THE ANALYSIS OF SELF LOVE AFFIRMATION CARDS AS THE BRANDING STRATEGY OF KEGELISAHART COMMUNITY TO INCREASE SELF LOVE TOWARDS GENERATION Z

UNDERGRADUATE THESIS

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In Partial Fulfilment
of the requirements for the degree of
Bachelor of Arts in Communication

LSPR
The Leading Graduate School of Communication & Business

JAKARTA

2023

LSPR Institute of Communication & Business

Undergraduate Thesis Approval Form

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ACKNOWLEDGMENT

First and foremost, the writer would like to express biggest gratitude to Lord Jesus for giving the authors the strength, patience, wisdom, and support through all of His love until the very end of this thesis writing.

The thesis "The Analysis of Self-Love Affirmation Cards as the Branding Strategy of KegelisahArt Community to Increase Self-Love Towards Generation Z" is required for a bachelor's degree in communication science in the field of Marketing Communication at LSPR Communication and Business Institute.

During this thesis writing, the writer got a lot of help, guidance, support, suggestions, and prayers, both physically, emotionally and materially from various parties. Therefore, the writer would like to thank:

1. Dr. (H.C) Prita Kemal Gani, MBA, MCIPR, APR, Founder and CEO of LSPR Communication and Business Institute
2. Dr. Andre Ikhsano, M.Si, Rector of LSPR Communication and Business Institute
3. Sir Mikhael Yulius Cobis, M.Si, M.M, Dean of Communication Faculty at LSPR Communication and Business Institute
4. Dr. Sri Ulya Suskarwati, S.E., M.Si., Head of the Communication Studies Program at LSPR Communication and Business Institute
5. Sir Melvin Bonardo Simanjuntak, M.I.Kom., as the thesis advisor who guided the writer from the very first of writing until the very end of this thesis. Thank you, sir, for all your input, suggestions, and lessons that you gave and thank you for never leaving me.
6. Mr. Prajnadi, M.I.Kom., as the thesis counselor who is willing to help check the author's thesis writing in detail.
7. Kak Pandhu, Kak Dea, Kak Dio, Mrs. Kasandra, Mrs. Elke Alexandrina, members of KegelisahArt, thank you for assisting the writer in becoming a key source so that the writer's research may proceed smoothly. It means a lot to me.
8. Both of writer’s parents, Lestari Anggriani & Bernanto Ferdy. Ma & Pa, thank you for your endless support and love. I love you both unconditionally.
9. Zeldano Shan Oeffie, writer’s sibling. Thank you for making me laugh with all of your jokes. Don’t grow up too fast!
10. Norman Hardjoprawiro, writer’s cousin. I am so lucky to have you by my side since we were a kid until now. Thank you for being my 911!
11. To all of these strong girls over here, Deandra Adira, Fiqih Vika, Irin Gabriella, Yasmin Rahma, Rr. Alisha Zahra. Thank you for

accompanying and being with me since high school, and I hope it will be last forever. Let's face the world together for the rest of our lives, shall we?

12. Adelia Maudina, Salsabila Meidiana, Nikita Ramadhania, Natasya Miranda, Ellene Chang, Vania Putri, Dominique Putu, Babeh, Bang J. Thank you for teaching me the true meaning of 'home' and also give me one during my college days.
13. International Class of PR and Marketing Communication Batch 24. We have finally come to an end. Thank you for being such a supportive class. Congratulations and see you guys on top!
14. To my MBS Rangers; Kak Tasya, Kak Chessya, Kak Kayla, Kak Nabilah, Kak Novie, Kak Vio, Kak Ariella, Kak Vinca. Thank you for being number one support system and my 911 during this thesis writing. I am so glad to know and be part of this family. I will cherish this forever.
15. Sal Priadi, Reality Club, Hindia, Bright Vachirawit, Win Metawin, Nanon Korapat, and Phum Viphurit. Thank you for accompanying me on this journey through all of your songs.
16. Last but not least, Raffi Aldion Wicaksono. Thank you for being with me and stepping on this 'roller coaster ride'. It's thrilling yet it's fun, right?

Finally, the writer finds that there are numerous flaws in the thesis's writing. As a result, the writer sincerely apologizes for any errors or flaws in the drafting of this thesis, both consciously and inadvertently. The writer hopes that readers and other parties will find this thesis informative.

Jakarta, 4th August 2023

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RESEARCH ORIGINALITY STATEMENT

I, Shafira Naomi Oeffie, a student of Bachelor's Degree Program of LSPR Communication and Business Institute majoring in Marketing Communication with a student ID 20110243021, certify that my undergraduate thesis entitled "The Analysis of The Self Love Affirmation Cards as the Branding Strategy of KegelisahArt Community to Increase Self Love Towards Generation Z" is my own work and adhered to academic integrity

If, in the future, any part of this manuscript is proven to be a result of plagiarism, I am willing to accept the consequences that will lead to the cancellation of my bachelor degree from LSPR Communication & Business Institute.

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ABSTRACT

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Name : **Shafira Naomi Oeffie**
NIM : **20110243021**
Title : **The Analysis of The Self Love Affirmation Cards as the Branding Strategy of KegelisahArt Community to Increase Self Love Towards Generation Z**
Pages : **140 pages**
Reference : **19 Books, 11 Article Journals, 13 Webpages**

This study aims to analyze the use of "Self-Love" affirmation cards as a branding strategy by KegelisahArt Community in an effort to increase self-love in Generation Z. This is a qualitative study that uses a case study approach to gain a thorough knowledge of how affirmation cards are used, received, and how they influence the self-perception of Generation Z, particularly members of the KegelisahArt Community. The data collection method involves in-depth interviews with internal parties such as CEO & Founder, Copywriter & Sales, and Advertisement Manager, 6 members of the KegelisahArt community; 3 have cards, 3 do not. Not only that, but interviews are also conducted with expert sources, namely clinical psychologists and practitioner lecturer in the field of branding. Additionally, researcher also conducts content analysis from social media and community related materials. These data are analyzed through the process of reduction, presentation, and drawing conclusions. The results of this study indicate that the background of each individual, especially Generation Z, will greatly influence the success of the branding strategy implemented by KegelisahArt community through the use of self-love affirmation cards. The conclusion of this study highlights the importance of a branding strategy centered on strengthening positive values such as self-love in reaching and influencing Generation Z.

Keywords: *Affirmation Cards, Self-Love, Branding Strategy, Generation Z, KegelisahArt Community.*

ABSTRAK

INSTITUT BISNIS DAN KOMUNIKASI LSPR

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Judul : Analisis Kartu Afirmasi "Self-Love" Sebagai Strategi Branding dari Komunitas KegelisahArt untuk Meningkatkan Self-Love pada Generasi Z
Halaman : 140 halaman
Referensi : 19 Buku, 11 Artikel Jurnal, 13 Situs Web

Penelitian ini bertujuan untuk menganalisis penggunaan kartu afirmasi "Self-Love" sebagai strategi branding oleh Komunitas KegelisahArt dalam upaya meningkatkan self-love pada Generasi Z. Penelitian ini merupakan penelitian kualitatif yang menggunakan pendekatan studi kasus untuk menggali pemahaman mendalam tentang bagaimana kartu afirmasi digunakan, diterima, dan memengaruhi persepsi diri generasi z, terutama anggota komunitas KegelisahArt. Metode pengumpulan data melibatkan wawancara mendalam dengan pihak internal KegelisahArt seperti CEO & Founder, Copywriter & Sales, dan Advertisement Manager, 6 anggota komunitas KegelisahArt; 3 yang mempunyai kartu dan 3 yang tidak mempunyai kartu. Bukan hanya itu saja, tetapi juga melakukan wawancara dengan narasumber ahli, yaitu psikolog klinis dan dosen praktisi di bidang branding. Selain itu, melakukan analisis konten dari media sosial dan materi terkait komunitas. Data-data tersebut dianalisis melalui proses reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa latar belakang setiap individu, terutama Generasi Z akan sangat mempengaruhi keberhasil strategi branding yang diterapkan oleh komunitas KegelisahArt melalui penggunaan kartu afirmasi self-love. Kesimpulan penelitian ini menggarisbawahi pentingnya strategi branding yang berpusat pada penguatan nilai-nilai positif seperti self-love dalam menjangkau dan mempengaruhi Generasi Z.

Kata Kunci: *Kartu Afirmasi, Self-Love, Strategi Branding, Generasi Z, Komunitas KegelisahArt.*

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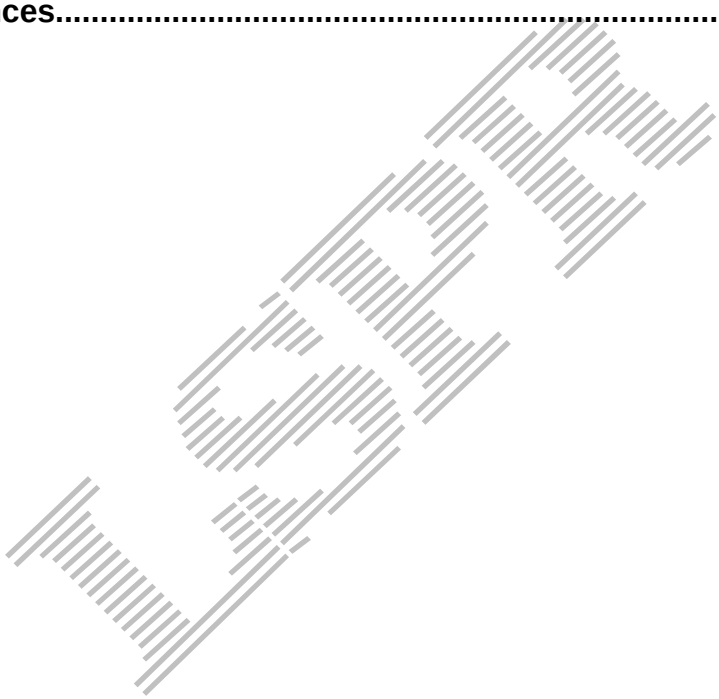
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CHAPTER I

INTRODUCTION

1.1. Research Background

Generation Z (Gen-Z) is the generation that was born in the range year of 1997 – 2012. Generation Z, the first generation never to know the world without the internet, value diversity and finding their own unique identities (Roberta Kartz, 2022). This statement explains why, in today's era, Generation Z appears to dominate their lives by utilizing technology that is more developed and advanced than the previous generation. This, of course, influences the way Generation Z thinks and sees the world. As a result, Generation Z has traits and characteristics that are very different from the previous generation, as this generation lives in an era when everything is easily and quickly accessible.

In 2013, an article titled *Meet Generation Z: The Second Generation Within the Giant "Millennial" Cohort*, by Bruce Tulgan and RainmakerThinking discovered about five important keys that form and intersect with Generation Z. The first point is about social media. From this article, it is stated that social media is the future of Generation Z. This is backed up by the fact that Generation Z is very adept at using social media.

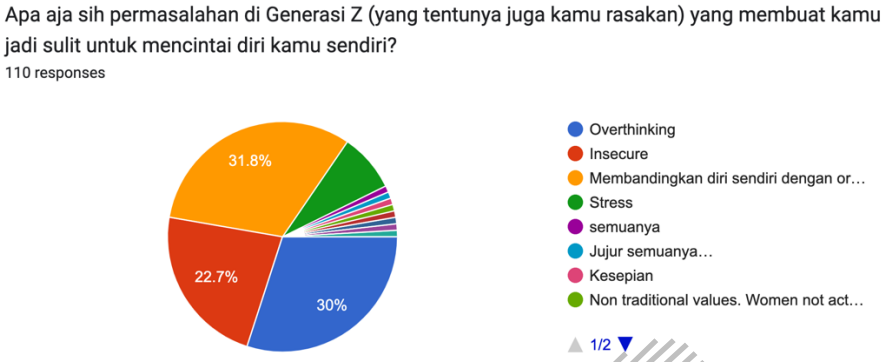
They have never been in a situation where they are unable to communicate with anyone. In relation to the first point, the second point is where human connection is most important than ever. All of this occurs

because today's easy access to communication makes the approach of communicating between humans very important. The third point is the skill gap, which is one of the reasons it is crucial for the older generation to pass on as much of their acquired knowledge to Generation Z as they can.

The fourth factor is Generation Z's ease of exploring and connecting with many people, which limits their geographic experience, but on the other hand, this allows Generation Z to have a global mindset. (Global Perspective, Local Reality). The last point, Generation Z is used to accepting all points of view and has open-minded tendencies, making it easy for this generation to accept diversity. However, this actually makes it difficult for Generation Z to understand themselves.

Their self-identity changes frequently and is based on events that affect them at the time. (Infinite Diversity). This statement is supported by the author's pre-research, in which 31.8% (the highest percentage) of 110 respondents said that comparing themselves to others is one of the issues that makes it difficult for Generation Z to love themselves.

Figure 1
Percentage of Some Issues That Make It Difficult for Generation Z to Love Themselves



From Author, 2023.

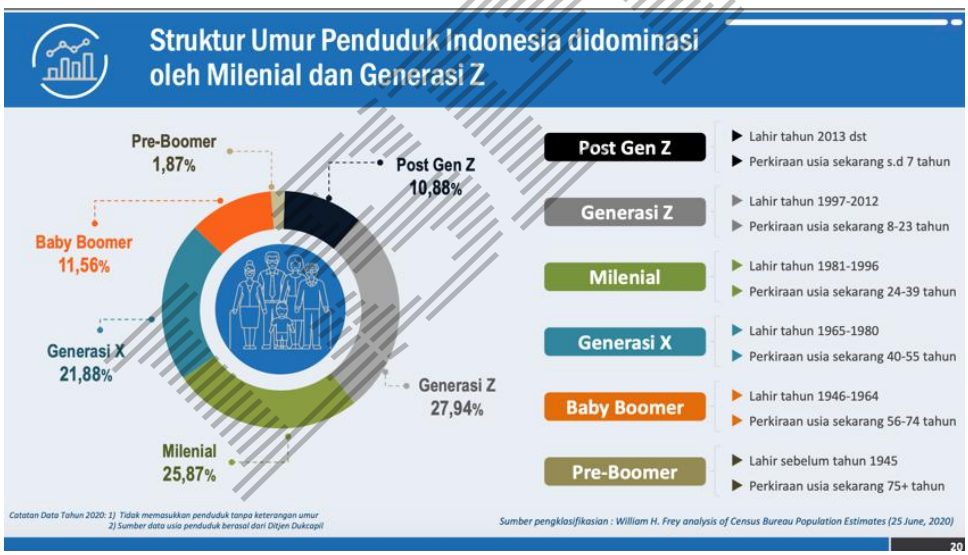
With Generation Z's open-mindedness, it should come as no surprise that a topic that was once taboo, such as mental health, has now drawn special attention for this generation. According to a survey by the American Psychological Association (APA), only 27% of Generation Z consciously reveal their mental health conditions, which means that 73% of this generation do not. In contrast to the Millennial Generation, which only represents 15% of the population, and Gen X, which represents 13%, Generation Z represents the largest percentage.

Whether or not they report it, the high percentage of Generation Z in comparison to other generations may indicate that they are more aware of mental health issues. As a developed country, it's not surprising that America has been one of the countries that has been aware of mental health issues for a long time. This is also one of the reasons why mental health issues frequently receive special attention because of the country's faster technological and tolerant development than other countries.

The development of Generation Z is not only happening in developed countries like America, but also in developing countries like Indonesia. In Indonesia itself, Generation Z is the generation that dominates population development. This is proven from the population survey in 2020 conducted by the Badan Pusat Statistik (BPS). It is clear from the table taken from the BPS website that the top generation driving Indonesia's population growth is Generation Z. In Indonesia, 27.94% of the population belongs to Generation Z, which spans the years 1997 to 2012.

Figure 2

Population Age Structure in Indonesia in 2020 Based on Generations



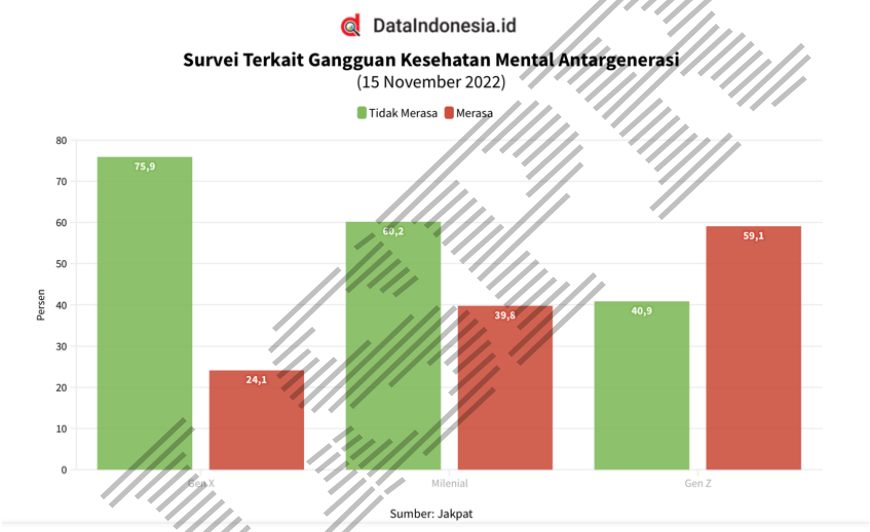
From Badan Pusat Statistik (BPS), 2020.

In Indonesia, the growth of Generation Z has an effect on mental health issues that are of particular concern to this generation. This is confirmed by statements made by Sandersan Onie, president of the Indonesian Suicide Prevention Association (Asosiasi Pencegahan Bunuh Diri Indonesia), who said that the current generation Z's mentality is indeed more prone to depression. This is brought on by a number of difficulties and

much tougher competition in Generation Z rather than the previous generation. Technology advancements and the widespread use of social media also contribute to Generation Z's tendency to compare themselves to others. Not only that, but Generation Z is also one of the Indonesian generations that not only pays close attention to but also cares about and is unaware of mental health issues.

Figure 3

Percentage of Intergenerational Mental Health Disorders Surveys in 2022



From Jakpat, 2022.

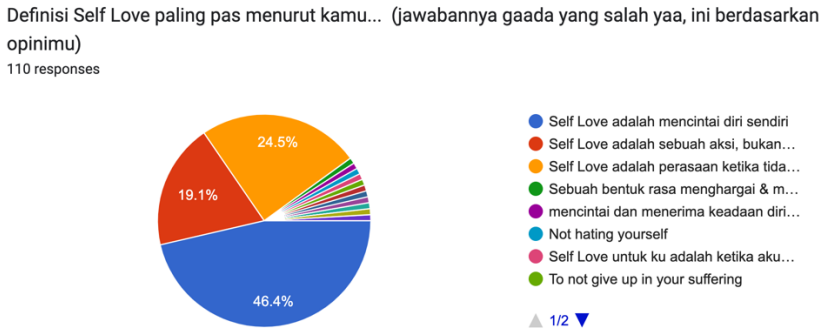
According to Jakpat survey in 2022, 59.1% of Generation Z suffers from mental health issues. Only 24.4% of the 896 respondents who took part in the survey said they had consulted with an expert, while the remaining 75.6% said they had never done so, including with psychologists or psychiatrists. The diagram table also makes it clear that Generation Z, with a 59.1% awareness rate, has the highest percentage of people who believe they are experiencing mental health issues.

When compared to the other two generations, Millennials make up 39.8% of the population and Generation X only 24.1%. The gap between those in Generation Z who experience mental health problems and those who don't is another sad thing that is represented in the table. According to the statements in the table, this is due to a variety of factors, including the different material capabilities of each individual, the stigma associated with consulting a psychologist or psychiatrist, and other factors.

According to this, the issue of mental health has become something that Generation Z is clearly aware of in Indonesia, but not all individuals are able to deal with this problem. When dealing with mental health issues, this actually begins within oneself. This statement is supported by the words of a psychologist lecturer, Icha Herawati, S.Psi., M.Soc., Sc, who stated that loving and treating oneself well is the best way to maintain mental health. Nowadays, Generation Z refers to it as self-love.

According to the author's preliminary research, 46.4% of the 110 respondents agreed that the definition of self-love is loving oneself. Nonetheless, Generation Z respondents who completed the pre-research agreed that Self-Love is an action done for oneself, Self-Love is a feeling of not sacrificing oneself, and various other definitions related to what oneself requires and being content with what one has.

Figure 4
Definition of Self-Love by Generation Z Based on Author's Pre-Research



From Author, 2023.

Deborah Khoshaba, Psy.D., Clinical Psychologist and Director or Training and Development for Hardiness Institute, stated that Self-Love is an action, not a state of feeling good. This statement means when someone already wants to love themselves, it is a choice rather than a state of being where they feel good about themselves. Other than that, this statement also leads the way for other things, such as the ability for people who have practiced self-love to respect themselves in all aspects, including their physical, psychological, and spiritual growth.

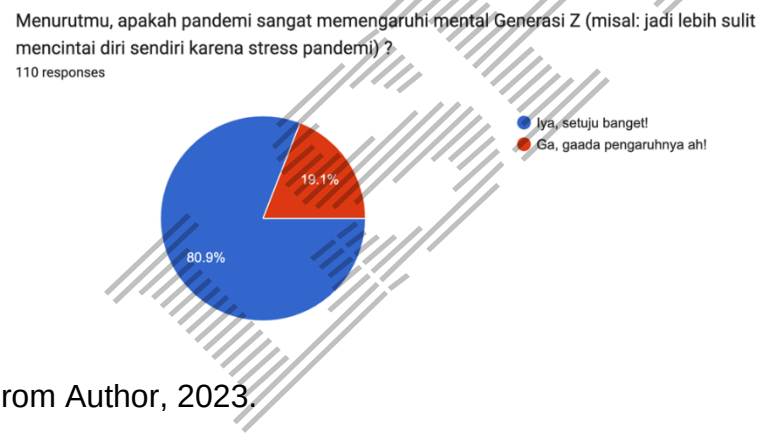
Deborah Khoshaba, Psy.D., stated in an article published in *Psychology Today* that there are seven steps that can be taken to love ourself. First, become mindful. Second, act on what you need rather than what you want. Third, practice good self-care. Fourth, set boundaries. Fifth, protect yourself. Sixth, forgive yourself. Seventh, live intentionally.

By doing all of those points, Individuals will be more self-accepting and loving as a result of living with purpose and design. Obviously, the methods mentioned above can be classified as things Generation Z can do

to maintain mental health by loving themselves. In Indonesia, the importance of practicing self-love began to be discussed in Indonesia during the pandemic. This statement is supported by the fact from the Director of Mental Health, Ministry of Health in 2022, drg, Vensya Sitohang, stated that the COVID-19 pandemic has had an impact on society, the majority of which result in mental health problems. This is also supported by the author's preliminary research, which found that 80.9% of Generation Z agree that the pandemic has had a significant impact on their mental health.

Figure 5

Percentage of Generation Z Who Agree That Pandemic Has Impacted Their Mental Health Based on Author's Pre-Research



From Author, 2023.

As more people become aware of these mental health issues, they become more concerned and take action to spread the importance of self-love. This is done and disseminated through various platforms, such as Zoom, YouTube, and other social media. It doesn't stop there; the value of practicing self-love for maintaining mental health is being recognized more and more. It is all because it was communicated by people with a lot of

influence in the entertainment industry. Not only that, but it was also delivered directly by psychologists with experience dealing with this problem.

Figure 6
An example of Self-Love Awareness Video by Influencer



From Menjadi Manusia YouTube Channel, 2020.

Figure 7
An example of Self-Love Awareness Video by Psychologist



From Kece Media by Unesa, 2022.

In the midst of the discussion about maintaining mental health by practicing self-love, mental health communities have begun to emerge, attempting to provide a safe place for Generation Z members who are dealing with similar issues. The community is a place where people can talk about their problems and try to find solutions, whether through words, support groups, or social media content. With the ease with which every individual can now communicate, it is not difficult for these communities to hold meetings, both online and offline.

KegelisahArt is one of the communities that emerge. This community is one of those communities that cares about Generation Z's mental health

issues, one of which is the generation's struggles with self-love or the problem of self-love that is frequently linked to it. When it comes to addressing the issue of self-love in generation Z, KegelisahArt community has its own branding strength. Speaking of branding in the context of marketing, it is crucial for a brand. This is due to the fact that branding is a long-term tactic that will significantly affect a brand. Branding is endowing products and services with the power of a brand (Kotler & Keller, 2015).

Branding includes identity values that help customers remember and trust the brand. For example, a logo, tagline, mascot, or even the brand's name itself. This identity will influence the buyer's decision to purchase a product. KegelisahArt is positioned in this regard as a "brand" with its own strategic strength to provide long-term effects for those who put their trust in this community. These steps are evidenced by the presence of KegelisahArt community through social media, especially on Instagram and TikTok.

KegelisahArt frequently uploads content containing affirmations related to problems commonly experienced by Generation Z, one of which is the issue of self-love, via the social media platforms used. It doesn't stop there; KegelisahArt is also a community that is ready to be a place to share stories. This is demonstrated by KegelisahArt community, which includes a link in their Instagram bio that leads to registration to join the community. KegelisahArt will also invite registered members in the WhatsApp group to facilitate two-way communication, where they can freely share their stories with the other members.

Speaking of KegelisahArt branding strategy, this community also sells a number of items that can be used as coping mechanisms for current issues, one of which is affirmation cards. The "Calmness," "Self-Love," "Slow," and "Healthy Love" affirmation cards are the series of KegelisahArt affirmation cards that are available. All of those series include are frequently related to Generation Z mental health issues. These cards can be purchased from the KegelisahArt website or from a variety of online shops like Shopee and Tokopedia. KegelisahArt sells these cards directly as well as through online retailers, one of which is in Dia.Lo.Gue store.

During the COVID-19 pandemic, KegelisahArt created an affirmation card. The concept for creating and selling affirmation cards came from the CEO & Founder of KegelisahArt, who noticed that during the COVID-19 pandemic, stress levels and other mental health issues soared, particularly among generation z. As a community, KegelisahArt wishes to present a medium in the form of cards that can serve as a reminder to Generation Z through affirmations and illustration on the cards.

Choosing cards as a medium, on the other hand, is an excellent approach to distribute affirmations, especially during a pandemic. This is because KegelisahArt does not rely solely on one channel, mainly social media, but also on other media in distributing affirmations that are closely tied to the community's existence as a group ready to become a reminder about mental health issues.

Affirmation cards are rarely distributed in Indonesia itself. KegelisahArt is one of the media that is also a community that uses a medium of a card, which in the form of self-love affirmation cards to demonstrate the public the existence of their community. The author attempted to identify competitors for affirmation cards while completing this investigation, but most of what the author discovered were card items such as truth or dare cards or even tarot cards. However, the author eventually discovered something comparable on the e-commerce platform Shopee, which one of a product is from Nadella.id.

Figure 8
Affirmation Cards by Nadella.id



From Shopee, 2023.

The card product is called a Self-Healing card which contains cards in the form of affirmations and simple backgrounds such as views or just matching colors. The product is sold for Rp27.000. According to the written information, this card consists of 50 cards. Apart from selling self-healing cards, Nadella.id also sells several other types of cards, such as Truth or Dare cards, Deep Talk cards, *Kartu Bercengkrama*, etc.

Apart from utilizing e-commerce, Nadella.id also utilizes other social media platforms such as TikTok and Instagram. On both platforms, Nadella.id named its account Nadella Art. The account contains motivations in the form of quotes related to life. However, unlike KegelisahArt, Nadella does not have a community and has never carried out online or offline activities with their followers, so the relationship is nothing more than just customers and sellers.

So, it can be said that KegelisahArt has implemented a good branding strategy by utilizing the medium of cards. This is because KegelisahArt does not only focus on sales but also tries to reach out to its followers by creating events or communities.

KegelisahArt "Self-Love" affirmation cards are the only ones of the four in the series to include compliments and assurances for oneself. This card is undoubtedly one of the tools that Generation Z can use to learn to love themselves more. Additionally, the "Self-Love" affirmation card is addressed to every individual so that they can love and appreciate themselves more for everything they do in order to maintain their mental health.

Figure 9
Self-Love Affirmation Cards by KegelisahArt



From Author, 2023.

The “Self-Love” affirmation card is another medium used by KegelisahArt community in dealing with mental health issues, especially problems related to self-compassion. KegelisahArt uses this to build a strong brand for the presence of their community in the midst of society. By doing so, the KegelisahArt community can increase society's trust in them as a mental health community, and brand loyalty among community members begins to grow.

Through the presentation of the problems that have been written, the authors are interested in conducting research entitled **"The Analysis of 'Self-Love' Affirmation Cards as the Branding Strategy of KegelisahArt Community to Increase Self-Love Towards Generation Z".** The authors of this study hope to discover whether generation Z can actually improve their sense of self-love through KegelisahArt’s "Self-Love" affirmation cards.

1.2. Problem Statement

Based on the above description of the problem's background, the research problem is "How 'Self-Love' affirmation cards as the Branding Strategy of KegelisahArt Community's to Increase Self-Love Towards Generation Z?"

1.3. Study Objective

Based on the description of the problem formulation provided above, the goal of this study is to determine how the "Self-Love" affirmation card, a branding strategy from the KegelisahArt Community, increases Self-Love for Generation Z through the theory of **6 Step of Branding Conceptual Model by Kotler (2016).**

1.4. Significance of Study

Researchers certainly hope that the findings of this study will benefit a variety of parties. The following are the anticipated benefits:

1.4.1. Academic Significances

1. This research is anticipated to demonstrate that any party engages in an important branding strategy to convey the uniqueness of what they want to highlight to the public, one of which is the community.
2. This research is expected to add insight as well as sources and references for further research.

3. The research is to conceptually describe the branding strategy used by the KegelisahArt community to promote the "Self-Love" affirmation card.

1.4.2. Practical Significances

1. This research is expected to give a broad overview of the branding strategy used by the KegelisahArt community by using affirmation cards that encourage "Self-Love."
2. This research will highlight the ways in which the words on the "Self-Love" affirmation card can help Generation Z members feel more positive about themselves.

1.5. Scope and Delimitation

The scope of this research is to examine about the branding strategy that has been done by KegelisahArt through Self-Love affirmations cards in order to increase self-love towards Generation Z. This research also has a delimitation because researcher only focuses to the branding strategy that has been done by KegelisahArt with the medium of affirmation cards.

CHAPTER II

THEORITICAL FRAMEWORK

2.1. Literature Review

The author requires several previous journals related to the issues raised in this thesis in order to achieve some continuity with the topic as well as differences in the issues or topics raised. The first journal, written by Emmanuel Vinnesea Tulandi, Maulana Rifai, and Fardiah Oktariani Lubis (2021) in a communication journal with the title *"Strategi Komunikasi Akun Instagram UbahStigma Dalam Meningkatkan Kesadaran Masyarakat Mengenai Kesehatan Mental,*" suggests that mental health problems, which are frequently discussed, are still taboo for some people.

In the midst of technological advancement, a community called UbahStigma exists with the goal of changing the stigma associated with mental health in Indonesian society. UbahStigma communicates primarily through the Instagram platform. Instagram's use as a new media platform is also not a random choice made by UbahStigmaa, but is based on technological developments that dominate today's communications.

This research uses descriptive qualitative research. For data collection techniques involving interviews. Based on the findings of the research, UbahStigma employs a communication strategy to raise awareness of mental health issues by identifying the target audience,

crafting messages, establishing methods, and selecting the media to be used. Existing supportive factors, such as support from other communities, followers of the UbahStigma Instagram account, mental health practitioners, psychologists, and influencers, reinforce this.

The similarities between this journal and the author's research include the use of qualitative descriptive method research by both researchers. Furthermore, this journal raises online communities that address mental health issues. The difference between the journal and the author's research is that the journal focuses on analyzing the communication strategy proposed by R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett in conveying messages about mental health awareness via Instagram, whereas the author analyzes the branding strategy proposed by Philip Kotler in conveying self-love through affirmation cards from the KegelisahArt community.

The second journal, *"Kreativitas Influencer dalam Mengampanyekan Self Love untuk Kesehatan Mental di Instagram,"* written by Vonny Felicia Hastan, Gregorius Genep Sukendro (2022), indicates a self-love campaign carried out by an Indonesian influencer, Khalisa Cantara Ramadhany, using Instagram platforms. The authors of this study emphasize Instagram's current strength as a platform for disseminating information.

Not only that, but Instagram is currently emphasized as an effective communication tool. As a result, many Influencers, including

Khalisa Cantara, have become important actors in spreading the importance of applying self-love. Aside from her personal Instagram, Khalisa has a clothing line (@selfwrothfirst) and is a co-director of the @ariserose community, which is another place to spread self-love, even running campaigns with the hashtag #BraveToBeBare.

This study employs descriptive qualitative research. The data was gathered through interviews with a variety of other influencers. Based on the findings of this study, it is possible to conclude that by utilizing Instagram social media in this modern era, creative campaigns and advertisements can be easily promoted and marketed while also reaching a large audience. One of them is by active Instagram users, also known as influencers. This journal is similar to the author's research in that it employs a descriptive qualitative method with in-depth analysis via interviews.

Nonetheless, in this journal, Instagram influencers are highlighted as one of the main drivers in the success of spreading mental health issues through positive actions taken, such as by making a clothing brand that focuses on self-love awareness. Meanwhile, in the author's research, the author wants to highlight the KegelisahArt community's affirmation cards as a medium for increasing self-confidence and dealing with mental health problems in Generation Z.

The third journal, *" Manajemen Komunikasi Army Help Center (AHC) Indonesia dalam Menangani Kasus Mental Illness Penggemar Bangtan Sonyeondan (BTS),"* written by Mayang Riyantie, Romli, Hani Shebira, and Rezzi Nanda Barizki (2022), raises the issue of management communication carried out by the Army or as fans of the Korean music group, BTS, create a community called the Army Help Center. As the name implies, this community exists to assist BTS fans, whether they are fans or not, in dealing with mental health issues. This community makes use of the Twitter social media platform by managing communication as effectively as possible so that everyone can be reached.

People who want to express themselves can do so by sending direct messages to the Army Help Center admin on Twitter. Not only that, but this community frequently hosts an online talk show session for those who need to listen to specific talks about mental health issues. This study employs a descriptive qualitative research methodology. Interviews and observation were two of the data collection techniques employed.

According to the findings of this study, the Army Help Center's communication management is carried out by providing social media Twitter as a medium for consulting and telling stories. Based on these findings, AHC provides BTS fans with as comfortable communication therapy as possible so that the mental disorders they experience can

be properly resolved. This journal focuses on mental health issues, particularly self-love, and employs a descriptive qualitative method similar to the author's research. On the other hand, what differentiates this journal is its argument that the formation of this mental health community was based on a shared interest in the Korean music group BTS, which was also inspired by their song "Love Yourself."

Meanwhile, the KegelisahArt community was formed in order to raise awareness about mental health issues without having the same interest in hobbies that are not related to mental health issues. Furthermore, this journal discusses the use of Twitter as a medium for spreading and dealing with mental health issues and inspired by one of BTS' song, while the author's research shows that the KegelisahArt community uses affirmation cards as a branding strategy for spreading about mental health issues, particularly self-love.

The fourth journal, *"Self-Love: Studi Netnografi Dalam Website Komunitas Online Rahasia Gadis,"* written by Rezki Misdyanti and Nani Kurniasari (2022), raises the issue of an online community called Rahasia Gadis, which uses the website as a medium to spread the issue of self-love. This study also demonstrates how the online-based Rahasia Gadis community can make the best use of online platforms like websites in spreading the message of self-love among women. The spread of self-love issues on the website is accomplished

by utilizing the website's communication feature with anyone who visits the website and wants to share a story.

Members of the community can provide suggestions and input, as well as become good supporting friends, by using the online chat feature on the website called confession room. Aside from that, members of the community can provide motivation not only through words, but also through stickers, text, or even emoticons. This is a descriptive qualitative study that employs netnographic analysis. Netnographic analysis is the study of society and culture through interactions that take place in cyberspace.

The researcher analyzed the data by categorizing social interactions in Rahasia Gadis online community based on community features, such as uploading to the confession room, giving hugs, and commenting on the #KamuTidakSendiri feature. Interactions in each feature take the form of text, symbols, and emoticons, which researchers interpret to discover and describe how members of Rahasia Gadis online community develop a self-loving attitude through the confession room feature. According to the findings of this study, members of the Rahasia Gadis community develop a self-love attitude through interaction in the confession room feature and because of #KamuTidakSendiri.

Despite the fact that it employs qualitative research, this journal with the author's research employs a different method of

analysis. This journal employs netnographic analysis, in which the research examines social media interactions, including emoticons and other symbols. Meanwhile, the author's research employs a descriptive method that describes the findings of researchers obtained through interviews and other observations. Furthermore, this journal focuses on website usage, whereas the author's research focuses on branding strategies used by the KegelisahArt community via affirmation cards.

The fifth journal, titled "*Strategi Komunikasi Media Sosial Indonesian Future Leaders Yogyakarta Terkait Isu Kesehatan Mental di Kalangan Remaja,"* was written by Nisrina Chandra Sagita, Novita Ika Purnamasari (2022). This journal discusses non-profit organizations that use social media and other online platforms, such as Indonesian Future Leaders Yogyakarta. Instagram is the social media platform used, and Spotify is another online platform.

The value of being mindful of one's own mental health is communicated using both social media platforms. This organization not only raises awareness about the importance of mental health issues, but it also educates through a podcast called "Good News, Good Talk," which features casual conversations about dealing with mental health issues. This study takes a qualitative approach, employing the case study method and data collection techniques such as interviews.

According to the findings of the researchers, the communication strategy used by Indonesian Future Leaders Yogyakarta to raise youth awareness about mental health issues is in accordance with the communication strategy planning, beginning with identifying the audience and ending with the media used. Indonesian Future Leaders Yogyakarta uses Instagram and the Spotify platform to educate youth about mental health issues by posting appealing visual images and hosting casual chats about mental health issues.

The audience, who were mostly teenagers, responded positively to this. Journals and research writing share similarities in that both use descriptive qualitative methods, such as interviews and observations of other materials. The difference between the journal and the author's research is that the journal focuses on the communication strategy used by the Indonesian Future Leaders Yogyakarta organization to spread mental health issues through Instagram social media and the Spotify platform, especially the podcast. Meanwhile, the author's research focuses on the branding strategy used by the KegelisahArt community to improve the problem of self-love in Generation Z through the use of affirmation cards.

2.2. Theoretical Framework

2.2.1. Communication

Communication is the act of transmitting and receiving information (Barker, 2016, p.1).

Communication is the process of conveying ideas and comprehensions between people or between people and organizations. Communication is the process of transmitting ideas or information from the sender to the recipient through a medium so that the recipient can comprehend the sender's meaning. (Firmansyah, 2020, p.2).

Based on these explanations, it is possible to conclude that communication is something that occurs between two or more people in order to transfer a message or information. Communication is considered successful when the message or information conveyed is understood by the person receiving it. Furthermore, communication is considered effective when the message conveyed evokes a reaction or response from the receiver. Communication can also take place through a variety of mediums, which is why communication can take the form of verbal or nonverbal messages, as long as a message is formed to be conveyed to the receiver. Finally, communication becomes something that cannot be removed from human life because it is performed every day.

2.2.2. Marketing

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2017).

Marketing is about identifying and meeting human and social needs (Kotler & Keller, 2016, p.26).

To summarize, marketing is an activity that uses various sequences and processes to create, communicate, and deliver something of value to customers based on their wants and needs (either in the form of a product or service). Businesses can connect with customers indirectly by engaging in marketing activities. This is because business actors will conduct market research ahead of time to learn about the wants and needs of prospective sellers. Marketing activities can also be the start of an effort to think of ways to keep their business running. Finally, marketing activities will be realized by implementing a variety of marketing communication-related activities.

2.2.3. Marketing Communication

Marketing communication is the process by which businesses attempt to inform, persuade, and remind consumers about the products and brands they sell, either directly or indirectly (Firmansyah, 2020, p.2).

Marketing communication is the process of sending directed and planned messages to potential consumers or customers in order to influence their opinions or behavior toward a brand or company (Kotler & Armstrong, 2018).

Marketing communication represents the collection of all elements in an organization's marketing mix (7P's: product, price, place, promotion, people, physical evidence, process) that facilitate exchange by establishing shared meaning with its customers (Shimp & Andrews, 2013, p.7).

To summarize, marketing communication is the process of sending messages from business people to customers or consumers with the goal of informing, influencing, and reminding them about the products or services being sold and offered. Marketing communication entails two-way communication between business people and customers or consumers about products or services that are relevant to their needs and desires. Of course, when communicating this, several factors known as the marketing mix must be considered. This includes the product, price, place, promotion, people, physical evidence, and process. Marketing communication is considered successful when the customer or consumer responds, for example, by purchasing the goods or services offered, which benefits the company and the business actors.

2.2.4. Brand

Brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition (American Marketing Association, 2013).

Refers to the statement about brand that has been stated by American Marketing Association, however many practicing managers refer to a brand as more than that – as something that has actually created a certain amount of awareness, reputation, prominence, and so on the marketplace (Keller, 2013, p.30).

Brands can serve as symbolic devices, allowing consumers to project their self-image (Keller, 2013, p.35).

2.2.5. Branding

Branding is endowing products and services with the power of a brand (Kotler & Keller, 2015).

Branding is the collection of actions taken by a brand owner to establish a brand. It is a technique by which a company makes its product stand for something in the minds of millions of people. (Jones, 2017, p.42).

Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds (Marion, 2022).

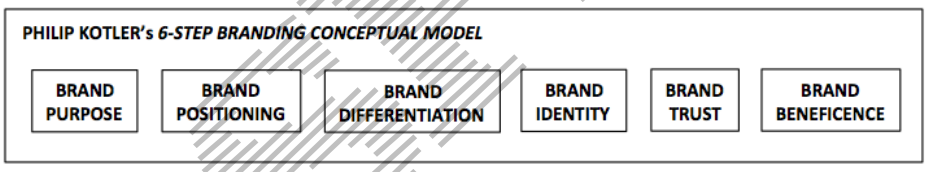
2.2.6. Branding Strategy

Brand strategy involves creating a unique name and image for a product in the consumer's mind (Kotler, 2016, p.35).

Branding strategy identifies which brand elements a firm chooses to apply across its various products (Kotler & Keller, 2016, p.158).

From that definition, Kotler also made the 6-step conceptual model to guide our thinking about branding and its strategy:

Figure 10
6-Step Branding Conceptual Model by Philip Kotler (2016)



From Marketing Journal, 2016.

1. Brand Purpose

Brand purpose provides answers on what the company intends to achieve. It describes how the brand will improve the buyers' lives and meet their expectations. (Kotler, 2016).

Brand purpose is a statement about the reasons why brands exist in this world, which challenges businesses to contribute to creating positive social and environmental changes (Keller & Kotler, 2016).

As a result, it can be concluded that brand purpose is the primary goal and brand ambition that goes beyond monetary goals

and is oriented toward bringing about positive changes for consumers or society as a whole. This statement serves as the foundation for brand business decisions and encourages businesses to contribute to positive social and environmental change.

2. Brand Positioning

Brand positioning as the act of designing the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market (Kotler, 2016).

Deciding on a positioning requires (Kotler & Keller, 2016, p.131):

- Identifying the target market and relevant competition to select a frame of reference
- Identifying the optimal points-of-difference brand associations given the frame of reference, including emotional branding
- Creating a brand mantra that will describe the brand's positioning and essence in the public's eyes

3. **Brand Differentiation**

Brand differentiation is the act of designing. A set of meaningful differences to distinguish the company's offering from competitor's offerings (Kotler,2016).

Brand differentiation is the means by which your brand is set apart from the competition, by associating a superior performing aspect of your brand with multiple customer benefit (Carter, 2014).

4. **Brand Identity**

Brand identity is the identity comprises the ways that a company aims to identify or position itself or its product (Kotler,2016).

Brand identity is the collection of all elements that a company creates to portray the right image to its consumer (DeBara, 2022).

Brand identity is a vital aspect of a brand strategy. It refers to the unique characteristics that influence a brand's perceived personality, appearance, and behavior (Marion, 2023).

5. **Brand Trust**

Brand trust is consumer trust in a product despite all risks because there is a high hope or expectation that the brand will provide positive results to consumers, leading to loyalty and trust in the product (Armstrong & Kotler, 2016).

Brand trust are the degrees to which customers view a brand as an authoritative, reliable and safe source of information,

products or services. Simply put, brand trust is a company's reputation online and offline (Duke, 2023).

6. Brand Beneficence

Brand beneficence is the promise that a brand makes to its customers that it will benefit people and society. A good brand beneficence ensures that customers, both individuals and communities, are not harmed (Kotler, 2016).

To be conclude, brands play an important role in the lives of their customers by providing the benefits and conveniences which will give a good impression.

2.2.7. Visual Communication

Communication uses visual language, with the basic elements of visual language being the main force in conveying the message. Visual language is anything that can be seen and can be used to convey meaning, significance and messages (Putra, 2020, p.5).

Visual communication is storytelling; it is how we convey information and create experiences through a variety of medium and can be found in design, illustration, photography, art, and advertising as a picture, quote, campaign, film, or animation (Langford, 2021).

2.2.8. Generation Z

Generation Z is the newest working generation, born between 1995 and 2012. Generation Z is more technologically advanced, has a more open mind, and is less concerned with social norms (Stillman, 2017).

According to Tulgan and RainMaker (2013) research, there are five key formative trends shaping Generation Z:

1. Social Media is The Future

   Generation Z has completely dominated social media. They have never known life without engaging in conversation with anyone, anywhere, at any time. Generation Z is also very capable of using social media, and their abilities occasionally astound the older generations. The key to successful social media use is command-driven usage.

2. Human Connections Are More Important Than Ever

   One of the things that makes human connection so important is the ease of communication brought about by rapid technological advances. It's no surprise, given Generation Z's ability to use technology, that all forms of human connection are moving faster than ever before.

3. Skill Gaps

   The skill gap between Generation Z will be extremely visible. This is due to the rapid pace of technology in this generation.

Managing Generation Z, on the other hand, requires massive improvement efforts in order to broadly transfer existing knowledge from previous generations, such as work habits, interpersonal communication, and other critical thinking. This capable Generation Z skill also raises the need for a reward.

4. Global Mindset, Local Reality

   Generation Z's ease of communication allows them to learn more about the world at large. Even so, their knowledge of the world, both directly and geographically, is lacking because they are accustomed to the convenience of technology that can be accessed from anywhere. Furthermore, Generation Z is an open-minded generation because they frequently interact with the global world through social media or other technologies that they master.

5. Infinite Diversity

   Generation Z is used to to accepting diverse points of view and mindsets. This makes tolerating diversity very easy for Generation Z. On the other hand, because of their ease in seeing and accepting the world's mindset, Generation Z finds it difficult to understand themselves as a result of all the changes around them that happen so quickly that new perspectives emerge every day.

With Generation Z's convenience and a life dominated by technology, there are seven issues have piqued the attention of Generation Z (Casey Foundation, 2021):

1. Health Care

   In terms of healthcare, Generation Z values convenience, efficiency, and transparency. They are growing up in a medical system that provides unexpected opportunities for connecting with doctors, health coaches, therapists, and self-monitoring solutions aimed at supporting their well-being, because of advances in technology.

2. Mental Health

   Mental health is a major concern for Generation Z. According to an American Psychological Association study, this age group is the least likely to report fair or excellent mental health. While technology is an important tool for Generation Z's socialization, it can also worsen feelings of loneliness and stress. Tragic world news is now delivered faster than ever — and more difficult to avoid — via apps and other platforms.

3. Higher Education

   Generation Z is eager to learn new skills. They are creative, active, and tech-savvy students who prefer an immersive, hands-on educational experience to sitting passively and listening to hours of professor lectures.

4. Economic Security

   When it comes to making money, Generation Z prefers to carve their own path. They are entrepreneurial in nature. They want stable, well-paying jobs while attempting to avoid crippling debt.

5. Civic Engagement

   Generation Z is driven to effect social change through existing platforms such as Snapchat, Instagram, Twitter, and TikTok. With this in mind, Generation Z has contributed to the digitalization of activism. Generation Z has offered the world solutions along the way, harnessing the power of social media to highlight specific causes or issues they want to see changed.

6. Racial Equity

   Generation Z is more racially and ethnically diverse than previous generations. Strictly speaking, this group values inclusion, and its members are more likely than their older counterparts to support racial and ethnic diversity. This is because Generation Z has an open mind.

7. Environment

   Environmental issues in the modern era are one of the social issues that Generation Z is concerned about. This is also due to Generation Z's increased awareness, which is accompanied by caring actions, such as a social media campaign raising awareness of environmental issues.

2.2.9. Mental Health

Mental health is a state of mental well-being that enables people to cope with the stresses of life, realize their abilities, learn well and work well, and contribute to their community (World Health Organizations, 2022).

Mental health is the realization of genuine harmony between the functions of the soul, as well as the ability to deal with everyday problems and to feel positively about one's happiness and abilities. The above-mentioned soul functions, such as thoughts, feelings, mental attitudes, views, and life beliefs, must be able to assist one another in order to keep others from feeling doubtful and indecisive (Daradjat, 2016, p.13).

The characteristics of people who have good mental health (Nisa, M, Psi., PSYCHOLOGIST.,2019, p.5):

1. Someone who has a feeling of happiness and satisfaction in their lives.
2. Someone is enthusiastic about living life (the ability to enjoy life, joy, and other pleasures).
3. Someone who has the ability to live in the face of life’s stresses and to rise above life’s failures.
4. Someone who is capable of self-realization. The ability to self-realize refers to the ability to participate in life in accordance with

one's best potentials through meaningful life activities and positive social relationships.

5. Someone who has the ability to be adaptable. The ability to change, develop, and experience a wide range of emotions in response to changing life circumstances is referred to as flexibility.
6. Someone who has a feeling about life's balance. For example, the balance of life is between privacy and socialization, playing and working, sleeping and walking, and resting and being active.
7. Someone who has a sense of the completeness of a life view that includes perspectives on spirit, body, creativity, and intellectual development.
8. Someone who is concerned about themselves and others.
9. Someone who has self-assurance and a positive self-image.

2.2.10. Self-Love

Self-love is a state of appreciation for oneself that grows from actions that support our physical, psychological and spiritual growth. (Borenstein, 2020).

Self-love is not simply a state of feeling good. It is a state of appreciation for oneself that grows from actions that support our physical, psychological, and spiritual growth (Khoshaba, Psy.D.,2012).

There are seven-step prescription for self-love (Khoshaba, Psy.D., 2013):

1. Become mindful

   When people are aware of what they think, feel, and want, they become aware and knowledgeable about themselves and act in accordance with their own nature.

2. Act on what you need rather than what you want

   An individual can act on what they need rather than what they want, and they can continue to focus on what they want in their lives without having to consider what other people have. They'll be satisfied with what they have in their lives.

3. Practice good self-care

   This factor affects how a person treats themselves, including things like getting a treatment, relaxing, and other things. By getting used to treat ourselves as good as possible, we will naturally feel content inside knowing that we have done the best we can for ourself.

4. Set boundaries

   When an individual can set limits on things that are outside of themselves and are not in line with themselves, they will return to feeling sufficient and satisfied with themselves. This is done so that they do not have unrealistic expectations of themselves.

5. Protect yourself

   When a person wants to love his or herself, it turns out that the things around them are also important to consider, such as bringing the right people into their lives. It doesn't matter if a person has to cut toxic people out of their life. Don't let poisons that may seem meaningless but can destroy and torture us, affect us to forget how much we are appreciated. When we achieve this, it will be much easier to love and respect ourselves.

6. Forgive yourself

   It is necessary for a person to forgive themselves first in order to accept everything that exists. Individuals who forgive themselves train themselves to accept everything that happens within themselves.

7. Live intentionally

   Individuals will be more self-accepting and loving as a result of living with purpose and design.

Referring to the seven ways above, five components are formed which can be used as a reference when someone loves themselves, they are (Xue, L. M., Huang, X. T., Wu, N., & Yue, T.,2021):

1. Self-Cherishing

   It shows how people treat themselves well and how they value themselves.

2. Self-Acceptance

   It indicates that people accept themselves as they are and are dedicated to growing into their ideal selves.

3. Self-Persistence

   It indicated that individuals maintain their values and do not make sacrifices when interacting with others.

4. Self- Responsibility

   It implies that it is the individual's duty and responsibility to love themselves.

5. Self-Resistant

   It indicates that people intentionally control their behavior in order to adhere to social expectations (like the law and morality).

2.2.11. Community

According to Soekanto & Sulistyowati (2014) cited by Ritonga, Arifin, Fauzan (p.38, 2022), community is a group of people who have the same motivation or interests in a society.

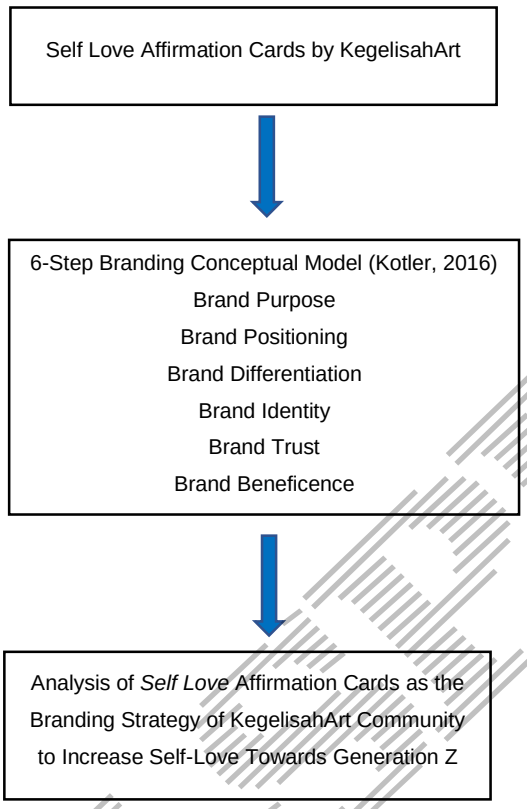
A community is a group whose members share similarity in social criteria, such as similarity in profession, similarity in place of residence, similarity in hobbies, and so on (Ritonga, Arifin, Fauzan, p.38, 2022).

According to Ife & Tesoriero (2016), the following are the community's characteristics:

1. Scale in the community is limited to people who will know each other, where interaction is open and honest to all
2. Identity and belonging given by the community to individuals who become part of a person's self-concept
3. The community is more than just a group formed to meet administrative needs, but also has the characteristics of an association where someone who is included as a member feels they belong and are recognized.
4. Obligations. The community's maintenance function is largely performed by its members. As a result, being a part of a community is an experience that requires active participation.
5. A community allows people to interact in a wider range of roles, where these roles are not differentiated and are not based on contracts *(Gemeinschaft)*

2.3. Research Framework

Table 1
Research Framework



Processed by Author, 2023.

In this study, the author will discuss how the Self Love affirmation cards produced and sold by KegelisahArt can be a good branding strategy for the KegelisahArt community as a community that spreads mental health issues. This will be based on Philip Kotler's framework for the 6 Step Branding Conceptual Model, which he proposed in 2016. This entails taking into account Brand Purpose, Brand Positioning, Brand Differentiation, Brand Identity, Brand Trust, and Brand Beneficence. From this framework, the author will conduct an analysis of the KegelisahArt community's branding

strategy for increasing self-love in Generation Z through the use of self-love affirmation cards.



CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Method

In this study, researcher decided to do research with a qualitative approach. Qualitative research as an iterative process in which improved understanding to the scientific community is achieved by making new significant distinctions resulting from getting closer to the phenomenon studied (Aspers & Corte, 2019). In accordance to that explanation, qualitative research is also dynamic research because it is constantly changing and experiencing developments that are influenced by the phenomenon being studied. It doesn't stop there; by conducting qualitative research, the researcher can also see mutual or interactive relationships between the variables studied, which in this study leads to *Self-Love* affirmation cards created by the KegelisahArt Community in increasing self-love among Generation Z.

In this study, researcher decided to use a descriptive qualitative approach for more details, in addition to using qualitative research. The goal of qualitative descriptive research is to answer research questions about who, what, where, and how an event or experience occurs until it is carefully analyzed to find patterns that emerge in these events (Kim, H., Sefcik, J. S., & Bradway, C., 2016). This statement also indicates that this descriptive qualitative research

method employs an inductive flow approach. This inductive flow begins with an explanatory process or event for the researcher that progresses from the specific to the general, from which a generalization of the process or event can be drawn. In this study, the researcher will describe the branding strategy used by the KegelisahArt Community in dealing with the issue of self-love among Generation Z by utilizing the affirmation card medium-Self Love. Finally, it can produce a conclusion that emphasizes how people interpret and understand their experiences in order to understand social reality and enable individuals to solve their own problems using the medium provided.

3.2. Data Collection Tehcnique .

Data collection techniques are a process that must be carried out when conducting research. Data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data. Without knowing data collection techniques, researchers will not get data that meets the established data standards (Sugiyono, 2017, p.22). This explanation leads to the conclusion that the existence of data collection techniques will help researchers find valid data on the subject under study. It doesn't stop there; proper data collection techniques can also assist researchers in discovering internal and external factors that will greatly benefit

research conducted by researchers. Of course, data collection research can be conducted in a variety of ways, resulting in both primary and secondary data

3.2.1. Key Informant

The key informant is a crucial component of the research's object of study. Informants are people with information who are important sources of research data. The resource persons not only explain a problem as it is stated, but they also convey the information in accordance with their own preferences and methods (Nugrahani, 2014, p.111). This explanation leads to the conclusion that the key informant is critical in supporting all of the researcher's theories and hypotheses. The presence of key informant is a valuable addition to research conducted by researchers.

To complete out the information and support the author's research, the author conducted preliminary research on 110 Generation Z respondents. The author believes that by doing so, the research will be more complete with information obtained from people around the author. Not only that, but pre-research is valid additional information that will support all other key informant opinions and information, as well as the author's opinion as a researcher. People who participate in the author's preliminary research can also be

considered informants. Aside from that, researcher use the following individuals as informants in the research:

1. I Made Suri Pandhu as the Founder & CEO of KegelisahArt community. By interviewing him, the researcher hopes to examine the ideas and decisions made by the community's founder in using the medium of the Self Love affirmation card, which, according to researcher, is also one of the KegelisahArt Community's good branding strategies.
2. Dea Astra as the Copywriter & Sales of KegelisahArt community. By interviewing her, the researcher hopes to learn how the KegelisahArt Community uses other media, such as social media or WhatsApp groups, to build a supportive mental health community and spread positive affirmations in the form of writing, photos, or videos. Aside from that, the researcher also wants to know how to promote KegelisahArt affirmation cards as a medium that can be purchased and used by community members.
3. Dio Vialli as the Advertisement Manager of KegelisahArt. By interviewing him, the researcher hopes to learn more about what kind of good advertisement to use or how to advertise something related to KegelisahArt in order to have a good branding.
4. Dra. A. Kasandra Putranto as the clinical psychologist. By interviewing her, the researcher wants to investigate the psychological effectiveness of using Self Love affirmation cards

from the KegelisahArt Community in increasing self-confidence and self-love in Generation Z.

5. Mrs. Elke Alexandrina, Msc., one of the LSPR Communication and Business Institute's strategic branding lecturers. By interviewing her, researcher wants to know if the KegelisahArt community implemented a good branding strategy as a mental health community by using self-love affirmation cards to increase self-confidence or self-love in Generation Z.
6. Six members of the Kegelisahart Community who are considered as Generation Z and divided into two considerations. The first one is 3 people of generation z who have the self-love affirmations cards and the other 3 one is for people of generation z who don’t have the cards. A focus group discussion (FGD) will be held with these six members to learn about each other's thoughts and opinions on KegelisahArt’s Self-Love affirmation card through different perspectives.

3.2.2. Interview

Interviews are a primary data collection technique used by researchers to get deeper into the informants' responses to questions about the subject under investigation. Interviews are used as a data collection technique when conducting a preliminary study to identify problems that need to be studied, as well as when the researcher

wants to learn more in-depth information from respondents and the number of respondents is small/small (Sugiyono, 2017, p.137). When conducting interviews, the researcher must keep in mind that the subject being interviewed is the person who knows the most about the subject being researched by the researcher. It doesn't stop there; the people being interviewed are also trustworthy subjects who can provide valid results to researchers. Sugiyono (2017, p.138) also suggests ways that can be done in interviews:

1. **Structured Interview**

   With this interviewing strategy, the researcher is fully aware of the data that will be gathered. Each respondent is questioned the same way in structured interviews, and there are multiple interviewers available to collect data. Answers to structured questions have been directed and prepared in a variety of formats. For example, the options 'very good', 'good', 'enough, and 'bad'. Structured interviews make research easier for researchers because the answers are definite and structured.

2. **Unstructured Interview**

   Unstructured interviews are free interviews in which the researcher does not follow interview guidelines that have been carefully and completely planned for data collection. The interview guide is only a general outline of the questions to be asked. Researchers do not know what data will be obtained in unstructured

interviews, so they pay more attention to what respondents say. Based on the analysis of each respondent's response, the researcher can ask a series of follow-up questions that are more focused on a specific goal. As a result, it can be concluded that answers in unstructured interviews will be very broad, which is why researchers must remain neutral when listening to responses from respondents.

3.2.3. Focus Group Discussion (FGD)

Focus Group Discussion (FGD) is a discussion technique used by researchers to gather a group and specifically discuss one topic (British Ecological Society, 2022). Researchers will usually draw conclusions from opinions about the topics discussed from a group of people. These discussions will usually be led by one person and will take place in an informal setting. This is done to ensure that participants do not feel compelled to express their views.

The author decided to conduct FGD activities with 6 members of the KegelisahArt community who are in the age range that corresponds to generation z. The FGD will be divided into two groups, namely 3 members who have KegelisahArt Self-Love affirmation cards, and 3 more people who do not have KegelisahArt Self-Love affirmation cards. This is done so that the author can see opinions from two different perspectives.

The FGD activity will begin with a self-introduction from the moderator, which will be carried out by the author as data collector. After that, the author will invite the other 6 members who took part in the FGD to introduce themselves too. After the self-introduction has been completed by each member, the author will explain again the aims and objectives of conducting the FGD as well as the procedures for doing it. The author will start the discussion by asking the same questions first to all members, whether they have cards or not.

Not only asking questions, but the author as moderator will also provide opinions related to the questions asked. After that, the author will go into questions that are more specific and different between those who have cards and those who don't have cards. The questions will focus on the theory that the author uses in his thesis, namely the 6 steps of Branding Conceptual Model by Kotler (2016). At the end, after all questions have been answered and each other has provided opinions through the discussion, the author as moderator will close this discussion and of course express his gratitude for the participants' availability in helping the author collect data, one of which is through FGD activities.

The researcher will conduct unstructured interviews for this study. This is because researcher want to know in detail and depth about research conducted by researcher from several selected

sources. The researcher will ask a series of questions to the respondents based on an outline, which can result in many new perspectives. Aside from that, unstructured interviews can assist researchers in being supported by more critical facts from reliable sources. These critical facts can also assist researcher in viewing an opinion or point of view from a different angle. Aside from interviews, the researcher decided to hold a Focus Group Discussion (FGD) with five members of KegelisahArt Community. The aim is to create new opinions from various parties and the FGD flows in a relaxed manner without any coercion or pressure for answers.

3.2.4. Secondary Data

Secondary data is data other than primary data that can support the researcher's research. Secondary data is a means of supporting primary data, that is, in addition to primary data, secondary data is used to support research with other data related to research (Sunyoto, 2014, p.42). This secondary data collection technique can be retrieved from journals, books, internet sources (websites, online forums), and many other sources that can be used to assist research. In searching for secondary data, researchers must also be careful and pay close attention to whether the sources used are valid, considering that these sources were taken from previous sources who had

conducted related research. In this study, secondary data that will be used by researchers is utilizing books, journals, internet sources.

3.3. Data Analysis Technique

The process of analyzing qualitative data is carried out interactively and continually until the process is complete and the data is accurate (Sugiyono, 2017, p.243). Data analysis activities include:

3.3.1. Data Reduction

The amount of data collected in the field is significant which requires careful and detailed documentation. The longer the researcher is in the field, the more data is collected, the more complex it becomes, and the more complicated it becomes. Data reduction will make it easier for researchers to summarize, record the main points, focus on important data, and look for patterns in the data.

3.3.2. Data Display

Data presentation in qualitative research is accomplished through the use of brief descriptions, charts, flowchart relationships between categories, and other methods. The presentation of the data will result in research patterns. The pattern that has become the standard pattern will no longer change as a result of the research pattern that was discovered and supported by data during the

research. This pattern may be used as data in the final research report.

3.3.3. Conclusion Drawing / Verification

If strong evidence is not found to support the next stage of data collection, the initial conclusions presented in qualitative research will change. However, the conclusions are credible if they are backed up by reliable and consistent evidence when the researcher goes back to the field to gather data.

3.4. Data Verification Technique

Data verification techniques are things that must be done in research to double-check the validity of existing research results. Data verification is performed to determine the degree of accuracy between the data that occurs on the research object and the data that the researcher can report. To obtain valid, reliable, and objective data from qualitative research, research must be conducted using valid and reliable instruments. Furthermore, in qualitative research, the data must be verified once more. Data triangulation is one method for testing the credibility or trustworthiness of qualitative research data (Sugiyono, 2017, p.270).

3.4.1. Data Triangulation

In this credibility test, triangulation is defined as checking data from various sources in various ways and at various times. Thus, data

triangulation is classified into three types: source triangulation, technical triangulation, and time triangulation (Sugiyono, 2017, p.273).

1. **Source Triangulation**

   Source triangulation is used to test the credibility of data by comparing information obtained from three different sources. The results from these three sources can be described and categorized to determine which views are similar, different, and specific. The researcher's analysis of the data yields a further conclusion, which will lead to an agreement through member checks with selected sources.

2. **Technical Triangulation**

   Technical triangulation is used to test the credibility of data by comparing it to the same source using different techniques. For example, previous data was obtained through an interview technique, which was then used to ensure the validity of the next technique, an observation technique, followed by documentation and questionnaires. If the three techniques produce different data, a discussion with the data source will be held to determine which is the same or will remain different because it appears from a different perspective.

3. **Time Triangulation**

   Time can be one of the factors influencing data sources' ability to provide answers. Previously, the interview was held in the morning,

when the answers were new and seemed 'fresh' because they were also time-supported. As a result, you can conduct interviews at other times, such as during the day, afternoon, or evening. By conducting interviews at various times, this can also be used as observational material to confirm the results of data obtained from data sources.

The researcher used source triangulation in this study. This is due to the fact that researchers will focus on interviewing existing sources in order to provide opinions from other perspectives. According to various sources, it will undoubtedly greatly assist researcher in completing this research.

3.5. Research Focus

Researcher conducted research on KegelisahArt's Self Love affirmation cards, a branding strategy implemented by the KegelisahArt community as a community focusing on mental health in increasing self-love in Generation Z. This is also based on a framework of thought about Philip Kotler's 6 Step Branding Conceptual Model, which he proposed in 2016.

Table 2
Research Focus

Research Object	Element	Definition	Evidence	Data Collection Method
Analysis of *Self Love* Affirmation Cards as the Branding Strategy of KegelisahART Community to Increase Self-Love Towards Generation Z	Brand Purpose	Brand purpose gives answers to the questions pertaining what the brand promises to accomplish. It describes how the brand will improve the buyers' lives and meet their expectations. (Kotler, 2016).	The purpose of using Self-Love affirmation cards as a medium to increase self-love in Generation Z.	Interview & Focus Group Discussion (FGD)
	Brand Positioning	Brand positioning as the act of	KegelisahArt Community, as a mental	

		designing the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market (Kotler,2016).	health community, is ready to support its members in various ways, one of which is through the use of affirmation cards.	
	Brand Differentiation	Brand differentiation is the act of designing. A set of meaningful differences to distinguish the company's offering from competitor's offerings (Kotler,2016).	The KegelisahArt Community's affirmation cards are different from other mediums used by the mental health community.	
	Brand Identity	Brand identity is the identity comprises the ways that a company aims to identify or position itself or its product (Kotler,2016).	Illustrations and affirmation words on the Self Love Affirmation Cards of KegelisahArt Community can be an important identity related to KegelisahArt's existence as a mental health community.	

	Brand Trust	Brand trust is consumer trust in a product despite all risks because there is a high hope or expectation that the brand will provide positive results to consumers, leading to loyalty and trust in the product (Kotler, 2016).	KegelisahArt's self-love affirmation card can be a product or medium that makes community members feel calmer when reading the affirmation card, especially during KegelisahArt community activities.	
	Brand Beneficence	Brand beneficence is the promise that a brand makes to its customers that it will benefit people and society. A good brand beneficence ensures that customers, both individuals and communities, are not harmed (Kotler,2016).	The self-love affirmation cards from Kegelisahart can help its members, particularly members of Generation Z, love and feel more confident about themselves.	

Processed by Author, 2023.

3.6. Time and Place of Study

Table 3
Research Focus

Activities	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023	September 2023
Pre-Research							
Chapter I							
Chapter II							
Chapter III							
Seminar Proposal							
Interview							
Data Processing							
Chapter IV							
Chapter V							
Thesis Submission							
Thesis Defense							

Processed by Author, 2023.

3.7. Limitations of Research

The research was limited by the fact that the KegelisahArt community, which the researcher focused on, hid the identity of the illustrator who created the Self-Love affirmation cards. This disables researchers from deducing the significance of the images from the written affirmations through the eye of the illustrator.



CHAPTER IV

ANALYSIS & DISCUSSION

4.1. Description of The Object Analysis

4.1.1. KegelisahArt Community

KegelisahART Community is a mental health-focused community. This community is media based that was established in 2018. The community itself was established in 2022, during the pandemic. KegelisahArt was initially just a media that used several social media platforms, including Instagram, TikTok, YouTube, and Twitter, as well as websites. In fact, before KegelisahArt became a community, it frequently reposted several works from people who had tagged their Instagram accounts. These works typically take the form of paintings, poetry, motivational writings, musical plays, and many more. Aside from that, KegelisahArt also provides psychology information that can be accessed if their members require additional assistance with mental health issues.

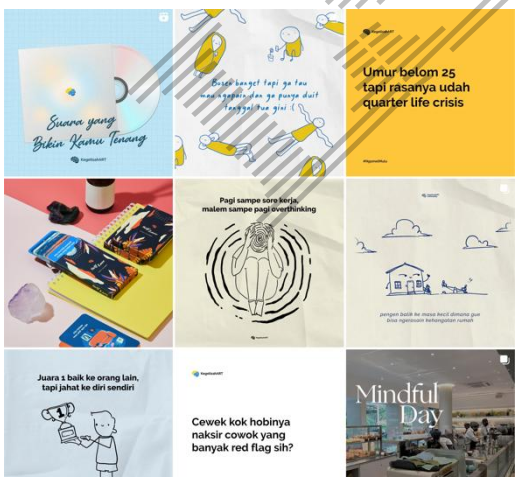
Figure 11
KegelisahArt's logo



From KegelisahArt team, 2023

KegelisahArt began to hold several events that brought its members together after it became a community. Before it became a community, KegelisahArt also held other types of activities, even if they were online, such as an online talkshow. The talkshow might include inviting art painters, writers, psychologists, and other artists. KegelisahArt began holding several events directly with its members after conditions began to improve and the pandemic period ended. For example, coloring and having a picnic in the park, a pottery class in Kota Tua, and other interesting events. KegelisahArt community usually shares upcoming events via social media and the WhatsApp group for members of this community.

Figure 12
KegelisahArt's Instagram Feeds



From Instagram @KegelisahArt, 2023.

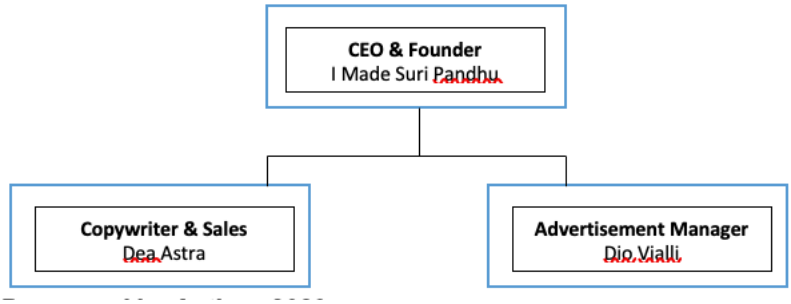
Figure 13
One of KegelisahArt's Offline Activities



From Instagram's Highlight @KegelisahArt, 2023.

As a community that focuses on mental health issues, KegelisahArt strives to be a safe space for those who want to tell or express themselves through art, such as coloring, journaling and other activities. KegelisahArt also admits that its existence is not as a professional helper like a psychologist or psychiatrist, that is why this community is here to ease the burden for those who carry a lot of problems that are related to mental health, and even share with each other about further treatment from people who are already got a professional treatment. KegelisahArt's team consists of 3 people, namely:

Table 4
KegelisahArt Community Team Structure



Processed by Author, 2023.

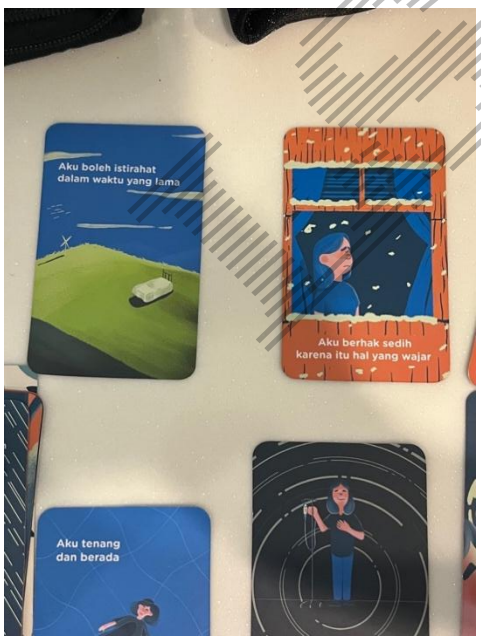
The CEO & Founder of KegelisahArt, Kak Pandhu, is an anxiety disorder survivor. This is one of the reasons why he created KegelisahArt at the very beginning as a media, which now also has a community. Kak Pandhu wants everyone to know that they are not alone and that it is normal to be sad. It is anticipated that this community may actually become a place of support when people do not know where to go.

The existence of the KegelisahArt community is inseparable from other creative ideas to help the members who join. KegelisahArt also creates interesting products that can be purchased. These items can also serve as a source of comfort for people suffering from mental health issues. For example, coloring books, greeting cards, and affirmation cards in various series. These products can be purchased through specific websites, e-commerce, or offline stores, one of which is Dia.Lo.Gue in Jakarta. KegelisaArt has also begun collaborating with media, such as Greatmind.

4.1.2. Self-Love Affirmation Cards by KegelisahArt

The self-love affirmation card is part of a series of affirmation card products created by KegelisahArt community. These affirmation cards, as the name implies, contain affirmations about self-love. Aside from encouraging words, the self-love affirmation card also shows illustration of the situation that corresponds to the words on the affirmation card. The affirmation and illustration are the original work of the CEO & Founder of KegelisahArt. Each artwork is connected to the words of encouragement that are being shown in the cards.

Figure 14
Self-Love Affirmation Cards by KegelisahArt



From Author, 2023.

There are 24 cards total in KegelisahArt's self-love affirmation cards. On the first cards are greetings from the KegelisahArt team, and on the

second cards is the KegelisahArt logo. The next 22 cards contain affirmations and illustration. For the packaging, KegelisahArt self-love affirmation cards come in a small cardboard box that can be carried easily.

Figure 15
The First Card of Self Love Affirmation Cards



From Author, 2023

This card, which costs Rp80.000 is available through websites, e-commerce, and offline stores like Dia.Lo.Gue. KegelisahArt stated on their Instagram account that this card was created so that people who buy and own it can get support for themselves as well as love themselves with calming sentences and illustrations from the affirmation card. It doesn't stop there; KegelisahArt hopes that by creating this card, a simple thing like affirmation can help a person slowly overcome their mental health issues, which in this case are related to self-love. Apart from that, this card is

suitable for young people, particularly Generation Z, who are dealing with similar issues.

4.2. Analysis Result

After conducting interviews with internal sources, such as KegelisahArt team, external sources, such as psychologists and expert lecturers, and focus group discussions with six members of KegelisahArt community, three of whom had affirmation cards and three of whom did not, the researchers learned a lot of information that was relevant to the research. This interview approach certainly does not turn away from all of the theories and research focus that researchers use, especially the 6-Step of Branding Conceptual Model by Philip Kotler (2016).

4.2.1. Communication

It all began with communication. Communication plays such a crucial role in everything that is done. Communication is something that humans do all the time in order to deliver a message. The message can be delivered through a variety of mediums. Firmansyah (2020) also stated that communication is the process of transmitting ideas or information from the sender to the recipient through a medium so that the recipient can comprehend the sender’s meaning.

Communication is stated to run smoothly, when the message is well understood by the receiver. In this study, the Self Love affirmation cards issued by KegelisahArt can be considered as a medium in conveying a message.

> *“Karena memang teman-teman di KegelisahArt itu, kreatifnya tinggi banget gitu. Dan salah satu medium untuk melampiaskan kekreativitasan kita itu ya dari bikin produk itu karena kebetulan kita juga ada* investor*”*, (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

This statement emphasizes the fact that the KegelisahArt team's self-love affirmation cards serve an important purpose, one of which is to serve as a means of communication to community members or other people who have purchased the cards. The medium's purpose is to transmit a message about self-love in a creative way, and it is considered as a solution to make existing products look more interesting.

Apart from the CEO and Founder of the KegelisahArt community, this was confirmed by a professional psychologist who stated:

> *“Dalam psikologi, penggunaan kartu itu seringkali memang dianggap efektif, dinilai efektif gitu ya, kenapa? Karena manusia itu punya berbagai proses untuk menyerap sesuatu, kan kita punya panca indera, kita bisa lewat mata, kita bisa lewat telinga, kita bisa lewat hidung dengan mencium, kita bisa lewat mulut dengan pengecapan, dan kita bisa dengan taktil.”* (Kasandra, Clinical Psychologist, 2023).

The statement put forward by Mrs. Kasandra is in accordance with the meaning of communication that was being stated by Barker (2016) where communication is the act of transmitting and receiving information. The information received originates from human sensory stimuli, especially visions related to the illustrations on the self-love affirmation cards. Thus, the use of cards is considered effective because it helps individuals to absorb what they see and of course the cards contain positive things that give value to their users.

In conclusion, communication is something that can be done using various mediums. In this case, it relates to the use of self-love affirmation cards made by KegelisahArt. Communication can be assessed as running smoothly when the individual understands what the use and use of the affirmation card medium is.

The decision afterwards will lead to marketing activities which will certainly have an impact on how the message is received by the receiver. At the end, communication is something that will never be separated from human's life. This is because communication can be done using various ways, as long as the message is conveyed, the communication runs smoothly.

4.2.2. Marketing

Apart from being used as a medium of communication, KegelisahArt's Self Love affirmation cards have also become one of the marketing activities carried out by the KegelisahArt community. Marketing is the identification and fulfillment of human and social demands (Kotler & Keller, 2016, p.26).

KegelisahArt created a product in this regard, namely the Self Love affirmation card, which came from the creative minds of the CEO & Founder who believed that this Self Love affirmation card could be a card that meets the expectations of someone who finds it difficult to be confident, particularly Generation Z.

> *"Karena media kesehatan mental itu kadang-kadang ada yang cocok ada yang enggak. Maka dengan produk ini kita mencoba cari*

> *pendapatan lain kita dari segi kreativitas, bisnis sampai yang terakhir mungkin misi sosial saya kali ya, karena saya ngerasa saya udah bisa bangkit dari* anxiety *sama depresi",* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

The statement points out once again that the Self Love affirmation card is an idea that becomes a medium that is developed not only from a creative standpoint, but also as a business that is carried out to seek other income for the KegelisahArt community's sustainability. On the other side, one of the reasons for this communication medium is the social mission carried out by the CEO & Founder of KegelisahArt community, where the purpose of the social mission is to present a tool that he used to recover from anxiety problem.

Even though the KegelisahArt community is especially involved in the field of mental health, this community must also engage in marketing initiatives in order to be more widely recognized. Furthermore, this group aspires to disseminate social missions connected to mental health and to create a safe area. Aside from aims, the KegelisahArt community considers consumer behavior and lifestyle of each target demographic.

> *"17 sampai 25. Oke, untuk customer behavior yang pertama yang saya belajar itu 18 sampai 25.",* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

In more detail, he was also stated things that related with lifestyle from the designated target audience:

> *"Ya, jadi akhirnya kita targetin ke orang-orang yang maksudnya kerucutnya itu lebih broad lagi gitu. Bukan hanya yang gangguan mental, tapi orang-orang yang sempat merasa insecure atau lupa untuk menyayangi diri sendiri atau bahkan orang-orang yang kayak suka journaling atau meditasi."*, (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

This statement was also supported by another statement from him:

> *“Jadi awalnya, saya itu targetinnya itu untuk orang-orang yang punya gangguan mental gitu. Tapi saya juga akan sempat punya mentor juga dari brand besar. Dia bilang, 'Lo kalau misalnya nargetin produk itu, jangan terlalu segmented ke orang doang yang dengan gangguan mental.”,* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

These two statements show that the CEO & Founder of KegelisahArt community has done extensive study on the targeted target demographic. This is demonstrated by his statement that he understands the qualities of his target audience and does not confine it to specific categories. Furthermore, he has a brand mentor who can become a consultant to validate what is being done. The CEO & Founder of KegelisahArt Community's actions are in line with what should be done in marketing.

This is demonstrated by the following certified statement from a practicing lecturer:

> *“Kalau dari marketing ya* consumer behaviour*, perilaku konsumennya seperti apa, cara mereka mencerna informasi seperti apa,* life style*nya gitu ya. Nah, biasanya kalau satu produk itu misalnya untuk gen z ini, jadi dilihat dulu sebelum produk itu di* launch *gitu ya. Itu harus dilihat dulu ya”*, (Alexandrina, Practitioner Lecturer, 2023).

Thus, it can be stated that marketing activities are a necessary first step because they contain extensive research on the target population. Not only that, but marketing is also a beginning activity associated with the

process of creating, communicating, and delivering something in response to the needs and desires of the target audience. This might be followed by further activities linked to the buyer's decision on the product being sold and advertised. Finally, marketing actions can be a starting point for creating something that will last for a long time.

4.2.3. Marketing Communication

Marketing communication is a lot deeper next level that KegelisahArt community may attempt. Marketing communication is the process of sending directed and planned messages to potential consumers or customers in order to influence their opinions or behavior toward a brand or company (Kotler & Armstrong, 2018). Marketing communication, according to this statement, is the measures performed after determining the target audience and carrying out numerous activities that can subsequently affect the target audience's thinking about existing products.

It refers to the activities or steps taken by KegelisahArt community for the Self Love affirmation card product in this situation. Not only that, but putting in place the 7Ps (Product, Price, Place, Promotion, People, Physical Evidence, Process) is a smart approach to go on to the next step, which is branding. The following actions by the KegelisahArt community support the preceding statement:

> *“Jadi, biasanya kita posting dulu di Instagram, baru abis itu kita ads melalui Facebook Ads manager. Jadi, iklannya itu nggak cuma di Instagram aja tapi masuk ke Facebook juga. Sama ke TikTok rencananya juga.”,* (Vialli, Advertisement Manager, 2023).

Using social media platforms such as Instagram, Facebook, and TikTok is one example of the 7P aspects, particularly promotion. KegelisahArt community understands how to capture the attention of the audience, particularly Generation Z. Focusing on social media promotion, which includes something digital, is also in line with the first of the five important keys that comprise Gen-Z, as given by Bruce Tulgen (2013), namely social media.

This application also certainly brings success because:

> *"Itu juga dampaknya bisa menambah followers kita. Terus juga menambah orang-orang yang join ke komunitas. Jadi lebih banyak sih orang-orang yang ngeliat ads itu jadi tertarik untuk beli kartu afirmasi."*, (Astra, Copywriter & Sales of KegelisahArt Community, 2023).

Using social media platforms such as Instagram, Facebook, and TikTok is one example of the 7P aspects, particularly promotion. KegelisahArt community understands how to capture the attention of the audience, particularly Generation Z. Aside from that, by using social media as a means of promotion, KegelisahArt, who introduces and educates about their products, which are also featured in the 7P series, is able to do so.

Focusing on social media promotion, which includes something digital, is also in line with the first of the five important keys that comprise Gen-Z, as given by Bruce Tulgen (2013), namely social media.

It didn't stop there, the CEO & Founder of KegelisahArt Community also began implementing other ways of communicating self-love affirmation card marketing activities:

> *“Sekarang jujur, jualan itu udah dari komunitas aja. Soalnya itu tuh kayak mouth to mouth gitu. Makanya kenapa kegiatan-kegiatan kita tuh selalu setiap activity kita tuh selalu bawa kartu afirmasi. Si Dea itu selalu aku suruh buat 'Lo kasih demo atau trial ke orang orang. Nih, kita gapapa keluarin satu-satu kartunya untuk kasih ke mereka. Lo cobain, first impressionnya kayak gimana? Kalau first impression udah oke, terakhir kelas kita jualan.' gitu. Nah, itu berhasil kemarin.”,*
> (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

The preceding remark is also related to the 7P element, which this time relates to place. According to Pandhu, the card selling site is heavily reliant on KegelisahArt community. This is because, in addition to communicating about cards, additional promotional actions, such as those connected to upcoming events, can be carried out when selling in the community. Furthermore, place refers to people who engage in activities or purchase items.

This is related to another 7P element, people. According to Pandhu's statement, the people in this situation are KegelisahArt team who carry out marketing strategy, one of which is a demo card, and the other people is a consumer who is interested in purchasing a self-love affirmation card.

Price is, of course, one of the major components contained in the 7P's in marketing activities. KegelisahArt's self-love affirmation cards cost Rp80.000 and are available both online and offline. Online retailers can be found via e-commerce sites like Tokopedia and Shopee, while offline stores

can be found at Dia.Lo.Gue, a Jakarta cafe. Of course, the pricing mentioned has taken into account the current factors, as stated directly by the CEO & Founder of KegelisahArt:

> *"Ok, untuk Rp80.000 itu karena kita pertimbangannya dari value ilustrasi dan RnD kita juga sama kartu afirmasi. Bahannya sebenernya basic. Tapi saya paling concern sama design covernya, proses design ilustrasinya dan scene di setiap kartunya emang rada lama. Makanya 80.000 dipilih supaya bisa apresiasi kerja keras kita selama jadi yang pertama menjual kartu afirmasi pakai ilustrasi begitu.",*
> (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

From the statement above it is clear that the price of Rp80.000 comes from considering the value of the illustrations and also the colors on the affirmation cards. Not only that, but Pandhu also added:

> *"Harga dari pertama kali udah 80.000. Tapi akhirnya kita mencoba bundling dengan harga 150.000 khusus versi calmness dan self love. Kita pgn kasih treatment yg rada beda buat bundling ini, diskon 10.000 hanya khusus edisi tsb karena di kartu tsb emang ilustrasinya rada nyambung dan saling mendukung gitu storylinenya.",*
> (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

The following statement, of course, is still about the price, and the price stated has never changed since the first after all considerations. However, the pricing aspect in the 7Ps is obviously tied to other elements such as promotion. This is evident from Pandhu's statement that self-love affirmation cards are being sold in promotional bundles with other card series.

Physical evidence is another component. The self-love affirmation card's product is physical evidence, which is a tangible product. However, these things are normally only considered physical proof if a person decides

to buy them. The writer discovered examples of affirmation card products with various series while conducting field studies at cafes that sell self-love affirmation cards, namely Dia.Lo.Gue, where the cards are placed on a stand decorated with words like guidance that also provide product information. This is also a 7P element, as it is physical evidence of the product being sold.

Figure 16
Example of Physical Evidence of KegelisahArt Affirmation Cards



From Author, 2022.

Success in marketing communication is, of course, directly confirmed by a member of the KegelisahArt community:

> *"Awal-awal tahu tentang komunitas KegelisahArt itu karena memang dari kartu afirmasi itu, kak. Trus aku coba liat komunitasnya. Aku coba follow terus akhirnya itu rilis tuh kartunya, akhirnya aku beli.",*
> (Anna, One of Gen Z Members of KegelisahArt Community, 2023).

KegelisahArt community has paid attention to the 7P's in marketing communication, which means that this is also consistent with the practitioner lecturer's statement:

> "*Berarti juga cara mengkomunikasikan brandnya juga menyesuaikan dengan si* attitude *atau* behavior *dari si generasi atau segmen tersebut gitu. Dari sisi porsinya ya produknya, packagingnya, trus kemudian apa harganya. Itu kan part of the branding gitu ya. Nah, tempat jualannya di mana aja* itu part of the branding*. 4P Itu kan semuanya melengkapi, melengkapi gitu kan*.", (Alexandrina, Practitioner Lecturer, 2023).

According to the preceding statement, marketing communication has a significant impact on influencing one's decision. When marketing communication operations are carried out appropriately and exploited through current channels, it will, obviously, benefit the marketers. This statement also demonstrates that KegelisahArt team's marketing communication operations have been carried out in accordance with proper marketing, as evidenced by customers who purchase affirmation cards and even join the KegelisahArt community.

4.2.4. Brand

The brand serves as the dominant identification in marketing. A brand allows people to discover and recognize what they require. The visibility of a brand is unquestionably linked to meeting the expectations of its buyers. Brand as something that has actually created a certain amount of awareness, reputation, prominence and so on marketplace (Keller, 2013). In this case, leads to KegelisahArt Community.

> “Simpelnya KegelisahArt adalah media kesehatan mental yang kita bikin media yang kontennya soal kesehatan mental serta kita juga suka bikin activity. Simpelnya kita bikin komunitas enggak cuma penyintas gangguan mental doang, tapi juga orang-orang yang pengen cari teman untuk melampiaskan kegelisahannya dengan kegiatan positif.”,
> (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

KegelisahArt community's existence is consistent with the qualities of a brand, where the brand is existing as something that generates a certain amount of awareness. According to the CEO and Founder's statement, KegelisahArt was initially present as a media that contains content about mental health, until it eventually evolved into a community that does not focus on people with mental health, but also on people who want to find friends and tell stories.

KegelisahArt community's existence is consistent with the qualities of a brand, where the brand is existing as something that generates a certain amount of awareness. According to the CEO and Founder's statement, KegelisahArt was initially present as a media that contains content about mental health, until it eventually evolved into a community that does not focus on people with mental health, but also on people who want to find friends and tell stories.

> *“Nah, dengan keberadaan komunitas ini sebenernya ngebantu banget temen-temen penyintas* mental health issues *untuk cerita, tukar pikiran, dan lain lain sharing gitu ya. Dan bahkan banyak juga orang yang sebenernya ga ada gangguan mental sama sekali tapi tetep ikut join karena mereka pun ingin tahu gimana sih soal* mental health *ini, mungkin mereka punya teman atau punya keluarga yang punya permasalahan seperti itu.”,*
> (Astra, Sales & Copywriter of KegelisahArt Community, 2023).

Statement from the CEO and Founder of KegelisahArt Community, supported by a statement from KegelisahArt Community sales and copywriters who share the same vision and mission, presenting a brand that leads to the KegelisahArt community to aid those who are concerned about mental health.

> *“Awalnya tuh belum tahu kalau KegelisahArt tuh punya group WA gitu. Dan aku kira* group WA *nya itu hanya untuk satu acara, satu acara webinar. Eh tahunya di sana tuh multifungsi gitu. Bisa buat acara webinar, bisa memberikan keluh kesah tentang kehidupan, gitu dan lain lain. Di* group WA *itu pun aku juga belajar banyak dari yang lain tentang kesehatan mental mereka, masalah mereka, dan lain-lain.”, (Raihan, One of Gen Z Members of KegelisahArt Community, 2023).*

KegelisahArt team's statement, or the objective of the AnxietyArt community's presence, is shown to be felt exactly from what its members feel. Of course, these statements are consistent with the features of a community as described by Ife and Tesoriero (2016) that community is more than just a group form to meet needs, but also has the characteristics of an association where someone who is included as a member feels they belong and are recognized.

It doesn't stop there, but the presence of the KegelisahArt community for generation z is also in accordance with one of the issues that dominate the lives of generation z today (Casey Foundation, 2021), which is mental health. As a result, it is possible to conclude that KegelisahArt community has existed as a brand that serves as the primary identity for long-term sustainability.

KegelisahArt community understands what is required in the future for everyone who joins or does not join this group. This is also an excellent initial step for the KegelisahArt community to progress to the next level.

4.2.5. Branding & Branding Strategy

Branding is a stage of marketing which contains a series of actions carried out by the brand owner to make products from the brand offered stand out among the many competitors out there. Branding is endowing products and services with the power of a brand (Kotler & Keller, 2015). In this case, KegelisahArt community use Self-Love Affirmation Cards as one of the ways. Self-Love Affirmation Cards exists as a tool from KegelisahArt to create the importance of that tools in the customer's mind.

> *"Ketika kita bicara tentang kartu tersebut, setiap produk itu sebelum memikirkan strategi brandingnya, mereka harus tahu dulu mengidentifikasi apa sih* value *atau* main value *dari produk tersebut apa. Tadi sebetulnya udah dikatakan, oh iya, ini untuk membantu ya, membantu sekarang generasi Z untuk bisa bisa memahami dirinya sendiri. Jadi intinya melihat dulu, memahami, mengidentifikasi apa value dari produknya. Terus lalu kemudian, melihat dulu pasarnya seperti apa.",*
> (Alexandrina, Practitioner Lecturer, 2023).

The statement stated above is an important thing that must be done before a brand manufactures and markets its products through branding activities. In this regard, KegelisahArt focuses on doing it at the branding strategy stage. According to Kotler (2016), brand strategy involves creating a unique name and image for a product in the consumer's mind.

It doesn't stop there, but Kotler (2016) also presented the **6 Step Branding Conceptual Model** from the Marketing Journal, which is the author's research focus in this study.

1. **Brand Purpose**

The purpose of a brand is the first stage carried out in branding strategy activities. This is because the brand purpose provides answers on what the company intends to achieve. It describes how the brand will improve the buyer's lives and meet their expectations (Kotler, 2016). KegelisahArt's idea to present the Self Love affirmation card product certainly also has a purpose.

> *"Jadi, makanya kenapa kartu afirmasi yang saya buat, yang saya tulis itu sama ilustrasinya yang saya* direct*. Itu mengajak orang-orang untuk ga menghakimi diri sendiri."*,
> (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

Figure 17
The Affirmation and Illustration on Self-Love Affirmation Cards



From Author, 2023.

The CEO and Founder of KegelisahArt also coordinated the creation of self-love affirmation cards. It is obvious from this remark that the objective of having self-love affirmation cards is also consistent with the existence of a mental health community. The text and illustrations on the card are intended to serve as an appeal to individuals, particularly the Z generation, to not judge themselves.

In addition to these goals, Pandhu, as CEO and Founder, has another following intention:

> *"Outputnya mungkin ya benar untuk memperbanyak member komunitas. Sama kita pengen itu aja sih tadi nemenin orang-orang yang punya emosi yang beragam kondisi.",*
> (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

Another purpose expressed by KegelisahArt's CEO & Founder is, of course, strongly tied to the KegelisahArt community. Which in this case also related with one of community's characteristics according to Ife & Tesoriero (2016), namely identify and belonging given by the community to individuals who become part of a person's self-concept and also makes the member feels they belonged and recognized.

If the introduction and aim of the Self Love affirmation card are widely understood, the community may grow in size. The CEO and Founder's positive goals are also in line with the brand purpose, which states that the presence of the Self Love affirmation card is to better the buyers' lives and meet their expectations.

Not only from the POV of CEO & Founder of KegelisahArt Community, another purpose of the existence of the self-love affirmation cards was also stated by the copywriter & sales of KegelisahArt Community:

> *“Sebagai sales dan copywriter, aku itu ngejelasin kartu afirmasi self-love ini untuk membantu teman-teman yang misalnya punya rasa insecure, atau misalnya kurang mengenal diri sendiri atau kurang menghargai diri sendiri, itu untuk embrace mereka supaya lebih menyayangi diri mereka gitu, dan ini pun bisa dipakai sebagai, misalnya mereka penyintas gangguan mental mereka bisa pakai ini sebagai pendamping mereka saat konseling atau terapi ke psikologis gitu.”,*
> (Astra, Copywriter & sales of KegelisahArt Community, 2023).

According to the statement above, another team from KegelisahArt, namely the copywriters and sales of the KegelisahArt Community, also contributed in informing the public about the purpose of having the Self Love affirmation card. From the copywriter and sales side of KegelisahArt Community, it will be posted via social media such as Instagram or TikTok to explain how Self Love affirmation cards may be effective and can be used as a companion during counseling or therapy with a psychologist.

It didn't stop there; through the KegelisahArt WA group, the copywriter and sales of KegelisahArt Community also discussed the purpose of using this Self Love affirmation card.

Figure 18
Information about Self Love Affirmation Cards Through WhatsApp Group



From Author, 2023.

> *"Jadi, di situ pengen ngelihatin bahwa ternyata kartu ini ga cuma kartu yang didiemin aja. Fungsinya banyak banget. Misalnya kita lagi pusing, lagi bete, lagi ngapain kayak kepikiran yang relate dengan self-love, kita bisa baca kartu itu, sih. Jadi kayak kontennya jadi ada dua, yang pertama emang soft selling yang kedua hard selling.",* (Vialli, Advertisement Manager of KegelisahArt Community, 2023).

Of course, the brand purpose of an item might be included in the content. This is supported by the advertisement manager of KegelisahArt Community. With existing functions, it can make it easy for the advertisement manager to multiply ads generated by sales from the KegelisahArt Community. All of this content must be uploaded through existing social media channels.

Figure 19
KegelisahArt's Post About Self Love Affirmation Cards



From KegelisahArt's Instagram (@KegelisahArt), 2023.

Of course, Affirmation Cards from KegelisahArt have a close association with Self Love, especially among Generation Z.

> *"Nah, dalam proses ini kita perlu yang namanya self-love itu tadi. Suatu proses dimana seseorang bisa memberikan kondisi-kondisi yang positif, stimulasi stimulasi positif kepada diri sendiri yang akhirnya nanti bisa diadopsi dan kemudian mempengaruhi kinerja diri ya, performance diri dan tentu saja status psychological well-being seseorang ya, kesejahteraan psikologis seseorang.",(*Kasandra, Clinical Psychologist, 2023).

Talking about self-love has a tight association with psychologists. The statement above validates that the KegelisahArt Community's purpose of creating self-love affirmation cards is to have a good impact on those in need, particularly persons who struggle with self-confidence.

It doesn't end there; the self-love points mentioned above are also consistent with the self-love points conveyed by Khosahaba (2012), who states that self-love is a sense of appreciation for oneself that develops from behaviors that support our physical, psychological, and spiritual progress. Mrs. Kasandra, a psychologist, also mentioned:

> *"Proses untuk menggunakan self-love ini kan banyak. Jadi salah satunya adalah ada kreativitas, ada unsur art gitu dari teman-teman KegelisahArt, nah ini tentu bisa membantu kita dalam hal ini secara psikologis.",* (Kasandra, Clinical Psychologist, 2023).

This statement leads to the fact that the self-love affirmation cards made by KegelisahArt can be a tool to prevent or deal with problems of self-love and self-confidence from a psychologist's point of view, especially since the elements of art are so strongly felt in the cards. Mrs. Kasandra also said another statement that related with how self-love was being created:

> *"Itu semua adalah image yang kita tampilkan self-awareness, self-image, self-confidence, self-esteem atau juga ada yang disebut self-worth. Nah, lalu kemudian ada yang namanya self-actualization. Ya kan? Supaya ketika seseorang menjadi yakin dengan diri sendiri, dia akhirnya bisa mencapai sesuatu hal yang tentu ingin dia capai.",* (Kasandra, Clinical Psychologist, 2023).

That statement related with the five components when someone loves themselves according to Huang, Wu, Yue (2016), which are self-cherishing, self-acceptance, self-persistence, self-responsibility, and self-resistant. This statement was also proven by a statement made by one of the members of KegelisahArt community:

> *“Aku tuh juga suka ketika ngobrol sama temen-temen, aku juga memberikan afirmasi kepada temen-temenku, nah makanya dari itu kayak, oh kayaknya memang kartu ini nih selain memang designnya yang bagus terus kayak gambar-gambarnya itu menurut aku kayak nenangin banget, apalagi kalimat-kalimat sederhananya. Nah itu alasan aku kenapa beli.”,* (Anna, One of Gen Z Members of KegelisahArt Community, 2023).

Aside from individuals who have cards, there is also a statement from an KegelisahArt member who does not have a card:

> *“Kartu afirmasi ini aku juga udah tahu dari sebelum aku gabung KegelisahArt karena di postingan instagramnya kalo ga salah aku juga sempet liat-liat. Cuma karena aku emang orangnya nggak terlalu yang affirmative person yang harus punya kartu kayak gitu, jadinya aku enggak beli gitu, aku afirmasinya dari media yang lain aja.”,* (Krisanti, One of Gen Z Members of KegelisahArt Community, 2023).

These two observations, of course, demonstrate Mrs. Kasandra's point about developing self-love. Those that purchase and own KegelisahArt self-love affirmation cards have gone through the ideas of self-awareness, self-image, self-confidence, self-esteem or self-worth, and self-actualization using affirmation cards. This was also demonstrated by Anna's statements, who stated that affirmations from self-love affirmation cards helped her relax. The card's purpose is communicated, and the value is successfully perceived.

On the other hand, Krisanti, who did not purchase a card, did not obtain the ideas of self-awareness, self-image, self-confidence, self-esteem, or self-worth, nor did she gain self-actualization through the usage of self-love affirmation cards. This is due to the fact that this concept was achieved

through other means rather than the medium of self-love affirmations cards. As an example, consider the media.

Aside from that, it is evident from the two statements made by KegelisahArt members that whether the members have the card or not, they understand what the objective of the self-love affirmation card is. Furthermore, it was interesting to note that the two participants in the FGD both lived outside of Jakarta. This indicates that the aim of having self-love affirmation cards is communicated not just in Jakarta, but also in areas outside of Jakarta, such as Kalimantan. During the interview, the CEO & Founder of KegelisahArt Community also stated:

> *"Tapi, oiya, ini sebenarnya fyi juga kalau misalnya customer saya banyak banget yang ada di Sumatera, Kalimantan, sama di Jawa Barat, Jawa Timur gitu.",* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

According to the FGD members, KegelisahArt was successful in reaching out to a large number of potential clients and paying close attention to their qualities. Furthermore, this is related to the characteristics of Generation Z as mentioned by Tulgan and RainMaker (2013), who argue that Generation Z's ease of communication allows them to learn more about the world at large. No matter how far they are, it is not becoming an issue. It is proven on how members of KegelisahArt community are aware of self-love affirmation cards through social media.

Change to a branding strategy that clearly communicates a brand's goals. This is also proven in the marketing field by a practitioner lecturer, who stated:

> *“Bisa saja ini jadi suatu hal yang akan, suatu brand yang kuat di gen z di segmen tertentu. Tapi perlu dicermati bahwa salah satu karakteristik gen z itu adalah mereka menyukai otentisitas, ke originality. Jadi selama ini idenya itu original, genuine gitu ya dan dikomunikasikan di menggunakan channel yang mereka juga gunakan, maka itu akan bisa diterima.”*, (Alexandrina, Practitioner Lecturer, 2023).

According to the statement, the success of communicating the purpose of the Self-Love affirmation cards is also supported by the originality of the ideas contained in the Self-Love affirmation cards. It doesn't end there; KegelisahArt self-love affirmation card is also present as a tool used to contribute to positive social and environmental change.

2. Brand Positioning

After the purpose of a brand is conveyed, the next step relates to how someone sees the brand and the products offered. Brand positioning functions as one of the steps taken so that the goods are at the top of the customer's mind. Kotler (2016) also stated that brand positioning as the act of designing the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market.

As the CEO & Founder of KegelisahArt community, in doing brand positioning, the first step that should be done is by deciding the target audience.

> “Ya, jadi akhirnya kita targetin ke orang-orang yang maksudnya kerucutnya itu lebih broad lagi gitu. Bukan hanya yang gangguan mental, tapi orang-orang yang sempat merasa insecure atau lupa untuk menyayangi diri sendiri atau bahkan orang-orang yang kayak suka journaling atau meditasi.”, (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

The statement made by the CEO & Founder of KegelisahArt Community is in line with the first point made in determining the positioning as stated by Kotler (2016), namely identifying the target market. Apart from these points, the CEO & Founder of KegelisahArt Community also needs to analyze the market from a competitor's point of view. This is also done in order to find out the benchmark of the presence of the self-love affirmation card.

> *“Dulu itu saya tuh liatnya dari sebuah website, namanya Etsy. Tempat e-commerce dari Amerika buat beli-beli ini sih barang-barang yang kayak unik-unik gitu kayak souvenir- souvenir gitu. Trus saya liat ada kartu afirmasi, cuman saya pengen beli gitu, kan, cuman bahasa inggris dan ongkirnya juga mahal banget kan.”,* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

He was also added:

> *“Makanya saya pikir 'Wah, ini kayaknya rada susah deh'. Terus ditambah lagi, saya juga orangnya visual banget. Saya enggak bisa cuman baca afirmasi doang. Sebenernya apa sih yang dimaksud sama kartu ini, gitu kan. Jadinya, saya mikir "Wah kalau misalkan pake ilustrasi sama yang gue suka, bagus juga nih" gitu.”,* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

Both of these statements demonstrate that KegelisahArt pays attention to other complementing components when performing brand positioning activities, which will later influence how Generation Z views the product in question. It doesn't stop there, as KegelisahArt has also implemented other

points presented by Kotler (2016), such as identifying the relevant competition to select a frame of reference and also identifying the optimal points-of-difference, which in this case relates to analysis from web etsy as well as the CEO & Founder of KegelisahArt Community's idea of making a visual affirmation card.

Still related to positioning, the KegelisahArt community also often holds events related to mental health.

> *“Produk kita tuh nggak cuman kata afirmasi, tapi event juga salah satu produk kita. Sekarang udah mulai nge post nge post kayak gitu juga. Fungsinya buat apa sih sebenernya? Ujung-ujungnya kita juga pengen bikin komunitasnya jadi besar.”,* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

This statement demonstrates that KegelisahArt has taken a step in introducing self-love affirmation cards as well as the KegelisahArt community. This is also demonstrated by:

> *“Jadi pas tahu komunitas KegelisahArt itu mau bikin acara, aku coba join pertama kali dari situ dan akhirnya karena pas acara itu sangat sangat membuat aku diterima lagi sebagai manusia, jadinya aku berlanjut terus sampai sekarang.”,* (Clarisa, One of Gen Z Member of KegelisahArt Community, 2023).

A statement from one of the members of KegelisahArt also reflects that the existence of self-love affirmation cards can be a start for many people to join the KegelisahArt community. In addition, this is also the third point in implementing brand positioning according to Kotler (2016).

Namely creating a brand mantra that will describe the brand's positioning in the public's eyes. The statement above proves that Affirmation Cards and KegelisahArt community are valued as a place that can be a safe

place for those in need. All methods and statements made can also be validated based on the responses from the practicing lecturer, which is:

> *"Ya, sebenarnya kalau mau diingat oleh gen z ya create more engagement aja ke gen z. Mungkin dengan mengadakan acara-acara kecil, event-event kecil. Atau mungkin apa ya meng-approach ke gen z dimana mereka sering berada.",* (Alexandrina, Practitioner Lecturer, 2023).

At the end, brand positioning is a critical step. This is done to give the product a place in the customer's thoughts. It doesn't end there; brand positioning can also be a step toward future self-love affirmation cards. Especially those about other people's thoughts or perspectives. In this scenario, the primary focus is on generation Z's perspectives on self-love affirmation cards and KegelisahArt community itself.

3. Brand Differentiation

Every brand must have competitors who compete in the same business. Likewise with KegelisahArt community. Kotler (2016) said that brand differentiation is the act of designing. A set of meaningful differences to distinguish the company's offering from competitors' offerings.

KegelisahArt is a media that finally has a community in fields related to mental health. Of course, this made the team from KegelisahArt think of unique ways or things that can be given to people in need so that their community can be remembered. One of these things is certainly related to the release of the Self-Love affirmation card.

> *"Kita juga dulu pas lagi semangat-semangatnya, lagi gencar-gencarnya untuk bikin produk ini, competitor kita rata-rata pakenya bahasa Inggris ya. Terus ada juga yang pakai bahasa Indonesia, tapi*

> *mereka tuh nggak pake, nggak pakai ilustrasi yang kayak kita. Mereka itu paling cuman kayak kasih objek-objek aja sih, kayak misalnya gambar hati atau garis garis gitu.*", (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

The statement made by the CEO & Founder of KegelisahArt community clearly shows that the KegelisahArt team is aware of the differences it has from its competitors. The illustration on the Self-Love affirmation card can be a 'weapon' because the illustration is made original and matches the affirmation on the Self-Love card.

> *"Karena kebetulan aku orangnya dulu tuh suka ini suka ikutan drama gitu. Jadi, aku mencoba 'acting' di dalam ilustrasi itu. Aku bilang ke ilustratornya, 'Gue pengen gue lagi kaya gini, dong di kartu self-love' Kan dulu sebenarnya aku belah tengah kan. Makannya, seluruh gambar orang di kartunya itu belah tengah.",* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

The differences highlighted in the artwork are also directly inspired by the CEO & Founder of KegelisahArt community, who also led the creation of self-love affirmation cards. Making pictures inspired by himself is another factor that distinguishes cards from their competitors.

> *"Kekuatannya karena semua orang kayaknya hampir ya banyak orang yang pasti pernah merasa mempertanyakan dirinya lah, pernah insecure, pernah bingung mencari jati diri, apalagi di usia usia 20an. Gitu ya. Nah jadi kekuatannya ya ini relate sama banyak orang, dan itu lagi lagi artnya lucu."*, (Astra, Copywriter & Sales of KegelisahArt Community, 2023).

Copywriter & Sales of KegelisahArt Community also reinforces the opinion that the art or illustration on the self-love affirmation card is the main strength that distinguishes this card from its competitors. It doesn't just stop there, but this statement also reinforces the fact that differences in a product

can make it easier for a brand to promote its product to the selected target audience.

> *“Secara desain juga bagus. Apalagi ini bukan self-praising tapi emang kalau dibanding dengan kartu afirmasi lain yang isinya cuma tulisan dan ga ada gambar, itu kayak biasa aja. Karena orang kadang tuh nggak cuma pengen tulisan, tapi ada visualnya juga. Itu sih yang jadi kekuatan kartu afirmasi KegelisahArt dari yang aku liat.”,* (Vialli, Advertisement Manager of KegelisahArt Community, 2023).

According to the advertisement manager of the Kegelisahart community, the team from KegelisahArt gives images and a heavy touch of art that is the key differentiator of this product from other products. With this difference, of course, it makes it easier to advertise products. Aside from that, these assertions would undoubtedly appear subjective if presented just by the KegelisahArt team.

During the FGDs, two members of KegelisahArt community from Generation Z agreed on this, whether they have self-love affirmation cards or not.

> *“Gambarnya itu tuh kayak meaningful banget gitu loh kak, kayak aku ngeliat gambarnya misalnya aku lagi sedih aku baca kata-katanya, trus aku ngeliat gambarnya, aku tuh kayak ngerasa divalidasi, kayak ada yang nemenin.”,* (Matcha, One of Gen-Z Members of KegelisahArt Community, 2023).

This statement demonstrates that differences in a product can, of course, have a good impact on individuals who use it, particularly those in need.

> *“Untuk ilustrasinya aku akui emang bagus sih kak, cuma kayaknya aku dan Kak Rindra ini agak-agak cara konvensional gitu ya. Maksudnya kayak aku juga setuju sih sama Kak Rindra gitu karena aku juga bukan anaknya bukan anak seni rupa banget, gambar pun*

> *aku ngga bisa."*, (Krisanti, One of Gen-Z Members of KegelisahArt Community, 2023).

Even though there are also members from KegelisahArt community who don't have Self Love affirmation cards, their knowledge of self-love affirmations comes back to their mind from the illustrations which are acknowledged to be good. However, there is another opinion from a member of the KegelisahArt community who says:

> *"Tapi ada orang yang dia memang stress, tapi dia sudah sadar tentang keadaannya awareness udah ada udah mindful. Jadi dia tidak butuh kata-kata yang terlalu yang, ya tidak butuh terlalu tidak terlalu butuh kata-kata tertentu lah. Tapi mungkin nasehat-nasehat tertentu dia butuh gitu. Jadi kebutuhan itu sangat dipengaruhi oleh keadaan mental seseorang diantara kita pada waktu itu. Gitu sih."*, (Rindra, One of Gen-Z Members of KegelisahArt Community, 2023).

The statement said by a member of KegelisahArt community who also does not have a self-love affirmation card is reinforced by the statement given by a clinical psychologist:

> *"Gambarnya itu perlu penelitian lanjut. Untuk kontennya juga perlu penelitian lanjut, karena sekali lagi kita tidak bisa mengatakan bahwa the whole package langsung kemudian efektif. Kalau penggunaan kartu udah pasti efektif. Tapikan tentu saja tergantung kontennya ya.",* (Kasandra, Clinical Psychologist, 2023).

This statement shows that the use of the Self-Love affirmation card issued by KegelisahArt still needs to be reviewed. This is because the existing images and content do not necessarily have an immediate effective impact. The condition of each person who is different is also a factor.

So, in the end, even though differences of opinion arose which of course could be used as an evaluation for KegelisahArt team in the future, KegelisahArt has implemented brand differentiation by emphasizing the

illustrations on the self-love affirmation card. This can also be validated from the words said by the practitioner lecturer, namely:

> *"Kalau dia punya keunikan ya, USP, punya suatu hal yang berbeda dibanding produk-produk yang lain. Jadi bagaimana mempunyai atau menciptakan suatu citra atau image yang unik dari kartu tersebut gitu ya. Membedakan dari kompetitornya dan pesaingnya."*, (Alexandrina, Practitioner Lecturer, 2023).

Finally, KegelisahArt team has various thoughts on self-love affirmation cards. This demonstrates that KegelisahArt team evaluates the market and creates a difference that sells and is remembered. Even from the perspective of a psychologist, the colors and illustrations on the cards must be analyzed.

This is done because it involves self-love. Self-love is linked to mental health. Finally, brand differentiation is a stage in a branding strategy that makes a brand with current products memorable and long-lasting.

4. Brand Identity

The identity of a brand is a small element that has such a big role for a product. The elements presented in a product can also be a sign that the brand has a position in the market. Kotler (2016) stated that brand identity is the identity comprising the ways that a company aims to identify or position itself to its product.

Besides the Self Love affirmation card aimed at people who really care about mental health, Gen-z is one of the main targets. This has also been stated by the CEO & Founder of KegelisahArt Community and included in the marketing analysis section, where he stated that most people who buy this

card are in the 17-25 age range. This age range belongs to generation z. From the practitioner lecturer's statemen, it is also clear that visual elements are so important in brand identity, especially in the z generation. One of them has to do with color.

> *“Mungkin waktu itu karena kita sukanya TO orange ya. Cuman kalo misalnya diaplikasikan dicetak gitu, waktu itu kurang bagus gitu rasanya terlalu energik gitu loh warnanya. Jadinya kita pengen sebenernya mainin warna yang rada kalem gitu, biru navy sama oren itu pas kita liat di monitor itu rasanya kok 'Gila ya. Bener-bener bikin calming banget' gitu.”*, (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

The statement made it clear that the choice of color on the navy orange self-love affirmation card was not due to further research about which one or the meaning of the card. The choice of these two colors as an identity was due to the calming feeling that the CEO & founder of KegelisahArt Community got when looking at the preview of the card. This assessment certainly tends to be classified as subjective.

This self-love affirmation card from KegelisahArt has a close relationship with the world of psychology, which is why the color selection on the self-love affirmation card should be given more attention. This opinion was also expressed by clinical psychologist:

> *“Semoga si kartu-kartu ini mungkin masih bisa dipertimbangkan lagi, terutama dari sisi warna, ya karena dari sisi warna yang oranye udah bagus, kuning bagus gitu ya. Tapi harusnya lebih cerah gitu, enggak boleh yang gloomy. Cuman kan kembali lagi kadang-kadang mungkin ada corporate colors, ya boleh saja ada corporate colors biru misalnya satu kali tadi birunya agak gelap saya liat. Nah persoalannya mari kita tanya, apalagi anak gen Z ya, gen Z nih ya kan. Kalau dia dikasih liat gambarnya gelap gimana?”*, (Kasandra, Clinical Psychologist, 2023).

From this statement it is clear that the identity of a brand is indeed important and must have an identity that reflects its product, but it would be better if other factors were considered, such as those related to color psychology. Moreover, as stated by the team from KegelisahArt, the purpose of this card is to have a positive impact on everyone who reads it. That's why it's so important to look at it from the other side which also closely intersects with the product being issued.

Figure 20
KegelisahArt's Logo on Self Love Affirmation Cards



From Author, 2023.

Another identity highlighted by the self-love affirmation card product is the logo with a brain image on each card. The brain image represents the logo of KegelisahArt. The logo on the Self Love affirmation card is different from the usual KegelisahArt logo and the placement of the logo is on the

back of the self-love affirmation card. The identity that is present on the self-love affirmation card, of course, is also one of the elements that can help copywriters & sales in creating promotional media that is distributed through KegelisahArt's social media.

> *"Kalau untuk itu sih kita ada acuan, maksudnya bukan acuan ada tema gitu, misalnya kalau self-love itu ya fotonya pasti ada properti-properti lain, beda dengan kartu-kartu yang lainnya gitu."*,(Astra, Copywriter & Sales of KegelisahArt Community, 2023).

And she was also stated:

> *"Kalau yang self-love itu ada yang notebook, pulpen itu bisa buat journaling kan maksudnya, dengan warna-warna yang warna fotonya gitu. Yang match lah sama si self-love."*,(Astra, Copywriter & Sales of KegelisahArt Community, 2023).

These two statements prove that the team from KegelisahArt, namely copywriters & sales, do not only focus on self-love affirmation cards, but also on the promotional materials used. The use of attributes, colors, and other things also accentuates other activities related to the KegelisahArt community, such as journaling or coloring. This proves that the definition of brand identity from Kotler (2016), which aims to identify or position the product, has been carried out by KegelisahArt team.

> *"One thing about gen z itu visual and design punya peranan penting. Jadi selain mengidentifikasi tadi behaviornya atau karakternya mereka seperti apa, preferensinya juga. Bisa juga cari tahu preferensi visual yang disukai oleh Gen z itu seperti apa, gitu ya. Desain seperti apa yang disukai target mereka."*, (Alexandrina, Practitioner Lecturer, 2023).

This opinion is in accordance with what has been done by the team from KegelisahArt, where apart from highlighting affirmations and visuals on the cards they are also very concerned about the main target, most of the z

generation. This can also be validated from a statement made by one of the members of KegelisahArt who is in the generation z range:

> *"Kita itu bisa dengan liat tulisannya, warnanya, gambarnya kita tuh bisa kayak ada sedikit kekuatan untuk oh yaudah nggak papa, besok coba lagi ya Zuf besok kita berusaha lagi.",* (Anna, One of Gen Z Member of KegelisahArt Community, 2023).

So it can be concluded, that brand identity is an important element in a product or brand that can provide a useful value for the owner. In addition, in the end, brand identity can also provide a deeper introduction to the meaning or reasons for the existence of the product being offered.

5. Brand Trust

Trust in a brand is a stage in a branding strategy related to customer loyalty. The more customers trust the brand, the longer term relationship will be formed. Kotler (2016) said that brand trust is a product despite all the risks because there is a high hope or expectation that the brand will provide positive results to consumers.

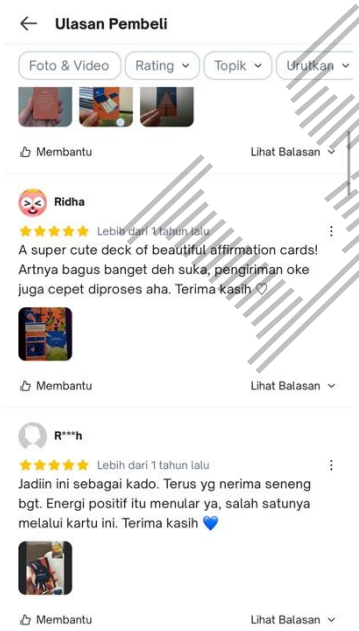
Brand trust is obtained when customers feel that their expectations of the brand are met and occur regularly, making them continue to choose the product. In this study, of course, it relates to self-love affirmation cards. It is very important for KegelisahArt to see and measure the trust that has been given or will be given to people.

> *"Iya, biasanya kita lihat dari review, kita juga lihat dari DM Instagram kadang-kadang suka ada yang upload juga. Cuman biasanya yang paling kita sering liat tuh dari review Tokopedia sama Shopee sih.",* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

From the statement delivered by the CEO & Founder of KegelisahArt community, KegelisahArt team has measured customer trust in self-love affirmation cards, through e-commerce to social media. Not only from the CEO & Founder, but this was also reinforced by the statement made by the copywriter & sales of KegelisahArt:

> *"Semua itu ada sih, semua kayak review kita rata-rata sebagian besar, hampir semua bintang lima, terus banyak juga yang beliin udah beli repeat buat kado ke temennya dan itu enggak sekali direpeatnya lebih dari sekali. Berarti emang ini kan bagus dan berdampak gitu ya buat mereka, sampai mereka percaya untuk beli lagi dan dibagiin ke temen. Terus banyak juga yang tag ke IG gitu."*, (Astra, copywriter & sales of KegelisahArt Community, 2023).

Figure 21
Review from Customer Through Tokopedia



From KegelisahArt's Tokopedia, 2023.

Likewise, the opinion of the advertisement manager of KengesahArt Community:

> *“Biasanya sih kalo misalkan dari KegelisahArt, biasanya kita ngelihat dari review, terus ngeliat orang yang pake gitu kan. Mereka gimana, apa yang mereka rasain selama pas mereka baca baca atau gimana itu? Itu sih yang yang mengukur kita sebagai kepercayaan customer terhadap kartunya kita.”*, (Vialli, Advertisement Manager of KegelisahArt Community, 2023).

The customer reviews provide evidence of the KegelisahArt team's measurement of client trust. The most significant thing about this review is that, based on questions from the copywriter and sales of KegelisahArt Community, some people are willing to share their feelings when they read the self-love affirmation cards from KegelisahArt. This is one example of how buyers place their trust in a product and sometimes even buy it for others.

Figure 22
Review from Customer Through KegelisahArt Instagram’s DM



From KegelisahArt’s IG (@KegelisahArt), 2023.

The reviews provided also had a direct impact on KegelisahArt community, as evidenced by:

> *“Suka banyak banget yang nge-dm, curhat. Masalahnya mereka dimana, ada yang bahkan sampai e-mail. Banyak sih, karena memang kan kita sebuah safe space untuk berbagi kegelisahan ya. Jadi, itu makanya mereka banyak yang dm.”*, (Astra, Copywriter & Sales of KegelisahArt Community, 2023).

This statement also proves that customer trust can bring enormous change and benefits to the community concerned. The reviews given are also one of the triggers that are seen by other people so that they become interested in the products offered. In addition to the measurement of trust delivered by the team from KegelisahArt, evidence of the z generation's trust in self-love affirmation cards is also evidenced by one of the statements made during the FGD:

> *“Nah dengan adanya kartu self-love dari Kegelisahart ini sebenernya kayak jadi teman aku untuk aku tuh bisa inget diri aku sendiri. Kartu ini nih buat aku bener-bener worth banget sih kayak oh ternyata tuh aku lagi ini maksudnya istilahnya, kalau misalkan mungkin orang lain nggak ngerti gimana caranya ngasih support ke kita, kita itu bisa dengan liat tulisannya.”,* (Anna, One of Gen Z Members of KegelisahArt Community, 2023).

The FGD results show that one generation z member who already have a card believes that the self-love affirmation card from KegelisahArt can be a reminder which provides encouragement through existing affirmations. Even though, this cannot be generalized and applied to all generations Z or those who have cards, due to a clinical psychologist's statement:

> *“Kalau ini belum teruji nah itu tuh akan mempengaruhi persepsi masyarakat, gitu ya sama dengan tes psikologi dan lain sebagainya, itu tesnya valid atau nggak itu udah teruji atau belum. Tapi kalau kita*

> *sudah menggunakan alat-alat tes yang sudah teruji gitu ya, orang akan lebih percaya"*, (Kasandra, Clinical Psychologist, 2023).

The clinical psychologist's statement demonstrates that customer trust can be increased if it is accompanied by evidence. KegelisahArt has accompanied the proof with evaluations posted on social media, but psychological evidence or related instrument testing are required. So, the product being offered, notably the self-love affirmation card, has been proven, even though the card's use is adjusted to the needs of each consumer.

She was also stated:

> *"Bahwa kartu yang pertama seberapa efektif sih gitu coba bisa dikasih semacam skala deh, 1 sampai 5 atau 0 sampai 4 gitu kan. 0 tidak sama sekali. Jadi ketika dia buka, apakah kartu ini bisa meningkatkan self-love mu gitu? Misalnya dia bilang enggak gitu ya, atau ada yang bilang iya gitu, berapa orang sih? Nah, kita juga enggak bisa hanya menggunakan sampel kecil ya harus disebar. Nah itu nanti akan menambah nilai dari self-love kartu ini sendiri.",* (Kasandra, Clinical Psychologist, 2023).

The idea conveyed by her also relates to knowing the effectiveness of a card applied to small samples. This is done through an assessment scale from 1-5 which can be accessed digitally, which can be accessed and monitored directly by KegelisahArt. The higher the number, the higher the trust.

On the other hand, the practitioner lecturer also gave her opinion on how to measure brand trust from customers with self-love affirmation cards:

> *"Dari review, dari feedback, kalau misalnya di sosial media ya engagementnya, commentnya yang positif kaya gitu ya. Tetapi untuk mengukur feedback juga mungkin bisa disampaikan semacam kuesioner, follow up-questions gitu yang mungkin bentuknya fun*

> *enggak usah terlalu kaku. Atau bisa juga dilakukan lewat sosial media, kayak kuisioner scan barcode atau yang di Instagram kayak begitu. Itu bisa dilakukan sih."*, (Alexandrina, Practitioner Lecturer, 2023).

From this statement, it can be seen that KegelisahArt has taken steps to measure customer trust in accordance with the field of marketing, namely through feedback from social media to the comments given. On the other hand, the team from KegelisahArt also received advice and input from practicing lecturers related to other benchmarks such as through questionnaires or scanning barcodes, which of course is also very effective for generation z who are very happy with the dominant use of social media.

6. Brand Beneficence

Brand beneficence, as the name implies, is the final step of a branding strategy that is strongly tied to the benefits and values that customers really feel after passing through the previous stages. Brand beneficence, according to Kotler (2016), is the promise made by a brand to its customers that will help people and society.

The availability of self-love affirmation cards has an impact not only on the people who buy and own them, but also on the long-term viability of KegelisahArt community. This is supported by the CEO and Founder of KegelisahArt community's comment:

> *"Jadi sebenarnya kalau misalnya, kita bikin produk itu nggak melulu soal value dari customer kita. Tapi ada value dari masa depan bisnis kita. Jadi kalau misalnya orang orang udah ngerasa peduli sama kesehatan mental, founder juga akan semakin pede untuk bikin diversifikasi bisnisnya. Misalnya coba untuk bikin biro psikologi atau bikin layanan-layanan lainnya yang bisa bisa support kamu penyintas.*

> *Jadi dari kartu itu dulu, kita pengen punya cita-cita. Kalau bisa orang itu bisa peduli sama kesehatan mental, supaya kita juga bisa jalanin mimpi-mimpi kita sih.",* (Pandhu, CEO & Founder of KegelisahArt Community, 2023).

This statement implies that the value of self-love affirmation cards felt by their owners, particularly the z generation, will have a significant impact on KegelisahArt team. This is because if the value is felt, it implies that the KegelisahArt team's branding strategy is working well. Another point of view on the value brand beneficence of the affirmation card was expressed by KegelisahArt Community's copywriter and sales:

> *"Jadi, ya kita akan jelaskan kalau emang ini tuh bisa berdampak baik. Tapi balik lagi ke diri masing-masing juga. Misalnya kadang ada orang yang lagi ada masalah, nggak bisa tuh nerima masukan. Misalnya diri sendiri pun menolak dirinya untuk mendapatkan hal-hal yang positif dari proses ini. Balik lagi, saat kita baca afirmasi, kondisi kita pun harus yang udah bisa terima, jangan yang pas masih denial gitu.",* (Astra, Copywriter & Sales of KegelisahArt Community, 2023).

KegelisahArt community's advertisement manager also stated:

> *"Jadi kalau misalkan aku pribadi melihat valuenya gede atau ga, melihat kartunya useful atau ga, sampe dibawa orang kemana-mana berarti kan emang valuenya besar.",* (Vialli, Advertisement Manager of KegelisahArt Community, 2023).

These statements made him realize that everyone's sense of value is, of course, unique. All of this is dependent on the circumstances of each individual while utilizing self-love affirmation cards. The acts conducted are, of course, distinct and will have a significant impact on their perception of this card. This is consistent with Kotler's assertion that the promise of a product will feel its value and impact on society and the individuals around it.

When viewed from the member's point of view, through the FGD activities, the authors found the fact that it is true that each person's perceived value is different towards the self-love affirmation card. This is evidenced by the statement:

> *"Nah dengan adanya kartu self-love dari Kegelisahart ini sebenernya kayak jadi teman aku untuk aku tuh bisa inget diri aku sendiri, maksudnya istilahnya yang bakal bisa jadi temen lah kalau misalkan kita lagi down lagi susah lagi di bawah kartu ini nih buat aku bener-bener worth banget sih kayak oh ternyata tuh aku lagi ini maksudnya istilahnya, kalau misalkan mungkin orang lain nggak ngerti gimana caranya ngasih support ke kita, kita itu bisa dengan liat tulisannya, warnanya, gambarnya kita tuh bisa kayak ada sedikit kekuatan.",* (Anna, One of Gen Z Members of KegelisahArt Community, 2023).

According to the statement provided above, the self-love affirmation card has a value that comes to give strength to generation z who need it. Even a member of the z generation believes that have this self-love affirmation card is worth it. Brand beneficence is, of course, linked to the user's long-term engagement with the product. This is due to the user's perceived value of existing items, which drives the long-term connection. According to the practitioner instructor, KegelisahArt must constantly be able to obtain feedback from outsiders on the value and benefits perceived by its clients.

> *"Ya mereka sendiri kalau menilai diri sendiri juga enggak akan objektif ya. Jadi semuanya harus dari pihak luar dari publik ke publik atau the audience yang bisa mengukur. Anggotanya iya. Jadi itu juga harus selalu dimonitor. Monitoring and control ya dari situ.",* (Alexandrina, Practitioner Lecturer, 2023).

This is done to prevent KegelisahArt from acting subjectively. Monitoring all responses and input from external parties, of course, will have

a significant impact on KegelisahArt's future and sustainability as a media and community working in the world of mental health, particularly for the z generation, who are currently very closely intertwined with this problem. This is also supported by a clinical psychologist's statement:

> *"Karena tanpa ini semua kesehatan mental kita saja sudah ditandai di data Riset Kesehatan Dasar. Menteri Kesehatan kan punya data dari semua kasus-kasus yang diterima gitu ya, data Riset Kesehatan Dasar tahun 2013-2018 itu menunjukkan adanya peningkatan untuk masalah kesehatan mental. Nah, jadi segala hal yang dilakukan oleh KegelisahArt menurut saya perlu apresiasi yang sangat tinggi gitu ya. Tetapi tentu saja sediakan ruang untuk melakukan perbaikan, melakukan improvisasi, melakukan peningkatan gitu ya, supaya tentu saja menjadi lebih baik.*", (Kasandra, Clinical Psychologist, 2023).

In addition to the values of the members of KegelisahArt, the values for the world of psychologists which intersect with self-love affirmation cards can also have an impact. Especially considering the statement made above that research from the Minister of Health showed an increase in health problems in 2013-2018. The steps taken by KegelisahArt create self-love affirmation cards need to be appreciated.

The clinical psychologist, on the other hand, agreed with the practitioner lecturer that KegelisahArt should include a section for feedback or criticism in the future. Aside from that, there is another point of view from the practitioner lecturer, who stated:

> *"Bisa aja ke psikolog, psikolog yang mungkin masih muda atau psikolog yang untuk remaja nih. Dan mereka handle, biasanya handle remaja gitu ya. Nah, bisa tuh jadi salah satu tools yang digunakan oleh psikolog tersebut menggunakan kartu ini atau ke sekolah-sekolah ke SMP kayak gitu ya.",* (Alexandrina, Practitioner Lecturer, 2023).

The statement above proves that the presence of the self-love affirmation card offered by KegelisahArt is very much in accordance with the benefits of their original purpose. This product, according to the practitioner instructor, might also be employed as a tool in the world of psychology. This assertion is, of course, consistent with the statement of a clinical psychologist, who agrees but cautions that it should be reviewed again.

At the end, KegelisahArt's brand beneficence by distributing self-love affirmation cards might mean a lot to generation Z, who desperately need it. The card's value is obviously successfully expressed as long as KegelisahArt is open with its members or other external parties present to aid in the branding plan being carried out.

4.3. Discussion

This research addresses the branding strategy used by KegelisahArt community to boost self-love in generation z by using self-love affirmation cards. The study's findings were analyzed using the six steps of Branding theory proposed by Kotler (2016), as well as data obtained from in-depth interviews with internal and external sources, as well as focus groups with six members of KegelisahArt community who are in the Generation Z age range.

Nowadays, issues regarding mental health are one of the things that are being discussed in Generation Z. This is also reinforced by the statement given by the Casey Foundation (2021) that issues regarding mental health are one of the things that attract the attention of Generation Z. In Indonesia

itself, the development and awareness of mental health issues has also increased quite a bit.

This is also evidenced by one of the statements put forward by Mrs. Kasandra, as a clinical psychologist when the author conducted an interview, where it was stated that according to Minister of Health research from 2013-2018 it showed an increase in mental health problems. Of course, the surge in mental health issues is not just becoming a topic, but people are taking action. As a result, KegelisahArt exists.

In the interview, Pandhu, the CEO and Founder of KegelisahArt community, stated that he made the community because he, too, was an anxiety survivor. So that feelings emerge to better comprehend other people and do not want to see other people struggling alone. KegelisahArt began as a medium, then evolved into a community. KegelisahArt also released a product of self-love affirmation cards, which have a good function for things linked to one's own condition, particularly for those who feel uneasy.

Pandhu told the writer about the two sides that form the basis of the existence of this self-love affirmation card during the research through interviews. First, Pandhu believes that the high creative sense of KegelisahArt members necessitates the use of a medium to express creativity. Furthermore, the network existed prior to the distribution of the self-love affirmation cards.

The existence of investors also contributes to the success of producing self-love affirmation cards. Pandhu, the CEO and Founder of

KegelisahArt, on the other hand, stated that the aim for creating the affirmation card was to carry out a social goal. The self-love affirmation card is also available as a product that can be described as a tool for assisting generation z in combating insecurity by using words of affirmation to the visuals on the card.

It is critical to engage in branding efforts in order to make self-love affirmation cards known and used by a large number of individuals, particularly the z generation. Branding is a process that gives a thing power. This is the starting point for a branding strategy. Branding and branding strategy are extremely significant in the world of marketing.

Mrs. Elke Alexandrina, a practitioner lecturer, stated during the interview that whatever product is being marketed, in this case self-love affirmation cards, the most important thing to do before thinking about a branding strategy is to establish what value want to transmit. This is of course in line with what the team from KegelisahArt is doing, where the presence of self-love affirmation cards is a tool that is presented to love oneself more through the power of the words and illustrations that are presented.

Of course, discussing self-love has a close tie with the world of psychology. That is also one of the reasons the author chose to interview Mrs. Kasandra as a professional psychologist. According to the findings of the interview, the usage of affirmation cards in the field of psychology is very common.

It is more on the use of the card. Concerning the contents of the cards, including affirmations, illustrations, colors, and other topics relating to the cards, it is required to review them again with expert guidance. As a result, not just anyone can produce and claim that affirmation cards can enhance self-love in Generation Z.

Another reason is that each person's traits differ and, as a result, so does their approach to challenges. Nonetheless, Mrs. Kasandra, a clinical psychologist, respects what the KegelisahArt team has done because they are aware of the need to create tools for those who are battling with self-love issues.

Thus,KegelisahArt's choice of medium in the form of cards is not only creative but also regarded effective with the use of the cards, yet the interior aspects such as colors, illustration, and sentences must still be analyzed in depth. Finally, affirmation cards are a medium chosen by KegelisahArt to deliver a message related to self-love through Self Love affirmation cards as a way of communication related to the KegelisahArt community that is concerned in mental health issues, which one of the examples is related with self-love.

After explaining the purpose of a brand, in the next branding strategy activities carry out positioning activities. In positioning it is necessary to first identify the main target and the intended target audience. In the interview, Pandhu as the CEO & Founder of KegelisahArt Community said that the self-

love affirmation card does not only focus on people with mental disorders, but on people who also feel insecure and find it difficult to love themselves.

This affirmation card is also a supporting tool in other KegelisahArt community activities, such as meditation and journaling. Apart from that, still regarding the target audience, Pandhu also said that the age range for buying self-love affirmation cards is between the ages of 18-25, which is included in the age range of generation z. Apart from analyzing the target audience, positioning also needs to analyze competitors to serve as a benchmark in developing a product whose idea is still original.

The self-love affirmation cards from KegelisahArt are inspired by the American made affirmation cards that Pandhu found on Etsy. After seeing the card, he felt that in Indonesia there should be a similar product, especially with people's increasing awareness of the issue of self-love. The unique thing that he doesn't find on the cards is that there are no illustrations or visuals that spoil him and only focus on the affirmations. That is the reason why KegelisahArt presents self-love affirmation cards complete with original pictures and visuals.

To position the brand in the customer's mind, of course, KegelisahArt doesn’t only have to rely on the product, but they also have to take an action. In the interview, Pandhu said that the product of KegelisahArt is not only an affirmation card, but also an event that functions to make the community bigger and more known by many people.

This turned out to be in line with what Mrs. Elke Alexandrina as a practitioner lecturer who said that if KegelisahArt wants the Z generation to remember what is being offered, they can hold events or small events related to the activities of the community concerned. So, Kegelisahart and affirmation cards can be on top of the customer's mind.

It's still about branding strategy and of course has a correlation with the previous stage, namely focusing on brand differentiation. In marketing, differentiation plays a very important role because this is the USP offered and only owned by that product. In this self-love affirmation card, the main difference is in the visuals and illustrations that are completely original.

It was also conveyed that the visual illustration on the self-love affirmation card was directly inspired by the figure of the CEO & Founder of KegelisahArt community, Pandhu. Apart from that, Dea Astra, as Copywriter & Sales of KegelisahArt, also conveyed in the interview that the difference and strength of this card is the card's theme, which is self-love that relates to the issues that are being discussed a lot today. From a psychologist's point of view, it is the same as what was said before that needs to be reviewed again in the illustrations to the existing words because the effectiveness of the affirmation cards will depend on the different conditions of each individual.

Meanwhile, from the marketing side, the differences that are highlighted, namely in the form of visuals and illustrations, are classified as a USP that is able to create a unique image from self-love affirmation cards.

This was said and validated by Mrs. Elke Alexandrina as a practitioner lecturer. In conclusion, the team from KegelisahArt has different things about self-love affirmation cards.

This proves that the KegelisahArt team also analyzes what is in the market and makes these findings a difference that sells and is remembered. Even if we look at it from a psychologist's point of view, the colors and visuals on the cards still need to be reviewed. Moving on to the next branding strategy stage, namely brand identity or identity on a product.

Identity is indeed a small element in a brand, but in fact this is something that can also have a big impact in the future. Still related to brand differentiation, the identity that is highlighted on the self-love affirmation card is related to illustrations and visuals, but this time it focuses more on the color that is highlighted. Pandhu as the CEO & Founder of KegelisahArt Community said that the choice of orange and navy blue on the self-love affirmation card was due to the calm he feels when he sees a preview of the card.

On the other hand, when the author asks about other meanings or even a correlation with the world of psychologists, Pandhu says that the color was purely his own choice. That statement tends to seem subjective. The author also decided to ask Mrs. Kasandra as a clinical psychologist and received an answer that the KegelisahArt self-love affirmation cards even seemed to choose a gloomy orange color.

Not only that, but it is true that color greatly impacts the mood of the person who sees it. Thus, this selection needs to be re-examined in the future. On the other hand, the identity that is also highlighted is the logo with a brain on the cardbox and the back side of the self-love affirmation card. The brain-illustrating logo is the main logo of KegelisahArt.

Pandhu as the CEO & Founder deliberately chose a simple logo and did not replace it with another logo. However, from a marketing point of view, Mrs. Elke Alexandrina said that the affirmation card logo is too simple. This is because KegelisahArt should be able to reflect the logo according to the affirmation card series selected. For example, like the hugging icon which symbolizes the sense of comfort given by the card. Mrs. Elke also said that the logo with the image of a brain does not seem to have any correlation, even though the logo is indeed the logo of KegelisahArt.

It is hoped that in the future, KegelisahArt will be able to create individual logos again for the existing affirmation card series. So, it can be concluded, that brand identity is an important element in a product or brand that can provide a useful value for the owner. In addition, in the end, brand identity can also provide a deeper introduction to the meaning or reasons for the existence of the product being offered.

The stages in the branding strategy can be said to run smoothly when it reaches the brand trust stage. Brand trust is the stage where decisions made by the customer can lead to customer loyalty to the product. During the interview, the copywriter & sales of KegelisahArt community said that the

benchmark for Generation Z's trust in self-love affirmation cards can be seen from the reviews given either through e-commerce, Instagram (can be through IG stories), to private chat through KegelisahArt's WhatsApp.

Therefore, from the CEO & Founder of KegelisahArt, Pandhu said that the measure of customer trust is when they hold an event that focuses on using self-love affirmation cards. This is because there will be mouth-to-mouth interactions that make other people know about affirmation cards as well as the existence of the community. Dio Vialli as the advertisement manager of KegelisahArt Community also has another measure of trust which relates to the habits of the person who buys the card.

Dio believes that the measure of the success of a product is when a customer carries a self-love affirmation card everywhere and read them when they feel the need. On the other hand, Mrs. Elke as a practitioner lecturer said that the measurement of customer trust in a product can be seen from reviews, feedback, and engagement on social media. Furthermore, she also provided input on how other benchmarks could be carried out and also made them interactive. For example, creating questionnaires, follow up questions, or barcodes on Instagram accounts.

Meanwhile, from a clinical psychologist perspective, Mrs. Kasandra delivered from two sides. The side measures trust and earns trust. If in terms of measuring trust, Mrs. Kasandra suggests making a scale on each of the self-love affirmation cards. The scale is from 1-5.

The higher the scale, the higher the confidence in the card. This can be accessed digitally so that it can also be used as material for evaluating the affirmation cards by the KegelisahArt team. Mrs. Kasandra, on the other hand, advised that the self-love affirmation card have a form of psychological test or a license from a psychologist for content, so that people can have greater confidence to buy.

In the end, trust in a product is something that is felt differently from one customer to another. Likewise, the Z generation is the main target. Each Z generation certainly has its own characteristics and benchmarks. Whatever decision is made, it will certainly be very influential. It is this influence that can bring it to the next stage where it relates to actual benefits and values that have an impact not only on the affirmation card owner but also for the future.

The last stage in the branding strategy, namely brand beneficence. Brand beneficence is a benefit that is felt by the owner of the value of the product they have. According to the CEO & Founder of KegelisahArt Community, Pandhu, said that the benefits of self-love affirmation cards will not only be felt by the owner of the card, but also by KegelisahArt itself. If more and more people are aware of issues regarding mental health and self-love, then the team from KegelisahArt will also have the confidence to innovate. For example, by diversifying businesses or even creating a psychology bureau.

On the other hand, from the perspective of Dea Astra as Copywriter & Sales of KegelisahArt Community, the benefits of affirmation cards can be felt according to the characteristics or conditions being faced. If the condition is too severe, it is of course impossible for this affirmation card to be the main helper. That is why, according to her, it is also very important for those who buy, especially the Z generation, to be aware of their condition.

From the advertisement manager side, Dio Vialli, said that a benefit or value from self-love affirmation cards can be felt when someone carries these affirmation cards everywhere, where this statement is also related to measuring trust in self-love affirmation cards. From Mrs. Elke Alexandrina as a practitioner lecturer said that long-term benefits can be known by continuously monitoring everything that is done, both positive and negative.

Monitoring all responses and input from external parties, of course, will have a huge impact on the future and also the sustainability of KegelisahArt both as a media and a community working in the world of mental health, especially for the z generation who are currently very closely related to this problem. Not only from the practitioner lecturer perspective, but from the clinical psychologist perspective, she also stated that she really appreciated the steps taken by KegelisahArt in making media, community, and tools such as self-love affirmation cards. With a note, going forward, KegelisahArt must still be open with all entries.

In the end, the branding strategy that is carried out will run smoothly if the target audience welcomes this. From the FGD that the author conducted

with 6 members of KegelisahArt community who are in the age range of generation z, they all welcomed this. Even though during the FGD the authors divided them into two groups, 3 individuals who had affirmation cards and 3 individuals who did not have affirmation cards.

From the FGD, for 3 generation z people who have self-love affirmation cards, they are very grateful for the presence of this card. Because it can give them enthusiasm and like giving positive energy to them through affirmations to illustrations. It doesn't stop there, but it also allows them to find KegelisahArt community which allows them to meet lots of people and they consider it a safe space.

For 3 generation z people who don't have a self-love affirmation card, they don't ignore the good things about this card. In their view, affirmations can be obtained anywhere without the need to buy an affirmation card. This is because a person's condition is different and not everyone can accept it.

Even so, the writer cannot immediately say that the branding strategy carried out by KegelisahArt failed, because they still have knowledge about the product and even praise the existing illustrations. At the end, the 6 members the author invited to the FGD said that they were very grateful for the existence of the KegelisahArt community. Especially for the z generation who have a number of problem issues that sometimes bother themselves, one of which is related to self-love.

4.4. Findings / Summary Analysis

Based on the results of research that was examined using qualitative methods, with the aim of analyzing self-love affirmation cards as one of the branding strategies used by KegelisahArt community to increase self-love in generation z, there are several findings or summaries of the results of the analysis, namely:

1. **The characteristics and background of a person's condition greatly influence the success of the branding strategy carried out by KegelisahArt**.

   This is proven by the buyers' decisions when they see self-love affirmation cards. When viewed from the perspective of generation z, they say that affirmation is a very important thing that they want to get.

   Three of the z generation members of KegelisahArt community who conducted the FGD saw the affirmation card as a branding strategy that made them want to buy the card. Whereas the other three who did not have self-love affirmation cards, saw the affirmation cards only as illustrative cards that had no effect on them. Not only from generation Z who conducted FGDs, but also from a psychologist's point of view, as said by Mrs. Kasandra said that a person's mental condition is certainly different and cannot be compared. On the other hand, Mrs. Elke as a practitioner lecturer also said that Generation Z in every place certainly has different characteristics.

In the end, the implementation of the branding strategy carried out by KegelisahArt through self-love affirmation cards was in accordance with the steps it should have taken, but the buyer's decision will depend very much on the conditions and individual characteristics.

2. **Visuals and design are very important to the z generation when making purchasing decisions.**

This is demonstrated by the self-love affirmation card's brand differences, specifically the attractive illustration that is one of the key attractions of KegelisahArt's self-love affirmation card. Not only that, but three KegelisahArt members who did not purchase the card concur that the illustrations provided are unique.

The illustration on KegelisahArt's self-love affirmation cards is the strength and differentiator of this product from other affirmation cards, of course this was conveyed by the team from KegelisahArt. Apparently, the differences that they highlight are well conveyed to generation z and members of the KegelisahArt community. From the results of the FGD, both of the 3 people who had self-love affirmation cards or those who did not, admitted that the main attraction was the illustrations on the affirmation cards.

This makes a lot of sense and is in line with what was conveyed by Mrs. Elke as a practicing lecturer that generation z is a generation that is very visual and likes unique designs. Not only that,

but this statement is also increasingly believed because Ms. Kasandra as an expert psychologist said that illustrations and pictures used for the benefit of psychologists are indeed that important so they need to be studied and researched in depth.

3. **Review is one of the things that can form brand trust.**

One's trust and confidence can be present when looking at reviews from other people regarding self-love affirmation cards. This is evidenced by Pandhu's words that many people buy self-love affirmation card products because of word-of-mouth. In addition, Mrs. Elke Alexandrina also validated that review is a very important and influential benchmark in gaining customer's trust.

Also added was a statement from Ms. Kasandra as a clinical psychologist that apart from reviews from customers, it is also important to have a review or license given by the psychologist for the self-love affirmation card product so that people can put their trust in it because there is an official certification from a related party.

4. **Digital is very significant in today's world, especially in marketing.**

This is demonstrated by KegelisahArt, which began with the media by employing the Instagram and YouTube channels. Following that, at the start of the pandemic, KegelisahArt established a community based on the WA platform. The power of the media is also demonstrated by the high number of people, particularly those in the z

generation, who purchased KegelisahArt's self-love affirmation cards after seeing them on social media. Not only that, but their social media accounts reveal their familiarity of KegelisahArt community.

Not only that, their knowledge of KegelisahArt community is also known from their social media. Mrs. Elke as a practicing lecturer also suggested that in the future it would be better if the digital version of KegelisahArt self-love affirmation cards was made due to the times and generations. Meanwhile Mrs. Kasandra as a clinical psychologist also said that in the future it would be better if affirmation cards were accessed digitally and had a rate scale that could assess how useful the affirmation cards were.

5. **In the world of psychology, the use of cards as a medium for dealing with matters related to mental health has been proven to be effective.**

However, the contents of the affirmation cards such as words, illustrations, and even colors need to be reviewed again because they greatly affect one's mentality and mood after seeing the affirmation cards.

To make it easier to understand, the form also stated the findings / summary analysis in the table below:

Table 5
Findings / Summary Analysis

No	Findings / Summary Analysis	Explanation
1.	**The characteristics and background of a person's condition greatly influence the success of the branding strategy carried out by KegelisahArt**	• Proven by the buyers' decisions when they see self-love affirmation cards. • From the perspective of generation z, they say that affirmation is a very important thing that they want to get. • Three of the z generation members of KegelisahArt community who conducted the FGD, saw the affirmation card as a branding strategy that made them want to buy the card. • Whereas the other three who did not have self-love

		affirmation cards, saw the affirmation cards only as illustrative cards that had no effect on them. • From psychologist's point of view, as said by Mrs. Kasandra said that a person's mental condition is certainly different and cannot be compared. • On the other hand, Mrs. Elke as a practitioner lecturer also said that Generation Z in every place certainly has different characteristics.
2.	**Visuals and design are very important to the z generation when making purchasing decisions.**	• Demonstrated by the self-love affirmation card's brand differences, specifically the attractive illustration that is one of the key attractions of KegelisahArt's self-love affirmation card.

		• The illustration on KegelisahArt's self-love affirmation cards is the strength and differentiator of this product from other affirmation cards, of course this was conveyed by the team from KegelisahArt. • From the results of the FGD, both of the 3 people who had self-love affirmation cards or those who did not, admitted that the main attraction was the illustrations on the affirmation cards. • The statement is in line with what was conveyed by Mrs. Elke as a practicing lecturer that generation z is a generation that is very visual and likes unique designs. • On the other hand, Ms. Kasandra as an expert

		psychologist said that illustrations and pictures used for the benefit of psychologists are indeed that important so they need to be studied and researched in depth.
3.	**Review is one of the things that can form brand trust**	• Trust and confidence can be present when looking at reviews from other people regarding self-love affirmation cards. This is evidenced by Pandhu's words that many people buy self-love affirmation card products because of word-of-mouth. • In addition, Mrs. Elke Alexandrina also validated that review is a very important and influential benchmark in gaining customer's trust.

		• Ms. Kasandra as a clinical psychologist also added that apart from reviews from customers, it is also important to have a review or license given by the psychologist for the self-love affirmation card product so that people can put their trust in it because there is an official certification from a related party.
4.	**Digital is very significant in today's world, especially in marketing**	• Demonstrated by KegelisahArt, which began with the media by employing the Instagram and YouTube channels. • Following that, at the start of the pandemic, KegelisahArt established a community based on the WA platform.

		The power of the media is also demonstrated by the high number of people, particularly those in the z generation, who purchased KegelisahArt's self-love affirmation cards after seeing them on social media. • Mrs. Elke as a practicing lecturer also suggested that in the future it would be better if the digital version of KegelisahArt self-love affirmation cards was made due to the times and generations. • Meanwhile Mrs. Kasandra as a clinical psychologist also said that in the future it would be better if affirmation cards were accessed digitally and had a rate scale that could

		assess how useful the affirmation cards were.
5.	**In the world of psychology, the use of cards as a medium for dealing with matters related to mental health has been proven to be effective**	• The contents of the affirmation cards such as words, illustrations, and even colors need to be reviewed again because they greatly affect one's mentality and mood after seeing the affirmation cards.

Processed by Author, 2023.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Based on the results of analysis, discussion, and elaboration using theory from Kotler (2016) regarding the 6 Steps of Branding, there are six stages carried out by KegelisahArt community using this branding strategy:

1. **Brand Purpose:** At this point, KegelisahArt team determines the target demographic for the product being given. Furthermore, KegelisahArt determines the primary aim of having this self-love affirmation card in order for it to become a valuable product for individuals in need, which is in line with the target demographic, namely generation z. KegelisahArt also returns to use social media channels such as Instagram, TikTok, and the WhatsApp group to inform the objective of the product at this point.
2. **Brand Positioning:** In this second stage, the team from KegelisahArt again examined the selected main target audience. This is done so that the future promotion strategy carried out by KegelisahArt in promoting self-love affirmation cards can be conveyed properly. In this stage, the team from KegelisahArt also needs to see benchmarks from other marketers so that the steps taken can be different and influence the way Generation Z views these products. Apart from promoting through social media, the team from KegelisahArt also take advantage of existing events that are closely related to generation z.

These events can be self-made by the community or external events from KegelisahArt community which are of course related to mental health.

3. **Brand Identity:** Identity in a brand is a small element that must always be present in every product offered. In this case, KegelisahArt uses a logo depicting a brain which is placed on each affirmation card up to the packaging cardbox.
4. **Brand Differentiation:** After making benchmark observations and taking action, the product offered by KegelisahArt, namely self-love affirmation cards, of course needs to highlight different things and become the spotlight of the product. In this case, the pictures and illustrations on the affirmation card. That's because the pictures and illustrations are the result of illustrators' drawings that were directed directly by the CEO & Founder of KegelisahArt community.
5. **Brand Trust:** To attract customer trust, reviews from people who have bought this card are things that can make other people believe in self-love affirmation card products. Reviews can be seen on KegelisahArt social media or e-commerce. Mouth-to-mouth can also be one thing that supports trust in this product.
6. **Brand Beneficence:** The benefits or value felt by people who buy self-love affirmation cards, especially the z generation. In addition, the impact and value felt by the customer will also greatly affect KegelisahArt itself, which will become a motivation for product

diversification and other activities. Brand Beneficence is also the final stage in a branding strategy whose final value must be monitored in order to survive in the long term.

In conclusion, in marketing, implementing a branding strategy is very important to do. This is because the branding strategy includes everything related to the products sold to the selected target. Not only that, by implementing a branding strategy, it can apply 6 important elements as well, such as brand purpose, brand positioning, brand differentiation, brand identity, and brand beneficence.

This branding strategy was carried out by KegelisahArt by using self-love affirmation cards. By implementing a branding strategy, self-love affirmation cards that are sold can increase self-love in generation z but this will be greatly influenced by the background and condition of each individual. It doesn't stop there, the research conducted by the author is in close contact with psychologists, where in the world of psychologists it is stated that the use of cards is considered effective, but parts such as affirmations and visuals must be studied.

Whereas in the field of marketing, the use of self-love affirmation cards as a branding strategy is considered unique because it suits the z generation who like visuals. Even so, it would be better if in the future this affirmation card could have close contact with digital, especially in the more advanced Z generation. So, it can be concluded that the

implementation of the branding strategy carried out by KegelisahArt by using self-love affirmation cards can be applied to generation z.

At the end, the author, who is also a researcher, realized that this thesis had its own novelty after the author finished writing. First, the author realizes that the novelty of this thesis is researching a unique communication medium object, which is an affirmation card with the theme of self-love which was originally made by KegelisahArt. KejisahArt, which acts as a community for mental health and other issues related to Generation Z, has not only succeeded in providing a forum but also a medium for communication itself. This uniqueness is also strengthened because there are rarely competitors from Indonesia who produce the same type of cards, even if they do, most of them only use words without any illustrations.

Second, the author realizes that the novelty of this thesis is that the problem of self-love has a close relationship with the author as generation Z. This is of course influential because the author really understands the existing problems and also the influence of the self-love affirmation card can certainly felt by the author.

Third, the author realizes that the novelty of this thesis is that the author also discusses it from two sides, both from the marketing side which is closely related to the communications department and also from the psychology side which is closely related to the author's research object. Apart from that, the opinions and views given by the author are of

course not taken from just one side but also from various perspectives, both from internal parties and external parties who are experts, such as marketing practitioner lecturers and also clinical psychologists.

At the end, with the strong novelty that the author conveys, the author still realizes that this thesis cannot be said to be perfect. Imperfections in writing are also related to the research object being studied. That's why the author wrote it in the recommendation.

5.2. Recommendations

5.2.1. Academic Recommendation

Researchers hope that this research can be used for further studies in major marketing communication that focuses on branding strategies. Even so, the researchers hope that in future research they can discuss other elements that are not only related to branding or strategy, but focus more deeply on digital marketing. This is because, this research found the fact that digital plays an important role in today's life, especially marketing activities. In addition, the researcher also hopes that in future research, the steps of branding related to brand beneficence can be discussed in more depth.

5.2.2. Practical Recommendation

The availability of KegelisahArt's self-love affirmation cards as one of the media containing affirmations and images connected to self-love is likely to be available in digital form in the future. This is because generation z, or the next generation, cannot exist apart from digital. Self-

love affirmation cards can be converted into applications, such as purchasing affirmation cards through the application. As a result, self-love affirmation cards are available in both digital and physical formats.

Self-love affirmation cards are also scheduled to be created in the future, along with journaling books that may be accessed digitally or physically. The journaling book and self-love affirmation cards are going to be able to track the mood. Users can gain a deeper understanding of themselves by using these affirmation cards and journaling books.

KegelisahArt can collaborate with a variety of brands that have no relation with what they do, such as beverage brands. One of the example affirmation cards will be attached on the drink package. Later, the self-love affirmation card that was being attached will also have a barcode that could be scanned and will take the user to the social media pages of KegelisahArt. People who are curious will most likely be interested in this strategy.

KegelisahArt can collaborate with influencers who care about mental health issues in addition to collaborating with brands. Later, perhaps this influencer will be called to speak at one of KegelisahArt's events, or they will create a long-term collaboration. Aside from influencers, self-love affirmation cards can also be used in educational settings such as high school or college. For instance, with the guidance counselor. This is done for additional therapy because the self-love affirmation card is appropriate for Generation Z, which the students are.

Finally, as a media outlet as well as a community concerned in the field of mental health, it would be preferable if the items sold by KegelisahArt, such as affirmation cards, had a contact person or a KegelisahArt hotline to be called if users needed someone to talk to further. Include a contact person who handles the problems, social media links that people can see, or tutorials on how to use the card, for example. Finally, this might make the affirmation card more than just a product that is sold, but also the value that is delivered.

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