media to capture attention and build engagement with Generation Z. The brand consistently creates visual content that is not only aesthetically appealing but also educational for example, showcasing the production process of each product being marketed, while also aligning with current trends on social media. These contents are posted on Janik Lampung’s official social media accounts, including Instagram and TikTok.

Janik Lampung’s active involvement in posting content through feeds, reels, stories on Instagram, and TikTok is a core part of its marketing strategy, particularly aimed at Gen Z a target market known for being highly active and responsive to digital content. This generation tends to appreciate products that blend cultural values with modern touches and seek convenient access through dynamic platforms like e-commerce and social media. In this regard, Janik Lampung has successfully positioned itself as a local brand that not only holds aesthetic value but also aligns with Gen Z’s modern lifestyle.



*Source: Janik Lampung Instagram*

**Figure 8. Example of PT. Janik Lampung’s MPR Strategy on Instagram**

Furthermore, Janik Lampung also optimizes the use of digital advertising media through platforms such as Instagram and TikTok to expand its promotional reach. This strategy has proven effective in increasing brand exposure to a wider audience, particularly Generation Z. In addition to relevant content, ease of transaction is also a key factor supporting the success of the marketing strategy.

Janik Lampung's presence on e-commerce platforms like Shopee provides fast and efficient purchasing access, supported by attractive discount offers significantly encouraging purchase decisions among younger consumers. The combination of digital communication strategy, adaptive promotional efforts, and e-commerce integration demonstrates the effectiveness of Janik Lampung's strategy in building a strong and competitive brand image in the digital era.



*Source: Janik Lampung Instagram*

**Figure 9. Janik Lampung's Instagram social media account**

**b. Event offline**

Janik Lampung participates in offline events to build direct brand experiences and engage face-to-face with audiences. The brand took part in the Dekranasda Cultural Exhibition of Lampung Province, specifically the Festival of Innovation and Entrepreneurship organized by the Provincial Government of Lampung. Janik Lampung received support from the provincial government along with positive feedback.

During the exhibition, Janik Lampung implemented a Marketing Public Relations strategy by offering a

buy 1 get 1 free promotion to visitors who made purchases at the Janik Lampung booth. This strategy helped increase the visibility of Janik Lampung's handicraft products from the local market to the national level. Additionally, the brand succeeded in leaving a positive impression on the visitors. The event fostered emotional engagement, reinforced the brand image in offline settings, and expanded the influence of its online campaigns.

**c. Speech/Press Release**

This tactic aims to enhance brand credibility

by utilizing media coverage and support from public figures. Before actively implementing a Marketing Public Relations strategy through channels such as speeches, press releases, social media, and participation in cultural events, Janik Lampung initially relied on word-of-mouth as the primary approach to marketing.

With the advancement of technology, market growth, and support from the Provincial Government of Lampung, Janik Lampung began publishing speeches and press releases in approximately 10 to 15 digital

newspapers. Additionally, the brand carried out promotions through print media, including the *Pikiran Rakyat* Bandung newspaper.

In these publications, Janik Lampung shared the narrative of the company's journey from its inception to the present, while also offering special promotions to consumers. Public response to these publications showed high enthusiasm and had a positive impact on improving the company's image and presence within the community.



*Source: Instagram Janik Lampung*

**Figure 10. Press Release by Janik Lampung's owner**

d. Giveaway/Quiz

Janik Lampung employs a marketing tactic in the form of product giveaways aimed at increasing awareness and engagement on social media with its audience. As a brand in the fashion industry, Janik Lampung runs giveaway programs to attract consumer interest in purchasing its products.

Every month, Janik Lampung holds giveaways distributed to its followers on

TikTok and Instagram. These giveaways typically consist of quizzes related to general knowledge or random questions about Janik Lampung products. To participate, users are usually required to follow, like, comment, and repost Janik Lampung's content.

Winners receive prizes in the form of Janik Lampung products or shopping voucher codes worth 50%, which can be used to purchase Janik

Lampung products. This strategy effectively encourages audiences to buy Janik's products. Additionally, consumers who purchase Janik products and post them on their personal social media accounts while tagging Janik Lampung's official account will receive shopping

vouchers.

These vouchers and prizes subtly trigger strong purchase interest, creating positive benefits for the company and contributing to the achievement of its sales target market.



*Source: Instagram Janik Lampung*

**Figure 11. Janik Lampung Giveaway post**

e. Collaboration with the Lampung Government

The collaboration between the Provincial Government of Lampung and Janik Lampung plays a strategic role in promoting and distributing products to various local stores. The involvement of institutions such as the Regional National Crafts Council (Dekranasda) and the Department of Cooperatives, Industry, and Trade (KOPERINDAG) actively supports the market expansion of Janik Lampung's products within the local area.

This collaboration has significantly enhanced the credibility of the Janik Lampung brand in the eyes of consumers, as government involvement provides assurance regarding

product quality and authenticity. In addition to contributing to the achievement of the monthly sales target of 50%, the partnership also strengthens Janik Lampung's position as one of Lampung Province's leading products that has successfully entered the national market.

From a marketing strategy perspective, the collaboration with the government not only provides functional benefits in terms of distribution and promotion but also creates differentiation between Janik Lampung and other Tapis craft products. This strategy is effective in building public trust and expanding market reach, especially among Generation Z, which is the primary target audience.

The approach taken by Janik Lampung through this collaboration is also highly relevant to the characteristics of Gen Z, who are adept at utilizing both digital technology and conventional media. Through this strategy, Janik Lampung has successfully

built a brand image that is emotionally engaging, visually appealing, and participatory thereby strengthening its position as a modern and creative Tapis Lampung craft brand that integrates cultural meaning into each design.



*Source: Janik Lampung Instagram*

**Figure 12. Collaboration between the Lampung Government and Janik Lampung**

### Evaluating

In the context of evaluating the Marketing Public Relations (MPR) strategy implemented by PT. Janik Lampung in building its brand image, the evaluation process is carried out systematically through three main stages: preparation, implementation, and impact. Each stage plays a strategic role in ensuring the effectiveness of program execution and the achievement the established communication goals. These stages function not only as performance measurement tools but also as a foundation for decision making and the development of more targeted follow-up strategies. Below is an explanation of each evaluation stage:

a. Preparation

The preparation stage of evaluation involves gathering information about Janik Lampung's evaluation plan and measuring the readiness level of its products for distribution. Janik Lampung achieves this by conducting monthly market research with its team to understand emerging trends among Gen Z and identify consumer preferences. In addition, monthly meetings are held focusing on content and strategy, aimed at setting sales targets, creating a content plan, and scheduling promotional posts on Janik Lampung's social media and e-commerce platforms.

Support from the Provincial Government of Lampung further enhances product distribution. Especially in today's rapidly advancing digital era, this support facilitates the promotion and sale of products.

By leveraging technology, Janik Lampung is able to increase brand recognition and expand its reach to a national level.

**b. Implementation**

The implementation stage is carried out to measure how well Janik Lampung's marketing strategy has been executed according to plan and to assess its effectiveness. Janik Lampung evaluates this by running promotional content in alignment with its pre-established content plan, posting content via Instagram and TikTok feeds, reels, and stories. The brand also consistently participates in offline cultural events, such as craft exhibitions and fashion shows held in Lampung. In addition, Janik organizes monthly giveaways to attract audiences.

These strategies have successfully increased Instagram followers by approximately 1,000 to 2,000, significantly boosting Janik Lampung's recognition as a producer of Tapis Lampung handicrafts. The brand also distributes its products through e-commerce platforms like Shopee and local fashion stores in Lampung to expand its sales channels. This strategy has been implemented consistently and has effectively reached its target audience.

Moreover, Generation Z shows a preference for products that combine cultural value with modern aesthetics and are easily accessible through e-commerce and creative digital content. As a result, Janik Lampung has successfully shaped its image as a local brand that is both visually appealing and relevant to the Gen Z lifestyle.

**c. Impact Evaluation**

The impact evaluation stage is conducted to assess the tangible outcomes of the implemented strategies. This includes evaluating the influence on brand image, sales, market reach, and public perception of the brand. At this stage, Janik Lampung measures impact by tracking a 50% monthly increase in

sales following the posting of promotional content on social media and support from the local government.

The frequent sold out status of Janik's products indicates high market demand, signifying that the brand image of Janik Lampung as a modern interpretation of Tapis Lampung that preserves its cultural value is gaining recognition both locally and nationally. This has generated positive feedback from consumers, as evidenced by the public's growing interest in Janik Lampung's products.

Moreover, not only has brand awareness increased, but brand trust and loyalty have also begun to take shape. This is supported by findings from a post campaign survey, which revealed that at least 40% of consumers have recommended Janik Lampung products to their peers and have engaged in content sharing on social media, tagging the brand's official Instagram and TikTok accounts. In addition to social media efforts, Janik Lampung also utilizes e-commerce platforms to simplify the purchasing process for customers.

The positive impact demonstrates that Janik Lampung's Marketing Public Relations strategy has successfully driven real change in market perception and contributed to the sustainability of the product in both local and national markets. According to the research findings, this serves as a clear indicator of Janik Lampung's success in attracting younger generations to culturally rooted Tapis crafts.

Although Janik Lampung does not specifically aim to grow its follower base, there has been a notable increase during each giveaway campaign, with 1,000 to 2,000 new followers primarily from the Gen Z demographic. This surge also indicates a rise in brand awareness and a growing positive public perception of Janik Lampung products. This evaluation shows that Janik Lampung's Marketing Public Relations strategy is working effectively. However, there are areas that need improvement to create a long term impact for

the company. One key area is product distribution, which currently operates on a pre-order (PO) basis. Due to products frequently being sold out, improvements are needed to meet market demand more quickly and consistently.

### **Brand Image**

Janik Lampung is not yet a top-of-mind brand, but it strives to be an innovative brand by producing new products that can attract public attention. Through market research and monthly routine meetings, Janik Lampung is able to understand the characteristics, lifestyles, and media preferences of its target audience. The goal is to build Janik Lampung's brand image as a modern, high-quality local product with cultural value.

Therefore, with the support of social media platforms like WhatsApp, Instagram, and TikTok, the brand implements tactics such as giveaways, participating in offline events, and gaining support from the local government to increase awareness and build a positive perception of trendy local products that carry cultural significance. Janik Lampung actively promotes its sales on social media by sharing engaging content.

Janik Lampung conducts branding through marketing bundling or campaigns, introducing products with reference to twin dates. A 50% discount was given through a strategy known as hastags *SobatLestariBudaya*, offering a voucher code that could be redeemed for a 50% discount. This strategy attracts consumers to buy Janik Lampung products and has an impact on social media and sales.

### **CONCLUSION**

Marketing Public Relations plays a strategic

role in building and strengthening the brand image of Tapis Lampung craft products. Janik Lampung aims to introduce culturally valuable products like Tapis Lampung to the younger generation particularly Gen Z who are more drawn to modern products and global fashion trends. Janik Lampung's target market consists of young people, especially Gen Z, aged 12–28 years.

Through market research, trend analysis, and consumer feedback, Janik Lampung has become recognized as a high-quality local product. The rapid development of technology in today's global era facilitates product promotion. By utilizing social media platforms such as WhatsApp, Instagram, TikTok, and e-commerce platforms like Shopee, Janik Lampung organizes giveaway programs to attract followers and increase interaction.

Additionally, by participating in offline cultural events and receiving support from the Lampung local government and aligning with Gen Z's preferred shopping behaviors Janik Lampung's efforts can have a positive impact on the company. Presenting Tapis Lampung as a culturally rich and high-value craft product can further boost its popularity and appeal in both local and national markets.

By applying Whalen's 7 Steps of Strategic Planning, Janik Lampung has been able to develop a systematic and integrated marketing public relations strategy to build its brand image. This includes implementing Pull, Push, and Pass strategies in social media marketing to attract public attention in strengthening brand image. In addition, the use of collaborations, marketing campaigns, and social media discounts offered to the audience further supports this effort. Janik Lampung also features carefully selected, high-quality designs, which enhance consumer interest in its products.

This study offers a new contribution to the development of social media-based MPR strategies for building brand image

within the local culture- based fashion industry, particularly among Generation Z. Unlike previous studies, which have generally focused on the FMCG or tourism sectors, this research expands the understanding of MPR application in the context of cultural preservation through the creative industry. Thus, Janik Lampung's well planned Marketing Public Relations strategy audience oriented, supported by the local Lampung government, and utilizing digital media has successfully built a strong, relevant, and sustainable brand image. In line with the principles outlined in Whalen's 7 Steps of Strategic Planning, this strategy places credible, relevant, and interactive communication as the key to building long term relationships with audiences and consumers.

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