Communication Strategy Model Typical Endorser Central Government Bank on Instagram During Pandemic

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Abstract. The purpose of this study was to determine the information dissemination strategy carried out by Central Government Bank by the role of Typical Person Endorser on Instagram. This study uses a descriptive qualitative approach. The data collection uses observations and interviews with the manager of the communication department of Central Government Bank along with the 3 best Sobat Digital participants who gain highest engagement rate and most content posted related Central Government Bank’s policy. From the results was found that the strategy for using Typical Person Endorser by Central Government Bank to information disseminating about the company and product consisted of Planning covering the selection process and making monthly communication themes, Implementation including training and content creation and publishing, and Evaluation covering social media monitoring and Appreciation in form of good such as work facilities. One of the examples of policy dissemination is digital payment policy during pandemic. In this study, it was also found that the typical person endorser can be used as brand advocacy to disseminate information to break the chain of the COVID-19 virus in the pandemic in direct purchase.

1. Introduction

Most banks in Indonesia have official social media account to introducing their products and companies to the public, especially Instagram. Based on observation on November 1, 2021, several banks in Indonesia have started to dominate Instagram with thousands of followers. While Central Government Bank occupies the first position with 648,774 followers. Followed by other banks such as BNI (@bni46) in second position with 447,091 followers, Mandiri (@bankmandiri) in third with 391,955 followers. Based the number of followers, Central Government Bank leads in the first position.

The Central Government Bank has been using social media official account as a medium of policy communication channels including infographics, websites to explain limited understanding economic language among the public. Company has prepared communication strategy that utilizes typical person endorser is employee to promote the company or a product to the public. To understanding information of banking field that use employee own language in their personal account. Based in previous research was found that respondents more trust with influencers than celebrities (Clow and Baack 2018); (Schouten et al. 2020).

Generally, companies use third parties to convey information and promote their latest products on social media such as Facebook, Instagram, Twitter, and YouTube to their followers. These third parties are influencers, and endorsers are professionals and are paid to create content regularly with latest information. Their role is very important to achieve the reputation and business goals of the company (Lim et al. 2017).

However, the use of social media influencers is considered inappropriate if used for the banking sector, especially for central government banks, this is because internal employees are considered to have more product knowledge than outsiders, and the use of internal employees because internal employees are considered to have knowledge of the Banking Industry and understand banking language, so that the content created can be understood by public.

The phenomenon of using Typical Person Endorser on social media will certainly be more interesting to study. Research question for this research is (1) What is the reason for Central Government Bank to use Typical Person Endorser in disseminating its information; (2) What is the role of Central Government Bank’s Typical Person Endorser in the information dissemination process on Instagram; (3) What are Central Government Bank’s Typical Person Endorser activities in the process of disseminating information on Instagram; (4) How typical person endorsers create persuasive content to build Central Government Bank

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advocacy. This research is also expected to be a model for companies and other businesspeople in using Typical person endorsers

1.1 Objectives
This study aims to describe information dissemination strategy carried out by Central Government Bank by the role of Typical Person Endorser on Instagram.

2. Literature Review

2.1 Typical person endorser Activity in Disseminating information on Instagram
Types of endorsers in marketing or spokesperson include celebrity spokespersons, CEO spokespersons, experts, and typical persons. Typical person endorser defined as actual ordinary people and a paid actor who resemble ordinary people. Characteristics effective spokesperson is combination of attractiveness, similarity, likability, trustworthiness, and expertise, which in turn affects the recipient’s acceptance of the speaker and message because people trust credible sources (Clow and Baack 2018). When a brand has a high level of public trust, consumer interest in the company's information will also increase. Companies need to train spokesperson to counterattack issue in social media (Quesenberry 2019). The Role of typical person endorser is match to the product endorsement. The endorser effects are contingent on the “fit,” or endorser–product congruence e.g., expertise/image endorsers are more engage with video content and would like to interact more with the content although it contains advertorial message (Tikno 2017); (4) Appreciation defined as acknowledging the value and meaning of something in event or program, a person, a behavior, an object. Appreciation has been argued to be a key factor in forging and maintaining social bonds (Fagley 2018).

Dissemination of information with the aim of informing or at least with the information the communicant can change attitudes. There are several conditions needed for effective information dissemination, including: (1) The message conveyed must be concise and clear, so that it is easy to understand. Dissemination of messages must be structured as clearly as possible so that it is easily understood by others, considering that everyone has a different understanding and grasping power; (2) The use of symbols must be understood by those who are the target, meaning that if using language, use language that can be understood; (3) The message that is disseminated should be able to generate interest, attention, and desire in the recipient of the message to do something; (4) The message that is distributed should be able to solve the problem (Kusumajanti et al. 2018).

Based on previous research, consumers tend to shop more often on Instagram, after interacting with brands' posts and their level of engagement with brands is far higher on this platform compared to Facebook or Twitter. This is widely used by companies or businesses to introduce their products to the public (Vinerean and Opreana 2019). Strategy of using Instagram as a marketing medium according to Zimmerman which include (1) Sharing stories about the company's activities and highlighting the company's core beliefs to followers; (2) Using “hashtags” or to integrate and find consumers who have similarities with the company or product so as to facilitate the marketing process; (3) Implementing Call to Action for each post to attract consumers’ interest; (4) Using the Tag or mention feature to signify other users and spread the message to a wider audience; (5) Conduct endorsements to increase brand awareness, this can be done by using support from other people to reach target consumers. (6) Paid promotion is a form of paid promotion on social media to increase the company's popularity and strengthen relationships with consumers (Agnes 2016).

According to Moritz good content on Instagram includes several things: (1) Original, where the images used are not from other companies; (2) Relevant and updated, Relevant content is content that uses appropriate captions or text and images, while up-to-date content is the latest content; (3) Simple, good content must be able to quickly capture the attention of the audience both through images and writing; (4) Contains call to action, this has a relationship with marketing, where content plays a role in attracting visitors to the promotion being carried out (Agnes 2016).

2.2 Outline Brand Advocate
Brand Advocates or Brand Supporters are also known as “Customer Supporters,” “WOM Champions,” “Customer
activities onto a timeline, usually 12 months divided into
advocates? How and where will they access these tools
addresses how it plans to do this: (d) T = Technology.
to energize 5,000 Advocates, the company strategy
achieve the goals. For example, if the company’s goal is
Strategy. The advocacy strategy describes how to
objectives must be clear and measurable; (c) S =
are general intentions, precise goals. Advocacy
program or campaign; (b) O = Objectives. While goals
Increase advocacy for product categories or
experiences, not specific brands, products, or services;
(d) Combating negative word of mouth or strengthening
positive word of mouth for a new product or service;
when launching a new flagship product, the company
needs to increase awareness and create positive word of
mouth for this new product.
(2) Advocacy Goals. Here are some examples of
advocacy goals: (a) Increase advocacy for a company,
brand, product, or service, including a new flagship
product or service; (b) Increase advocacy for a particular
company, brand, or product or service among specific
market segments or in specific geographic areas; (c)
Increase advocacy for product categories or
down or reputation; (b) Not amplifying positive word of mouth: a situation
has many advocates but does not utilize them to
reinforce positive word of mouth and help sales; (c)
Need to get more word-of-mouth referrals: a situation
where a company can get about 50 percent of the
business from word-of-mouth referrals, but doesn’t fully
leverage advocates to get more referrals; (d) Create
positive word of mouth for a new product or service:
which was invented to assist the advocacy planning process which
doesn’t fully leverage advocates to get more referrals; (d) Create
positive word of mouth for a new product or service:
when launching a new flagship product, the company
needs to increase awareness and create positive word of
mouth for this new product.
(3) Advocacy Action Plan. This advocacy planning
section provides more detailed information regarding
the advocacy program. The acronym POST which was
invented to assist the advocacy planning process which
includes: (a) P = People. Who is your ideal Advocate? Which leads would they like to recommend? Getting a
clear picture of this is essential for an effective advocacy
program or campaign; (b) O = Objectives. While goals
are general intentions, precise goals. Advocacy
objectives must be clear and measurable; (c) S =
Strategy. The advocacy strategy describes how to
achieve the goals. For example, if the company’s goal is
to energize 5,000 Advocates, the company strategy
addresses how it plans to do this: (d) T = Technology. What advocacy applications or tools will be provided to
Advocates? How and where will they access these tools
(Fuggetta, 2012)
(4) Advocacy Calendar. The last element of the
advocacy plan is a calendar that maps the advocate’s
activities onto a timeline, usually 12 months divided into
quarters.

3. Methods
This research is descriptive research with a qualitative
approach. According to qualitative methods discuss
research samples, collection, and data recording
procedures, then discuss data analysis and methods used
to present data, interpret, validate, and show potential
research results. This research design uses a case study
that focuses on Sobat Digital content related to payment
system policies in the form of a campaign to use the
Indonesian Standard QR Code (QRIS) with a target of
12 million merchants in 2021 (Cresswell 2018)

4. Data Collection
Two types of data were collected in this study, namely;
(1) Primary data obtained through semi-structured interviews with research subjects, namely Key
Informants as the Manager of the Communication
Department of Central Government Bank and employee
representatives who succeeded in becoming the best
representatives in the Sobat Digital program such as
TAP informants who are employees of the Central
Government Bank Representative Office in Riau Province, IMY informants who are Central Government
Bank Representative Offices in Lampung Province, and
BAT informants who are employees of the Information
System Management Department of Central
Government Bank.
Selection of informants using purposive sampling or
intentionally by fulfilling predetermined criteria for
informants. Namely knowing Sobat Digital program,
using Instagram, and being directly involved in the
Sobat Digital program. Non-participant observations
were also carried out at the Communications
Department of Central Government Bank.
Meanwhile, secondary data is collected through
documentation of supporting documents such as Sobat
Digital impressions, introduction material for Sobat
Digital, memorandums, and others. The data validity
technique uses source triangulation. Meanwhile, the
data analysis technique uses the interactive model
proposed by Miles & Huberman namely (1) Data
collection, (2) Data Condensation, (3) Data
Presentation, and (4) Conclusion Drawing/Verification
(Miles et al. 2014).

5. Results and Discussion
5.1 Digital Payment Program
Sobat Digital Program is central bank communication
strategy to disseminating digital payment policy that
using QR Indonesian Standard (QRIS) run from January
2021 with various timelines for work and distribution of
themes until an annual evaluation and appreciation is
held at the end of the year. In the future, the Sobat
Digital Program is expected to support Central
Government Bank’s Omni-channel communication, for
the sake of policy effectiveness and a good image of the
institution in the eyes of the public. The statement
Manager of the Communications Department who is
responsible in the Sobat Digital program.

“Sobat Digital in charge of the Internal Relations, and Publication Team. We see that something of the strength of Central
Government Bank lies in its employees. There are quite several BI employees around 5000-6000 why don't we use these employees to convey our policies to the public who may not
be reached by BI's social media. If we use their hands, the employees will reach their relatives, they are their friends” (NA Key Informant, on January 7, 2022)

Central Government Bank realizes the potential of its employees on social media to reach a wider audience through persuasive communication of its policies on social media which is delivered in a language that is easier to understand. This is also done because employees' social media are considered to have diverse demographics to reach audiences that may not be reached by the Central Government Bank official channels. In addition, the use of employee social media is also used to address certain negative issues related to central government bank (cyber army) which can be clarified.

The Objective of Sobat Digital Program is (1) Supporting the communication of BI Public policies and activities; (2) The vanguard in providing literacy and education to the public. Literacy and publications are activities; (2) The vanguard in providing literacy and education to the public. Literacy and publications are activities; (2) The vanguard in providing literacy and education to the public. Literacy and publications are activities; (2) The vanguard in providing literacy and education to the public. Literacy and publications are activities; (2) The vanguard in providing literacy and education to the public. Literacy and publications are activities; (2) The vanguard in providing literacy and education to the public. Literacy and publications are activities.

The distribution of content by Sobat Digital on Instagram is integrated using the tag and hashtag features. where the keyword used is #sobatdigitalbi. In the implementation of monitoring, one of the indicators to make monitoring easier is the use of hashtags and tags on the @sobatdigitalbi account.

(b). Endorser Training and Development In addition to the distribution of targeted content based on the monthly communication theme, at the implementation stage there is also endorser training and development.

(3) Cyber Army, in addition to supporting and communicating Central Government Bank policies, Sobat Digital also acts as the Cyber Army to suppress certain issues related to Central Government Bank or straighten out news circulating in the community and must be confirmed immediately.

Based on the results of observations, documentation, and interviews with Key Informants NA, it was found that the strategies used in Sobat Digital include:

(1) Planning, the activities of making monthly communication themes are based on the results of the board of governors meeting and the selection process are carried out through various channels, including sending memorandums to each work unit to send potential representatives from their working unit; open recruitment; and targeted people.

(2) Implementation, based on the results of observations and interviews, at the implementation stage there are activities for distributing Sobat Digital content and endorser training and development. (a) Content Deployment. The distribution of content by Sobat Digital on Instagram is integrated using the tag and hashtag features. where the keyword used is #sobatdigitalbi. In the implementation of monitoring, one of the indicators to make monitoring easier is the use of hashtags and tags on the @sobatdigitalbi account.

(b) Endorser Training and Development In addition to the distribution of targeted content based on the monthly communication theme, at the implementation stage there is also endorser training and development. (c) Evaluation: Social media monitoring by the Communications Department monitored the number of active endorsers, the number of posts that match the monthly communication theme, and the number of engagements rate.

Bank Indonesia policy on the use of typical person endorser refers to created social media contents about Central Bank Policy including macroprudential, monetary, payment system, international cooperation. Based on observation, the role of Sobat digital is

(1) Support Central Government Bank policy. Every month, Central Government Bank through the Ministry of Communications will issue a monthly communication theme which is decided at the Board of Governors' Meeting. This theme will be a reference for endorsers in creating content related to Central Government Bank policies. These themes are adapted to the handling conditions of the issues that occur.

(2) Socialization & Education Sobat Digital also has a role to help compile social media content that is light and easy for the public to digest. This is intended to provide literacy, education, and persuasion to the audience regarding Central Government Bank policies.

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According to Moritz good content on Instagram includes several things: (1) Original, where the images used are not from other companies, based on the results of the study, it was found that there were still some Digital Sobat content that only reposted the posts of the official Bank Indonesia account on Instagram, however, in the captions the endorsers explained it again in a language that was easier to understand; (2) Relevant and updated, Relevant content is content that uses appropriate captions or text and images, while up-to-date content is the latest content, based on observations with key informants NA, so far the content posted by Digital Friends is appropriate and up-to-date with the monthly communication theme; (3) Simple, good content must be able to quickly capture the attention of the audience both through images and writing based on the results of monitoring, observation, and interviews, the three informants said that they preferred the use of simple captions because they were considered easier to understand; (4) Contains call to action, this has a relationship with marketing, where content plays a role in attracting visitors to the promotion being carried out.

Based on the results of observations and interviews with the three Sobat Digital member informants, it was found that the three most frequently used call to action in the #QRIS12JutaMerchant campaign content. Meanwhile, the use of call to action used by the three
informants is different because all three have their own personal branding for their Instagram accounts.

BAT informants, for example, in interview sessions, BAT informants explained that their personal branding accounts usually contain fun facts or tips and tricks, while TAP informants usually package content related to QRIS with humor inserted, and IMY informants link their work visits to MSMEs with campaign-related posts. #QRIS12JutaMerchant as previously explained in the research results section.

Based on research results, the content created by typical person endorsers is appropriate, this is evidenced by the high engagement rate. This means that the use of typical person endorsers in creating content on Instagram is considered effective.

Engagement Rate is in the low category if the figure shows less than 1%, while for the medium category it is at 1% -3.5%, for the high category it is at 3.5% - 6%, if engagement at a rate of more than 6% then falls into the very high category. Based on the engagement level categorization and Sobat Digital’s engagement rate table for the period August-September and October-November, it can be said that Sobat Digital’s engagement rate is in the very high category (Soraya 2021).

Social media monitoring is manually by the monitoring team using periodic reports in Microsoft Office. According to key informant in the future the Communications Department is preparing a special team that collaborates with vendors in making analytical tools to simplify the monitoring process. Evaluation process impact in every stage in this program [16] Engagement Rate is the proportion of actions taken by social media users to display ads/content with the number of times the ad/content is displayed (Tikno 2017).

The three Sobat Digital informants have a high number of engagements in various types of content, for example, based on the monitoring results, TAP informants achieve the highest engagement on humorous content, while IMY informants get the highest engagement on promotion and daily content types, apart from the two According to the informant, BAT informants also get the highest engagement for tutorial and tip & trick content types according to the branding of the content. Humor Content is everything that makes someone and closely related to life community. The existence of humor in society is not only used to make people laugh, but also can be used to release a tension (Puri 2019). A tutorial content was only used to make people laugh, but also can be used to release a tension (Puri 2019). A tutorial content was only used to make people laugh, but also can be used to release a tension (Puri 2019).

Appreciation: According to Key informant appreciation is given every 2 months during endorser training and development to highest number of engagement rates and the highest number of posts. At the end of the year for, appreciation also given for those endorsers in big scale. The appreciation given is usually in non-financial forms such as goods or work facilities that encourage the endorser’s performance, as well as congratulations from high-ranking Central Government Bank officials such as Members of the Board of Governors and Leaders of Work Units. This Employee award gives a good reputation to the company. The dimension of Employee Branding is positively correlated with Job Engagement. When employees feel comfortable and creative support from the workplace, employee trust and satisfaction will experience growth and progress and make employees want to be involved in work that involves the company (Agnes, 2016).

5.2 Use of Typical Person Endorser as BI Advocacy Brand

A typical person endorser is closely related to building an advocacy brand for Central Government Bank Referring to the definition and outline of brand advocacy put forward including:

(1) Advocacy Situation. Based on several types of advocacy situations described by Fuggeta, the advocacy situation that fits the Sobat Digital program is Create positive word of mouth for a new product or service This is evidenced by postings and news related to the #QRIS12JutaMerchant campaign, the Typical Person Endorser of Central Government Bank plays a role in creating an image on the use of QRIS as a digital payment system.

(2) Advocacy Goals. Based on the observation, the purpose of using Typical Person Endorser as in the Sobat Digital program already represents the five elements of the objectives stated by Fuggeta, this is also evidenced by the purpose of Sobat Digital as persuasive communication, for example in promotional content. Digital Payment QRIS and as a Cyber Army to reduce issues related to Central Government Bank on social media.

(3) Plan. The four planning elements are in this Sobat Digital program, the "People" involved are Sobat Digital and their audience on Instagram, while the goal is for persuasion communication & cyber army as previously explained. The strategies started with made event calendar, made engagement rate criteria, and using the technology to conduct virtual meeting, selection process, compiling communication themes, monitoring content, making social media monitoring reports, training, and evaluations.

(4) Calendar. For Sobat Digital, they divide their advocacy calendar into 2 semesters starting in January and ending in December, where in those 12 months there are endorser training activities and endorser appreciation every 2 months.

The findings from this study show that internal employees (typical person endorsers) in the banking industry can create popular content about banking that can be understood by the public. Based on the result and discussion, was found a model of communication strategy that can be used by companies or other business actors in building brand advocacy through Typical Person Endorser as follows:
Table 1. Strategy Model for Brand Advocacy

<table>
<thead>
<tr>
<th>Activity</th>
<th>Persuasive Content Spread</th>
<th>Socialization and Education</th>
<th>Build a Cyber Army</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Planning – Selection Process &amp; Setting Monthly Themes</td>
<td>1. Originality/Original</td>
<td>1. Provide socialization and education related to the company, products, activities on social media through</td>
<td>which acts as a counterattack to</td>
</tr>
<tr>
<td>2. Implementation – Content Distribution &amp; Endorser Training</td>
<td>2. Relevant &amp; up to date</td>
<td>varieties of content such as humor, promotions, tutorial, etc.</td>
<td>negative news by providing positive</td>
</tr>
<tr>
<td>3. Evaluation – Social Media Monitoring</td>
<td>3. Contains Call to Action</td>
<td></td>
<td>news or spreading achievements and</td>
</tr>
</tbody>
</table>

Source: Research Results (2022)

6. Conclusion

Typical Person Endorsers play a role in the information dissemination process of Central Government Bank as policy support through dissemination and education of persuasive content related to Central Government Bank policies which are processed using their own language style. In addition, the Typical Person Endorser also acts as the cyber army which can reduce issues related to Central Government Bank as well as to help lead public opinion in the direction desired by the institution.

The strategies in Sobat Digital program include (1) The selection process and the preparation of communication themes; (2) Distributing content and training endorsers; (3) Social media monitoring; and (4) Appreciation for endorsers who have the highest engagement rate and most posts. For create public opinion, divided their posts into 2 types, namely, (1) Reposting from Central Government Bank social media accounts; and (2) Self-made posts usually contain a work visit report containing a persuasive message regarding BI policies in it. Informant usually have discussions with friends, search ideas, make notes and Instagram content. Recommendations for further research that can compare the use of typical person endorsers with celebrity endorsers with different methods. Recommendations for central government banks, it is better for digital monitoring process. Recommendations in creating popular social media content for the banking industry, one of which can also focus on existing trends, follow the latest news, explore a hot issue or problem, discuss, and apply it to communication themes that have been previously arranged to socialize banking policies or products to the public.

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