



Collaboration Strategy of Local Products and K-Pop Idols: Case Study of Nabati and Aespa

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ABSTRACT

This study evaluates the effectiveness of the collaboration between Nabati and Aespa in increasing brand awareness and brand image using the AIDA (Attention, Interest, Desire, Action) model. Using qualitative methods and case studies, data was collected through content analysis and social media observation. The results show that this strategy successfully attracted attention, built interest, and drove purchasing decisions through exclusive promotions and digital interactions. Exclusivity and fear of missing out (FOMO) factors are the main drivers of consumer behavior. Although effective, limited distribution and market reach are still challenges that need to be overcome with a broader and more inclusive marketing strategy.

Keywords: Collaborative Marketing, K-Pop, Brand Awareness, AIDA Model.

INTRODUCTION

In the era of increasingly rapid globalization, especially in the marketing industry, there have been many changes with various innovative strategies to attract consumers' attention (Ritiau et al., 2022). In the business world, collaboration is one of the important strategies that drives company growth. Many businesses choose to work together to increase product appeal and reach a wider market. In addition, collaboration also provides various benefits, such as expanding networks, increasing credibility, strengthening the company's image, and enriching existing resources (Maulana et al., 2022).

Marketing strategies as proposed by Siti Rosmayati (2022), in the journal Hermawan (2021) is the first stage in program planning that helps businesses identify target markets, product positions, and their marketing mix. According to Rosmayati & Yulianti (2022) that advertising is considered as a way to reach a large number of potential customers, usually through public media such as radio, television, newspapers, and brochures. In today's modern business era, the use of advertising through influencer marketing or brand ambassadors has become a rapidly growing phenomenon, because this strategy is very effective in reaching consumers on social media platforms. One of the increasingly popular trends is the collaboration between local brands and international public figures, especially from the entertainment industry such as K-Pop music and K-Drama. In Indonesia, this trend is growing along with the soaring popularity of Korean culture in society, which makes many people increasingly interested and admire the entertainment industry from South Korea. This is used as an effective marketing strategy to increase brand awareness and brand image.

Hallyu Phenomenon (The sun) or Korean Wave has had a significant impact on the marketing industry in various countries, including Indonesia. By influencing various aspects of life, from lifestyle, fashion and makeup trends, to consumer preferences for food and beverage products. This influence is

expanding along with South Korea's efforts to spread its culture to various communities around the world. Ardiansyah et al. (2022) One real example of this collaboration is between Nabati, a local snack producer, and Aespa, a rising K-Pop group. This collaboration has not only attracted the attention of K-Pop fans, but also local consumers who are looking for quality products with added value. This collaboration is interesting to study because it involves synergy between a local brand and an international artist who has a global fanbase. By collaborating with Aespa as a brand ambassador, Nabati seeks to strengthen its brand image, increase engagement with consumers, and expand its market share, both domestically and internationally.

The AIDA model is a reference for marketing strategies that can identify each stage of human cognition starting from the stages of understanding, managing information, solving problems to increasing knowledge in the process of purchasing a product, either goods or services. Rosmayati (2023) the marketing strategy implemented in this collaboration can be analyzed through the AIDA (Attention, Interest, Desire, Action) model. The AIDA model is a framework used to understand the consumer decision-making process, from attracting attention to encouraging purchasing action. In the context of the Nabati and Aespa collaboration, this strategy focuses on how to create strong attention to the product, arouse consumer interest, build a desire to own the product, and finally encourage consumers to make a purchase.

This study aims to explore and analyze the effectiveness of the collaboration strategy between Nabati and Aespa in increasing brand awareness and brand image. With a qualitative approach and case study, this study will explore the factors that influence the success of this collaboration and its impact on consumer behavior. Through a deep understanding of the AIDA strategy in the context of this collaboration, it is hoped that this study can provide valuable insights for FMCG industry players and marketers in designing more effective campaigns in the future.

RESEARCH METHODS

This research method uses a qualitative approach by producing descriptive data that includes speech, writing, and behavior of people observed in a particular context, seen from the researcher's perspective in a comprehensive and complete manner. In qualitative research, researchers collect, analyze, and interpret data that is visual and narrative (not numerical) to better understand certain phenomena. Rosmayati (2022) In addition, this study also uses a case study design to analyze the collaboration between Nabati and Aespa in the context of local product marketing strategies through K-Pop idol figures. The data used in this study consists of primary and secondary data. Primary data was obtained through observation of Nabati and Aespa's marketing campaigns and analysis of social media content. Meanwhile, secondary data was collected from journals, articles, and promotional materials related to this collaboration.

Data collection was conducted through content analysis and social media observation. Content analysis was conducted by reviewing promotional materials, such as digital advertisements, social media posts, and marketing strategies used in the Nabati campaign with Aespa. Meanwhile, social media observation was conducted by observing audience responses to the campaign on platforms such as Instagram, Twitter, and TikTok. Several indicators analyzed include the level of engagement, number of comments, likes, and the form of interaction that occurs between the brand and consumers in the campaign.

The collected data is analyzed using a model **AIDA (Attention, Interest, Desire, Action)** to evaluate the effectiveness of the marketing strategy implemented. The analysis was conducted in four stages, namely (1) Attention, which measures the extent to which this campaign has succeeded in attracting the audience's attention through visuals, narratives, or the appeal of Aespa figures; (2) Interest, which examines how the campaign builds consumer interest in Nabati products; (3) Desire, which analyzes

how the campaign creates a desire to buy products by utilizing the influence of K-Pop idols; and (4) Action, which observes the impact of the campaign on purchasing decisions, such as increased sales or participation in related promotions.

To ensure the validity of the data, this study uses source triangulation techniques, namely comparing the results of various data collection methods to obtain a more objective and accurate picture of the effectiveness of Nabati and Aespa's collaboration strategy. With this approach, the study is expected to provide insight into how collaboration-based marketing strategies with K-Pop idols can increase the competitiveness of local products in Indonesia.

RESULTS AND DISCUSSION

The collaboration between Nabati and Aespa has successfully attracted the attention of the audience through the use of K-Pop idol figures who have a wide fan base. This campaign is strengthened by digital marketing strategies, such as online advertising, social media posts, and exclusive Aespa-themed packaging designs. According to Rosmayati (2022b), the use of K-Pop artists in marketing can significantly increase brand awareness compared to traditional methods. Based on social media analysis, posts related to this campaign received a high response on platforms such as Instagram and TikTok, with many interactions in the form of likes, comments, and a large number of views. This shows that Aespa as a brand ambassador has succeeded in attracting attention and increasing awareness of Nabati products, especially among K-Pop fans.

After successfully attracting attention, Nabati's marketing strategy continues by building consumer interest through various interactive content on social media. Nabati holds challenges and Aespa-themed giveaways to encourage active user participation. According to Rosmayati (2023a), social media is an effective marketing tool because it allows brands to interact directly with consumers, thus increasing their engagement with the product (Rosmayati & Maulana, 2021). In addition, the use of limited edition concepts on product packaging adds to the appeal and builds a perception of exclusivity among consumers. The analysis results show that posts that directly involve fans have a higher engagement rate than regular posts, indicating that this strategy is successful in building interest in the product.

The success of this campaign does not only depend on the visual and promotional aspects, but also on the strategy of creating emotional attachment with consumers (Permana et al., 2021). The collaboration with Aespa leverages the loyalty of K-Pop fans who have a high tendency to buy products related to their idols (Murfi, Anwar, Swastanto, Santoso, Taufik, et al., 2024a). In addition, the application of the storytelling concept through the use of Aespa-themed Photo Cards in packaging and promotional materials further strengthens the emotional connection between the brand and consumers (Murfi, Anwar, Swastanto, Santoso, & Djoko, 2024). Nabati also held a Meet and Greet event with Aespa, which further increased fan engagement and created an exclusive experience for consumers. This is in line with research (Rosmayati & Maulana, 2024) which states that co-branding and persuasive communication by K-Pop idols can encourage fans' consumer behavior towards collaboration products. From social media analysis, many consumers expressed their interest in purchasing Nabati products due to the presence of Aespa Photo Cards in the packaging and promotions, indicating that this strategy is effective in increasing the appeal and desire to own the product.

The final stage of the AIDA model is to encourage consumers to make purchases of Nabati products in collaboration with Aespa. According to Rosmayati (2023a), the effective implementation of the AIDA model can influence consumer purchasing decisions through the stages of attention, interest, desire, and action. Based on social media observations and analysis, this campaign has an impact on increasing the number of uploads from consumers sharing their experiences after purchasing the product (Murfi, Anwar, Swastanto, Santoso, Taufik, et al., 2024b). This shows that this collaboration

strategy is effective in converting interest into purchasing decisions. In addition, the concept of "fear of missing out" (FOMO) due to limited product editions is also a major driving factor that creates urgency for consumers to immediately make purchases before the product runs out (Sudrajat et al., 2022).

Based on the results of the analysis using the AIDA model, Nabati and Aespa's collaboration strategy has proven effective in increasing brand awareness, attracting interest, creating desire, and encouraging purchasing actions (Muhajir et al., 2022). However, there are several challenges that need to be evaluated, such as the distribution of limited edition products that make it difficult for some consumers to obtain them, as well as limited appeal to consumers outside the K-Pop fan community (Rosmayati, 2024). In the future, marketing strategies can be strengthened by expanding distribution channels and creating more inclusive promotions in order to reach a wider market segment (Maulana & Rosmayati, 2020a).

In addition to expanding distribution channels, Nabati can further optimize its collaboration strategy by enhancing post-purchase engagement (Rosmayati, 2022a). Encouraging consumers to share their experiences through user-generated content (UGC) on social media can reinforce the brand's presence and maintain excitement around the campaign. According to Rosmayati et al. (2021), consumer testimonials and organic word-of-mouth marketing significantly influence purchase decisions, especially in digital environments (Rosmayati & Maulana, 2023a). By reposting fan content, running follow-up contests, and providing incentives such as discounts for repeat purchases, Nabati can strengthen its customer retention strategy and sustain long-term brand loyalty (Maulana & Rosmayati, 2020b).

Another important aspect to consider is the localization of marketing efforts. While the use of K-Pop idols is highly effective in targeting younger audiences, Nabati could enhance its approach by integrating cultural elements that resonate with local markets (Anggraeni et al., 2024). For example, combining K-Pop branding with traditional snack marketing strategies could create a broader appeal, ensuring that the campaign does not solely rely on the fandom effect (Maulana & Rosmayati., 2021). Research by Rosmayati (2023d) suggests that hybrid marketing approaches those blending global trends with local preferences tend to yield better results in brand penetration and customer acquisition (Rosmayati & Maulana, 2022).

Moreover, future collaborations could benefit from more immersive consumer experiences. Expanding beyond digital interactions, Nabati could introduce interactive offline events, such as pop-up stores or K-Pop-themed product sampling booths (Rosmayati & Maulana, 2023b). These events would not only enhance product visibility but also create memorable brand experiences that go beyond online engagement. Studies on experiential marketing (Maulana et al., 2021) emphasize that physical brand interactions play a crucial role in strengthening emotional connections and increasing customer lifetime value.

While the campaign has been largely successful, continuous innovation is essential to maintain momentum. One possible direction is to explore long-term partnerships with Aespa rather than one-time promotional efforts (Maulana & Rosmayati, 2020c). Establishing a lasting brand-ambassador relationship allows for deeper integration of Nabati products into the K-Pop culture, making them a recurring feature in fan-driven activities. Additionally, introducing new product variants inspired by Aespa members' preferences could further personalize the experience and drive sustained consumer interest (Maulana & Rosmayati, 2022).

In conclusion, the Nabati and Aespa collaboration showcases a well-executed marketing strategy that leverages digital engagement, emotional appeal, and exclusivity to drive consumer actions. However, by addressing distribution challenges, diversifying appeal beyond K-Pop enthusiasts, and integrating immersive experiences, Nabati can further enhance the long-term impact of its marketing campaigns.

With continuous refinement and adaptation to consumer trends, this partnership has the potential to set a benchmark for future co-branding initiatives in the snack industry.

CONCLUSION

The collaboration between Nabati and Aespa shows that the implementation of a marketing strategy with the AIDA (Attention, Interest, Desire, Action) model is able to increase brand awareness, attract consumer interest, build a desire to buy, and encourage purchasing decisions. The success of this campaign was supported by the use of K-Pop idols as brand ambassadors, optimization of social media for more active interactions, and the implementation of storytelling through the inclusion of Photo Cards in special edition Aespa-themed product packaging. In addition, the implementation of Meet and Greet by Nabati further strengthened customer engagement while providing an exclusive experience for fans. Based on the results of the analysis, the attention stage was successfully achieved through Aespa's exposure in various promotional materials, which attracted the audience, especially the K-Pop fan community. Furthermore, the interest stage was built by presenting interactive content such as challenges and giveaways on social media platforms, which encouraged active consumer involvement. The desire stage was strengthened by the implementation of a storytelling strategy that connected Aespa's exclusive image with the product, increasing emotional appeal. Finally, the action stage was reflected in the increasing number of purchases, which were largely driven by the exclusivity of limited edition products and the fear of missing out (FOMO) phenomenon that motivated consumers to immediately make purchases before the product ran out on the market. Although this strategy has proven effective, there are still some challenges that need to be considered, such as the limited distribution of special edition products that reduce accessibility for some consumers. In addition, the impact of the campaign still tends to be focused on the K-Pop fan community, so it has not fully reached a wider market segment. In the future, Nabati can consider expanding distribution and implementing a more inclusive marketing strategy so that similar campaigns can reach more consumers and provide a wider and more sustainable impact.

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