OE-6 Building a Personal Brand on Social Media from Experiential Marketing Perspective - A Case Study on Indonesia's Fashion Instagrammers

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Abstract

Instagram enhances online presence and identity, and allows more effective interaction not only for personal reasons, but also for business purposes. Experiential marketing is a new marketing concept that focusing on creative and innovative ways to appeal customers' senses, feelings, intellect, curiousity and self image rather than to rational, utilitarian notions of value. This paper aims to study about how the certain personality could build up their personal brand with Instagram as their main media from the experiential marketing view with the Analytical Hierarchy Process. Instagram fashion personal brands in Indonesia were the main source of the data collection. By the research, Sense factor is the most important strategic experiential module factor as in its relation with notable visual strength of Instagram. To be able to apply the Sense as a strategic experiential module, the consideration about tactical and practical factors are required. The 5 most important tactical factor is the Visual Elements factor, in which is about producing vivid content, Personality, a factor in terms of showing one true self, Relationship factor related to things about managing and maintaining relationships between stakeholders on Instagram environment, Signature, the factor about showing their own brand DNA, and Verbal Elements, the factor about communication in form of words. For practical factors are Image, by the image processing results and image taking directions, Apparel, with clothing combinations, style and brands, Authenticity, by being one true self, Caption, with the wording on every posts, and Brand and Followers, as brand to create a link or connection. As the implications, the fashion personal brands as the influencers could apply the key to draw attention from the audiences and make an impact to fashion enterprises in Indonesia.

Keywords: Social Media, Instagram, Personal Brand, Fashion, User Engagement

1. INTRODUCTION

Instagram enhances online presence and identity, and allows more effective interaction not only for personal reasons, but also for business purposes (Abbott, Donaghey, Hare & Hopkins, 2013). Some opportunities are also come as being an Instagram celebrity based from the post contents. They come up with their personal brand, to attract people and gain impressions, and feasibly turns out to yield personal profits. The profits could come in several ways, such as (1) direct monetizing from the platform, (2) brand endorsements, and (3) appearances in several events. For the direct monetizing, the platform will be allowed to put some advertising inside or near the user's post/content and the revenue will be generated from the ads. As the certain user are believed has the ability to reach a number of audiences, some company / organization can utilize this to raise the awareness of their product by the brand endorsing marketing technique. As the user is an entertainer with a number of fans, the opportunity of being a celebrity is sure to happen.

Instagram celebrity more or less is identical to a personal brand with their own brand value to offer to the other users and convert them from the audiences to the follower. As a social media, there will be for certain a two ways conversation. The personal brand will communicate the value preposition and as a response, the audience will expect a certain demand to be realized by the personal brand.

This paper aims to study about how the certain personality could build up their personal brand with Instagram as their main media to engage with the other users. As the implications, one must aware of the key elements of fashion Instagrammers that could draw attention from the audiences and the impacts of the fashion Instagrammers as the market influencer for the small fashion enterprises in Indonesia.

1.2. RESEARCH QUESTIONS AND PURPOSE

The main research question for this research is

- What are the key success factors on building fashion personal brand to achieve experiential marketing on Instagram in Indonesia?

The general objective of the current study is to identify the key success factors on building fashion personal brand to achieve experiential marketing on Instagram in Indonesia. Particularly, this current study also has a sub-objective to review current

industry practices and researches in regards to building a fashion personal brand on Instagram.

The conclusion of this research can be used by the other Instagram users who planned to build their own personal brand in Fashion Industry by the key factors found. It is also possible not only for personal level, but also for the commercial brands in fashion industry to apply the same key techniques found. The author also hope that the key factors found also could educate the existed fashion Instagrammers to enhance their personal brand on Instagram.

2. LITERATURE REVIEW

2.1. PERSONAL BRANDING

A personal brand is an alter ego designed for the purpose of influencing how others perceive an individual and turns that perception into opportunity. It is about who they are, what they do and what makes them different or how they could create value for the target market (Montoya & Vandehey, 2009). Personal branding is not synonymous to marketing, self-promotion, and image, as a personal branding ''joins together what is most deeply real and compelling about ourselves with our definitive accomplishments to date in an effective strategy for professional fulfillment and success. Fashion blogger itself could be determined as a personal brand, as they have the same characteristics as a brand who wants to communicate with the customers. They have their own DNA as their power value and create differentiation by the fashion lifestyle they are portraying.

2.2. EXPERIENTIAL MARKETING AND EXPERIENTIAL VALUE

Experiential marketing is a new marketing concept that focusing on creative and innovative ways to appeal customers' senses, feelings, intellect, curiousity and self image rather than to rational, utilitarian notions of value (Schmitt, 1999). Schmitt (1999) contrasted traditional marketing's product oriented focus on functional features and benefits with experience marketing's customer-oriented focus on experiences (Schmitt, 1999). Schmitt argued that customers do not only engage in rational choice, but are just frequently driven by emotions. Nowadays, the customers want products, communications, marketing campaigns that dazzle the senses, touch their hearts, and stimulate their minds. They want products, communications and campaigns that they can relate to and that they can incorporate into their lifestyles.

They want products, communications and marketing campaigns to deliver an experience (Schmitt, 1999).

Schmitt (1999) also showed a strategic framework for managing experiences. The two most essential concepts of experiential marketing are strategic experiential modules (SEMs) and experience providers (ExPros). SEMs are strategic experiential modules that managers can use to create different types of customer experiences for their customers. It is includes sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviours and lifestyles (ACT), and social-identity experiences that result from relating to a reference group or culture (RELATE). Furthermore, there is an assumption that each SEM has its own objectives, as well as internal structure and principles. (Schmitt, 1999)

On the other hand, Schmitt (2010) stated that Experiential Value is one of the key concepts of Experiential Marketing. Value itself does not only reside in the object of consumption (products and services), and in seeking out and processing information about such objects, value also lies in the experience of consumption (Schmitt, 2010). Originates from Addis and Holbrook their research in Customer Experience, Gentile et al. (2007) created a distinction between two kinds of consumer value: utilitarian value (or functional value) and hedonic value (or experiential value).

2.3. SOCIAL NETWORKING SITES & INSTAGRAM

Creating and networking online has become an important means of managing one's social relations, identity and lifestyle (Livingstone, 2008). As mentioned before, social networking sites are good channels for communicating ones personal brand or expressing ones consumer identity. Promoting brands and other marketing activities through social media doesn't cost the firm so much then it is widely evaluated as the most convenient instrument to market products to the target segment. Social media allows anybody to become the producer of the contents and deliver it through interactive communication in the form of pyramid based on relationship is recognized as the most potentially powerful tool in business practice. Marketers are intensively using social media to realize their strategies in a lower cost (Kirtiş & Karahan, 2011).

Instagram is a social networking site where users can take photographs or record videos, manipulate them using different filters and frames, and share them with their followers, a photography community.

2.4. ANALYTICAL HIERARCHY PROCESS

To be able to define the key factors in this research, there are some measurements that have to be evaluated. The Analytic Hierarchy Process (AHP) is a theory of measurement through pairwise comparisons and relies on the judgements of experts to derive priority scales. Pairwise comparisons are used to determine the relative importance of each alternative in terms of each criterion. In this approach the interviewee as the information source has to express his opinion about the value of one single pairwise comparison at a time. Usually, the interviewee has use the importancy linguistic phrase. Some examples of such linguistic phrases are: "A is more important than B", or "A is of the same importance as B", or "A is a little more important than B", and so on. (Triantaphyllou & Mann, 1995)

2.5. SUMMARY AND DISCUSSIONS OF PREVIOUS LITERATURE

"A picture is worth a thousand words, and now a picture can speak to millions of people" said Eva Chen, the Instagram's head of fashion partnership (Kansara, 2016). Various fashion brands and personality utilize their Instagram in the way that match their brand value as the value proposition to the customers, and create the engagement that people feel for a brand to do the conversion from viewer to follower. As the matter of fact, a fashion personality on Instagram itself nowadays from a hobby turns out to be a career-dedicated.

It is interesting that such phenomenon happens at the same time with the stage of the experience economy, as stated by Pine and Gilmore on 1998 on the progression of economic value time over time. Now, many developed societies are entering the experience economy, where the highest-value economic offerings are experiences. In the experience economy, businesses stage memorable experiences for customers, whice are entertaining and/or educational in nature (Pine & Gilmore, 1998). At first, the study about experiential marketing focused more to the tourism and hospitality area, but now the study about experiential marketing is also growing fast on social media.

Various marketing strategy have already been applied by brands to achieve high engagement rate in their promotion. Together with the social media high usage rate at the present time, experiential marketing is able to be incorporated in the social media. Many of researches already speak about the use of experiential marketing in social media especially in online shopping behaviour. But for Instagram, as it is

considerably new in the market, not much study has researched in the such platform. Moreover, fashion industry thoroughly use Instagram to communicate with the consumer. Often found 'wars' on Instagram between brand as it is a battleground for customer engagement. Instagram is a perfect platform for fashion brands for innovative storytelling, as it high in visual so that brands have become savvier about how they leverage the app to impress and engage the followers. (Sherman, 2015). In this case the fashion brands term is not only closed to the 'organizational' brands but also in 'personal' brands level. As it is highly popular and important, not many researches covered about the fashion personal brands, especially in Instagram world.

3. RESEARCH METHOD

The research about marketing, consumer behavior, and phenomenon occurred in social media environment turns out to be the exciting area of studies. By contrast, such studies in social media that focused on the new and rapid growing platform, Instagram hasn't much exposed. Specifically, there is no research to date that investigates the strategies of building fashion personal brand in Instagram. Moreover, studies on Instagram are predominantly done in western context, therefore the question about how consumers in emerging markets perceive Instagram remains largely unanswered. (Sema, 2013a; Salomon, 2013). Indonesia, as the home of the largest social media users all around the world, turns out to be the suitable for target research. The users in Indonesia utilized Instagram in many ways not only as an entertainment platform, but also as a platform for marketing, business, and information sharing.

3.1. RESEARCH FRAMEWORK

This paper aimed to classify the factors of building a personal brand in fashion on Instagram as the social media platform. To be able to acquire Experiential Marketing, with the factors from SEMs, Fashion Personal Brand convert the brand value proposition to consumer perceived value. As the communication is two-way, with the users responds developed a value expectation from the customers back to the Fashion Instagrammer.
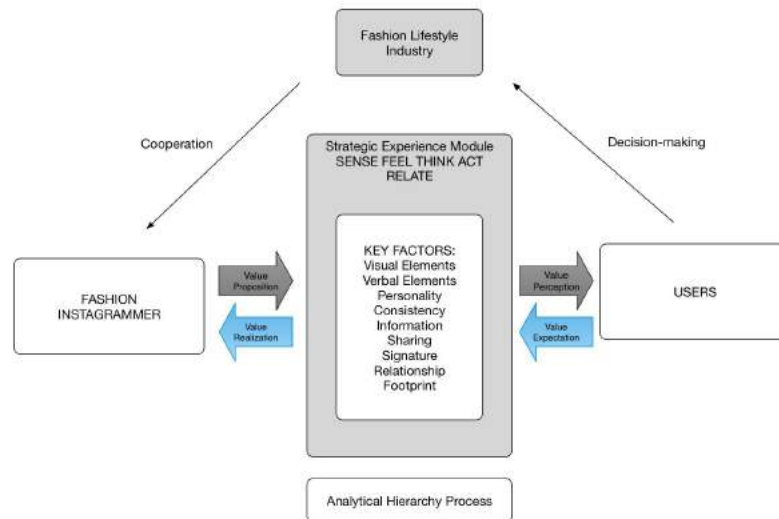
Figure 1. General Concept Framework

The value delivered is Experiential Value, as it is a key concept of Experiential Marketing. The Experiential Value are differentiated by two kinds, Hedonic Value and Utilitarian Value. Those two values are intepreted with more practical factors to give a clear instruction on building the brand.

Inspired by the Anthony's Triangle on Organizational Model, practical factors will work as an operational decisions, and Experiential Value is more to tactical whilst SEMs are the strategy (Ho, 2015). Figure 2 is the hierarchy of the practical factors, experiential value and experiential marketing.
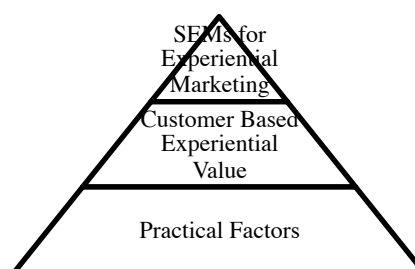

Figure 2. Practical Factors, Experiential Value and Experiential Marketing Hierarchy

3.2. RESEARCH SAMPLE

As the research methodology is by interviews with the experts on the personal Instagram brand in fashion industry using the Analytical Hierarchy Process to measure the factors by score. The experts taken as the research sample will be selected with the table above as the principal requirements. One of the fashion

Instagrammer, @abibayu, is set to be the benchmark to define the fashion Instagrammer criteria. But, as the fashion Instagrammer might be various in many requirements criteria, the requirement of endorsement experiences will be the most important criteria and the rest will follow. The suitable number for the experts taken as a research sample was 7 experts. Iconreel.com will be a support to help finding the suitable experts for research as it is works as the database of all influencers in all sectors on Social Media. ("IconReel - Indonesia's Largest Influencer Collective," n.d.)

Table 1. Research Sample

No.	Category	Requirements
1	Endorsement Cases	=> 4 cases / Month
2	Endorsement Fee	=> IDR 500.000 (+/- 1200NTD)
3	Joining Instagram Period	=> 2 Years
4	Instagram Insights Data	1. Number of Impressions =/> 30,000/week 2. Number of Reach => 3000/week 3. Number of Followers => 5,000 (weekly measurements are used according to Instagram Insights measurements)

Interviewees that matched with the criteria were required to fully understand the interview design which will be explained below and the three levels factors and how they linked to each other as it were previously explained in Chapter 2. All of the interviews were done in Surabaya, Indonesia.

Table 2. List of Interviewee

ID	Age	Number of Followers	Number of Impression Per Week	Number of Reach per Week	Endorsement Cases per Month	Endorsement Fee	Specializing Category	Other Social Media	Education Background
A1	20	11,300	60,238	16,054	6	IDR100,000	Fashion, Make Up, Foods	None	High School
A2	25	38,000	58,228	11,228	10	IDR500,000	Fashion, Visual Stylist	None	Interior Design
A3	24	17,300	-	-	7	IDR300,000	Fashion	Blog	Psychology
A3	23	5,705	42,708	5,864	4	IDR200,000	Make up	Youtube	Interior Design
A5	23	30,400	32,722	6,183	6	IDR300,000	Make up, Fashion	Blog	Visual Communication Design
A6	24	79,600	-	-	20	IDR175,000	Fashion	Youtube	Law
A7	19	7,332	86,416	9,889	15	IDR25,000	Fashion	None	Economics

3.3. DATA COLLECTION PROCEDURE

For the purposes of this research, in depth interviews were used. In depth interviews are personal and unstructured interviews, to be able to get participants' true emotions, feelings and opinion regarding the research question. The advantage of personal interviews is that they involve personal and direct contact between interviewers and interviewees, as well as eliminate non-response rates, but

interviewers need to have developed the necessary skills to successfully carry an interview (Saaty, 2008).

Moreover, unstructured interview offer flexibility in terms of the flow of the interview, and there is opportunity of expanding the conclusion generation that were not initially meant to be derived regarding a research subject. However, there is risk that the interview may deviate from the pre-specified research aims and objectives. The questions were divided into two sections, the first section is the validation of the correspondent's information. It has to matched with some of the sample requirements such as number of followers, number of following, average posting per week and cooperation cases with the industry. The second section was only about the questions related into the three levels of the key factors and also divided into 3 parts. The scoring step need to be completed and then asking for the reason behind the scoring for further reference.

3.4. DATA ANALYSIS METHOD

The data will be analyzed using the Analytical Hierarchy Process by Saaty (2008) with the comparison scoring system. The Analytic Hierarchy Process (AHP) is a theory of measurement through pairwise comparisons and relies on the judgements of experts to derive priority scales. (Saaty, 2008). The main advantage of AHP is that it helps in structuring the data collected by the pairwise comparison scores and delivers the results of the factors that need to be prioritized over one another. However, as the interview will have the questions structure already, it doesn't necessarily follow the guidance but to be more flexible in the interviewing flow to open the possibility of bigger generation of conclusion from the initial plan.

3.4.1. AHP ANALYSIS SCHEME

Total of 7 data scores then compiled and processed with the same steps. The data for the first level were compared to each other by AHP method to get the final score. For the second and third level, whereas only two factors were compared to each other, then the pairwise comparison was used. The final score of the second level, the tactical factor, were the multiplication result from the first level and the second level scores. Then, the final score of the third level, the practical factor, were the multiplication of all the scores from the first, second, and third level. Below are the calculation scheme.

4.1. BUILDING THE THREE LEVELS FACTORS BASED ON EXPERIENTIAL MARKETING STRATEGY

In the current experiential economy era, a lot of social media marketer has incorporated experiential marketing strategies to achieve high engagement rate. Many of the researches already speak about the use of experiential marketing in social media especially in online shopping behaviour. But on Instagram, which is considerably new in the market, not much study has researched in the such platform. As it is used by many of the fashion brands and fashion influencers, the reward of the successful Instagram marketing is the number of customer engagement, whom are the followers.
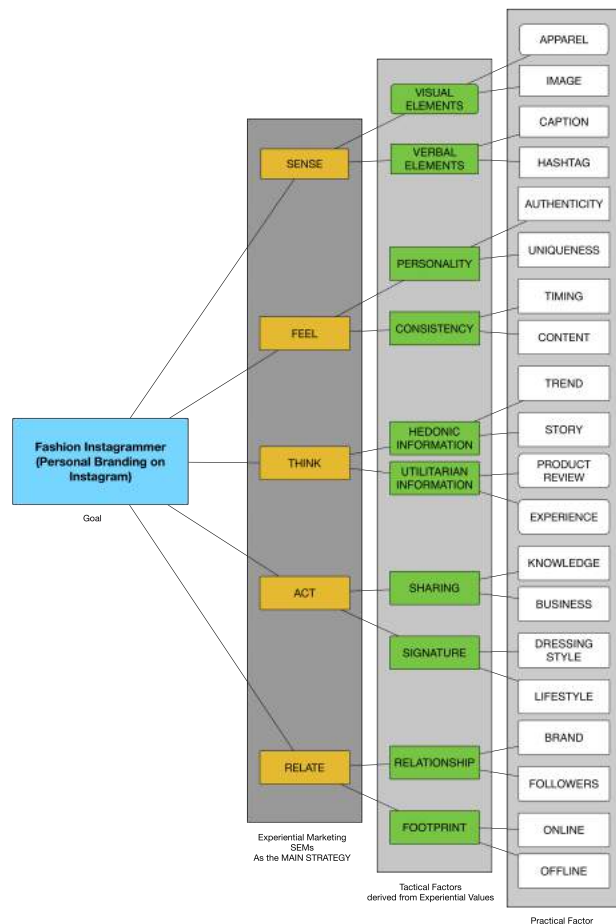

Figure 3. Three Level Experiential Marketing Factors

Correlated with the use of experiential marketing, it is interesting to know how the 5 Modules (Sense, Feel, Think, Act and Relate) in Strategic Experiential Modules in Experiential Marketing theory has the connection with the Instagram customer engagement. Furthermore, the 5 Modules above are considered as the main strategy,

the big picture of the factors within. To be able getting the precise factor that could influence the engagement, the Experiential Value that consists of Hedonic and Utilitarian factors will work as the tactical factors and at last, the practical factors will be the third level, which will be the factors that could work as the factors that are adjacent to the reality and feasible. This research preposition model was built not merely correspond to the theoretical, but also built together and verified by the experts, which in this case is the fashion influencers. It is important to assure the factors to be the accurate to the real or practical situations that the experts has been through.

4.1.1. SENSE

Sense, which appeals to the senses with the objective of creating sensory experiences through sight, sound, touch, taste and smell can be further divided by **Visual and Verbal Elements** factors in experiential value level. Visual elements with their ability of vivid content, can produce a hedonically satisfying brand experience (Daugherty et al., 2008) and so the visual elements will work as the hedonic value. Moreover, visual elements factor is further divided into **apparel and image**. The total look of the apparel are not the only visual elements to be judged, as it is also important to make use of filter features, photography techniques and another visual aesthetics in the image post. Verbal elements, as the most important interpersonal skill to communicate, will work as utilitarian factor owing to the fact that it has impact as practical and functional factor. Instagram as a social media allows the users to communicate not only visually, but also verbally with the **caption** and the famous **hashtag** system. By the caption, users are able to explain more about the image and also let the other users find their image across profiles via hashtag. Hashtag itself has been used in many ways, not only for the search engine, but also as a communication method with the wording inside the hashtag.

4.1.2. FEEL

Feel, which appeals to customers' inner feelings and emotions, with the objectives of creating affective experiences, can be further divided into **Personality and Consistency**. The expression of true personality will help to connect with people more genuinely and emotionally, which in that case, personality will go as Hedonic Value factor. Personality itself is divided to **authenticity and uniqueness**. In social media, people can choose to be whoever they want. They can be themselves and gain

popularity with that, or even pretending to be someone they are not to be unique and might as well gain popularity. Meanwhile, consistently executed brand posts could elicit a higher audience response by prominently positioning the brand in the audiences' mind and making it more relatable overtime (Keller, 2001). **Consistency** will be divided into posting **Time consistency and post content consistency**. Some social media influencers tend to post in the same time everyday while the others tend to be consistent in what are they posting. With that characteristic, consistency works as utilitarian value.

4.1.3. THINK

Think, which appeals to the intellect with the objective of creating cognitive, problem solving experiences that engage customers creatively, can be further divided into **Hedonic Information and Utilitarian Information**, in which hedonic information will provide self fulfilling rather than instrumental value to the user, strongly connected to home and leisure activities rather than productive use (van der Heijden, 2004). The practical factors that much more suitable for hedonic informations are **Trend and Story**. Trend are more about the current issue, does not merely about the fashion trend whilst story is more about the personal's daily life story. Afterward, Utilitarian Information which provide more to instrumental value to the user, the usefulness of certain information/products, is further divided by **Product Review and Personal Experiences.** Product review is more to business related, by cooperation with another brand to review that certain product. Meanwhile Personal Experiences is review in product with no charge whatsoever, just sharing certain knowledge to the other.

4.1.4. ACT

Act, the one that enriches customers' lives by targeting their physical experiences, showing them alternative ways of doing things, alternatives lifestyles and interactions. In further analysis, Act is divided into **Sharing and Signature**. Sharing works as utilitarian value factor, which is about giving the information that doesn't come originally from the influencer themselves yet they still capable to give to the others. **Sharing,** in practical factor will be divided into **Knowledge and Business.** Whereas knowledge is about sharing some knowledge to the others that the expertise is strong at. Business will regard the influencer, to be as a third party to help create/build customer awareness for certain brands. On the other hand, Signature

works as hedonic value factor, which is more about the influencer's own style, own informations that will be shared to the others. **Signature** will be further divided into **Dressing Style** of the influencer and **Lifestyle** of the influencer.

4.1.5. RELATE

Relate, expands beyond the individual personal, private feelings, thus relating the individual to something outside his private state. Relate campaigns appeal to the individual's desire for self improvement. Relate in further analysis is divided by **Footprint and Relationship**, Relationship worked as hedonic value to the customers because by maintaining a good relationship with the other party may give a hedonic informations for the experts. While on the other hand, Footprint will work as utilitarian value factors because of their characteristics as bringing certain useful information. Footprint divided into **Online and Offline Footprint**, that in the online means the existency of the influencer not only on Instagram, but also on another social media platforms such as Facebook or Youtube. On the other hand, Offline Footprint means the existency of the influencer on real-life situations, such as gatherings, product launchings, events etc. Moreover**, Relationship** is about the connection between the influencer and the other party such as the **Brands or the Followers.**

4.2. DATA ANALYSIS RESULTS

The score of each factors were collected in the same time as the interview time, to get the matching number and the reason behind the score judgements. Each factors, from the first level, which is the 5 Strategic Experiential Modules, Tactical factors, and Practical Factors, will be weighed down correlated to the total score given by all 7 experts + 1 score judgements from the personal insights.

Table 3. Data Calculation Results

SEMS	Weights	Tactical Factors	Weights	Total Weights	Rank	Practical Factors	Weights	Total Weights	Rank
SENSE	0.36	VISUAL ELEMENT	0.77	0.28	1	APPAREL	0.52	0.14	1
						IMAGE	0.48	0.13	2
		VERBAL ELEMENT	0.23	0.08	5	CAPTION	0.70	0.06	4
						HASHTAG	0.30	0.02	17
FEEL	0.21	PERSONALITY	0.65	0.13	2	AUTHENTICITY	0.69	0.09	3
						UNIQUENESS	0.31	0.04	11
		CONSISTENCY	0.35	0.07	7	TIME CONS.	0.31	0.02	18
						CONTENT CONS	0.69	0.05	8

SEMS	Weights	Tactical Factors	Weights	Total Weights	Rank	Practical Factors	Weights	Total Weights	Rank
THINK	0.11	HEDONIC INF	0.33	0.04	10	TREND	0.47	0.02	20
						STORY	0.53	0.02	19
		UTILITARIAN	0.67	0.08	6	PRODUCT REVIEW	0.39	0.03	13
						EXPERIENCE	0.61	0.05	9
ACT	0.16	SHARING	0.39	0.06	8	KNOWLEDGE	0.58	0.04	12
						BUSINESS	0.42	0.03	14
		SIGNATURE	0.61	0.10	**4**	DRESSING STYLE	0.46	0.05	10
						LIFESTYLE	0.54	0.05	7
RELATE	0.16	RELATIONSHIP	0.69	0.11	**3**	BRAND	0.50	0.05	5
						FOLLOWERS	0.50	0.05	5
		FOOTPRINT	0.31	0.05	9	ONLINE	0.50	0.02	15
						OFFLINE	0.50	0.02	15

Therefore, there were two main outcomes from the data analysis to answer the research questions, (1) Which of the Experiential Marketing 5 SEMs has the highest influence in building the personal brand on Instagram as a Fashion Influencer, and (2) To be able to implement the Experiential Marketing on Instagram, which practical factors has the highest influence. The first outcome, the 5 Experiential Marketing SEMs, will be derived with AHP Method, and meanwhile the second outcome, will be derived with AHP method that weighed over with 2 levels above which is the 5 SEMs and the Tactical Factors.

5. CONCLUSION

The first conclusion is that Sense factor is the most important strategic experiential module factor as in its relation with notable visual strength of Instagram. The second conclusion is that to be able to apply the Sense as a strategic experiential module, we need to consider the important tactical and practical factors. The research shows that the 5 most important tactical factor is the Visual Elements factor, in which is about producing vivid content on Instagram posts, and then followed by Personality, a factor in terms of showing one true self to connect in more genuine way with the others. Relationship factor is the factor that comes after that, in which that this factor is related to things about managing and maintaining relationships between stakeholders on Instagram environment, such as followers or brands. The fourth most important tactical factor is the Signature factor, the factor about showing their own brand DNA, and stick to what they personally have been keen of, and the fifth most

important tactical factor is Verbal Elements, in which is about communication in form of words.

Furthermore, results also shos that the 5 most important practical factors are Image, by the image processing results and image taking directions, Apparel, with clothing combinations, style and brands, Authenticity, by being oneself, displaying daily life, and delivering the promised values, Caption, with the wording on every posts or even the profile information, and at last the Brand and Followers, as brand to create a link or connection between brand and users, and Followers to create a bonding connection with their own followers. (Replying comments, attending gatherings).

By successfully applying the factors, a person can establish their own personal brand on Instagram by experiential marketing strategy and in the end they could reach brand equity. To test the results, a Customer Based Brand Equity model can be applied to corroborate. Customer Based Brand Equity (CBBE) model provides a point of reference by which the brands can assess their progress in their brand building efforts as well as a guide for marketing research initiatives (Keller, 2001). CBBE model use a set of fundamental questions to ask about the brands, implicitly if not explicitly by using a CBBE pyramid. Furthermore, Johansson & Engstrom (2016) reconstructed the Keller's CBBE pyramid to be more suitable for Instagram as a brand community. To relate this model to Instagram environment, "follower" means the "customer" of the brand on Instagram (Johansson & Engström, 2016). In the top level of the model is the highest level of a person to follow a brand. It is considered the ultimate level for the brand because it is regarded that the company has succeeded to create a good Instagram feed for the customer / follower, and then the brand equity is strong.
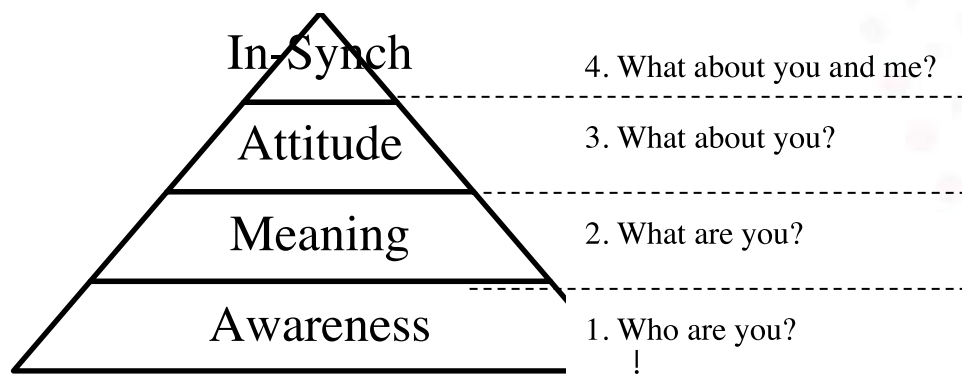
In Synch   4. What about you and me?

Attitude   3. What about you?

Meaning   2. What are you?

Awareness   1. Who are you?

Figure 4. Reconstructed CBBE Model by Johansson & Engstrom (2016)

In first level, which start from the bottom Brand Salience, is the step where the customer / follower start to follow the brand's Instagram and it is automatically increases the awareness of the brand and its image. To collaborate with the research results, this step could linked to the Sense factor, in which attracting the follower to follow certain Instagram profile with the senses, especially the visual and verbal elements and furthermore, the image, apparel and captioning practical factors.

The following second level, which is about the meaning of the brand, how the brand could fulfill a function or need for the follower. It has successfully deliver information, news and / or inspiration for the follower. It gives them meaning. This step could be collaborated with the Feel and Think factor, in which Feel will appeals to customers' inner feelings and emotions and Think is about creating cognitive experiences. In this stage, the practical factors that could be applied to create the emotion and feeling is the Authenticity factor, in which is belong to personality factor.

Third stage, Responses, it is more about expressing the feelings and judgements toward the brand with a certain attitude. In this stage, the customer / follower know what the brand is about and then they creates an attitude. Related to this stage is the Act factor, in which it is about physical experiences, alternative ways of doing something and changes in lifestyle and behaviour. The signature tactical factor could be applied to this stage.

Lastly, the Relationship stage, is about the deeper relationship with the brand up to the level of they want to express or share their feelings about the brand. Shortly, it is about the customer / follower get to feel a connection with company and the community. This stage could collaborated with the Relate factor, in which is about being a part of a community. By the tactical and practical factor, managing good relationship with the brand and the follower could help to deepen the relationship.
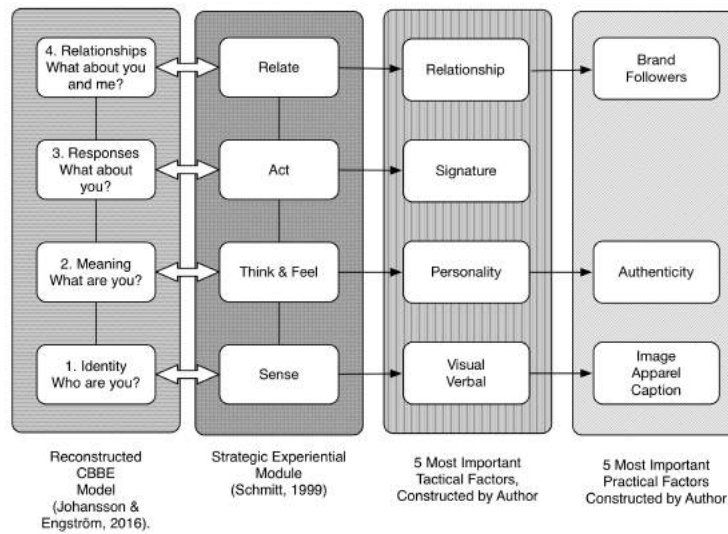
Figure 5 . Reconstructed CBBE Model Corroborated with Three Levels Factors

5.1. BUILDING A PERSONAL BRAND ON INSTAGRAM WITH EXPERIENTIAL MARKETING

To be able to reach experiential marketing by the factors mentioned above, a personal brand should pay more attention to the quality of their post content. Meaning, the image quality should be well maintained, with a good pairing of apparel as well. Apparel factor, which is related with the final image, should be considered as dependant to the influencers' own DNA. The influencers need to translate their DNA and show it on the way they mix and match the clothes or products that they sell. As a living showcase, it is also important to make the products they sell looks good on the final image. Meaning, the best feature of the product needs to be the main point of view. Following the image and apparel factors, good captioning is also played an important part in selling the product. A lot of information can be shown verbally via post caption, such as material, color, and the brand's identity. Authenticity also has the same strong relation with the image, apparel and caption as it is important as being an influencer to as as authentic as they could be. Influencers need to choose, wear and design the clothes they will show on their post based on their true DNA, as being authentic enables the influencer to turn the followers into a loyal community . It might be also agreeable to show a little bit side of their own life story to invite people to be a real part of their own story and inspire them. To maintain the good relationship with the brands, the influencers need to give them a great results of the marketing campaign and make sure that the brand can be satisfied with it.

5.3. LIMITATIONS AND FURTHER RESEARCH

The vast development of social media technology will never be ceased. Ever since the beginning of this research, there are a lot of new updates on Instagram features that obviously impacted many things, especially marketing. This study is distinctive because it matched the long-established marketing theory, Experiential Marketing theory by Bernd Schmitt, with the new social media environment, Instagram, with a focus in Indonesia as a developing country and fashion industry as one of the fast moving industry in the world. The scope of the study is what beyond the Indonesian fashion influencers and their strategy to build their own personal brand. To be able to control the scope this research will only covers Indonesia, Fashion Influencer who is defined as an Instagram user with capabilities of spreading certain information to impact other user with their own characteristics or brand DNA, and Instagram as the main contexts. However, further studies related to these areas still need to be continued.

As the view of this study is taken from the professional view, another side of view would be desireable to assess which one of the factors that are really working from their point of view as a customer. A larger sample with different research method are possible to answer the research question. In addition, a study differentiating between some sample research group to not only assess the factors, but understand more about new value perception and cultural differences are also possible.

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