

Brandstory and Indigenous Value For Millennial

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Abstract

Indonesia is in a demographic bonus phase. Millennial as the largest population, become a very potential market. Many brands are starting to try to fight for pieces of cake in this segment. But it is certainly not easy for brands to do it because the millennial have unique and diverse characters. The thickness of indigenous values in Indonesia is one of the factors that influence the uniqueness and diversity of these millennial. Therefore, brands need to align these values with their values. One way is through storytelling. Through storytelling, narratives about the brand are built and communicated nicely. The hope is to create a common field of experience to increase engagement. This strategy is then known as the brand story. The story chosen or created by a brand must be relevant to the target audience so that it is strong enough to be able to attract them into the conversation and increase their interaction. To be able to build a strong and precise brandstory, many branding practitioners have adopted generation theory to explore insight. Brandstory must be able to present personal impressions and feelings for its consumers, and understanding indigenous values is the key. The more relevant the brand character with the value raised, the more real the impression and personal feeling that is built. Indigenous values contained in the brandstory will strengthen the character and personality of the brand, which of course strengthens its positioning in the minds of consumers.

Keywords: Brandstory, Indigenous value, millennials, Branding

Introduction

Building a brand has become increasingly complex. Social media as a technology is clearly able to facilitate brand penetration in the minds of consumers, on the other hand, it can also be a challenge for the brand itself. Information access that is widely open creates disruption that can affect the reception of messages. The impact of changes in consumer behavior due to digitalization has become a tough challenge for brands to continue to exist, on the other hand,

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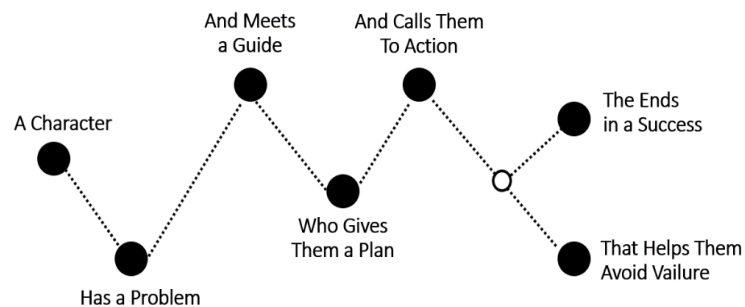
it also creates unexpected opportunities.

It is undeniable that millennials as a productive generation today, will become the future for brands in the coming years. Various brands have competed to win the hearts of millennials by trying to understand their lives in every aspect. Interestingly, not all millennials have the same characteristics. Muhammad Faisal, the founder of Youth Laboratory Indonesia, revealed in his book "Generasi Phi: Memahami Milenial Pengubah Indonesia (Generation Phi: Understanding Millennial as Indonesian Changers)" that millennials in Indonesia which he called generation π do not have a national culture that can describe common beliefs, norms and behavior sequences in general. However, their character is very diverse because it is based on the local wisdom derived from each social class (2017: 38-39). This National culture has something in common with what is called as the archetype in generation theory proposed by Howe and Strauss.

Data quoted by IDN Times from the Indonesian Central Bureau of Statistics (BPS) in the Indonesia Millennium Report projects that Millennials will be the largest population in Indonesia by the year 2020 to 2045. In addition to being the largest population, Millennial will also occupy various strategic positions in Indonesia (2019: 10). Thus, it is an urgency for brands to better understand the behavior of these millennials. The more brands understand their behavior, the easier it will be for brands to communicate and capture opportunities. Through the right strategy, brands can optimize various channels, both offline and digital, to build engagement that will ultimately help to strengthen brand equity and increase customer lifetime value.

Story as General Communication Strategy for Brand

One of the strategies to communicate the brand that is starting to be widely used is by adopting storytelling techniques. Through storytelling, a brand's story is built and communicated nicely in the hope of creating similar fields of experience to increase engagement. The result is to engage the brand and its consumers, which is a common need to grow and maintain loyalty from the consumers. This strategy is then known as the brand story. Miller in his book "Building A Story Brand: Clarify Your Message So Costumers Will Listen" revealed that there are seven elements of the story that need to be considered when making a story for a brand. In its framework named the SB7 Framework, Miller explained that Basic plot points can be developed into seven principles to make it easier to build stories.



Graphic 1: Basic plot points of story

Source: Building A Storty Brand: Clarify Your Message So Costumers Will Listen

The first principle is "the customer is the hero, not your brand". The core of this principle is to position the brand as a guide and source to help customers conquer the challenge. The second principle is "companies tend to sell solutions to external problems, but customer buys solutions to internal problems". This principle emphasizes the importance of understanding the internal problems of the customer so that the solution given as a brand promise is right and creates a good experience. The third principle states "customers aren't looking for another hero; they're looking for a guide." In this principle, the brand is positioned as a guide because the customer will basically maintain distance when the brand starts talking about how great they are. The fourth principle states "customer trust a guide who has a plan". This principle reveals that brands must be able to provide guidance on how the customer can solve the problem. The fifth principle is "customers do not take action unless they are challenged to take action". Based on this principle, brands must be able to provide strong reasons and challenge customers through clear messages and direct communication. The sixth principle states "every human being is trying to avoid a tragic ending". Thus, the brand must be able to show what risks they have to pay when not doing business with us. The last principle is "never assume people understand how your brand can change their lives. Tell Them ". This principle contains an affirmation of how a customer's life will be better if it involves a brand in achieving its goals (2017: 29-37).

The story must be based on the results of understanding and interpreting the feelings and desires of the target. If so, then the story chosen or made by a brand must be relevant to the target audience so that it is strong enough to be able to attract them into the conversation and increase the interaction. So what kind of brand story would be able to attract millennials in Indonesia with unique archetypes? The answer lies in the types of content and campaigns that get the most attention from millennials on social media.

General Characteristics of Millennials Generation

Generation theory reveals that each generation has a distinctive person called archetype. Each of these archetypes appears based on a variety of factors, but the most

influential ones are demographic factors and sociological factors in the form of historical events in the emerging generation. The archetype can be understood as the main character that represents an individual. This character affects the way a person perceives his experience, also in providing an overview of the basic needs that are trying to be fulfilled.

To further clarify the factors underlying the emergence of archetype Howe and Strauss (2000), formulated three attributes that can be used in their identification. The first attribute is perceived membership which is the individual's perception of a group to which they belong. The most influential are groups in the period of adolescence to young adulthood. The second attribute is Common belief and behaviors; it is individual attitudes toward matters relating to personal life, family, career, political attitudes, social, religious and choices taken related to work, marriage, children, family, health, to security. The third attribute is the Common location in history in the form of changes in political views and historical events such as war and natural disasters that occur in adolescence to young adulthood.

Branding practitioners have adopted this theory in order to explore insights to determine the right strategy for their brand. What needs to be criticized is whether this theory can also be used in reading archetypes from other generations that are in the same timeframe but have different demographic and sociological factors? This is important to be identified because it will definitely become one of the basic foundations for Brands to choose the most proper strategy in dealing with their consumers.

Based on the archaeological concept in Generation theory, Howe and Nadler (2012) then found and explained that the millennials have several common characters identified. Here are some of their interesting findings;

Millennials are Planning Ahead Millennials have a long-term plan for their lives.
Millennials Want Hands-On Guidance & Mentorship In doing work, millennial is typical of people who always expect explicit and constant direction. This happens because they avoid and minimize failure risk.
Millennials Want a Social Workplace Millennials like to stay connected with a large network of friends 24/7. Social connectedness has always been particularly important to this generation. Millennials have developed strong team instincts and tight peer bonds. They have adapted instant messaging and digital mobile technology to increase their level of interconnection to an unprecedented level. They put the “social” in social media.
Millennials Want to Contribute Millennials feel a strengthened connection—and civic obligation—to their communities, to their nation, and to their world. Millennials’ commitment to social causes is part of their broader community focus.
Millennials and Xers Want Cutting-Edge Technology

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Millennials like to have cutting-edge technology everywhere they go. They explore and maximize the technology to assist them in daily activity. No wonder that “tech savvy” is attached to this generation.

Table 1: Millennials Insights Based on Generation Theory

From these findings, it can be seen that, in general, the millennials are clearly a generation that is familiar with the technology. In fact, almost all of their daily life’s activities depend on the use of technology. The emergence and development of various new technologies are rapidly encouraging them to be productive and are always connected to their surroundings. these things then move into a vicious circle that is difficult to stop. The sense of insecurity that arises due to their need to be productive and connected also encourages the millennials to be very reactive to the changes that occur around them. This gap is then often used by marketers to enter their brands.

Indigenous Value and Archetype of Indonesian Millennials

Indonesia is a country that is rich in culture and full of uniqueness. This cultural wealth has a potential strength and opportunity, on the other hand, it can be a threat that can reduce the penetration of the brand. Faisal in his book “Generasi Phi: Memahami Milenial Pengubah Indonesia” reveals that Indonesia actually does not have a national culture in the form of a set of norms of behavior and trust, habits that become standard in a population in a nation. But Indonesia has become a unique nation because it has a variety of cultures that are adopted by its inhabitants. What is widely applied in everyday life is a culture that is based on local wisdom and social class.

Indonesian Millennials have general problems that become important issues for them. these problems indirectly illustrate how their typical archetype. Based on the findings of Faisal (2017), there are several problems that have become interesting issues for these millennials;

Status Issue

Singles can greatly influence the social status of millennials in Indonesia. Even in one situation, being a single individual (not being in any personal relationship) can determine their success in the eyes of the peer group.

Alienation due to Rejection from the Environment

One of the biggest fears of millennials in Indonesia is that they are not accepted by their environment and become lonely. Being part of a particular social group is even considered an achievement for them. They are willing to do various attempts and efforts just to be accepted into a social group. These efforts are also popularly referred to as social climbing. Uniquely, although this is normal and most of them almost literally take this action, it also has a negative connotation especially for millennials who are too vulgar in doing so. This

<p>issue is closely related to the unique characteristics of millennials in Indonesia which turned out to be very communal.</p>
<p>Being Not Confident due to Financial Status Not having enough fund is a moral burden that millennials don't want to bear. Being financially suffice is an unwritten agreement that is a requirement to be able to enter a social group. This sufficiency can be either skill or material.</p>
<p>Afraid of Failing and Demotivation in Academic field Most millennials in Indonesia are raised by the X generation who consider education is a must. Since childhood, they have been framed to get good grades and class ranks as an indicator of their success. this causes emergence.</p>
<p>Social Measure Awareness Millennials in Indonesia are very concerned about the judgment of others. Although those who give values are people who are not their direct acquaintance, their assessment can have a big impact on most of these millennials. anxiety about social assessment correlates with the desire to be accepted into a social group. This issue clearly illustrates the character of Indonesian millennials who, although they are modern and open-minded, also try to keep abiding by social norms that have been passed down from generation to generation into social feasibility standards.</p>
<p>Self-adjustment with parents in the digital era Although known as a modern and independent generation, millennials in Indonesia are still trying to adjust and establish harmonious relationships with previous generations. They still believe that parents as the previous generation have valuable wisdom and values that can help them to solve various life problems.</p>
<p>Keeping up with the Current Trend Keeping up with the current trend is a must for the millennials. This is also an effort to continue to feel a part of social groups. FOMO also emerged as an impact of the wishes of these millennials to keep on updating.</p>

Table 2: Indonesian Millennial Problems

Issues that are considered important for millennials in Indonesia can, in fact, be seen as having links with the values and norms that apply in social groups. These values and norms come from indigenous values that have been inherited for generations so that they are rooted in their personalities and characters. for these millennials, the fear of alienation and the desire to be accepted into social groups make them become a generation that has a high tolerance for differences but remains communal and respectful towards the older generation.

As explained earlier, many factors underlie the formation of archetype of each generation. To be able to know what archetype belongs to a generation, at least we must know the underlying needs and fear of an individual. These underlying needs and fear are manifestations of rooted indigenous values in their daily lives and become motivations and a

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series of behaviors. These values underlie the formation of a unique persona or archetype that is owned by millennials in Indonesia.

Based on the identification of issues and exposure on the basis of archetype formation, it can be said that archetype of the millennial generation in Indonesia are at least as follows:

Communal, they have great intention to be accepted into social groups but at the same time also wish to be known for having uniqueness and expertise, and not considered to be <i>mainstream</i> .
. They follow the trend, quickly adapt to new things, but still adhere to the values that are of local wisdom and religious beliefs.
They have a high tolerance for differences but are sensitive to issues related to the values of local wisdom and the religion they embrace.
They are independent but family oriented, assuming they are responsible for the happiness of the family, especially their parents, and it eventually becomes an indicator of success in social groups.
They want to contribute and be active in voicing various social issues that are relevant to themselves. This desire appears both to really voice what is their concern or just be accepted and approved by their social groups.
They are creative in utilizing and optimizing technology, especially social media, to be able to continue to connect with their social groups, but also feel that hanging out is an effort to reinforce their existence.
have the enthusiasm and ability to move the environment and society to be better but often premature in understanding an idea or innovation.

Table 3: Indonesian Millennial Archetypes

At least these seven archetypes make Indonesian millennial generation full of uniqueness and complexity. It takes high empathy from the brand to be able to enter and create engagement with them.

Representation of Indigenous Value and Personalization of Brand Story

The concept of the brand story as described earlier derives from the technique of delivering messages through storytelling. The absence of theories about this concept, making the process of understanding and understanding of brand stories continues to grow. But in general, brand stories can be understood as the essence of vision, mission and believe and company values that illustrate why this brand must exist. Brand stories bring brand value to life in a way that is neat and natural to create a deep impression. Brand stories complete the brand identity so that the brand is no longer a mere material and soulless.

The way to deliver a brand story is more flexible and aims to encourage the audience to engage in conversations and activities. Through various media that are close to the target, brand

stories are raised either explicitly or implicitly. The output of the strength and accuracy of the story is that brands can increase the curiosity of prospective customers, feel more connected to the brand. This built-in connection arises because consumers feel represented correctly by the brand. The more brands are able to be a representation for their consumers, the more connections that will later be built. If it is already so, it will be able to make consumers want to continue to choose a brand that can even be regardless of price, and gladly recommend the brand because it is in accordance with the value they believe. All of this happens because brands succeed in personalizing their products, services, and services through the stories they build.

According to data from an online survey by Forrester delivered by Brendan Witcher in Forrester Webinar - Individualization Versus Personalization in 2016, in fact, 77% of consumers have chosen, recommended, or paid more for brands that provide personalized services or experiences (<https://www.slideshare.net/TrackIF/forrester-webinar-individualization-versus-personalization>). This personalized service or experience can be built through stories that have strength and emotion. This story triggered the emergence of conversations around the brand and aroused widespread curiosity. Personalized service and experience, of course, depart from the success of capturing the character and preferences of the consumers themselves. How can a brand personalize services and experience if they don't know what their customers really want?

Other data from 2018 Edelman Earned Brand survey presented by Bersoff (2018) in "People to Brands: I Want to Take Our Relationship to the Next Level" revealed that consumers tend to have more intimate relationships with their favorite brands because the company also voiced issues political and social networks that are their concern. The act of switching to boycotting can even occur when brands are involved in cases regarding these issues. These data clearly support the findings of Faisal (2017), that the appropriate campaign and intervention for the generation of π (or in this case referring to the generation of millennials) are those that target the social values of that generation.

Brand stories must be able to present personal impressions and feelings for consumers and to understand indigenous values is the key. The more relevant the brand character is with the value raised, the more real the impression and personal feeling that is built. Sorting out and choosing social values that are believed and carried out by the targeted generation as the prospective customers need to be done carefully. Once the value to be the foundation of a brand is found, it must be applied with high consistency in various aspects of the brand.

Thus, the story will be able to convey the spirit to bring the brand to life. Indigenous values contained in the brand story will strengthen the character and personality of the brand, which of course strengthens its positioning in the minds of consumers. Thus, consumers will find it easier to find relationships and connections with brands.

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