

## **Social Media Campaigns on the @Rucas.Official Tiktok Platform in Creating Brand Awareness**

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### **ABSTRACT**

Social media plays a strategic role in the digital era, especially in building brand awareness. In the context of increasingly competitive business, brand awareness is a crucial element that influences consumer preferences. To stay relevant and competitive, RUCAS implements a product differentiation strategy that not only establishes a strong brand image, but also offers unique values that are difficult for competitors to replicate. In Indonesia, the local fashion industry shows significant growth. This research aims to analyze RUCAS' social media campaign strategy on TikTok platform in building brand awareness. The research uses a descriptive qualitative approach with data triangulation techniques to explore how the uploaded content is able to build an emotional connection with the audience. This approach is based on interpretive theory, which emphasizes understanding subjective meanings from the informants' perspectives. Data collection was conducted through in-depth interviews with four main informants and one key informant, who were selected through purposive sampling technique. The results showed that the RUCAS social media campaign succeeded in attracting public attention and conveying social messages about diversity and equality. The campaign changed perceptions of marginalized groups and formed a new understanding of the importance of social awareness.

**Keywords :** brand awareness; campaign; social awareness; Non-professional Model; TikTok.

### **INTRODUCTION**

In the digital era, social media plays a significant role in people's lives, including students and business people (Raza et al., 2020). Through social media, they can find new ideas that broaden their horizons. The use of social media is closely related to the context of language and the content of the messages used; for example, the photos uploaded are usually related to the theme of the upload. In addition, interactions such as replying to comments or reposting also contribute to the establishment of friendships, accompanied by personal chats. Therefore, the number of social media users continues to increase, including children, teenagers, and adults (Nurfalah et al., 2023).

As social media evolves, new platforms emerge with unique features that suit the needs of users. One of them is a short video platform that is particularly popular among the younger generation. In addition to entertainment, this platform is also a medium for expression, creativity, and sharing opinions visually. Features such as music, filters, and effects support the creation of interesting content and trends that encourage wider social interaction. This shows that social media continues to adapt to its users' preferences and communication styles.

TikTok is a social media platform that allows its users to create and share short videos. Users can express themselves through short videos with various creative ideas and use popular

music as a background for their videos. Users can also participate in various viral challenges (Khairani et al., 2022).

In the second quarter (Q2) of 2022, TikTok had 1.46 billion monthly active users (MAU) globally, according to *Business of Apps*. The chairman of the Indonesian franchise association, Anang Sukandar, assessed that social media is currently a fairly effective marketing tool because it is able to reach a wider market than traditional methods in the past. Thus, TikTok social media can be used as a medium for brand awareness. TikTok is referred to as a new form of campaign marketing that has an ideal pattern for today's world.

Brand awareness, according to Damayanti (2019), is the process of educating consumers about the product or service category that the product is engaged in. In general, the level of consumer understanding that brands are made to fulfill their desires is a major factor in the effectiveness of brand awareness growth. Promoting and launching our brand on social media is currently one of the simplest and most popular methods of building brand awareness.

Brand awareness is an important aspect for all companies to be recognized by their target market. This is important to ensure brands can survive in the midst of increasingly fierce business competition, and brand awareness is the main key in influencing consumer preferences. Creating advertisements through social media, including creating effective campaigns, can attract consumers and have a positive impact on the company. By implementing an Integrated Marketing Communications Strategy, companies can help increase awareness in the community (Nurfalah et al., 2024).

The TikTok account @rucas.official demonstrates how social media can be utilized to introduce brands to the wider community. RUCAS is a local fashion brand founded by Rubin Castor in 2019. Throughout its journey, RUCAS has faced many challenges, from competition with established brands and new brands to the continuous development of trends and innovations in the fashion world.

To compete, RUCAS chose to focus on the uniqueness of its products. They not only build a strong brand image but also present products with distinctive values that are difficult to imitate by competitors. RUCAS also frequently collaborates with various parties in releasing special collections, such as with YouTuber Bimo Putra Dwitiya and Persija Jakarta football club. Until now, various products from RUCAS are still in high demand, especially among young people. This has helped RUCAS successfully become one of the local brands with a strong presence in Indonesia's fashion industry.

One of the steps taken was an innovative campaign that captured the public's attention: the transformation of a scrap collector. This campaign not only attracted millions of viewers but also delivered a profound message of equality and respect for individuals from different walks of life. This message challenges social stereotypes and shows that everyone has value and potential that deserves to be appreciated, regardless of social status. In addition, RUCAS also supports community empowerment through the design of Indonesian history-themed t-shirts created by disabled painters. This initiative not only promotes the richness of local culture but also provides a platform for disabled painters to showcase their works. This step shows that RUCAS is not only

focused on the commercial aspect but also has a strong commitment to social awareness and community empowerment (Aileen Jesslin, 2024).

Based on this explanation, the problem that will be investigated by researchers is how social media campaigns on the TikTok @rucas.official platform create brand awareness. The campaign used by RUCAS in promoting its products through the TikTok platform aims to understand how it affects the way a person perceives the social meaning in the campaign message.

The main focus of this research is the campaign strategy involving non-professional models, such as a scrap collector and a disabled painter, with an emphasis on social context, authenticity of the figures used, and utilization of social media trends in building audience emotional attachment.

### LITERATURE REVIEW

According to Manning (2014), the term *social media* refers to a type of media that allows its users to actively participate and interact. With the advent of digital technology, people can now engage on a larger scale more easily than ever before. Social media is a new method of communication introduced by the digital world. Users may be more diverse in the language they use or the experiences they have during the process, as has been mentioned.

In the fast-paced and participatory digital era, communication has become easier and more efficient, as one can reach thousands of people quickly without requiring large resources. Feedback from communication is also easier to obtain. In addition, access to information has become wider and more diverse, no longer limited to a few news sources or libraries. Information is now easily accessible interactively, often from other users through social media. Although sometimes from strangers, social media also allows us to stay connected with our loved ones, such as friends, family, and spouses.

TikTok is a social media application that showcases videos for its users, making it a popular platform today. According to Winarso (2021), TikTok is an application and social media platform that focuses on music videos. Users can utilize TikTok to create, edit, and share short videos with musical accompaniment. Zhang Yiming, an entrepreneur and founder of the technology business ByteDance, released the TikTok app in early September 2016.

The audiovisual elements in TikTok include various features (Morissan, 2010):

1. The creator of voices and music are considered *audio* in TikTok content. When creating video material, this ability is very important and useful. Another way to help viewers understand the material being produced is through audio. Music included in videos can use popular, trending music or original music created by creators to support their video content.
2. *Visualization*: Images play an important role in describing TikTok video content, including creator identity, facial expressions, location, writing or text, and the appearance of the object on display. The audience will more easily understand the meaning of the information produced if accompanied by attractive images.

A campaign is a series of activities planned with a specific purpose, such as disseminating information, raising awareness, or changing the behavior of people in a target group. Campaigns

are usually carried out by delivering important messages through various media, such as advertisements, social media, or special events, so that the message can be well received by the target audience. According to Kotler, P., & Keller, K. (2012), a marketing campaign is a coordinated way to convey information about a product or service to potential customers using various communication channels. On the other hand, Smith (2017) explains that social campaigns are efforts made to influence people to support certain changes or actions that have a positive impact. A good campaign certainly requires careful planning, understanding of the audience, use of effective strategies, and evaluation of the results to ensure that the desired goals are achieved. Campaigns can be used in various fields, such as product marketing, raising support for social issues, or delivering political messages, with the main goal of creating a positive impact on society.

One of the real examples of innovative campaigns is that of RUCAS, a local Indonesian fashion brand known for its modern streetwear style and strong passion for raising social issues. RUCAS exists not only as a clothing brand but also as a means to voice diversity, community empowerment, and social awareness. RUCAS products feature creative, bold, and meaningful designs, thus quickly attracting the attention of the younger generation. Not only focusing on product quality, RUCAS also actively builds communities and uses digital platforms to drive social change through various creative campaigns.

In one of its famous campaigns, RUCAS, as a local fashion brand that has a strong commitment to social issues, successfully implemented a campaign that promotes human values through an authentic approach. One of the most prominent campaigns launched was a transformation video featuring a non-professional model, a scrap collector. This video not only depicts the changes in physical appearance but also shows the changes in a person's life through an empathetic and meaningful approach. In addition, RUCAS also raised the story of a disabled painter as part of the narrative of this campaign, which illustrates his extraordinary spirit and perseverance despite his physical limitations. The video emphasizes messages of hope, passion, and the possibility of positive change, with the aim of inspiring the public. The campaign was uploaded through RUCAS' official TikTok account and received a very positive response from the audience. With this approach, RUCAS managed to strengthen its position as a brand that not only focuses on products but also plays a role in creating significant social impact, building a strong emotional connection with the audience, and delivering relevant messages on empowerment and social welfare.

Brand awareness is the ability of consumers to recognize or remember brands in a particular category, which is very important in the buying process. They emphasize that brand recognition is easier to achieve than brand recall, but both contribute to brand equity. *Brand Awareness* provides a foothold for consumers to recognize brands in various contexts, which can influence their purchasing decisions. Durianto (2017) argues that there are several ways to increase brand awareness among consumers. First, the brand must have a clear message, be easy to understand, and have a characteristic that distinguishes it from other brands, and is relevant to the product category offered. Secondly, a unique and catchy slogan can help consumers remember the brand better. In addition, a strong symbol or logo also serves to visually represent the brand

identity. Lastly, brands need to raise awareness by using cues that are relevant to their product category. This makes it easier for consumers to associate the brand with the product they are looking for. This strategy can increase brand visibility and recognition, which ultimately drives better purchasing decisions.

Based on the discussion above regarding the importance of brand awareness and the role of campaigns on social media, especially through platforms such as TikTok, it can be concluded that the right communication strategy can form a strong and memorable brand image in the minds of consumers. There are several studies that also examine similar topics as material for comparison and strengthening the study in this research. These studies provide additional perspectives and become comparative material in looking at the various approaches used in building brand awareness through social media.

Based on research by Annissa & Wardani (2024) entitled *Edora Sportwear Strategy in Increasing Brand Awareness Through TikTok*, the @edorasportwear TikTok account discusses the role of TikTok in increasing brand awareness, specifically the ability of potential buyers to recognize or recall the brand. This account creates content that offers swimsuit products and educates the audience about swimming techniques and how to care for swimsuits. In contrast, the TikTok account @rucas.official, whose short videos focus more on emotional aspects, creates social interaction through messages about social equality in the before-and-after content of the transformation of a scrap collector into a fashion model.

Research by Pramadyanto (2022) entitled *Utilization of Digital Marketing in Building Brand Awareness of Streetwear Fashion Brand Urbain Inc.* focuses on a brand that, like RUCAS, sells clothes. Both brands have their respective identities. Urbain Inc. is a streetwear brand known for themes related to breakdancing, rap, basketball, and murals. RUCAS is known for its unique and different jeans products, with the elegant and minimalist style of t-shirt design becoming RUCAS' identity. The theory used by previous researchers relied on the constructivism paradigm, in contrast to the current research, which uses the interpretive paradigm. Constructivism emphasizes more on how individuals construct meaning from their own experiences, while the interpretive paradigm focuses more on how that meaning is influenced by the surrounding social and cultural context. The interpretive paradigm considers external factors that shape individuals' understanding and interpretation of their experiences.

Previous research conducted by Taufiqurrahman et al. (2023), entitled *Content Analysis of Collagen Drink Brand Noera Products on TikTok @Noerabeauty Accounts in Strengthening Brand Awareness*, focuses on Noera, a brand known for its women's beauty products, such as collagen drinks, body serum, and other beauty products. This research uses a qualitative approach, gathering data from observation, interviews, and documentation. Noera sells its products using e-commerce through Shopee, Tokopedia, and TikTok. Unlike the RUCAS brand, which sells its products only through the official RUCAS website and uses a scarcity strategy, this strategy involves making products with limited stock. This scarcity makes consumers feel that RUCAS products are highly valuable and always awaited.

In a study entitled *Product Brand Awareness Through Humor Gimmick Content* by Dwi Nurrochman et al. (2024), there are similarities with this study, which both discuss brand awareness and focus on increasing brand awareness through content uploaded on social media. However, there are differences in terms of approach. The study relied on the main role of an influencer in promoting the product, where the branding strategy emphasized the personal branding of the influencer in reaching the audience. Meanwhile, in this study, although both involve third parties, the main focus does not lie on the influencer figure, but on the management of content originating from the official account of the *rucas.official* brand. The content created is still managed professionally by the brand's creative team, so the branding approach is more directed at the consistency of the brand's image and character itself. The update offered lies in a branding strategy that is more oriented towards strengthening brand identity from within, rather than relying on specific individual personas, thus creating communication that is more consistent, direct, and aligned with brand values.

The next research, entitled *Designing Brand Campaigns on Instagram to Increase Brand Awareness of Omnifurr* by P. R. Ardhya (2024), discusses how a brand builds brand awareness through visual campaigns specifically designed for Instagram. The research has similarities with this study because both focus on efforts to increase brand awareness through social media. However, there are some clear differences. The previous research emphasized the visual campaign design aspect with a practical approach. Meanwhile, this research uses TikTok as the campaign medium and examines how audiences interpret the content delivered using an interpretive approach. This represents an update in this research because not many studies have discussed TikTok's campaign strategy by understanding the meaning behind the content, not just the visual appearance. Therefore, this research provides a new perspective on how brand campaigns can shape brand awareness in terms of audience perception and meaning.

Previous studies have examined TikTok's effectiveness in increasing brand awareness, such as Annissa & Wardani (2024) on *Edora Sportswear* and Pramadyanto (2022) on *Urbain Inc.*, which emphasized promotional and lifestyle content. Meanwhile, Dwi Nurrochman et al. (2024) focused on humor-based influencer content. These studies, however, did not explore campaigns involving emotional storytelling or non-professional models. In contrast, RUCAS offers a unique approach that centers on social values and authenticity through symbolic figures like a scrap collector and a disabled painter.

This reveals a research gap in the current literature: there is limited understanding of how brand awareness can be shaped through social narrative campaigns that emphasize empathy, inclusivity, and social identity—especially using interpretive paradigms. Most research tends to highlight visual appeal or influencer effectiveness, leaving out the audience's emotional and symbolic interpretation of brand messaging. This study addresses that gap by analyzing how TikTok storytelling using non-professional models affects emotional engagement and brand perception.

The urgency of this research lies in the shifting consumer landscape, particularly among Gen Z and millennials who prioritize brand ethics, authenticity, and social responsibility. With

rising awareness of social justice and inclusivity, brands that fail to align with these values risk losing relevance. Therefore, investigating how inclusive campaigns resonate with audiences is not only academically important but also strategically necessary for brand sustainability.

This study introduces novelty by applying an interpretive approach to explore the emotional, symbolic, and social dimensions of brand awareness. It contributes to both academic literature and industry practices by offering a deeper understanding of how empathy-driven campaigns can foster meaningful connections with audiences. The findings are expected to help brands develop inclusive, value-oriented strategies that resonate with modern consumers and promote long-term brand loyalty.

## RESEARCH METHOD

This research uses an interpretive paradigm. Through thorough and in-depth observation, the interpretive paradigm is a method in social research that seeks to understand and interpret meaning based on the perspective and experience of the object under study. This paradigm focuses on the subjective meanings that people create in their social interactions (Hadi, 2020).

This research uses descriptive qualitative methodology to understand how social media campaigns on the TikTok platform *@rucas.official* contribute to creating brand awareness. The data used was obtained through observation, information collection, and documents related to the research. By observing behavior in a controlled situation, this approach produces descriptive data about existing facts or claims (Faisal, 2008). Through this approach, this research provides an in-depth explanation of the role of social media campaigns on TikTok *@rucas.official* in increasing brand awareness, as well as providing clearer insights into the effectiveness of these campaigns in building brand awareness among audiences.

After that, the data is processed using a more appropriate selection, which describes the problem in accordance with the research objectives. Researchers used the triangulation method. Vera Nurfajriani et al. (2024) states that the triangulation approach includes collecting several types of data to obtain data from the same source. This is reinforced by interviews conducted using a purposive sampling approach, which seeks informants based on certain criteria related to participant observation, documentation, and researcher objectives.

Data analysis in this study was carried out through the management and classification of information from various sources, including journals, books, and the relevant TikTok *@rucas.official* platform related to the RUCAS campaign. The classified data is presented in the form of narrative descriptions to describe the influence of non-professional models on audience engagement, which is seen through the intensity of comments, content sharing, and discussions that develop on the TikTok platform. The analysis shows that the use of non-professional models creates a strong emotional appeal and significantly increases audience engagement. This strategy, when combined with social media trends and active interactions, proved instrumental in expanding RUCAS' brand awareness.

## RESULTS AND DISCUSSION

In the growing digital era, social media has become a strategic space for brands to build closeness with their audiences. TikTok, as one of the most popular platforms today, provides a great opportunity for brands to deliver messages creatively and emotionally. One local brand that has successfully utilized this potential is RUCAS, through its official TikTok account, @rucas.official. Their campaign not only promotes products, but also tells a touching story about a scrap collector and a disabled painter. The narrative raised in the campaign is not just viral content, but a means to build a deep emotional bond between the brand and the audience.

This research uses interpretive theory as the basis for analysis. This theory focuses on meanings formed through social interactions and individual emotional experiences. The three main indicators used are emotions, which include personal attachment to the characters; social context, which connects the story to the reality of society; and symbols, which involve visual and narrative elements that reflect the brand's values.

To explore the audience's perception of this campaign, this research involved five informants who were interviewed in depth. One person acted as a key informant, namely Ajil as the Founder of Folk Cirebon who has extensive knowledge about visual communication and creative strategies in social media. The other four informants, Reynaldi Syahputra, Abidin, Imam, and Aliifah Nazlizasandi, are active followers of the TikTok account @rucas.official. They were chosen because they have a strong emotional connection to the campaign content. These informants provided rich insights into how they interpreted the campaign, and its impact on their perception of the RUCAS brand.

Based on the previous discussion, this research focuses on three problem formulations. First, how the TikTok @rucas.official campaign can create brand awareness. Second, the trends and uniqueness in the RUCAS campaign. Third, how the audience responds to the use of non-professional models in the RUCAS campaign. This research aims to dig deeper into how the campaign can build a stronger relationship between the brand and the audience through an authentic and emotional approach.

### **@rucas.official TikTok Campaign in Creating Brand Awareness.**

RUCAS is a Jakarta-based fashion brand with a streetwear concept founded by Rubin Castor in 2019. The brand is known for using non-professional models in some of their campaigns, which gives them an authentic feel and strong relevance to a young audience. The campaigns are often shown in the form of videos uploaded to their official TikTok account, @rucas.official, which already had 1.2 million followers in 2024. This approach creates a more personalized bond with its followers, while capturing their attention. Sales of RUCAS products are available exclusively through the brand's official website.

RUCAS is not only a fashion brand, but also a platform to voice social values through various campaign initiatives that are relevant to current issues. By telling stories from real life, RUCAS manages to reach a wider audience, especially the younger generation who are increasingly critical of social and justice issues. In addition, RUCAS actively collaborates with

various local communities and artists, such as disabled painters who participate in their campaigns, to show support for individual empowerment regardless of physical limitations. Each campaign uploaded by RUCAS is not just an advertisement, but also a work of art that tells inspiring stories. Below, you can see one of the photos that shows the diversity and spirit that RUCAS carries in each of their campaign works.



**Figure 1.** RUCAS Video Campaign

Source : TikTok @rucas.official

(A scrap collector who models for RUCAS clothing)

One of the steps taken by RUCAS in its innovative campaign is using non-professional models, such as the transformation of a scrap collector in this campaign video uploaded on RUCAS' official TikTok account, @rucas.official, and managed to attract attention by reaching 65.5 million views and 84.9 thousand comments. The video became the most watched on the account and shows how RUCAS delivers social messages through their campaigns.

Moreover, this campaign proves that a genuine and humanitarian approach is often more impactful than a purely commercial marketing strategy. RUCAS successfully elevated true stories from everyday life into evocative content, showing that anyone, regardless of their background, can be the face of a brand. This also reinforces RUCAS' image as a caring, forward-thinking brand that dares to be different in conveying its social values.



**Figure 2.** Image of RUCAS Campaign

Source : Instagram @rucas.co

(Disabled painters who collaborate with RUCAS)

RUCAS also supports creativity and social values through meaningful collaborations, one of which is by releasing the RUCAS Artist Edition to commemorate Heroes' Day. This special collection involves a disabled painter who paints using his feet and mouth. This collaboration not only produces unique artworks, but also a form of appreciation for disabled painters who continue to work amidst limitations. The artworks reflect the fighting spirit that is in line with the meaning of Heroes' Day, while educating the public to appreciate the diversity and extraordinary potential of individuals with disabilities. RUCAS hopes that this collaboration can inspire many people and open more opportunities for disabled artists to get support and recognition.

To explore the interview findings, this study relates the findings to Neuman's (1977) interpretive theory, which prioritizes understanding the social context in message interpretation. The campaign of a scrap collector and a disabled painter can be analyzed through this theory with emotional indicators, social context and symbols reflected in the audience's reaction to the campaign.

### **Emotion**

RUCAS successfully created a campaign that evoked deep emotions and established a strong connection with the audience through the TikTok platform. One of the key strategies used was to showcase the transformation of a scrap collector and a disabled painter into fashion models. The campaign not only attracts attention but also evokes emotions such as hope, pride, and respect for human diversity. By presenting the life story of a scrap collector and a disabled painter, RUCAS conveys a very strong message that every individual, regardless of their physical limitations or background, has tremendous potential to shine. As expressed by the key informant:

"In my opinion, RUCAS shows that beauty and potential can be found everywhere, even in things that often go unnoticed by many people. Through its campaign, RUCAS teaches that every individual, regardless of background or profession, has values and stories that deserve to be appreciated. This inspires me to open my eyes more to the diversity around

me, appreciate everyone I meet, and understand that opportunities and rewards do not only belong to those who look perfect, but also to those who have sincerity and struggle in their lives." (Ajl, 30 December 2024, 8.12pm)

RUCAS' innovative move of using non-professional models reinforces the message of social equality carried in this campaign. By elevating a figure that is often overlooked by the fashion industry. RUCAS challenges the standard that a fashion model must have popularity, now RUCAS provides space for a non-professional model to give a meaning about diversity to respect each other more. This campaign is in line with the findings of (Aileen. Jesslin, 2024) that it is not only successful from a visual aspect, but also in conveying deep human values, creating an emotional experience that inspires the audience. Supporting informant one emphasized:

"This campaign not only impressed me visually, but also changed my perspective on people who are often underestimated by society." (Reynaldi, 17 December 2025, 15.43pm)

The success of this campaign in building a strong emotional attachment with the audience also strengthened RUCAS' image as a socially conscious brand. With a sincere and authentic approach, this campaign not only attracts attention, but also evokes empathy and increases people's trust and loyalty to the brand. (Putri et al., 2024) Informant two also added:

"The positive reactions from the audience, such as many comments and shares, show that this campaign is not only visually successful, but also able to evoke feelings of empathy and appreciation for others." (Abidin, 29 December 2024, 12.10pm)

Through this campaign, RUCAS not only promoted their products but also delivered a profound message. This campaign builds long-term loyalty with audiences who feel emotionally connected and appreciated, making RUCAS not only an innovative fashion brand, but also a pioneer in creating social narratives that inspire change. The use of non-professional models such as scrap collectors and disabled painters strengthens RUCAS' image as a brand that cares about social issues and is committed to creating positive change.

### **Social Context**

The campaign initiated by RUCAS raises a social context that is very relevant to the current state of society, where there are stereotypes and stigmas against certain groups, such as scrap collectors and individuals with disabilities. In a society that often underestimates these groups, the RUCAS campaign plays an important role in building awareness and changing public perception.

Utilizing social media, especially TikTok, is an effective strategy in reaching a wider audience. TikTok allows the delivery of messages in a direct and interactive manner, thus creating a greater impact because the audience can be actively involved. As expressed by the key informant:

"For me, the RUCAS Campaign is not just a promotion, but also an effort to change the way society views marginalized groups. People who collect scraps are often associated with poverty and deemed unfit for the modern industry, while painters with disabilities are often discriminated against and receive less recognition for their work. By featuring them as models, the campaign challenges long-held social stigmas and shows that every individual, regardless of their background or limitations, has value and deserves to be

appreciated. It opens up the awareness that diversity is not something to be avoided, but instead needs to be accepted and supported.” (Ajil, December 30, 2024, 18.12pm).

The interactions that took place through TikTok not only extended the reach of the campaign, but also created a participatory space for audiences to shape social discourse. With the commenting and sharing features, audiences can express their views directly, while supporting the dissemination of campaign messages to a wider audience. This is in line with the concept of digital communication, which allows audiences to act as prosumers, that is, consumers who also participate in the production and distribution of content (Wibowo & Nurjanah, 2021). According to informant three:

”Through the TikTok platform, audiences are not only passive viewers, but can also voice their opinions and actively participate in spreading social awareness. This involvement is what makes the RUCAS campaign have a wider impact.” (Imam, December 18, 2024, 15.26pm).

This campaign strategy also reflects an empathetic approach that seeks to challenge social norms regarding the stigmatization of marginalized groups. A scrap collector and a disabled painter often experience social exclusion, both in economic and cultural spaces. By presenting them as part of the creative industry, this campaign provides a representation that shows that every individual has the potential to be valued in society. (Dwi et al., 2024). Informant four also added:

”This campaign contributes to building social awareness and changing the way society views groups that have been negatively stereotyped. Initiatives like this are important in the effort to change the way society views groups that experience negative stereotypes.” (Aliifah, December 18, 2024, 16.00pm)

Thus, the RUCAS campaign is not just a marketing strategy, but also a form of social empowerment. The use of social media proves that the creative industry can drive change, raise collective awareness, support inclusivity, and remove stigmas that still exist in society.

### **Symbol**

Models as symbols, the non-professional models chosen by RUCAS are not just faces or bodies on display. They are symbols representing marginalized groups. Each model has a unique story that represents struggle, strength, and hope. As a symbol of representation, the RUCAS campaign not only has an impact on changing people's perceptions, but can also encourage real action. This campaign can inspire others to care more and help marginalized groups, or even encourage other companies to follow RUCAS' footsteps in creating campaigns that carry the value of social equality.

This approach is in line with the findings of (Ilham et al., 2022) which state that the media often only report on marginalized groups when conflicts or ceremonial events occur, thus providing less space for them to voice their interests. In the context of the RUCAS campaign, social media becomes a tool that allows for the reinterpretation of the identity of a scrap collector and an artist with a disability, from being considered as a limited group to an individual who has value and contribution in the creative industry. According to the key informant :

"This campaign is not just about products, but also how we see and treat our fellow human beings. When a scrap collector and a disabled painter are given space in the creative industry, it's not just about giving them a chance, but also changing the way society views them. They are not just 'victims' of circumstances, but individuals with potential and creativity that can inspire many people. RUCAS' courage to showcase them in public spaces is a big step in creating an environment that pays attention to aspects of justice and equality." (Ajil, December 30, 2024, at 18.12pm)

The impact of this campaign is not only felt by the participants, but also by the audience who are directly or indirectly involved. As stated by informant two:

"Through social media, especially TikTok, audiences not only watched the campaign, but also participated in spreading the message of diversity. This proves that social media can be an effective tool in building collective awareness and changing the way the public perceives marginalized groups." (Abidin, December 29, 2024, 13.10pm)

This perspective is also supported by the fact that the representation of marginalized groups in the media is still very limited, making them even more excluded from the economic, social, cultural and political systems. By providing space for them to appear, campaigns such as the one conducted by RUCAS play a role in changing the way society perceives these groups. And according to informant three as well:

"This campaign provides a space for individuals who have been underestimated to showcase their abilities. Their presence in this campaign proves that every individual, regardless of their background or physical condition, has the opportunity to be recognized and appreciated. This is a progressive step that can change the way society is perceived more broadly." (Iman, December 18, 2024, 3:26 pm).

Overall, this campaign proves that the creative industry has an important role in driving social change. By utilizing social media as a means of spreading diversity messages, the RUCAS campaign has succeeded in creating a wider impact in building public awareness, as well as breaking down the stigma that is still attached to marginalized groups.

### **Trend and Uniqueness in the RUCAS Campaign**

RUCAS, as a brand that is active in social campaigns, took a unique approach by involving non-professional models, such as scrap collectors and disabled painters. This campaign is unique because the model selection is different from other brands that generally use professional models. RUCAS comes up with a campaign that emphasizes social values by highlighting the opinions of key informants and other supporting informants.

The RUCAS campaign brings change to the marketing industry by highlighting groups that have been lacking space in the mainstream media. In the fashion and creative industries, scrap collectors and disabled painters are often not considered as part of the commonly promoted standards of popularity or professionalism. However, through a more inclusive approach, RUCAS gives them a chance to be featured and show that they have value in the industry. A key informant explained that:

“Campaigns like this show a trend shift from visual-based marketing towards marketing that is more meaningful and has social value. In today's creative industry, community engagement and authentic narratives are key factors in attracting audience attention. RUCAS not only promotes products, but also conveys a strong social message, which encourages audiences to see the beauty in diversity and appreciate all individuals, regardless of their background or limitations.” (Ajil, December 30, 2024, 18.12pm).

In addition, the presence of individuals from marginalized groups in this campaign also impacts them psychologically and socially. Those who previously rarely get the spotlight in the public sphere now have the opportunity to show their potential. Informant one added:

“Through this approach, groups that have rarely received the spotlight can be more appreciated and accepted by the wider community. Not many brands dare to take such a step, as often times the fashion and marketing industry is still stuck on limited aesthetic standards. However, RUCAS proves that inclusivity in marketing can create a far-reaching impact, not only in raising social awareness but also in building a deeper connection with the audience.” (Reynaldi, December 17, 2024, 15.43pm).

The main uniqueness of the RUCAS campaign lies in its ability to build a strong narrative and change the audience's perception of groups that are often marginalized. Their representation in the media serves as the first step in reducing the stigma attached to them, while also encouraging broader social acceptance. This aligns with the research by Sriharyani (2024), which explains that the representation of marginalized groups in the media plays an important role in shaping social identity and enhancing public acceptance of diversity.

In addition to social impact, this campaign also has a positive impact on the brand. Empathy and inclusivity-based marketing strategies can increase consumer loyalty and strengthen the emotional connection between brands and audiences. (Nikita, 2024) asserts that brands that feature social values in their campaigns tend to have a stronger emotional attachment with consumers, which ultimately impacts long-term loyalty.

### **Subjective Response to Non-Professional Model by RUCAS**

The campaign conducted by RUCAS involving a scrap collector and a disabled painter successfully attracted the attention of the public and generated a huge positive reaction. This approach is considered an innovation in modern marketing strategy, which not only emphasizes aesthetics, but also emphasizes the value of diversity and empathy. By providing a space for marginalized groups to participate and be appreciated, the campaign succeeded in shaping a more humanist image for RUCAS. According to the key informant:

"By involving individuals from marginalized groups, the campaign is not only visually appealing, but also creates a strong emotional impact and creates a deeper connection between the brand and its audience.” (Ajil, December 30, 2024, 6:12 pm).

This campaign provides a new perspective in the marketing industry by featuring individuals from groups that rarely get the spotlight. This representation not only increases their visibility in the public sphere, but also contributes to building a more equitable understanding in society. By presenting a scrap collector and a disabled artist as part of the campaign, RUCAS

shows that marketing is not only aesthetically oriented, but also has a role in shaping broader social perceptions. Informant one added that:

"The inclusion of models from the backgrounds of scrap collectors and disabled painters is a real effort to build social awareness in the community. It creates a space for them to appear and be recognized for their existence and contribution. In addition, wider representation like this can help reduce the stigma that has been attached, so that people can see them as individuals who have potential and roles in social life and the creative industry." (Reynaldi, December 17, 2024, 15.43pm).

The campaign conducted by RUCAS is in line with research (Wahyudiatno, 2021), which found that the representation of marginalized groups in the media has a significant impact in building social awareness and reducing stigma. Furthermore, research conducted by Prasetyo (2019) confirms that marketing that prioritizes social values and empathy can create a stronger emotional connection with the audience, which ultimately increases brand loyalty.

Overall, the RUCAS campaign involving a scrap collector and a disabled painter is an example of a more humanist and social value-oriented marketing strategy. Despite challenges in implementation, the positive response received shows that the public is increasingly open to the concept of empathy and diversity-based marketing. With an ethical approach and clear sustainability, this kind of marketing model has the potential to become a new standard in building stronger relationships between brands and audiences, while creating real social impact for the groups involved.

## CONCLUSION

In this research, RUCAS uses social media in marketing products, with TikTok being one of the social media platforms utilized by RUCAS to create brand awareness. By leveraging TikTok, RUCAS succeeded in building brand awareness through an innovative and empathy-based campaign. Involving non-professional models, such as a scrap collector and a disabled painter, the campaign not only attracted public attention but also delivered a strong message of diversity and empowerment. Informants, including the key informant, a social media founder, agreed with the message of social equality conveyed, showing the success of the campaign in building awareness. RUCAS' emotional approach was able to touch the audience, create a strong bond, and change the social stigma toward marginalized groups. The campaign proved that marketing can be a tool to raise social awareness and empower marginalized groups. It succeeded in building a strong emotional connection, encouraging the audience to appreciate the diversity and potential of each individual.

The research findings indicate that the RUCAS campaign was not only successful in attracting attention but also in changing public perceptions of groups that are often marginalized. The use of the TikTok platform as the main medium for the campaign and empowerment reached a wider and more diverse audience. Informants generally agreed and were inspired by the social equality message conveyed. The emotional engagement of the audience is evident from the five informants who were interviewed. The transformation of a scrap collector and collaboration with a disabled painter was not only a marketing strategy but also a real representation of diversity.

Overall, this research concludes that the RUCAS campaign with a non-professional model approach is an example of marketing innovation that prioritizes human values. The positive response from the public and the resulting social impact show that this kind of campaign has the potential to become a new standard in the marketing world. This approach succeeded in building a strong emotional connection, encouraging the audience to appreciate the diversity and potential of each individual.

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