

# BRAND COMMUNICATION STRATEGY OF COMMUNICATION SCIENCE STUDY PROGRAM MUHAMMADIYAH UNIVERSITY OF SIDOARJO IN SOCIAL MEDIA

By:  
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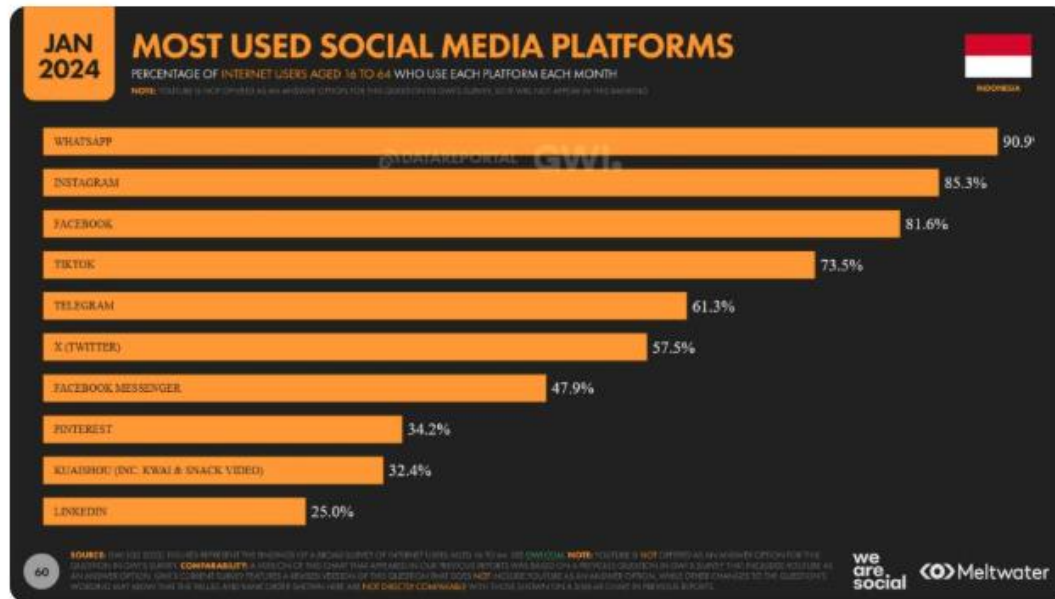
# BACKGROUND

- **RESEARCH PHENOMENON:**

1. Social media has become an integral part of Indonesians' daily lives.
2. A total of 167 million people (60.4% of the population) are expected to actively use social media by 2024, with an average daily usage of 3 hours and 11 minutes.
3. WhatsApp, Instagram and Facebook are the three most used platforms in Indonesia.
4. Instagram stands out with users reaching 85.3% of internet users, supported by features such as Instastory, Feeds, Reels, and Instagram Promote that support business promotion.

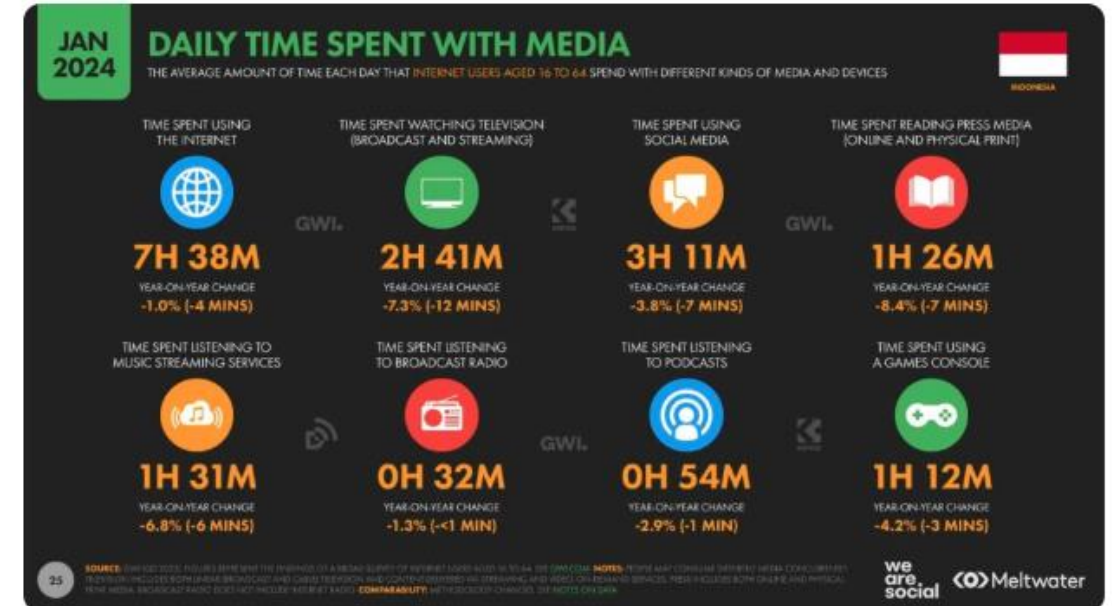
# BACKGROUND

## SOCIAL MEDIA PLATFORMS THAT ARE WIDELY USED IN INDONESIA IN 2024



- Pengguna Whatsapp di Indonesia sebanyak 90,9% dari jumlah populasi.
- Pengguna Instagram di Indonesia sebanyak 85,3% dari jumlah populasi.
- Pengguna Facebook di Indonesia sebanyak 81,6% dari jumlah populasi.
- Pengguna TikTok di Indonesia sebanyak 73,5% dari jumlah populasi.

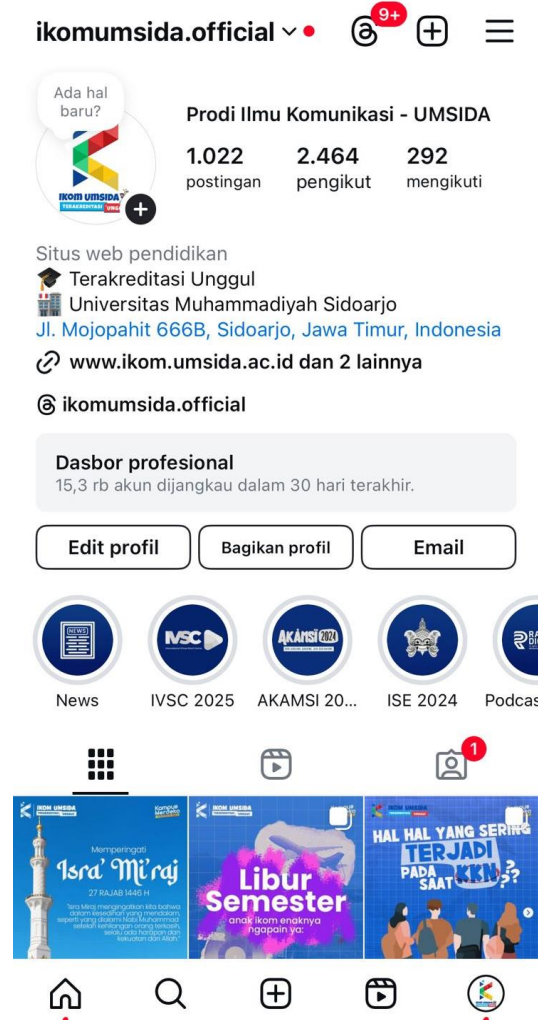
## TIME INDONESIANS ACCESS DIGITAL MEDIA IN 2024



- Waktu Rata-rata setiap hari dalam **penggunaan internet**: 7 jam, 38 menit.
- Rata-rata setiap hari **waktu melihat televisi** (broadcast, streaming dan video tentang permintaan): 2 jam, 41 menit.
- Rata-rata setiap hari **waktu menggunakan media sosial** melalui perangkat apa pun: 3 jam, 11 menit.
- Rata-rata setiap hari **waktu menghabiskan mendapatkan musik**: 1 jam, 31 menit.
- Rata-rata setiap hari **waktu bermain game**: 1 jam, 12 menit.

# INSTGRAM PROFILE

Retrieved: September 2024





# PREVIOUS RESEARCH

No	RESEARCH TITLE	RESULTS
1	"The Effect of Brand Communication, Brand Image, and Brand Trust Through Online Media on Brand Loyalty in E-Commerce (Case Study on e-Commerce Users at FE UII)". By Nabila Azwida Faradisa (2019).	Brand communication, brand image, and brand trust have a positive influence on consumer loyalty to the brand. In other words, the better the brand communication received by consumers, the higher the level of consumer confidence in the brand.
2	"Instagram as a Promotion Media for Indah Embroidery Shop". By Renni Setyoningrum and Nur Maghfirah Aesthetika (2021).	The results showed that of the 17 available Instagram features, 12 features have been utilized for promotion. Meanwhile, 5 other features have not been used optimally in promotion.
3	"The Influence of Brand Engagement, Brand Communication, and Brand Interactivity on Social Media Brand Attachment". By Nur Halimah Binti Abdul Aziz, Susanto, and Nonik Kusuma Ningrum (2021).	The results showed that brand involvement, brand communication, and brand interactivity have a positive and significant effect on brand attachment on social media, both partially and simultaneously. The brand engagement variable has the most dominant influence on brand attachment on social media.

# PROBLEM FORMULATION, OBJECTIVE & BENEFITS

## PROBLEM FORMULATION

"How is the brand communication strategy applied by the Communication Science Study Program of Muhammadiyah Sidoarjo University on the Instagram platform?"

## OBJECTIVE

Examines the utilization of Instagram as a media brand communication strategy.

## BENEFITS

**For the Author,** this research provides deeper insight to the author regarding Brand Communication Strategy on social media, especially Instagram.

**For Other Parties,** this research can be a reference for other educational institutions to develop their Brand Communication Strategy by utilizing social media platforms creatively and strategically.

# BRAND COMMUNICATION STRATEGY THEORY

- **According to Schultz and Barnes, "Strategic Brand Communication Campaign: NCT Business Book"**

Brand Communication Strategy can be interpreted as the process of managing a brand that includes various activities in organizing the elements that make up the brand identity such as, Identification of target audiences, Selection of media, Creation of relevant messages, and Management of time and budget.

- **Gelder in his book entitled "Global Brand Strategy",** explains that this strategy can be realized through two main approaches, namely Brand Visualization which focuses on the visual aspects of the brand and Brand Activation which aims to revive and strengthen brand interaction with the audience.

# BRAND COMMUNICATION STRATEGY THEORY

NO	ELEMEN	EXPLANATIONS
1.	TARGET AUDIENCE IDENTIFICATION	In the context of utilizing Instagram, brands must understand the demographic and psychographic characteristics and preferences of their audience. By knowing who to target for communication, brands can craft content that better suits their needs and interests.
2.	MEDIA SELECTION	Brands should choose the format that is most effective in reaching their target audience, taking into account the social media consumption habits of that audience.
3.	RELEVANT MESSAGE GENERATIONS	The message conveyed in brand communication should be relevant to the audience and reflect the brand identity.
4.	TIME AND BUDGET MANAGEMENT	Scheduling content uploads at optimal times and budget allocation must be done strategically to achieve maximum results in order to increase engagement and message reach to the audience.



# BRAND COMMUNICATION STRATEGY THEORY

NO	ELEMENT	EXPLANATIONS
1.	BRAND VISUALIZATION	Brand Visualization is the way a brand communicates with its audience through visual elements, such as logos or icons, that serve as the company's identity.
2.	BRAND ACTIVATION	Brand activation is a form of interaction between marketers, consumers, and brands, where consumers can better understand the brand and consider it as part of their daily lives.

# RESEARCH METHODS

## Research Type

This research uses a qualitative approach, qualitative research is research where researchers objectively and participatively observe a social phenomenon to understand the symptoms that arise in a particular context.

## Data Collection Techniques

The data collection technique in this study was carried out using primary data through interview techniques and secondary data through literature and internet reviews, especially on the Instagram activities of the Umsida Communication Science Study Program.

## Data Analysis Technique

The data analysis technique was carried out using the Miles and Huberman analysis method which includes the stages of data collection, data presentation, data reduction, and conclusion making.

## Data Sources

- Primary data sources: 3 internal resource persons from the Umsida Communication Science Study Program,
  1. Head of the Study Program
  2. Two social media admins & Graphic Designer of Ikom Umsida Study Program.
- Secondary data sources: Instagram of Umsida Communication Science Study Program.

# RESULTS

NO	ELEMENT	EXPLANATIONS
1.	TARGET AUDIENCE IDENTIFICATION	<p>Umsida Communication Studies Program divides the audience into three main categories:</p> <ul style="list-style-type: none"><li>• High school / vocational / equivalent students (prospective students).</li><li>• Parents and teachers as recommenders.</li><li>• General public to build the institution's image.</li></ul> <p>Content is tailored to each audience, such as:</p> <ul style="list-style-type: none"><li>• Highlight campus activities and graduate prospects for students.</li><li>• Information on tuition fees and academic achievements for parents.</li><li>• Documentation of social activities and external cooperation for the general public.</li></ul>

# RESULTS

NO	ELEMENT	EXPLANATIONS
2.	MEDIA SELECTION	<p>Instagram was chosen because it is most widely used by the younger generation:</p> <ul style="list-style-type: none"><li>• Reels were deemed the most effective at reaching audiences based on insight analysis.</li><li>• Feeds and Stories are used to build engagement with audiences who are already followers.</li></ul>

# RESULTS

NO	ELEMENT	EXPLANATIONS
3.	RELEVANT MESSAGE GENERATIONS	<p>Content is engaging and consistent with the brand identity:</p> <ul style="list-style-type: none"><li>• Use of blue &amp; yellow colors, Sans Serif fonts, and on-trend designs.</li><li>• Persuasive captions, poll features, and question boxes are used to build interaction with the audience.</li><li>• The main message of the content is branding as a study program with excellent accreditation and interesting lecture activities.</li></ul>



# RESULTS

NO	ELEMENT	EXPLANATIONS
4.	TIME AND BUDGET MANAGEMENT	<ul style="list-style-type: none"><li>• Instagram content management is done by a dedicated team called “MinKom”.</li><li>• Content scheduling follows the most active audience activity time, based on data insight.</li><li>• There is no specific budget for paid promotion such as Instagram Ads, but the strategy is still optimized through organic traffic.</li><li>• Evaluation is done regularly every month by analyzing insights such as audience reach, follower growth, etc.</li></ul>

# DISCUSSION

NO	ELEMENT	EXPLANATIONS
1.	BRAND VISUALIZATION	<ul style="list-style-type: none"><li>• The visual identity is built consistently and distinctively, using the main colors of blue and yellow from the UMSIDA Communication Science Study Program logo.</li><li>• Sans Serif typography was chosen to look modern, casual, and easy to read by the younger generation.</li><li>• Content design adapts to social media visual trends, with a fresh and not monotonous style.</li><li>• Each content must go through the Kaprodi approval process to maintain branding consistency.</li><li>• Having a fixed design template that reflects the slogan “Ikom Mbois, Los Gak Rewel”.</li><li>• Using the mascot “Si Kombi” as a unique icon that strengthens brand recall.</li></ul>

# RESULTS

NO	ELEMENT	EXPLANATIONS
2.	BRAND ACTIVATION	<ul style="list-style-type: none"><li>• Instagram interactive features such as emojis, polls, and question boxes were utilized to build closeness with the audience.</li><li>• Organizing digital campaigns and creative content that invites followers' participation.</li><li>• Collaborating with influencers to expand message reach and increase appeal to prospective students.</li><li>• Content activation is directed so that the audience feels part of the UMSIDA Communication Science Study Program community.</li></ul>

# CONCLUSION

- This study concludes that the brand communication strategy carried out by the Umsida Communication Science Study Program through Instagram is designed thoroughly and strategically, starting from identifying the target audience which is divided into three main segments, selecting the right media with a focus on reaching a wider audience, content management is carried out by a special team called “Minkom”, there is no special budget but the strategy is still optimized through organic traffic through regular evaluation based on data insight.
- This strategy is strengthened by Brand Visualization that consistently uses distinctive colors, attractive typography, and the mascot “Si Kombi”, and is accompanied by Brand Activation that involves audiences through interactive features and collaboration with influencers. The whole formed a Brand Communication Strategy in building a positive image and increasing audience engagement on social media.

