

Instagram Brand Activation for Fashion Start Ups with Experiential Marketing

Dian Prianka

University of Surabaya, Indonesia
E-mail: dianprianka@staff.ubaya.ac.id

Abstract. A lot of startup brands utilized Instagram to build their brand online and to raise awareness toward their brand. Fashion industry is one of the many industries that rely on Instagram heavily. Three Levels of Experiential Marketing was a new strategy that was built from 5 Strategic Experiential Modules (SEMs) from Schmitt such as Sense, Feel, Think, Act and Relate to make the 5 SEMs easily applicable to businesses in Instagram. To validate the application of those Three Levels of Experiential Marketing strategy, startup brands from Faculty of Creative Industry, in Fashion and Product Lifestyle Design program utilized the modules to help build their fashion brand from scratch. There are 20 subjects of students in Fashion and Lifestyle Product Design program in University of Surabaya. These subjects start their own fashion branding on Instagram and utilized the Three Levels of Experiential Marketing Strategy for 1 month. In conclusion, not every factor can be fully embedded, and factors under Sense, Feel and Relate SEMs are the most effective ones.

Keywords: Instagram, Fashion, Engagement, Experiential Marketing.

INTRODUCTION

Instagram is one of the most used social media amongst the vast technology development. As a photo and video-sharing platform, Instagram embedded many engagement features, such as Like, Comment, and Share. For the business version of Instagram, there is an extra feature in which enabled users to get the engagement data to analyze the how the viewers react to the post. Nowadays, a lot of marketing and branding strategies utilized social media to reach their potential customers, as social media is now reach 3.397 billion active users from the total worldwide population of 7.7 billion (Smith, 2019). Social media is also the most affordable promotion media compared to another mass media. A lot of start up businesses utilized social media, especially Instagram to gain their brand awareness to the potential customers.

Instagram with their specialty in visual media sharing, has successfully change the game in fashion industry (Alter, 2016). On the other hand, Instagram also took fashion as an important aspect in their business. Per 2015, Instagram has appointed ex beauty editor of Teen Vogue as their Head of Fashion Partnership. In Indonesia, Instagram fashion also took a big hit as it being the second most used social media. Instagram were heavily used as an information source for fashion. As many as 32.21% Instagram users followed fashion blogger on Instagram while 52.53% followed fashion brand (Chrisprastika, 2015). This social media utilization as a communication media occurs at the same time as the era of experience based economy.

Schmitt (1999) built a new marketing concept that focused on creative ways to appeal customers' senses through unforgettable experiences. To be able to apply this new marketing concept, he built a strategic framework to manage experiences with Strategic Experiential Modules that includes Sense, Feel, Think, Act and Relate. However, these 5 experiential modules are not yet easily applicable toward social media platforms especially Instagram in fashion business. Prianka, Ku and Cheng (2017) enhance these experiential modules into Three Levels Experiential Marketing strategy that are easily embedded into actions on Instagram to build awareness for a fashion brand. This strategy was built based from deep interviews with several fashion Influencers in Indonesia. However, this Three Levels Experiential Marketing strategy has not yet tested to start up fashion brands in Indonesia.

Fashion and Lifestyle Product Design program in Faculty of Creative Industry University of Surabaya aim to generate future entrepreneur in creative industries especially in fashion industry. Fresh graduates of this program are ready to start their own business based from the knowledge given throughout their study. Thus, the students will be the test subject of this experiment, given the Three Levels Experiential Marketing strategy by Prianka, Ku & Cheng (2017) the students are expected to embed the factors to their strategy in starting their own fashion brand in Instagram. Furthermore, by utilizing the factors from the Three Levels of Experiential Marketing strategy, this research aimed to test the factors (that has been verified from previous research) to the students of Fashion and Lifestyle Product Design program to build their own brands.

The main purpose of this research is to embed the students with digital marketing and branding strategy with Instagram in particular. Furthermore, by the application of the factors from the Three Levels of Experiential Marketing strategy from the previous research of Prianka (2017) this research could also work as a validation of the factors in order to be able to enhance their existence in Instagram. The conclusion of this research can be used for the part of learning process in Marketing and Branding class. Furthermore this research also can be used by the other start up fashion entrepreneur by utilizing the suitable factors for their own brand.

LITERATURE REVIEW

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, curiosity and self image rather than to rational, utilitarian notions of value (Schmitt, 1999). Schmitt contrasted traditional marketing's product oriented focus on functional features and benefits with experience marketing's customer-oriented focus on experiences. 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 In the end of the data calculation, the top 5 factors of both tactical and practical factors drawn out and further analyzed along with the analysis of with Experiential Marketing SEMs that are mostly used. 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 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 can be used to create different types of customer experiences for their customers. It 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, in his book about concepts, framework and consumer insights about experiential marketing, Schmitt (2011) 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. Originates from Addis and Holbrook their research in Customer Experience, Gentile, Spiller & Noci (2007) created a distinction between two kinds of consumer value: utilitarian value (or functional value) and hedonic value (or experiential value). Gentile draws the distinction from the subject-object interaction described by Holbrook (1999) whereby the type of value depend on the relative weight of the objective (or functional) features of the product over the subjective responses of the consumer, which by Gentile et al., then refer to as

“experiential features”. Equally on the basis on the relative weight of the hedonic value over the utilitarian value, products can be classified into three groups: hedonic products, utilitarian products, and balanced products.

Three Levels Factors of Experiential Marketing

Prianka, Ku and Cheng (2017) utilized the 5 modules from Schmitt in building a personal brand on Instagram and tested and verify those modules to some Instagram personal brands to find out how they use each of the modules and how the modules actually helped them build their personal brand as influencers grow. 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 by has the connection with the Instagram customer engagement.

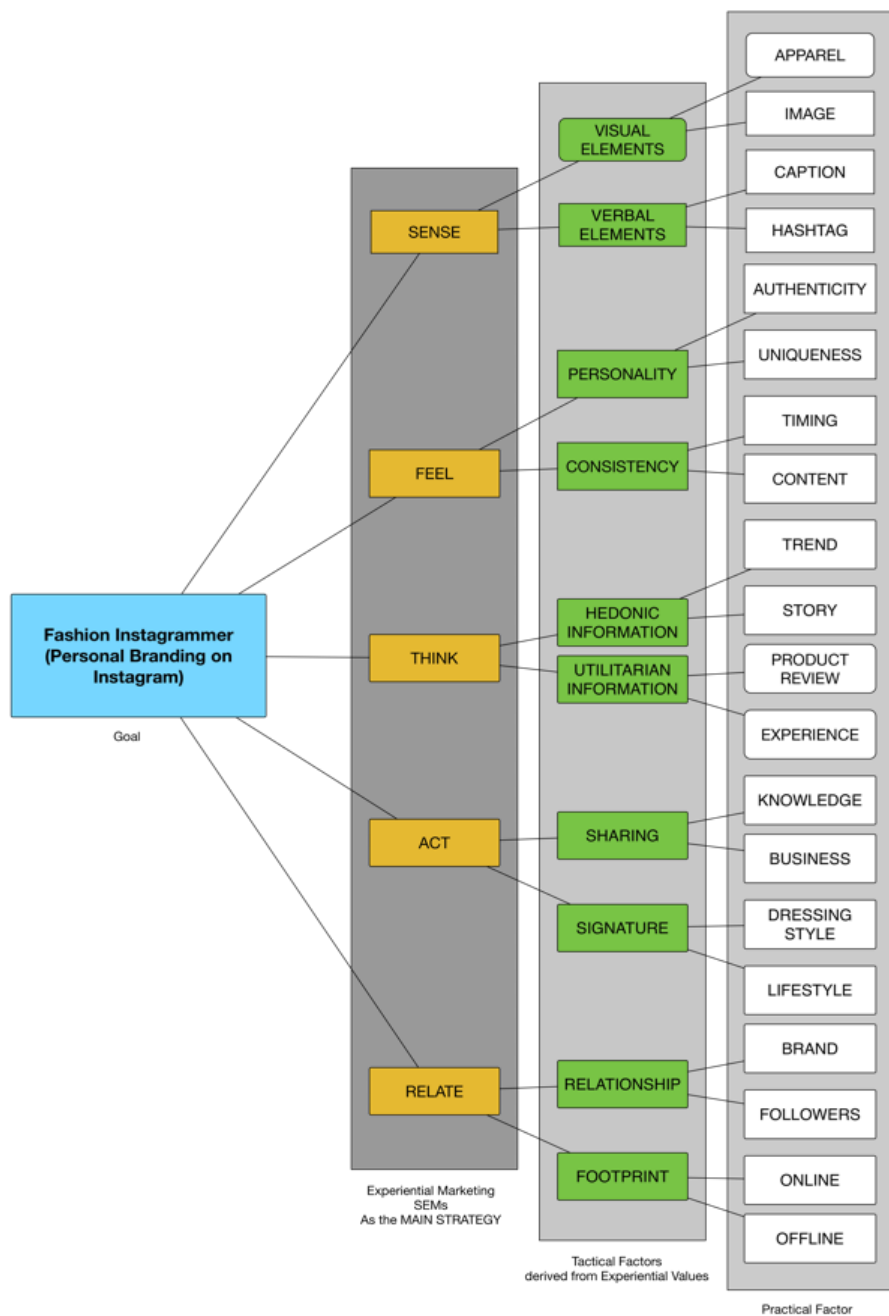


Figure 1. Three Levels Factors of Experiential Marketing

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 Customer-Based Experiential Value that consists of Hedonic and Utilitarian factors will work as the tactical factors to ‘translate’ modules into a more 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. The third level factors were derived from previous research by Prianka, Ku and Cheng (2017) by deep interviews with Instagram fashion influencers. However, these factors were not yet tested for startup personal brands, while previous research were conducted to verify the factors on the 5 modules (seen in Figure 1).

METHODS

This research utilized an experimental method, in which worked in the application of the factors from Three Levels of Experiential Marketing based on previous research. The students of Fashion and Lifestyle Product Design program in Faculty of Creative Industry University of Surabaya worked as the research subject, as they started their own fashion brand in Instagram as their final project of marketing and branding class. To be detail, Table 1 are the list of the students and the scope of their fashion business.

Table 1. Research Subjects

Fashion Business / Job	Number of Students
Fashion Blogger	12 students
Fashion Stylist	1 student
Fashion Illustrator	2 students
Fashion Photography	2 students
Fashion Retail Brand	2 students
Fashion Designer	2 students
Fashion Make Up Artist	1 students

Furthermore, the data expected were the data of which factors were used to raise the engagement rate and spread brand awareness (seen Figure 2). In addition, data of which of those factors successfully made an impact toward the engagement of the viewers also needed to validate the previous research.

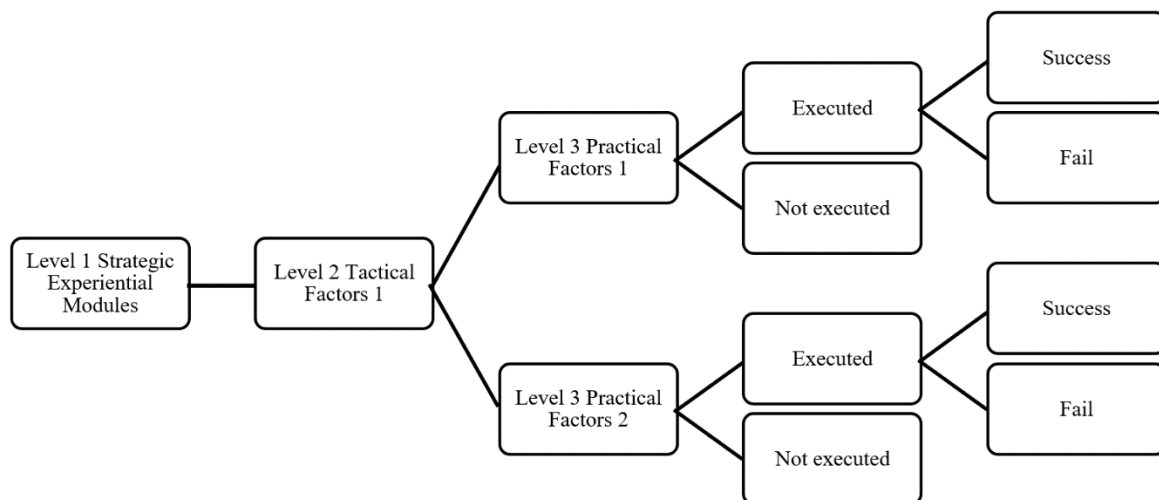


Figure 2. Expected Data

RESULT AND DISCUSSION

This research then resulted in analysis of the data contains of which factors executed and how it affects the engagement toward the viewers in Instagram for the startup fashion brand. Each of the subjects utilized the factors from Three Levels of Experiential Marketing Strategy, and test if it resulted in Instagram engagement level. The growing number of followers, posts like, comments worked as the control key. From the total of 21 subjects of students in Fashion and Lifestyle Product Design program in University of Surabaya, only 20 of them were eligible for data analysis (seen in Figure 3). The student then builds a startup brand on Instagram and utilized the factors for 1 month content creating period. After 1 month, then the subject was asked for focus group discussion to get the qualitative data of which factors were the most effective for their start up brand.

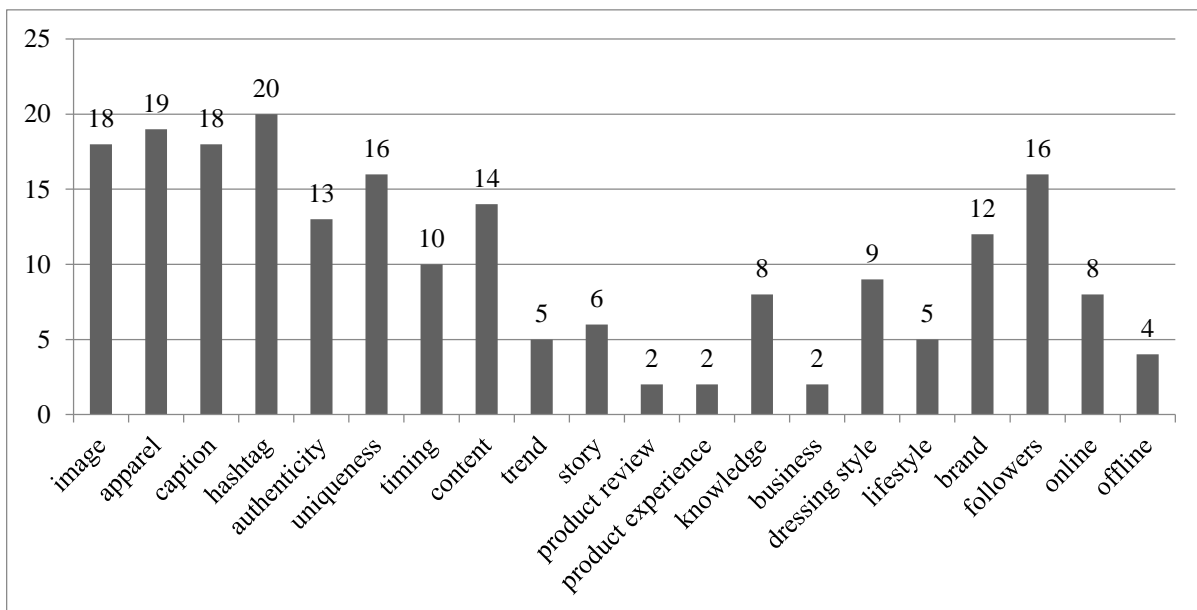


Figure 3. Number of Factors Used

As seen on Figure 4, the Sense factor were the most utilized factor amongst all, in which is suitable as Instagram were the social media that heavily rely on visual engagement. As many as 18 students chose to utilize the Sense factor with the implementation of Image factor to their posts in Instagram. They utilized a good imagery to attract viewers in Instagram, such as good photo taking angle and editing with an extra good imagery of Apparel mix and match. Verbally, many of the subjects also utilized the hashtag and captioning feature to help them communicate their products to their potential customers.

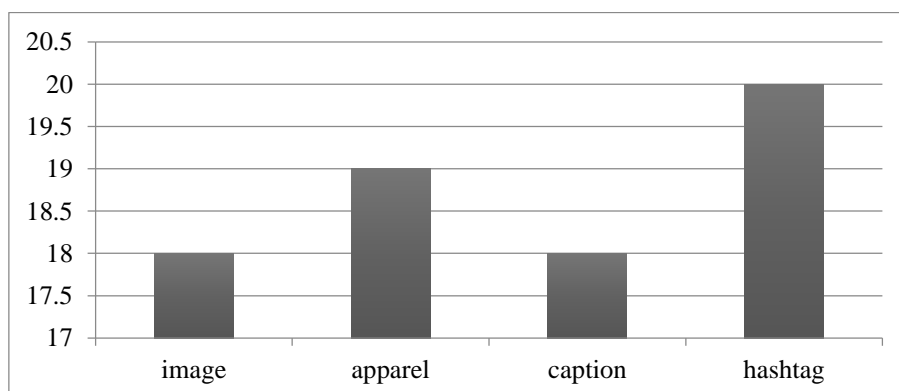


Figure 4. Number of Factor Used in Sense SEM

The Feel SEM factor came in second in the most utilized factor in building a start up business in fashion industry as shown on Figure 5. Feel consisted of 4 practical factors, Authenticity, Uniqueness, Timing and Content. Many of the subjects chose Uniqueness as they what to emphasize their differentiation with the other fashion brands on Instagram. Afterwards, many of the subjects also built consistency in Content design on their posts on Instagram. As many as 16 subjects chose to strive for Uniqueness and 14 of the total subjects chose to be consistent in their Content creator. As the Instagram rebuilt their algorithm in feed, consistency in Timing no longer the most important thing in the research subjects' mind. Only 10 of them utilized the consistency in posting timing.

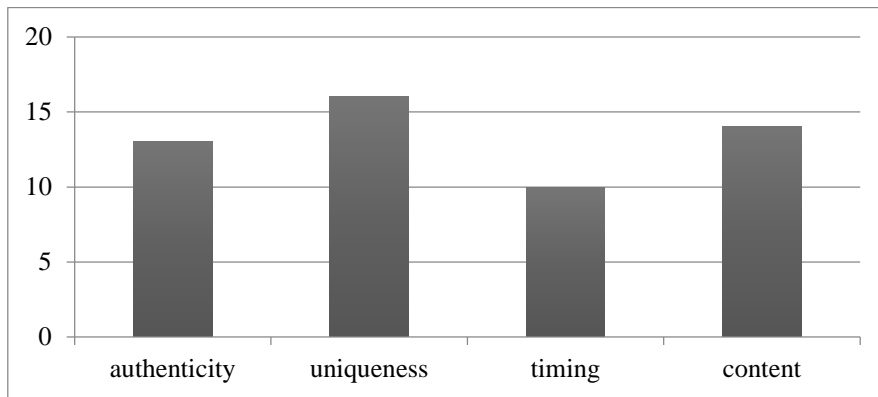


Figure 5. Number of Factors Used in Feel SEM

Furtherore, SEM Think was the less utilized factors amongst the 5 other SEMs (seen in Figure 6). Think was consisted of Trend, Story, Product Review and Product Experience. As many of 6 subjects chose to utilized Story factor as they think it is engaging to share their everyday story to the Instagram to attract viewers. 5 of the subjects chose to share the information of current Trend / issue to attract viewers. As low as 2 subjects both chose to share the reviews on certain products and share their expertise on the certain product usage.

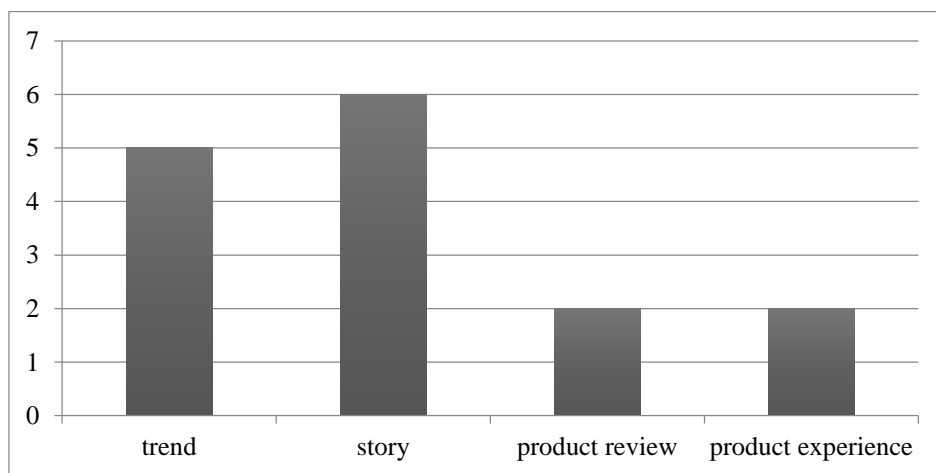


Figure 6. Factors in Think SEM

Next, SEM Act in Figure 7, in which consisted of Sharing > Knowledge, Sharing > Business, Signature > Dressing Style, dan Signature > Lifestyle. 8 subjects chose to utilize the Sharing > Knowledge factor by spreading information for their followers. However, 9 subjects chose to do the

Signature > Dressing Style factor, in which they tend to influence the viewers / followers in Instagram to follow their dressing style.

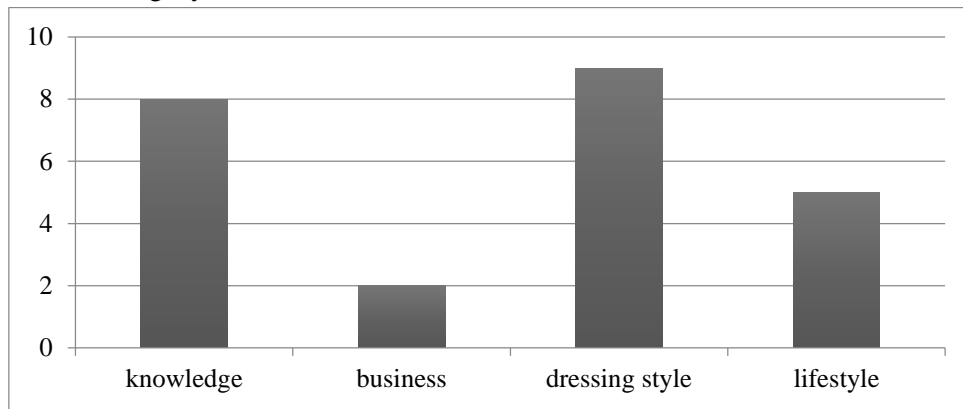


Figure 7. Number of Factors Used in Act SEM

Lastly, the SEM Relate in Figure 8, the factors under this SEM were tend to attract viewers on Instagram by combining all the aspects of Sense, Feel, Think and Act with the creation of positive perception in the mind of the viewers on Instagram. As many as 12 subjects chose to build a good relationship with other fashion brand to raise the engagement level on Instagram (seen in Table 2). Moreover, 16 of the subjects chose to build a good relationship with their followers on Instagram.

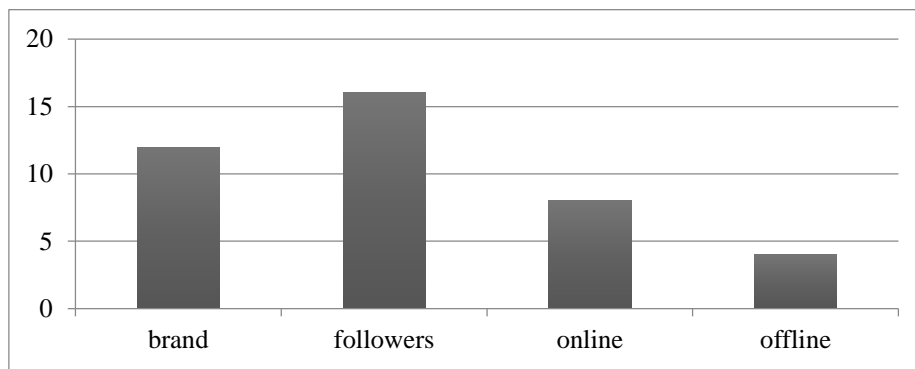


Figure 8. Number of Factors Used in Relate SEM

Table 2. Collected Data

5 LEVELS		Mahasiswa																		Done	Success	Fail	Success Rate	Fail Rate			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20						
SENSE	Visual	Image	B	B	B	B	B	B	B				B	B	B	B	TB	B	TB	B	B	B	18	16	2	89%	11%
		Apparel	B		TB	B	B	B	B	B	B	B		TB	B	B	B		B	TB	B	B	17	14	3	82%	18%
	Verbal	Caption	TB		B		B	B	TB	B	B	B	B	B	TB	B	B	TB	B	TB	TB	TB	18	12	6	67%	33%
		Hashtag	B	B	B	TB	B	B	B	B	B	B	B	B	B	B	B	TB	B	B	TB	TB	20	17	3	85%	15%
FEEL	Personality	Authenticity	B	B	B		B	B	B	B		B	B		B	B						13	13	0	100%	0%	
		Uniqueness	B	B	B	B	B	B	B	B			B	B	B	TB	B	B		B	TB		16	15	1	94%	6%
	Consistency	Timing		B			B		TB				TB	TB	B	B	B		B	B	B		10	7	3	70%	30%
		Content	B	B			B		TB		B			B	B	TB	B	B	TB	B	B	B	14	11	3	79%	21%
THINK	Hedonic	Trend		B			B		TB						TB	B						5	3	2	60%	40%	
		Story			B			B					B		B				B	B			6	6	0	100%	0%
	Utilitarian	Product review				B									B								2	2	0	100%	0%
		Product experience			B																B		2	2	0	100%	0%
ACT	Sharing	Knowledge			TB		B		TB			B	B	TB	TB			TB				8	3	5	38%	63%	
		Business									B				TB								2	1	1	50%	50%
	Signature	Dressing style	B	B	TB		B	B					B		TB				TB	TB			9	5	4	56%	44%
		Lifestyle	B	B	B										TB					B			5	4	1	80%	20%
RELATE	Relationship	Brand	TB	B	B	B	B	B	B	B		B	B	B	TB							12	10	2	83%	17%	
		Followers	TB	B	B		B	B	B	B	TB	B		B	TB	B	B		B	B	B		16	12	4	75%	25%
	Footprint	Online		B	B			B	TB	TB				TB	B		B						8	5	3	63%	38%
		Offline			B	B								B	B								4	4	0	100%	0%

Based on the data compiled, it can be explained that not all the factors on Three Levels of Experiential Marketing strategy suitable for all business in Fashion Industry to raise awareness and engagement rate in Instagram. The most utilized factors were factors under the SEM Sense, Feel and Relate. As it was mention before by Prianka (2017), instagram is the platform that rich in visual imagery and creative verbal communication media. Sense became the most favorite SEM to raise the engagement and brand awareness, especially in fashion industry. Figure 9 are one of the research subjects that heavily use high quality visual imagery to attract viewers on Instagram.



Figure 9. Visual Example

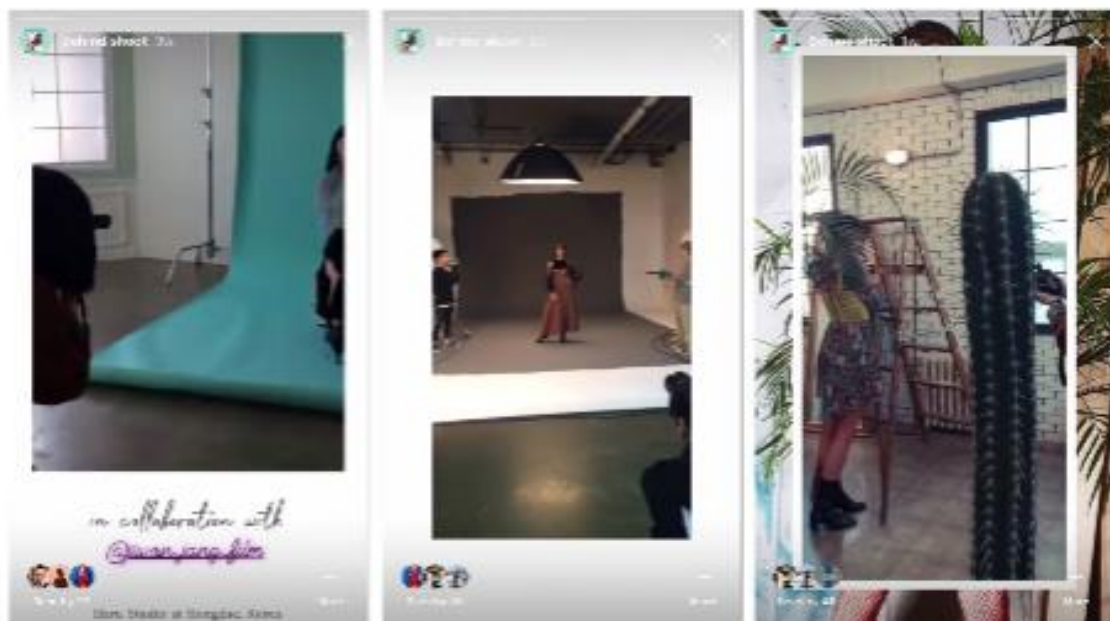


Figure 10. Feel Example

Students stated that they created a holistic look on my profile, to attract viewers while they visit my profile. But when they chose one post, they still can see the details. For the SEM Feel, another subject tend to choose to create a deep relationship with her followers by telling stories. An example likes in Figure 10. As a fashion stylist, she tried to share the behind the scene on fashion photoshoot to create engagement from the viewers. Furthermore, they also tends to be consistent in posting schedule. She consistently send a post in the same hour in 12 –1 in the afternoon and 6-7 evening.

Lastly, for SEM Relate, one of the subject chose to focus on building a good relationship with another brand and their followers. She chose to follow a few of fashion brands and fashion make up artist profile on Instagram, drop some comment and likes. The subject also got the positive feedback by getting follow backs and likes. Furthermore, the subject also gave responses to the followers on their comments section on posts.

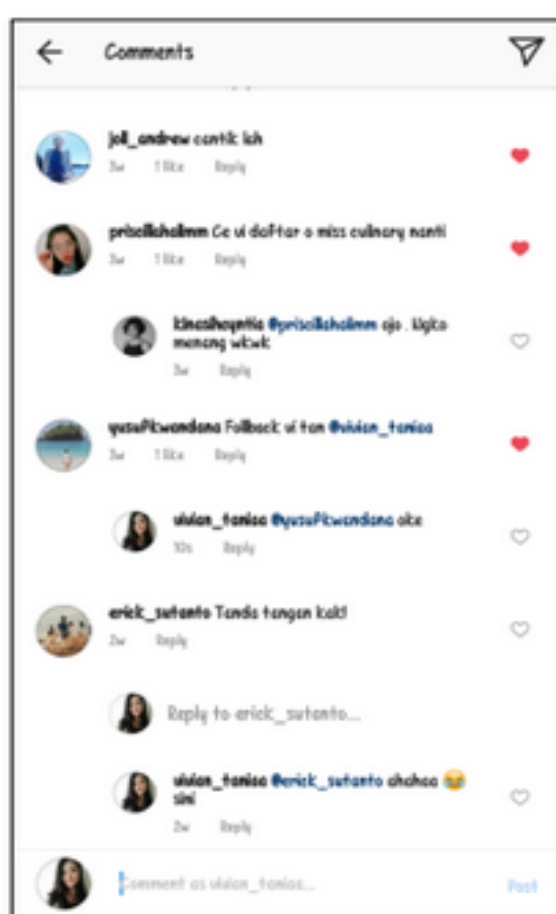


Figure 11. Relate Example

CONCLUSION

To increase awareness and engagement rate in Instagram, not all the factors on Three Levels of Experiential Marketing strategy is suitable for all business in Fashion Industry. The most utilized factors were factors under the SEM Sense, Feel and Relate. Sense SEM is to raise the engagement and brand awareness, especially in fashion industry. SEM Feel is to create a deep relationship with her followers by telling stories. SEM Relate is to build a good relationship with another brand and their followers. These are influenced by different individual characters and talent. These can grow with by live long learning..

REFERENCES

- Aliansyah, M. R., & Ali, D. S. F. (2017). Strategi Komunikasi Pemasaran Melalui Media Instagram (Studi Kasus Forever Young Crew). *eProceedings of Management*, 4(3), 3123-3129.
- Alter, N. (2016). *Four Ways Instagram Is Redefining The Fashion Industry*, *Launchmetrics*. Available at: <https://www.launchmetrics.com/resources/blog/four-ways-instagram-is-redefining-the-fashion-industry> (Accessed: 29 March 2021).
- Anhar, R. A., & Haryati, I. (2020). Analisis Persepsi Konsumen pada Pemasaran di Media Online. *Jurnal Dimensi*, 9(3), 412-421.
- Anisyahrini, R., & Bajari, A. (2019). Strategi Komunikasi Pemasaran Pengelola Clothing Line di Instagram. *PROfesi Humas*, 3(2), 237-254. Doi: <https://doi.org/10.24198/prh.v3i2.18920>
- Anuar, N. I. M., Mohamad, S. R., Zulkiffli, W. F. W., Hashim, N. A. A. N., Abdullah, A. R., Rasdi, A. L. M., Dareman, S. N. S., Zainuddin, S. A., Azmi, N. F., & Abdullah, S. S. (2020). Impact Of Social Media Influencer on Instagram User Purchase Intention Towards the Fashion Products: The Perspectives Of Students. *European Journal of Molecular & Clinical Medicine*, 7(8), 2589-2598.
- Ariesandy, P., & Zuliestiana, D. A. (2019). Pengaruh Social Media Marketing Melalui Instagram Terhadap Minat Beli Konsumen Ladyfameshop. *eProceedings of Management*, 6(2), 2767-2772.
- Azizah, R. N., & Sidik, A. P. (2020). Perilaku Pencarian Informasi Produk Fashion Melalui Media Sosial Instagram. *Buana Komunikasi (Jurnal Penelitian dan Studi Ilmu Komunikasi)*, 1(1), 11-23.
- Chrisprastika, C. (2015). 'Instagram User Behavior #2 - Survey Report', *JAKPAT*, 22 August. Available at: <https://blog.jakpat.net/instagram-user-behavior-2-survey-report/> (Accessed: 29 March 2021).
- De Perthuis, K., & Findlay, R. (2019). How Fashion Travels: The Fashionable Ideal In The Age of Instagram. *Fashion theory*, 23(2), 219-242. Doi: <https://doi.org/10.1080/1362704X.2019.1567062>
- Faisal, M. (2017). Komunikasi Pemasaran Tugu Barbershop dengan Menggunakan Media Instagram. *E-Jurnal Ilmu Komunikasi Universitas Mulawarman*, 5(3), 413-425.
- Farida, I. (2006). Experiential Marketing Sebagai Suatu Strategi Dalam Menciptakan Customer Satisfaction dan Repeat Buying Untuk Meningkatkan Kinerja Pemasaran. *Jurnal Studi Manajemen dan Organisasi*, 3(1), 28-39.
- Gentile, C., Spiller, N. and Noci, G. (2007). How To Sustain The Customer Experience:: An Overview Of Experience Components That Co-Create Value With The Customer. *European management journal*, 25(5), 395-410.
- Ha, Y. I., Kwon, S., Cha, M., & Joo, J. (2017). Fashion Conversation Data on Instagram. In *Proceedings of the International AAAI Conference on Web and Social Media*, 11(1), 418-427.
- Harahap, D. A. (2018). Perilaku belanja online di Indonesia: Studi kasus. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 9(2), 193-213. Doi: <https://doi.org/10.21009/JRMSI.009.2.02>
- Harba, J. N. (2019). New Approaches to Customer Experience: Where Disruptive Technological Innovation Meets Luxury Fashion. In *Proceedings of the International Conference on Business Excellence*, 1(1), 740-758.
- Hartanto, S. (2020). Influencer sebagai Alat Pemasaran Produk Fesyen. *Jurnal Da Moda*, 2(1), 23-29. Doi: <https://doi.org/10.35886/damoda.v2i1.112>
- Herrera, V. J. R., Carrillo, E. P. M., Herrera, S. E. V., & Villar, F. R. C. (2020). Influence of Experiential Marketing on Online Engagement of the Consumer in the Fashion Industry in the City of Aguascalientes. *Advances in Management and Applied Economics*, 10(4), 1-8.
- Holbrook, M. B. (1999). Introduction To Consumer Value. *Consumer value: A framework for analysis and research*, 1-28.

- Indika, D. R., & Jovita, C. (2017). Media sosial instagram sebagai sarana promosi untuk meningkatkan minat beli konsumen. *Jurnal Bisnis Terapan*, 1(01), 25-32. Doi: <https://doi.org/10.24123/-jbt.v1i01.296>
- Jeong, S. J., & Rhee, Y. J. (2019). The Effect of Experiential Marketing Factors of Fashion Service Applying 4th Industrial Revolution Technology on Customer Acceptance And Use: Focusing on 3D Printing, Internet of Things, and Innovation. *Journal of the Korea Fashion and Costume Design Association*, 21(3), 93-108. Doi: <https://doi.org/10.30751/kfcda.21.3.93>
- Koivisto, E., & Mattila, P. (2018). International fashion trade shows as platforms for experiential branding. *Journal of Global Fashion Marketing*, 9(2), 161-178. Doi: <https://doi.org/10.1080/-20932685.2018.1435295>
- Maulana, F. (2019). Pengaruh Kualitas Pelayanan dan Experiential Marketing Terhadap Loyalitas Pelanggan Pada Pusat Kebugaran D'gym Apita Cirebon. *Indonesian Journal of Strategic Management*, 2(2), 1-10. Doi: <https://doi.org/10.25134/ijsm.v2i2.1971>
- Miranda, S., & Lubis, E. E. (2017). Pengaruh Instagram Sebagai Media Online Shopping Fashion Terhadap Perilaku Konsumtif Mahasiswi Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Riau. *JOM FISIB*, 4(1), 1-15.
- Mavilinda, H. F. (2020). Analisis Pengaruh Motivasi Hedonik Terhadap Pembelian Impulsif Melalui Pencarian Produk Sebagai Variabel yang Memediasi (Studi Kasus Pada Produk Fashion di Media Sosial Instagram). *Jurnal Manajemen dan Bisnis Sriwijaya*, 18(2), 97-112.
- Meidy, R. F., Suhartanto, D., & Senalajari, W. (2020). Keterlibatan Pemasaran Elektronik Mulut ke Mulut Melalui Media Sosial Instagram: Bukti Empiris dari E-commerce Hijup. In *Prosiding Industrial Research Workshop and National Seminar 11(1)*, 1060-1065). Doi: <https://doi.org/10.35313/irwns.v11i1.2164>
- Nurdin, M. (2021). Pengaruh Strategi Pemasaran Islami Terhadap Keputusan Pembelian Thrifting di Instagram pada Masyarakat Surabaya. *Nomicpedia: Journal of Economics and Business Innovation*, 1(2), 89-101.
- Prianka, D., Ku, T. H. and Cheng, C. Y. (2017). OE-6 Building a Personal Brand on Social Media from Experiential Marketing Perspective - A Case Study on Indonesia's Fashion Instagrammers. in. *Conference on Innovation of Taiwan Textile Industry 2017 台灣產業加值創新研討會議程*, Taipei, Taiwan, 468-486. Available at: <http://repository.ubaya.ac.id/32173/> (Accessed: 29 March 2021).
- Rather, R. A. (2020). Customer Experience and Engagement in Tourism Destinations: The Experiential Marketing Perspective. *Journal of Travel & Tourism Marketing*, 37(1), 15-32. Doi: <https://doi.org/10.1080/10548408.2019.1686101>
- Schmitt, B. (1999). *Experiential Marketing: How To Get Your Customer To Sense, Feel, Think, Act And Relate To Your Company And Brands*. New York: The FreePress
- Schmitt, B. (2011) *Experience marketing: Concepts, Frameworks and Consumer Insights*. Now Publishers Inc.
- Smith, K. (2019). *126 Amazing Social Media Statistics and Facts*, Brandwatch. Available at: <https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/> (Accessed: 29 March 2021).
- Syafaruddin, K., & Mahfiroh, N. M. (2020). Komodifikasi Nilai Islam dalam Fashion Muslim di Instagram. *Profetika: Jurnal Studi Islam*, 21(1), 8-16. Doi: <https://doi.org/10.23917/-profetika.v21i1.11644>

Teknologi dan Kejuruan

Jurnal Teknologi, Kejuruan, dan
Pengajarannya

E-ISSN 2677-0442



Home > Vol 44, No 1 (2021)

Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya

Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya is a peer-reviewed publication published by the Faculty of Engineering, Universitas Negeri Malang, Indonesia. This journal was first published in 1977 under the title "TEKNA." It changed the title to Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan dan Pengajarannya in 1994 with the aim to become a high-quality international journal. This journal accepts papers from research results, literature review, implementation of educational technology, teaching and learning methods, training from both vocational secondary and high education levels, and training center. It is published twice a year in February and September.

Since May 2019, the Ministry of Research, Technology and Higher Education (RistekDikti) Republic of Indonesia accredited this journal with 'Rank 3'. The recognition was issued in the Director Decree no. 14/E/KPT/2019 in 10 May 2019 and valid until 2022.

This journal has E-ISSN 2477-0442
Contact us at teknologikejuruan.ft@um.ac.id.

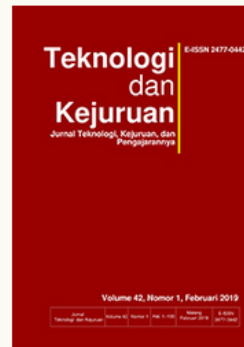
Please find the previous website below
<http://journal2.um.ac.id/index.php/teknologi-kejuruan>

Focus and Scopes

The Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya serves to cultivate, disseminate, and archive scholarly research and theoretical developments.

The Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya publishes manuscripts in a wide variety of research areas in the field of engineering education. This journal published articles containing conceptual ideas, literature review, application of the theory, and book review regarding technological and vocational education in engineering education. We invite relevant reports in the scopes of:

1. Mechanical Engineering Education
2. Automotive Education
3. Civil Engineering Education
4. Construction Engineering Education
5. Electrical Engineering Education
6. Informatics Education
7. Fashion Education
8. Culinary Education
9. Tourism Education



ADDITIONAL MENU

- » Editorial Team
- » Reviewers
- » Peer Review Process
- » Focus and Scopes
- » Author Guidelines
- » Author Fee(s)
- » Publication Ethics
- » Copyright Notice
- » Contact

USER

Username
Password
 Remember me

DOWNLOAD TEMPLATE

REFERENCE TOOLS



PLAGIARISM TOOLS



LANGUAGE

New! - Science And Technology Index (SINTA) Version 3.0

[Click Here](#)

Journal Profile

Teknologi dan Kejuruan: Jurnal teknologi, Kejuruan dan Pengajarannya

eISSN : 0852006 | pISSN : 0852006

[Education](#) [Engineering](#)

[Universitas Negeri Malang](#)



S3

Sinta Score



Indexed by GARUDA

16

H-Index

14

H5-Index

1183

Citations

942

5 Year Citations



Penerbit:

Fakultas Teknik Universitas Negeri Malang

[Website](#) | [Editor URL](#)

Address:

Fakultas Teknik Universitas Negeri Malang. Jalan Semarang Nomor 5 Malang 65145, Gedung H5 Lt. I, Telpon (0341) 551-312, pesawat 295 Fax. (0341) 565-307
Malang

Email:

aji.prasetya.ft@um.ac.id

Phone:

(0341) 551-312

Last Updated :

2022-01-31

2017

2018

2019

Search..



Page 1 of 51 | Total Records : 503

Publications	Citation
<u>Analisis faktor-faktor yang berpengaruh terhadap status gizi balita di pedesaan</u> M Devi Teknologi dan Kejuruan 33 (2)	147
<u>Pemanenan Air Hujan Sebagai Alternatif Pengelolaan Sumber Daya Air Di Perkotaan</u> A Yulistyorini Teknologi dan Kejuruan: Jurnal teknologi, Kejuruan dan Pengajarannya 34 (1)	47
<u>Pengaruh penyuluhan asi eksklusif terhadap pengetahuan ibu tentang asi eksklusif dan sikap ibu menyusui di kecamatan kanigoro kabupaten blitar</u> WAR Merdhika, M Mardji, M Devi Jurnal Teknologi, Kejuruan, dan Pengajarannya 37 (1)	46
<u>Relevansi Soft Skill yang Dibutuhkan Dunia Usaha/Industri dengan yang Dibelajarkan di Sekolah Menengah Kejuruan</u> D Suryanto, W Kamdi, S Sutrisno Teknologi dan Kejuruan 36 (2)	43
<u>Penggunaan Rumput Laut Sebagai Stabilizer Es Krim Susu Sari Kedelai</u> A Violisa, A Nyoto, N Nurjanah Teknologi dan kejuruan 35 (1)	43
<u>ANALISIS PENGARUH PERILAKU KELUARGA SADAR GIZI TERHADAP STUNTING DI PROPINSI KALIMANTAN BARAT</u> D Hariyadi, I Ekayanti Teknologi dan Kejuruan 34 (1)	39
<u>HUBUNGAN KEMAMPUAN EFIKASI DIRI DAN KEMAMPUAN KEPENDIDIKAN DENGAN KESIAPAN MENJADI GURU TIK MAHASISWA PENDIDIKAN TEKNIK INFORMATIKA</u> M Arifin, SC Putro, H Putranto Jurnal Teknologi, Kejuruan, dan Pengajarannya 37 (2)	29
<u>MANAJEMEN STRATEGIK PENDIDIKAN KEJURUAN DALAM MENGHADAPI PERSAINGAN MUTU</u> TA Sutikno Teknologi dan Kejuruan 36 (1)	26
<u>Pengembangan Model Pendidikan Soft Skill melalui Pembelajaran pada Program Studi Pendidikan Teknik Mesin FT UM</u> DA Sudjimat Teknologi dan Kejuruan 33 (2)	24

Publications	Citation
<u>Indikator Produktivitas Kerja Guru Sekolah Menengah Kejuruan</u>	24
TA Sutikno	
Teknologi dan Kejuruan 32 (1)	

Citation Statistics

Page 1 of 51 | Total Records : 503



Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya

E-ISSN 2477-0442



[HOME](#) [ABOUT](#) [LOGIN](#) [SEARCH](#) [CURRENT](#) [ARCHIVES](#) [ANNOUNCEMENTS](#) [REGISTER](#)

[Home](#) > [About the Journal](#) > [Editorial Team](#)

Editorial Team

Chief Editor

Didik Nurhadi, (ID: 57193702323) Jurusan Teknik Mesin Fakultas Teknik Universitas Negeri Malang, Indonesia

Managing Editor

Didik Nurhadi, (ID: 57193702323) Jurusan Teknik Mesin Fakultas Teknik Universitas Negeri Malang, Indonesia

Editors

Aisyah Larasati, (ID: 55579101500) Jurusan Teknik Mesin, Fakultas Teknik, Universitas Negeri Malang, Indonesia
 Arif Nur Afandi, (ID: 56107604800) Jurusan Teknik Elektro, Fakultas Teknik, Universitas Negeri Malang, Indonesia
 Eddy Sutadji, (ID: 56012190800) Jurusan Teknik Mesin, Fakultas Teknik, Universitas Negeri Malang, Indonesia
 Muji Setiyo, (ID: 57189574332) Jurusan Mesin Otomotif Universitas Muhammadiyah Magelang, Indonesia
 Mustika Handayani, (ID: 57190061252) Teknologi Pengolahan Pangan Universitas Pendidikan Indonesia, Indonesia
 Ratna Wardani, (ID: 54791752200) Jurusan Pendidikan Teknik Elektronika Universitas Negeri Yogyakarta, Indonesia

Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya
 E-ISSN 2477-0442 (online)

Contact

Faculty of Engineering, Universitas Negeri Malang (UM)
 Jl. Semarang No 5 Malang 65145, Building H5, 1st Floor.

Homepage: <http://journal2.um.ac.id/index.php/teknologi-kejuruan>
 Email: teknologikejuruan.ft@um.ac.id



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).



00210603 [View My Stats](#)

ADDITIONAL MENU

- » [Editorial Team](#)
- » [Reviewers](#)
- » [Peer Review Process](#)
- » [Focus and Scopes](#)
- » [Author Guidelines](#)
- » [Author Fee\(s\)](#)
- » [Publication Ethics](#)
- » [Copyright Notice](#)
- » [Contact](#)

USER

Username

Password

Remember me

DOWNLOAD TEMPLATE

REFERENCE TOOLS

[zotero](#)

PLAGIARISM TOOLS

[turnitin](#)

LANGUAGE

Select Language

English

JOURNAL CONTENT

Search

Search Scope

All

Browse

- » [By Issue](#)
- » [By Author](#)
- » [By Title](#)
- » [Other Journals](#)

INFORMATION

- » [For Readers](#)
- » [For Authors](#)
- » [For Librarians](#)

Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya

E-ISSN 2477-0442



[HOME](#) [ABOUT](#) [LOGIN](#) [SEARCH](#) [CURRENT](#) [ARCHIVES](#) [ANNOUNCEMENTS](#) [REGISTER](#)

Home > Archives > Vol 44, No 1 (2021)

Vol 44, No 1 (2021)

Februari

This issue is currently in progress and has not been officially released. Hence, the papers will be added to complete this issue.

ARTICLES IN PRESS (articles that have been accepted for publication but which have not been formally published and not yet have the complete volume, issue, page information, and DOI) that include errors, or are discovered to be accidental duplicates of other published article(s), or are determined to violate our journal publishing ethics guidelines in the view of the editors, may be "Withdrawn" from Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya.

Table of Contents

Articles

Career Identification of Production Operators' Position in Manufacture Industries <i>Achmad Romadin, Yoto Yoto, Didik Nurhadi</i>	PDF 1-9
Instagram Brand Activation for Fashion Start Ups with Experiential Marketing <i>Dian Prianka</i>	PDF 10-20
Development of Intensive Apprenticeship Models for Accelerating Certification <i>Isnandar Isnandar, Eko Suwarno, Dian Ariestadi, B. Sri Umniati, Mohammad Musthofa Al Ansyorie</i>	PDF 21-27
Developing Lean-Based Learning Model to Improve Work Skills of Vocational Students <i>Suryo Hartanto, Zaenal Arifin, Ratih Fordiana</i>	PDF 28-33
Students' Learning Motivation in Oriental Food Processing Course during Online Learning Using Digital Smart Book Learning Media <i>Laili Hidayati, Hakkun Elmunsyah</i>	PDF 34-39
Edmodo as Media to Support the Plumbing Theory Courses in Vocational Education Learning <i>M. Agphin Ramadhan, Daryati Daryati</i>	PDF 40-48
Efforts to Increase Work Productivity through Job Training Programs Towards the Indonesian Demographic Dividend Period <i>Ramadini Erlita Yamin, R. M. Sugandi, Didik Nurhadi</i>	PDF 49-56
Evaluation of the Dual Professional Function Transfer Program of the Cosmetology Study Program Against the Implementation of the KKNi (Indonesian National Qualification Curriculum) <i>Sitti Nursetiawati, Jenny Sista Siregar, Dian Pertiwi Josua</i>	PDF 57-65
Life Skills and Experiential Learning on Work-Based Learning (Case of Travel Business Students) <i>Windra Aini</i>	PDF 66-72
The Effect of Semi-Refined Carrageenan and Potassium Chloride Added on Physico-Chemical Characteristics of Instant Grass Jelly <i>Mansoor Abdul Hamid, Jason Chuah Wai Kit, Mazarina Devi, Hasmadi Mamat, Noorakmar Ab Wahab, Umi Hartina Mohd. Razali, Fisal Ahmad</i>	PDF 73-84

Teknologi dan Kejuruan: Jurnal Teknologi, Kejuruan, dan Pengajarannya
E-ISSN 2477-0442 (online)

Contact

Faculty of Engineering, Universitas Negeri Malang (UM)
Jl. Semarang No 5 Malang 65145, Building H5, 1st Floor.

Homepage: <http://journal2.um.ac.id/index.php/teknologi-kejuruan>
Email: teknologikejuruan.ft@um.ac.id



This work is licensed under a Creative Commons Attribution 4.0 International License.



ADDITIONAL MENU

- » Editorial Team
- » Reviewers
- » Peer Review Process
- » Focus and Scopes
- » Author Guidelines
- » Author Fee(s)
- » Publication Ethics
- » Copyright Notice
- » Contact

USER

Username
Password
 Remember me

DOWNLOAD TEMPLATE

REFERENCE TOOLS

PLAGIARISM TOOLS

LANGUAGE

Select Language
English

JOURNAL CONTENT

Search
Search Scope
All

Browse

- » By Issue
- » By Author
- » By Title
- » Other Journals

INFORMATION

- » For Readers
- » For Authors
- » For Librarians



00210602 [View My Stats](#)