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## DIGITAL PR CAMPAIGN ACTIVATION STRATEGY FOR LITTLE CONTRAST COFFEE SHOP ON INSTAGRAM

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### Abstract

This study aims to analyze the implementation and planning of digital public relations campaigns implemented by Little Contrast coffee shop through the Instagram social media platform in facing the dynamics of the digital era. The method used is a case study with a qualitative approach, including observation of the types of content uploaded on Instagram social media, interviews with the Little Contrast team, and analysis of public relations campaigns conducted by the Little Contrast team to understand how public relations campaign strategies are developed and implemented. The results of the study indicate that the activation of this digital campaign is a strategy to create brand trust and brand awareness to the audience by using the eWOM strategy that introduces products through soft selling testimonials from repost stories on Instagram. Repost stories are part of the content marketing matrix with the inspire type which aims to increase awareness from the audience. By implementing digital campaign activation, Little Contrast can create content that supports the #RASAUNTUKSEMUA campaign, the type of content often used in this campaign is the content marketing matrix with the entertain and inspire types, which aim to get closer to the audience emotionally, so that the communication desired by the brand to the audience can be accepted and the audience is aware of the unique value proposition from Little Contrast.

**Keywords:** Campaign Public Relations Digital, Instagram, Little Contrast

### Abstrak

*Penelitian ini bertujuan untuk menganalisis implementasi dan perencanaan kampanye hubungan masyarakat digital yang dilakukan oleh Little Contrast coffee shop melalui platform media sosial Instagram dalam menghadapi dinamika era digital. Metode yang digunakan adalah studi kasus dengan pendekatan kualitatif, termasuk pengamatan terhadap jenis konten yang diunggah di media sosial Instagram, wawancara dengan tim Little Contrast, dan analisis kampanye hubungan masyarakat yang dilakukan oleh tim Little Contrast untuk memahami bagaimana strategi kampanye hubungan masyarakat dikembangkan dan diimplementasikan. Hasil penelitian menunjukkan bahwa aktivasi kampanye digital ini merupakan strategi untuk membangun kepercayaan merek dan kesadaran merek di kalangan audiens dengan menggunakan strategi eWOM yang memperkenalkan produk melalui testimoni soft selling dari repost stories di Instagram.*

*Repost stories merupakan bagian dari matriks pemasaran konten dengan tipe inspire yang bertujuan untuk meningkatkan kesadaran dari audiens. Dengan mengimplementasikan aktivasi kampanye digital, Little Contrast dapat menciptakan konten yang mendukung kampanye #RASAUNTUKSEMUA. Jenis konten yang sering digunakan dalam kampanye ini adalah matriks pemasaran konten dengan tipe entertain dan inspire, yang bertujuan untuk mendekati audiens secara emosional, sehingga komunikasi yang diinginkan oleh merek kepada audiens dapat diterima dan audiens menyadari nilai proposisi unik dari Little Contrast.*

**Kata kunci:** *Kampanye Hubungan Masyarakat Digital, Instagram, Little Contrast*

## **INTRODUCTION**

The development of the digital world has entered a new phase marked by rapid advances in information and communication technology that affect various aspects of human life, including marketing communications and public relations. One of the most notable phenomena in this development is the emergence of media convergence, which is the process of combining various forms of communication media into a digital platform. Media convergence has changed the way organizations, companies, and businesses convey messages to the public. Many mass media outlets that previously operated conventionally have now switched to digital platforms in order to adapt to changes in people's behavior, which is increasingly dependent on technology and the internet. This change is inevitable because technological developments will continue to evolve in line with the dynamics of the times and the increasingly complex needs of society. The presence of digital technology makes it easier for people to carry out various activities, including introducing companies, brands, and products to a wide audience through the use of social media as an effective and efficient means of communication. In this context, the communication strategies used no longer rely solely on conventional approaches, but also utilize digital public relations campaigns that leverage various digital media platforms to reach a wider and more segmented audience (Kietzmann et al., 2011; Scott, 2017).

Media convergence provides a great opportunity for businesses to introduce their products and services to their target market in a more targeted manner in accordance with predetermined market segmentation. In today's digital era, many companies are shifting their marketing strategies from traditional methods to digital marketing. This transformation is not only influenced by technological developments, but also by changes in consumer behavior, who are increasingly active in using the internet and social media to search for information and make purchasing decisions. Media convergence also has significant implications for the process of disseminating and distributing digital communication messages. Messages conveyed to audiences are no longer just one-way information, but are packaged in the form of interactive and engaging digital content that can build audience engagement more effectively. In practice, these messages are often packaged in the form of digital public relations campaigns distributed through various social media platforms such as Instagram, TikTok, YouTube, and other digital platforms (Kaplan & Haenlein, 2010; Scott, 2017).

The implementation of digital public relations campaigns in today's digital era greatly helps businesses communicate their brand identity and the unique values of a product or company to their audience. Digital public relations campaigns are usually packaged in the form of social media content that is strategically designed to attract the audience's attention while effectively conveying the communication message. In the process of creating social media content, it is important for companies to design the context of the message they want to convey so that it is in line with the objectives of the digital public relations campaign being carried out. Composing the right message context will help the audience understand the message more easily, receive information positively, and obtain value or benefits from the message being conveyed. Thus, the content produced not only functions as a promotional medium, but also as a means of communication that can build long-term relationships between companies and their consumers (Pulizzi, 2014; Tuten & Solomon, 2017).

One of the main objectives of implementing a digital public relations campaign is to increase brand awareness among consumers. Brand awareness is a very important initial stage in the process of establishing a brand because at this stage consumers begin to recognize and remember the existence of a brand in their minds. Campaign activities generally aim to encourage behavioral change through increased awareness, changes in beliefs, and the dissemination of information about specific products or ideas to the public. When the level of brand awareness increases, the audience will more easily recognize a brand or product based on its unique characteristics. Without brand awareness, the formation of brand attitude and brand image cannot occur optimally because consumers do not yet have basic knowledge about the existence of the brand (Shimp, 2010; Priansa, 2021).

Brand awareness is closely related to consumers' ability to recognize or remember a brand as part of a particular product category. In marketing theory, brand awareness is often described in the form of a pyramid consisting of several levels of brand awareness. The highest level is top of mind, which is when a brand is the first brand that comes to mind when consumers think of a product category. The next level is brand recall, which is the ability of consumers to remember a brand without any help or specific clues. Next is brand recognition, which is the ability of consumers to recognize a brand after being given clues or information about the characteristics of the product. The lowest level is unaware brand, which is a condition where consumers are completely unaware of the existence of a brand. Thus, efforts to increase brand awareness are very important for companies so that the products they offer can be recognized and remembered by consumers (Aaker, 1996; Shimp, 2010).

In addition to brand awareness, another important element in marketing communication strategies is brand identity. Brand identity is a set of unique associations that a brand has and serves as a company's promise to consumers regarding the value they will receive. A strong brand identity can differentiate a brand from its competitors while reflecting the character, values, and vision of the company. To function effectively, brand identity must resonate with consumers and reflect values that can be maintained in the long term. In other words, brand identity is not just a visual symbol such as a logo or brand color, but

also includes the values, personality, and messages that the company wants to convey to its consumers (Ghodeswar, 2008; Keller, 2013). Brand identity also serves as a reference for consumers in understanding the values communicated by a brand. When brand identity is communicated effectively, it can increase consumer trust in the company and encourage consumer loyalty to the brand (Christianto, 2019).

In modern public relations communication practices, one of the most widely used frameworks is the PESO model. The PESO model is a strategic communication approach that integrates four main types of media, namely paid media, earned media, shared media, and owned media. Paid media refers to paid communication channels such as digital advertisements displayed on social media platforms such as Facebook Ads, Instagram Ads, and TikTok Ads with the aim of reaching consumers who match the characteristics of the target market. Earned media refers to publications or coverage of a company that is obtained naturally without payment, such as reports in the mass media, user reviews, and recommendations from consumers. Shared media is a communication space that enables interaction between companies and audiences through social media platforms, where users can comment, share content, or respond to messages. Meanwhile, owned media is media that is wholly owned and controlled by the company, such as official websites, company blogs, or official company social media accounts (Dietrich, 2014; Tuten & Solomon, 2017).

In addition to utilizing various digital communication channels, companies also need to design effective content strategies to convey messages to their audience. One approach that can be used is the content marketing matrix, which is a marketing strategy that maps various types of content based on communication objectives and the stages of the consumer decision-making process. The content marketing matrix helps companies determine the most appropriate type of content to attract the audience's attention and encourage them to take specific actions. In general, there are four main types of content in the content marketing matrix, namely entertain, inspire, educate, and convince. Entertain content aims to entertain the audience and attract their attention to the brand, inspire content serves to provide inspiration and build emotional connections with the audience, educate content aims to provide useful information or knowledge to the audience, while convince content is designed to persuade consumers to make purchasing decisions (Pulizzi, 2014).

In the context of public relations, a public relations campaign is a communication effort that is systematically and organizationally designed to achieve specific goals within a predetermined time frame. Public relations campaigns are usually aimed at specific audiences with the goal of building awareness, increasing understanding, and influencing the attitudes and behaviors of the public towards an issue, product, or organization. These campaigns not only focus on delivering persuasive messages, but also aim to build mutually beneficial relationships between organizations and their audiences through a process of ongoing communication (Cutlip, Center, & Broom, 2013).

With the development of internet technology and the increasing use of social media, marketing communication campaigns are now increasingly being conducted through

digital platforms. Campaigns conducted through social media are known as social media campaigns, which are campaign activities that utilize social media platforms to convey communication messages to audiences. Unlike traditional campaigns that use media such as television, radio, and newspapers at a relatively high cost, campaigns through social media have advantages in terms of cost efficiency and the ability to reach audiences more specifically based on demographic data and user behavior. With big data and digital analytics technology, companies can design more targeted and effective campaign strategies to reach their target markets (Kaplan & Haenlein, 2010; Sabbagh, 2018).

In implementing digital campaigns, one strategy that is often used to increase information dissemination is electronic word of mouth or e-WoM. Word of mouth is basically informal communication between individuals about their experiences with a product or service. This communication usually occurs directly between individuals who know each other and often has a strong influence on consumer purchasing decisions. With the development of digital technology and social media, the concept of word of mouth has transformed into electronic word of mouth or e-WoM, which is the process of exchanging information about products or services through online media. Through e-WoM, consumers can easily share experiences, provide reviews, or recommend a product to others through various digital platforms such as social media, online forums, or product review sites (Hennig-Thurau et al., 2004; Cheung & Thadani, 2012).

The main difference between traditional word of mouth and e-WoM lies in the scope and speed of information dissemination. While traditional word of mouth usually occurs within a limited scope, e-WoM allows information to spread widely and quickly through the internet. The e-WoM system is generally characterized by several important elements, such as the availability of aggregate information in the form of the number of reviews and average user ratings, the availability of full text reviews that provide detailed assessments of a product or service, and additional information about the identity or experience of the users who provided the reviews. These elements help consumers evaluate the credibility of the information they receive before making a purchase decision. Thus, e-WoM is an important factor in digital marketing communication strategies because it can significantly influence consumer perceptions and purchasing decisions (Hennig-Thurau et al., 2004; Cheung & Thadani, 2012).

## **METHOD**

The research method used in this study is a qualitative research approach aimed at exploring and understanding social phenomena in depth within their natural context. Qualitative research focuses on interpreting meaning, experiences, and interactions that occur in social environments rather than measuring variables numerically. This method involves several systematic stages, including identifying and defining the research problem, determining research objectives, designing an appropriate approach, and collecting as well as interpreting data to produce comprehensive findings. Qualitative research originates from the traditions of the behavioral and social sciences, which emphasize the importance of understanding human behavior, social interaction, and contextual meaning. The essence of qualitative inquiry lies in examining the uniqueness, complexity, and holistic nature of human life and its interaction with the surrounding

environment. Researchers using qualitative methods believe that social reality is dynamic and constructed through human interaction. Therefore, the concept of “truth” in qualitative research is not fixed but continuously shaped by individuals’ experiences and their socio-historical contexts (Ardianto, 2016; Creswell & Creswell, 2018).

This study specifically adopts a case study approach. A case study is a qualitative strategy used to investigate a particular phenomenon within a bounded system or real-life context in depth and comprehensively. This approach enables researchers to obtain detailed and contextual insights into processes, activities, or events experienced by individuals or organizations (Yin, 2018). In this research, the case study approach is used to explore and gain deeper understanding of the process of developing the campaign deck, formulating the unique value proposition, and activating the digital public relations campaign implemented by Little Contrast through digital content. By focusing on a single case, the researcher can analyze the communication strategies, planning stages, and implementation processes involved in the digital campaign in a more comprehensive manner.

Data collection in this study consists of both primary and secondary data sources. Primary data were obtained through in-depth interviews and direct observations involving the owner of Little Contrast and members of the Little Contrast marketing team who are responsible for planning and executing the campaign strategy. These interviews were conducted to gather detailed information regarding the conceptualization of the campaign deck, the formulation of the brand’s unique value proposition, and the strategies used to implement digital campaigns through social media platforms. In addition, observations were conducted to examine how the campaign concepts were translated into digital content and distributed to the audience. Secondary data were collected by interviewing consumers of Little Contrast in order to understand their perceptions, responses, and experiences related to the digital campaign conducted by the brand. The combination of these data sources enables the researcher to obtain a more comprehensive understanding of the effectiveness and implementation of the digital campaign strategy adopted by Little Contrast (Creswell & Creswell, 2018; Yin, 2018).

## **RESULTS AND DISCUSSION**

The process of implementing digital campaign activation carried out by Little Contrast involves designating and utilizing social media as the primary platform for disseminating information to audiences that match its target market. According to the owner of Little Contrast, the business concept adopted is “coffee to go.” This concept was chosen because Little Contrast was established in 2021, during the peak of the COVID-19 pandemic, and was aimed at reducing the risk of virus transmission. The use of social media as Little Contrast’s main platform for disseminating and sharing information with its audience aligns with the PESO model. By applying the shared media function of the PESO model, Little Contrast is able to distribute information widely and receive direct feedback from its audience. Utilizing social media as the primary communication platform represents a concrete step, as the brand can easily build relationships without intermediaries, enabling communication that allows for an emotional approach to the audience.

The initial digital campaign strategy to introduce Little Contrast to the public was executed through collaborations with surrounding businesses and by leveraging the e-WoM strategy for information dissemination. At the time of its establishment, Little Contrast adopted a campaign theme called “Neighborhood Vibes.” As part of this digital campaign activation, Little Contrast uploaded a significant amount of collaborative content with nearby businesses on its Instagram page, particularly those located along Jl. Braga, Bandung, where its first store was opened. Today, Little Contrast has grown to operate more than nine branches in Bandung and Jakarta.

The implementation of digital campaign activation continues to evolve through ongoing innovation. This strategy is still used today as it has proven effective in creating brand trust and brand awareness among the audience. Another digital campaign activation strategy that Little Contrast employs involves reposting Instagram stories shared by its audience. This approach is considered an effective aspect of information dissemination because it helps introduce the brand to a wider public, including individuals who are not followers of Little Contrast, thereby increasing awareness of the brand’s presence.

The e-WoM strategy implemented by the Little Contrast team represents a form of digital campaign activation that is translated into inspirational content, or the \*inspire\* category, within the content marketing matrix. This type of content is one of Little Contrast’s flagship approaches, as it is designed to convey a positive and emotionally engaging message to inspire the audience. By introducing products through soft-selling testimonials primarily by reposting Instagram stories — the brand seeks to build an emotional connection with its audience, thereby fostering trust and brand awareness.

**Image 1:** Little Contrast



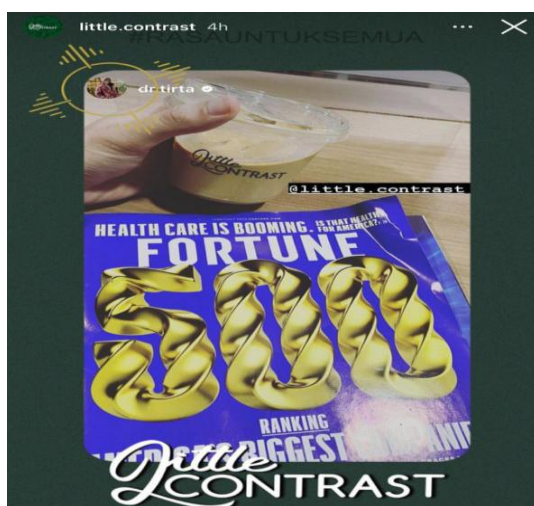
The digital campaign strategy using e-WoM remains one of Little Contrast's core approaches. In addition to reposting stories from non-influencer audiences, Little Contrast occasionally engages in soft-selling through e-WoM by reposting stories shared by influencers who have purchased their products. Given the significant role of influencers on social media today, this strategy helps the brand inspire its audience and raise awareness of Little Contrast's presence, ultimately strengthening trust and brand recognition. To build trust and awareness among its audience, the Little Contrast team first conducted market analysis research before activating their digital campaigns. This step ensures that their campaigns effectively reach the intended audience, which, according to the owner, primarily consists of young women living in Bandung.

The implementation of digital campaign activation by Little Contrast has proven effective, as the e-WoM approach enables information to spread widely. This strategy has been successful in attracting new followers, as many Instagram users who were initially not following the account began to do so after seeing reposted stories from other users. According to Little Contrast's Marketing Leader, the targeted audience aligns well with expectations, as the majority of followers consist of young women — the brand's niche audience. Since its establishment, Little Contrast has grown to 13,500 Instagram followers, most of whom are young women.

By creating brand trust and awareness, audiences can more easily recognize Little Contrast's brand identity. This brand identity serves as a distinctive characteristic that helps audiences differentiate Little Contrast from other brands through elements such as its logo, typography, brand communication style, content characteristics, product taste, and packaging design.

Each digital campaign activation carried out by Little Contrast aligns with the content marketing matrix. The affective impact derived from using the content marketing matrix has contributed to raising audience awareness, making them more comfortable engaging in two-way communication with the brand and fostering emotional closeness. Within the content marketing matrix, the \*entertain\* and \*inspire\* categories play a key role in driving awareness, as these content types aim to foster interaction between the brand and its audience and boost social media engagement rates.

**Image 2:** Little Contrasar



The implementation of Little Contrast's values and brand identity is encapsulated in its flagship digital campaign theme, #RASAUNTUKSEMUA ("Flavors for Everyone"). Almost every Instagram post published by the Little Contrast team uses this hashtag to communicate the brand's core values and unique identity, helping audiences recognize and connect with Little Contrast's unique value proposition. By applying digital campaign activation, Little Contrast is able to consistently produce content supporting the #RASAUNTUKSEMUA campaign, ensuring that the brand's communication objectives are clearly conveyed to the audience. This approach also ensures that Instagram content remains consistent and on-brand, as all materials are guided by the campaign deck developed by the Little Contrast team.

## **DISCUSSION**

The implementation of digital campaign activation carried out by Little Contrast shows how culinary businesses can take advantage of developments in digital technology and social media to build closer relationships with audiences and increase brand awareness. In the context of current developments in digital communication, social media has become one of the main instruments in marketing and public relations communication strategies. Social media allows organizations or companies to convey messages directly to their audience without going through conventional media intermediaries, enabling faster, more interactive, and more personalized communication (Kaplan & Haenlein, 2010). This is in line with the strategy implemented by Little Contrast, which uses social media, particularly Instagram, as the main platform for activating digital campaigns and disseminating information to their target market.

The business concept promoted by Little Contrast, namely *coffee to go*, is also relevant to the social conditions at the time the business was founded. During the COVID-19 pandemic, many businesses had to adjust their business models to a situation that required restrictions on social interaction and community mobility. The "coffee to go" concept allows consumers to purchase coffee products conveniently without having to linger at the business location. This approach is not only an adaptive business strategy in times of crisis but also strengthens the brand's positioning as one that is responsive to consumer needs. Business adaptation to changes in the external environment is one of the key factors in business sustainability in the digital era (Kotler & Keller, 2016). By combining a flexible business concept and digital communication strategy, Little Contrast is able to create a consumer experience that is relevant to current social conditions.

Little Contrast's use of social media to disseminate information and build relationships with its audience can be analyzed through the PESO (*paid, earned, shared, owned media*) model. This model emphasizes the importance of integrating various communication channels in modern public relations strategies (Luttrell, 2015). In its implementation, Little Contrast places more emphasis on the function of shared media, which is media that enables direct interaction between brands and audiences through social platforms such as Instagram. Through this approach, the audience not only acts as recipients of messages, but also as participants who can provide responses, comments, and even contribute to the dissemination of information about the brand. The interaction that occurs

through shared media allows for the formation of a more personal relationship between the brand and consumers, so that the communication that takes place is not only informative but also emotional.

Little Contrast's initial digital campaign strategy to introduce the brand to the public was carried out through collaboration with surrounding businesses and utilizing the *electronic word of mouth* (e-WoM) strategy. The concept of *word of mouth* basically refers to informal communication between consumers about their experiences with a product or service (Kotler & Keller, 2016). In the digital context, this communication has evolved into e-WoM, which is disseminated through internet platforms and social media. According to Hennig-Thurau et al. (2004), e-WoM has a significant influence on consumer perceptions because the information conveyed is usually considered more authentic and reliable than promotional messages coming directly from the company. Therefore, the e-WoM strategy is one of the most effective approaches in building trust and brand awareness.

In the early stages of brand development, Little Contrast carried out a campaign themed “Neighborhood Vibes,” which emphasized closeness to the local community. This theme was realized through collaborative content with various businesses located around their first store on Jalan Braga, Bandung. This collaboration not only served as a joint promotional strategy but also as an effort to build a brand image that was closely tied to the local community. In the context of modern marketing, a community-based approach is often used by brands to create stronger relationships with consumers, as consumers tend to be more loyal to brands that have values and identities close to their social environment (Muniz & O'Guinn, 2001). Through this approach, Little Contrast successfully built the initial foundation of brand awareness, which then supported the growth of its business to the point of having several branches in various cities.

Along with its business development, the digital campaign strategy implemented by Little Contrast continues to undergo innovation. One strategy that is still used today is the practice of reposting Instagram stories from audiences who have purchased their products. This strategy is a concrete form of e-WoM implementation in the context of social media. When consumers share their experiences through Instagram stories and are then reposted by the brand's official account, the message can reach a wider social network. In addition, this practice also gives the impression that the brand values consumer participation, thereby strengthening the emotional connection between the brand and its audience. Previous research shows that user-generated content has a strong influence on purchasing decisions because it is considered more authentic and less promotional (Ashley & Tuten, 2015).

The e-WoM strategy implemented by Little Contrast can also be analyzed through the concept of a content marketing matrix. A content marketing matrix is a content marketing strategy framework that groups content types based on their communication objectives, namely entertain, inspire, educate, and convince (Rose & Pulizzi, 2011). In its implementation, Little Contrast mostly uses content in the *inspire* category, which is content that aims to build emotional engagement with the audience. Inspirational content

does not usually directly emphasize the sales aspect, but focuses on positive experiences, customer stories, or values that the brand wants to convey.

This approach is known as a soft selling strategy, which is a marketing communication technique that does not directly emphasize promotional elements but rather focuses on creating an emotional connection with consumers (Kotler & Keller, 2016). The use of influencers in the e-WoM strategy is also an important aspect of the digital campaign activation carried out by Little Contrast. Influencers play the role of third parties who can help convey brand messages to a wider audience. In the context of social media, influencers are often considered opinion leaders who have an influence on the consumption decisions of their followers (Freberg et al., 2011). By utilizing influencers to share their experiences in consuming Little Contrast products, the brand can increase visibility and strengthen the credibility of the message conveyed to the audience.

Before activating the digital campaign, the Little Contrast team also conducted market research to understand the characteristics of their target audience. Based on the results of this analysis, it was found that the majority of their target market was young women living in Bandung. This market research process is very important in marketing strategy because it allows brands to develop communication messages that suit the needs and preferences of their audience. According to Kotler and Keller (2016), market segmentation is an important step in marketing strategy because it helps companies determine the most potential target consumers and tailor the right communication strategy to reach them.

The success of Little Contrast's digital campaign activation can be seen from the growth in the number of followers on their social media. To date, Little Contrast's Instagram account has more than 13,500 followers, most of whom are young women, in line with the previously determined target market. This growth in followers shows that the communication strategy has been able to reach the right audience. In addition, this success also shows that e-WoM as a digital campaign strategy has the ability to expand the reach of information organically through the social networks of social media users. In the process of building brand awareness, brand identity plays a very important role. Brand identity includes various elements that differentiate a brand from its competitors, such as logos, colors, typography, communication style, and even the product experience offered (Ghodeswar, 2008). In the case of Little Contrast, brand identity is not only reflected through visual designs such as logos and product packaging, but also through the communication style used in their social media content. Consistency in conveying brand identity helps the audience to more easily recognize and remember the brand amid increasingly competitive market competition.

One form of brand identity implementation in Little Contrast's digital campaign is the use of the campaign hashtag #RASAUNTUKSEMUA. This hashtag symbolizes the main value that the brand wants to convey, namely that the products they offer can be enjoyed by various groups. Consistent use of campaign hashtags also helps increase the visibility of content on social media, as it makes it easier for users to find and group content related to the brand. In digital communication strategies, hashtags are often used as a tool to reinforce campaign messages and build online communities around brands (Tuten &

Solomon, 2017). Overall, the results of this study show that the digital campaign activation carried out by Little Contrast is an example of the implementation of an integrated digital communication strategy. Through the use of social media, e-WoM strategies, content marketing approaches, and the consistent application of brand identity, Little Contrast has succeeded in building brand awareness and strengthening its relationship with its audience. This strategy shows that in the digital age, the success of a communication campaign does not only depend on the intensity of promotion, but also on the brand's ability to create emotional engagement with consumers and utilize audience participation in the process of disseminating information.

## **CONCLUSION**

Little Contrast is a coffee shop that applying the shared media function of the PESO model, Little Contrast can broadly distribute information and receive direct feedback, enabling communication that fosters emotional engagement with its audience. At its inception, Little Contrast launched a campaign theme called “Neighborhood Vibes.” This digital campaign activation strategy continues to be used to this day, as it successfully builds brand trust and awareness by leveraging e-WoM strategies. These strategies introduce products through soft-selling testimonials, primarily by reposting Instagram stories. This type of content belongs to the inspire category of the content marketing matrix and is specifically designed to increase audience awareness and strengthen the emotional bond between the brand and its audience.

Little Contrast has a niche market consisting of young women in the city of Bandung. The followers of Little Contrast align with the initial planning, as they are mostly young women. Since its establishment, Little Contrast has gained 13,500 followers on Instagram, the majority of whom are young women consistent with its niche market. By implementing digital campaign activation, Little Contrast is able to produce content that supports the #RASAUNTUKSEMUA campaign. The types of content most frequently used in this campaign fall under the entertain and inspire categories of the content marketing matrix. These content types aim to create emotional closeness with the audience, allowing the brand’s intended message to be well received and helping the audience become aware of Little Contrast’s unique value proposition.

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