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Breaking Barriers: Inclusive Brand Awareness on KamiBijak's Instagram

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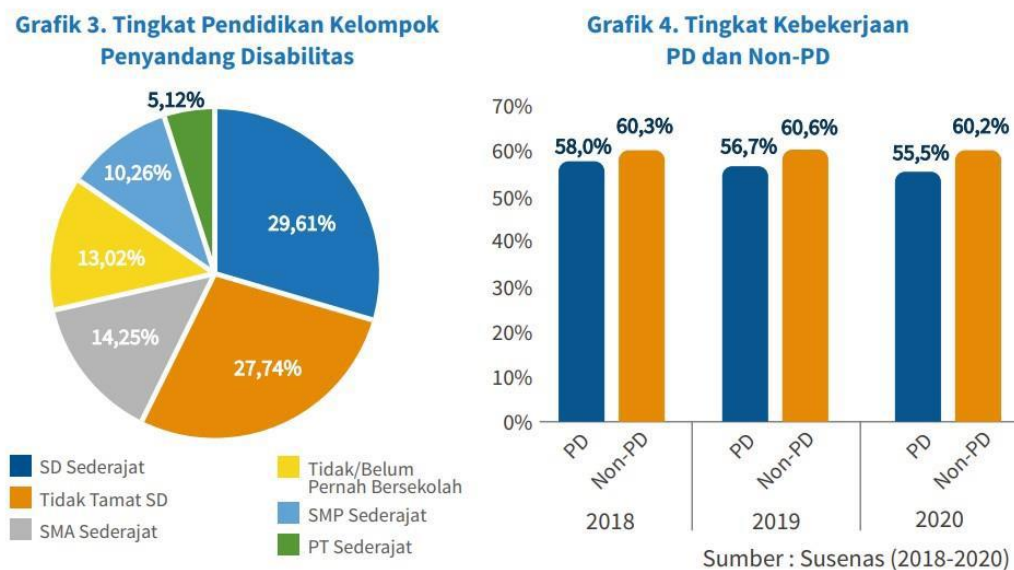
Abstract: This research article explores social media marketing's role in enhancing brand awareness and promoting disability inclusivity through the case study of KamiBijak, an Indonesian disability-focused media platform. The study addresses challenges faced by individuals with disabilities in accessing resources and meaningful employment, hindering progress towards Sustainable Development Goals (SDGs). KamiBijak stands out as the first platform catering to individuals with disabilities, particularly the deaf community. Using a qualitative research design, the study includes interviews with key informants, including individuals with disabilities involved in content creation. Findings show that KamiBijak predominantly uses videos and infographics on Instagram, effectively meeting diverse audience needs. The platform's commitment to accessible content featuring sign language and engaging with the audience fosters a sense of community and strengthens brand awareness. The research highlights Instagram's significance as a powerful marketing tool and underscores KamiBijak's inclusive content strategy's effectiveness. KamiBijak's employment of individuals with disabilities showcases dedication to empowering the community. The study emphasizes media representation and social media marketing's role in driving social change and sustainable development. Further exploration into audience perceptions and experiences with KamiBijak could enhance understanding of its impact on disability inclusivity and advocacy.

Keyword: Dissability Media, Instagram, KamiBijak, Brand Awareness, Social Media Marketing.

INTRODUCTION

In recent years, the prevalence of disabilities coupled with uneven access to resources has posed significant challenges to achieving the goals of sustainable development, particularly in meeting the indicators outlined by the Sustainable Development Goals (SDGs). These SDGs encompass critical areas such as poverty and hunger eradication (SDGs 1 & 2), health and well-being (SDGs 3), quality education (SDGs 4), decent work and economic growth (SDGs 8), reduced inequalities (SDGs 10), and access to information and justice (SDGs 16). Addressing the needs and rights of individuals with disabilities is

imperative for inclusive development, yet Indonesia faces several obstacles, including a lack of comprehensive data and varying definitions of disabilities and measurement methodologies (Yulaswati et al., 2021).



Source: Yulaswati et al. (2021)

Figure 1. Education Level of Persons with Disabilities & Employment Rate

One significant aspect affected by disability prevalence and access disparities is the ability of individuals with disabilities to secure meaningful employment. Research indicates that a considerable proportion of the disability population has limited education, with a significant percentage having only completed basic education or even falling short of it entirely. The pursuit of higher education is notably lower, emphasizing the urgent need for attention to the educational prospects of this group, as it directly correlates with employment acceptance and the acquisition of skills essential for livelihood (Muttaqin, 2018).

In Indonesia, limited attention is given to providing specialized platforms for individuals with disabilities to actively participate in media representation. Regrettably, mainstream media outlets in the country often overlook issues relevant to this community, focusing on sensationalized news without incorporating the perspectives of individuals with disabilities. Recognizing this phenomenon, our research selects KamiBijak, a disability-focused media platform in Indonesia, as the subject of investigation.

Moreover, individuals with disabilities in Indonesia often find themselves marginalized in public spaces, particularly in media (Andrian, 2022; Anggoro, 2022). Very few media outlets in the country prioritize the inclusion of individuals with disabilities in their coverage (Bitman, 2023; Gelfgren et al., 2022).

The high number of individuals with disabilities should naturally constitute a viable market for businesses to create dedicated platforms catering to their needs. One such domain is the information media sector. However, several socio-economic indicators indicate that individuals with disabilities are yet to attain the desired level of welfare. Notably, in Indonesia, 71.4% of individuals with disabilities work in informal sectors due to limited access to the labor market.

KamiBijak, an online media platform, is a subsidiary of PT Merah Putih Media, founded on September 19, 2018. Its establishment aimed to address the limitations of existing Indonesian media that lacked disability-friendly features. Their Instagram biography slogan states, "Online media that is #DisabilityFriendly in visual form using #SignLanguage and text, especially for the #DeafFriends." KamiBijak is the first media platform dedicated to

individuals with disabilities, particularly the deaf community. Founded in 2018, the platform was initiated and operated by individuals with hearing impairments themselves (Nugroho, 2020).

Furthermore, KamiBijak actively offers job opportunities for individuals with hearing disabilities. Many of KamiBijak's staff members are predominantly individuals with hearing impairments, serving roles such as presenters, videographers, and content creators (Amira, 2018). This initiative aligns with KamiBijak's goal of providing employment opportunities for the deaf community.

As the first disability-focused media platform in Indonesia, KamiBijak aims to uphold digital values and keep up with the times. One crucial aspect of digitalization is leveraging social media platforms like Instagram for marketing, sales, and increasing awareness. This research focuses on Instagram as the object of study because KamiBijak has chosen to be active on this social media platform. Additionally, Instagram allows for the incorporation of diverse content, context, and hashtags, facilitating followers to share and engage with KamiBijak's posts.

Social media serves marketers as a medium for engaging more closely with their audience, promoting their products or services, and maintaining interactions with consumers (Ferdinandus & Alvin, 2023; Putri & Alvin, 2023; Verenia & Alvin, 2022). Research by Voykinska et al. (2016) highlights that individuals with visual impairments utilize social media to maintain connections with family and friends, while also recognizing its significance in career advancement. Another study by Fadhillah et al. (2023) reveals that myths and misconceptions surrounding individuals with visual impairments still persist in society. These prevailing myths contribute to the marginalization and subordination of individuals with visual impairments.

Social media marketing has transformed the way businesses interact with consumers, and Instagram has emerged as a powerful platform for building brand awareness. This literature review explores the role of social media marketing, with a specific focus on Instagram, and its impact on brand awareness. Social media marketing is a digital marketing strategy that leverages various social media platforms to connect and engage with target audiences, promote products or services, and build brand awareness (Tuten & Solomon, 2018). With the widespread use of social media, businesses have recognized its potential as a powerful tool to reach a vast and diverse audience, allowing them to foster meaningful relationships with customers and prospects alike.

One of the key advantages of social media marketing is its ability to facilitate two-way communication between businesses and their audiences. Unlike traditional advertising channels, social media platforms offer a dynamic and interactive environment where users can actively engage with brands through likes, comments, shares, and direct messages. This level of engagement enables businesses to gather valuable feedback, address customer inquiries, and build a loyal community around their brand (Atherton, 2019; Rust et al., 2021).

Moreover, social media marketing allows businesses to create and distribute content tailored to their target audience's preferences and interests. The versatility of content formats, including images, videos, infographics, and stories, enables brands to tell compelling stories and showcase their products or services creatively. By crafting engaging and shareable content, businesses can extend their reach exponentially as users share the content with their networks (Octora & Alvin, 2022; Winata & Alvin, 2022).

Among the plethora of social media platforms, Instagram has emerged as a frontrunner, capturing the attention of businesses and marketers worldwide. Launched in 2010, Instagram has rapidly grown to become one of the most popular social networking sites, boasting over one billion monthly active users. Its visual-centric approach, focus on aesthetics, and user-friendly interface have contributed to its widespread appeal (Cipta & Alvin, 2023; Jamil et al., 2022).

Instagram marketing takes advantage of the platform's visual nature, enabling businesses to tell their brand story through captivating images and videos. Brands can showcase their products in action, share behind-the-scenes glimpses, and evoke emotions through powerful visual storytelling (Belanche et al., 2019; Kurniawan & Rewindinar, 2021). This visual approach resonates strongly with users, making it an ideal platform for building brand awareness and fostering brand loyalty.

Another crucial aspect of Instagram marketing is its versatility in content formats. Features like Instagram Stories, IGTV, and carousel posts offer diverse ways for businesses to engage their audience creatively. Instagram Stories, with their ephemeral nature, create a sense of urgency and encourage users to check for updates regularly. IGTV allows businesses to share longer-form videos, enabling them to provide in-depth content and insights.

Furthermore, Instagram's emphasis on hashtags facilitates content discoverability, making it easier for businesses to reach their target audience and join relevant conversations. Businesses can use branded hashtags to create a consistent brand identity and campaign-specific hashtags to track the performance of marketing initiatives (BİLGİN, 2018).

Social media marketing, particularly on Instagram, plays a pivotal role in modern marketing strategies. By leveraging Instagram's visual appeal, interactive features, and diverse content formats, businesses can effectively engage with their audience, tell compelling brand stories, and ultimately boost brand awareness and customer loyalty. With the platform's continued growth and evolution, Instagram marketing will remain a cornerstone of successful social media marketing efforts for businesses worldwide.

We define brand awareness as a crucial concept in the field of marketing, encompassing the degree to which a brand is recognized and recalled by its target audience. It represents the foundation of a brand's identity and the starting point for consumers' decision-making process. Understanding brand awareness is essential for businesses to build and maintain a strong market presence, foster customer loyalty, and gain a competitive advantage (Kurniawan & Rewindinar, 2021).

Brand awareness holds immense significance as it serves as a critical link between consumers and brands (Fatima et al., 2022). A brand that is well-known and remembered by consumers stands a better chance of being considered during the purchasing process. High brand awareness can lead to increased market share, customer trust, and a positive brand image. Moreover, it can act as a buffer against competitors, enabling brands to maintain a strong foothold in the market even during challenging times.

Brand awareness encompasses two dimensions: brand recognition and brand recall (Sasmita & Mohd Suki, 2015). Brand recognition occurs when consumers can identify a brand from its visual or auditory cues, such as its logo, packaging, or jingle, when encountered. On the other hand, brand recall is the ability of consumers to retrieve a brand name from memory when prompted with a product category or a related cue. Both dimensions play a significant role in determining a brand's presence in consumers' minds and influence their buying decisions.

Several factors contribute to the establishment and enhancement of brand awareness. First and foremost, consistent and pervasive brand communication across various touchpoints, such as advertising, social media, and public relations, aids in building brand recognition and recall. An effective marketing campaign that resonates with the target audience can leave a lasting impact on consumers' minds.

Brand familiarity, often achieved through repeated exposure to the brand, contributes to brand awareness. This familiarity can be the result of consistent product availability, store presence, or online visibility. Brand associations, the mental connections consumers make with a brand, also play a pivotal role. Positive associations, such as quality, reliability, and uniqueness, can enhance brand awareness and foster a favorable brand image. On the other hand, negative associations may hamper brand recall and, in turn, affect brand preference.

Given the scarcity of media outlets catering to individuals with disabilities and the existence of KamiBijak, this research aims to explore the social media marketing strategies employed by KamiBijak to enhance brand awareness through its Instagram platform. By examining its impact on disability inclusivity and media representation, we seek to shed light on the efficacy of inclusive media marketing for promoting brand awareness and advocating for disability rights in Indonesia.

METHOD

The present study employs a qualitative research design, as described by Leavy (2017), which involves the exploration and understanding of the meaning of individual and group behaviors in the context of social or human issues. The research process entails formulating research questions and temporary procedures, collecting data from participants, conducting inductive data analysis, and constructing themes from the partial data to interpret its meaning.

This research follows a descriptive approach to portray a specific social phenomenon clearly. The information concerning this social phenomenon exists, but it remains incomplete and inadequate. The aim of descriptive research is to present facts, characteristics, and frequencies distinctly. According to Yin (2018), primary informants and sympathizers in a study can provide information about the topic being investigated. Additionally, informants can offer insights into sources and evidence that can be used as supplementary data for the research. Yin (2018) also emphasizes that informants are key participants in a study, and therefore, their selection should be accurate to achieve the research objectives.

For this study, informants were chosen based on their job divisions and responsibilities directly involved in the implementation of KamiBijak's Instagram Marketing strategy. Five informants, three of whom are individuals with disabilities, were involved in the content creation process for KamiBijak's Instagram. The following are the key informants for this study:

1. Irene Nathania, Marketing Communication at KamiBijak
2. Ferdian Arie, Social Media Staff at KamiBijak
3. Deborah, Script Writer, and Creative Idea at KamiBijak
4. Yani, Talent Content at KamiBijak
5. Evan, Video Editor, and Campers at KamiBijak

The interviews took place at the PT Merah Putih Media office on June 9, 2023, at 4:00 PM local time. As two of the five informants are people with hearing impairments, the researcher sought assistance from Irene Nathania, the Marketing Communication representative, to translate the questions and answers using sign language. The interviews were recorded to provide strong evidence and facilitate the transcription process.

RESULTS AND DISCUSSION

Enhancing Brand Visibility: Instagram Content Strategies at KamiBijak

Content refers to all materials that can be published in social media posts, including status updates on Facebook, new uploads on Instagram, Twitter, YouTube videos, and more : *"In essence, 90% of the content on Instagram remains in the form of videos to make it easily accessible to friends with disabilities, especially those who are deaf." (Irene, 2023)*

The findings from this study shed light on the content strategy adopted by KamiBijak, a social media platform dedicated to providing accessible content for individuals with disabilities, particularly the deaf community. The study revealed that content on KamiBijak's Instagram predominantly consists of videos, comprising approximately 90% of the published materials. This emphasis on video content aligns with the platform's commitment to ensuring easy accessibility for individuals with hearing impairments.

The decision to focus on videos is strategic, as videos are known for their engaging and dynamic nature, making them an effective medium to convey information and connect with

the audience. By predominantly utilizing videos, KamiBijak caters to the preferences and needs of its target audience, enhancing their overall user experience and brand engagement.

The content posted on KamiBijak's social media comes in two forms, namely videos and infographics. In the content creation process, KamiBijak begins with the selection and arrangement of content determined by the content writer. *"At the outset, we search for trending news/content, especially related to disability themes. After gathering the sources, the social media team immediately holds a meeting to plan the content for the next week."* (Restu, 2023)

Notably, the study emphasized the diversification of content on KamiBijak's social media, with two primary formats: videos and infographics. The use of infographics in addition to videos showcases a strategic blend of visually appealing content that effectively communicates critical information related to significant disability themes. This variety caters to different learning preferences and accessibility needs, further enhancing the inclusivity of the platform.

According to Yani, a member of the talent team, KamiBijak typically seeks trending topics, especially related to disability themes. Various issues are collected and then discussed to create a content plan for the upcoming week. *"The content creation process is usually based on the latest information or coverage done by KamiBijak, which is then turned into content for the website and social media. The content is usually in the form of infographics or videos related to significant disability themes. If the content requires on-the-spot coverage, the social media and content team will go to the field for video shooting and interviews. Afterward, the content is processed into infographics/videos to be posted on Instagram, Tiktok, and Youtube."* (Yani, 2023)

Furthermore, the study indicated that content creation at KamiBijak follows a well-structured process, commencing with the search for trending news and content, particularly related to disability themes. This approach demonstrates the platform's responsiveness to current trends and its commitment to staying relevant within the disability community. By actively identifying and discussing various issues, KamiBijak creates a content plan for the upcoming week, ensuring consistent and timely updates that resonate with their audience.

The findings also highlight the importance of on-the-spot coverage for certain content pieces, which involves the social media and content team going to the field for video shooting and interviews. This hands-on approach allows KamiBijak to capture real-life experiences and stories of individuals with disabilities, adding authenticity and relatability to their content.

According to Evan, the editor and videographer, the content is created based on the latest information and coverage conducted by KamiBijak. The resulting content varies, including interview videos, infographics, and other video content. These content pieces are then uploaded to several social media platforms, namely Instagram, Tiktok, and Youtube. *"In terms of job division for creating Instagram content at KamiBijak, the selection and arrangement of content are typically done by the content writer, and sometimes assisted by interns during execution. If the content is in the form of infographics, after selecting the topic, it will be handed over to the graphic design department. However, if the content is in video form, after the content is arranged, it will be given to the journalists for shooting, and then the video will be edited by the videographer and editor."* (Evan, 2023)

Moreover, the study revealed that the content creation process involves collaborative efforts from different departments, including content writers, graphic design teams, journalists, videographers, and editors. This multidisciplinary approach ensures the production of high-quality and engaging content that aligns with the platform's mission and resonates with its target audience.

After the content selection process is completed, the content creation process begins. For infographics, the execution is handed over to the graphic design team. As for video

content, the content is arranged first, then handed over to KamiBijak journalists for shooting. Once the shooting process is completed, the video is edited by the videographer and editor. After the posting material is finished, the content is reviewed for typographical errors and final revisions before being posted on the social media platform @kamibijak.id.

The content strategy employed by KamiBijak exemplifies a well-thought-out approach to enhance brand visibility and reach within the disability community. The platform's dedication to creating diverse, accessible, and engaging content on Instagram underscores their commitment to inclusivity and advocacy for individuals with disabilities. By effectively utilizing videos and infographics, staying attuned to trending themes, and fostering collaboration across teams, KamiBijak has successfully established itself as a reputable and impactful social media platform within its niche.

However, it is essential to note that further research could explore the audience's reception of KamiBijak's content strategy and its overall impact on brand awareness and engagement. Additionally, continuous monitoring and feedback from the audience would enable ongoing improvements to content creation and delivery, ensuring that the platform remains a leading advocate for accessibility and inclusivity on social media.

Accessible Content: Building Brand Awareness on KamiBijak's Instagram

In our efforts to enhance brand awareness, KamiBijak has curated content that is friendly and accessible to individuals with disabilities, encompassing text, audio, and visuals featuring sign language. Evan, the editor and videographer, elaborated on this aspect. *"Disability media, in the form of text and audio-visual content with sign language, provides ease of access to information for individuals with disabilities. The lack of inclusive media outlets for the disabled community positions KamiBijak as a home for friends with disabilities seeking news and information related to disabilities."* (Evan, 2023)

According to Deborah, the Script Writer and Creative Idea lead, KamiBijak consistently provides content in text and sign language formats to facilitate accessibility for individuals with disabilities. *"Our objective that distinguishes KamiBijak's Instagram account from other platforms is to build closer interactions with the KamiBijak audience. We utilize Instagram's features to encourage direct engagement, such as question boxes, polls, etc. KamiBijak makes sure to respond to every direct message received, be it for partnership offers or providing feedback on our posted content."* (Deborah, 2023)

Based on the interview with Irene Nathania, the Marketing Communication representative, KamiBijak also aims to foster closer interactions with its audience. This is achieved by leveraging Instagram features such as question boxes, polls, direct messages, and comments. The KamiBijak administrators actively engage with various interactions, such as responding to comments and messages, effectively achieving our goal of building brand awareness.

The selected content is categorized into soft news and hard news. Soft news includes segments like BijakFun, BijakFlash, and Jalan Jalan Kuliner. BijakFun provides insights into influential figures in the disability community, while BijakFlash covers the latest news related to both disabilities and non-disabilities. Jalan Jalan Kuliner focuses on culinary endeavors. Meanwhile, hard news on KamiBijak encompasses sections like KabarBijak, which presents crucial and timely news presented in sign language, easily digestible by our Instagram followers @kamibijakid.

Through this inclusive content strategy on Instagram, KamiBijak has successfully built brand awareness and a sense of community, forging closer connections with its audience while delivering impactful and accessible information to individuals with disabilities. KamiBijak's inclusive content strategy on Instagram has evidently contributed to building brand awareness and creating a sense of community (Angelo et al., 2023; Bryan & Alvin, 2023). The focus on sign language and accessibility in content delivery sets a positive

example for other media platforms to follow suit. However, further exploration into the challenges faced and the effectiveness of their strategies would add depth to their achievements in fostering inclusivity and brand awareness.

CONCLUSION

KamiBijak's efforts to enhance brand awareness through its inclusive content strategy on Instagram are commendable and impactful. By curating content that is friendly and accessible to individuals with disabilities, the platform has taken significant steps towards ensuring equal access to information and representation for this marginalized community. Through a combination of text, audio, and visuals featuring sign language, KamiBijak has effectively created a platform that caters to the diverse needs of individuals with disabilities, particularly the deaf community.

The research reveals that disability media, in the form of text and audio-visual content with sign language, plays a vital role in providing ease of access to information for individuals with disabilities. In a country like Indonesia, where inclusive media outlets for the disabled community are scarce, KamiBijak's positioning as a "home" for individuals with disabilities seeking disability-related news and information underscores its importance as a platform that prioritizes inclusivity and representation.

The platform's commitment to fostering closer interactions with its audience through active engagement on Instagram is noteworthy. By utilizing Instagram features such as question boxes, polls, direct messages, and comments, KamiBijak has succeeded in building a sense of community and forging stronger connections with its followers. Responsiveness to direct messages and engagement with comments showcases a dedication to building meaningful relationships with its audience.

Furthermore, the categorization of content into soft news and hard news demonstrates KamiBijak's thoughtful approach to deliver a diverse range of content. By focusing on themes related to influential figures in the disability community, latest disability news, and culinary endeavors, KamiBijak caters to various interests while maintaining its commitment to disability inclusivity.

The employment opportunities provided by KamiBijak to individuals with disabilities, particularly those with hearing impairments, deserve praise. By actively recruiting and involving individuals with disabilities in various roles, including presenters, videographers, and content creators, KamiBijak sets a positive example for fostering inclusion and empowering the disabled community.

The research also highlights the significance of Instagram as a powerful platform for social media marketing. The use of video and infographic content, along with strategic planning based on trending topics, contributes to the platform's successful brand visibility and audience engagement. KamiBijak's dedication to accessibility and inclusivity resonates with its target audience, building brand awareness and advocacy for disability rights in Indonesia.

However, it is essential to recognize that the research has focused primarily on understanding KamiBijak's content strategy and its impact on brand awareness and inclusivity. Further studies could delve into audience perceptions and experiences with the platform, as well as explore the effectiveness of inclusive media marketing in driving social change and advocating for disability rights.

KamiBijak's pioneering efforts in disability-focused media provide a valuable model for other media platforms to follow. By embracing inclusivity, accessibility, and engagement, KamiBijak has not only succeeded in building brand awareness but has also created a meaningful community that empowers and supports individuals with disabilities. Moving forward, their continuous commitment to breaking barriers and fostering inclusivity serves as an inspiration for the media industry and society at large to embrace diversity and equal representation.

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