

The Role of Influencer Collaboration as A Marketing Strategy In Promoting New Product Collection: A Case Study of Thenblank X Isyana Sarasvati

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ABSTRACT

Internet, social media, mobile apps, and other digital communications technologies have all become a part of everyday life for billions of people around the world. A global phenomenon, as mentioned by Backaler is that influencer marketing is growing in countries around the world. One example of a local fashion brand that has recently just adopted influencer collaboration as its marketing strategy is THENBLANK. The study objectives of this research are to analyze the role of Isyana Sarasvati as a marketing strategy collaborator in promoting THENBLANK's new product collection, to know how Isyana Sarasvati contributes to THENBLANK's marketing strategy, and to identify the factors that THENBLANK considers when choosing an influencer to collaborate with. The method used in this research is a qualitative method with semi-structured in-depth interviews as the data collection method. The theories and concepts used in this research are the Stimulus-Response Theory, AISAS Model, Pillars of Influence, and Marketing Strategy. The result of this research shows the collaboration between THENBLANK and Isyana was successful because of the compatibility of personality and character. THENBLANK also collaborates with Isyana because they want to increase the brand value, brand image and social status of customers, and this was in accordance with their selection. The role of Isyana as an influencer is also very good and contributes through making a song scoring, providing criticism and input, and many more.

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1. Introduction

Throughout the last decades, there have been significant technological advancements. However, many of these developments become so attached to our daily lives that they often go unnoticed, and their impact is almost forgotten (Palandrani, 2020). To date, the Internet, social media, mobile apps, and other digital communication technologies have become part of everyday life for

billions worldwide (Dwivedi et al., 2018). Therefore, it is safe to say that the Internet has completely reshaped how businesses carry out their promotional activities (WLG, 2018).

The Internet is described as a globally connected network system facilitating worldwide communication and access to data resources through a vast collection of private, public, business, academic, and government networks (“Internet,” 2020). This means that the Internet makes information conveniently accessible worldwide as well as for individuals and small businesses to get connected. Due to this, marketing trends constantly come and go, evolving as brands strive to better leverage the latest technologies and respond to shifts in the marketplace (“15 Top Trends That Will Impact Marketing In 2022”, 2022). According to data released in 2022, the total number of Indonesia’s Internet users has reached 204.7 million users as of January 2022. The internet penetration rate of Indonesia reached 73.7% from the 277.7 million total population in early 2022. Kepios’s analysis shows that Internet users in Indonesia increased by 2.1 million, or equivalent to 1.0%, between 2021 and 2022 (Kemp, 2022).

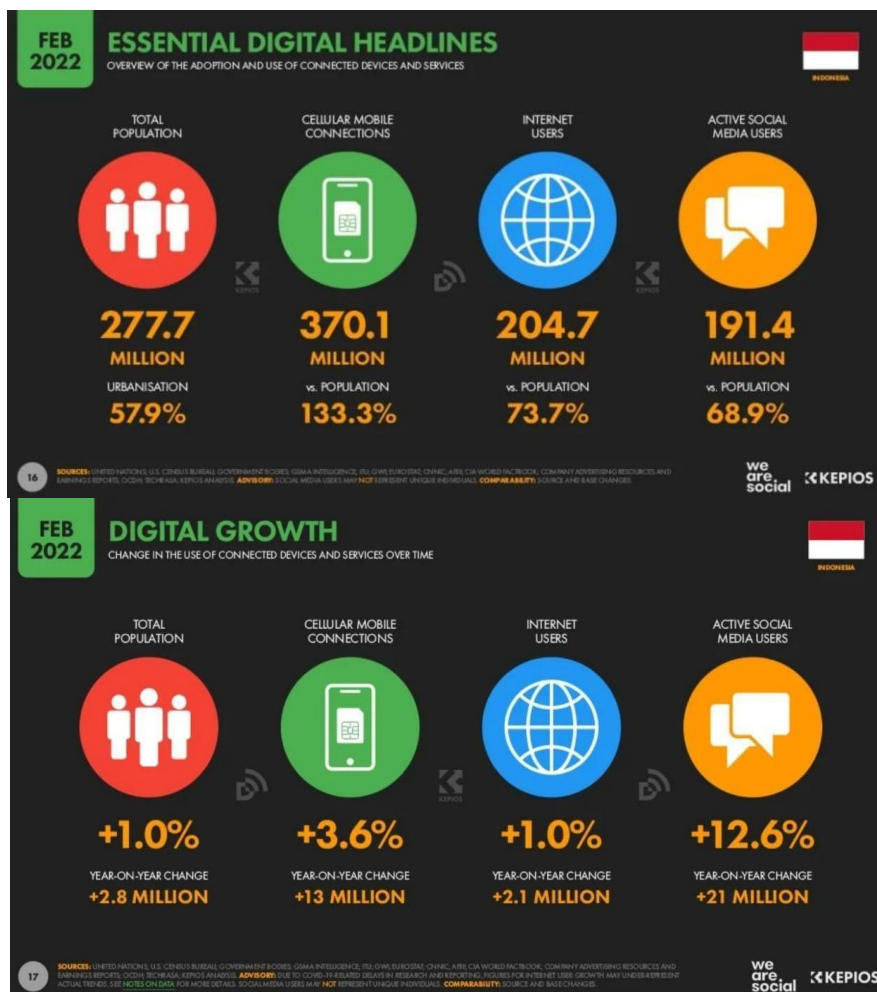


Figure 1 Internet and Social Media Use in Indonesia in 2022

From Kemp (2022)

Advances in communication and information technology have further strengthened the role of the Internet in both communication and business. Moreover, in January 2022, the total number of Indonesia's social media users was 191.4 million users, as seen in Figure 1. By early 2022, the total number of Indonesia's social media users reached 68.9% of the total population. Kepios analysis also shows that social media users in Indonesia increased by 21 million or about 12.6% between 2021 and 2022 (Kemp, 2022). This means that social media becomes a part of everyday life in Indonesia and it is important for businesses and brands to keep up with the evolution of the platforms and to keep looking for ways to optimize the use of the tools available (Sreenivasan, n.d.).

The way of communicating on social media today has changed views and provided opportunity for everyone to give their voice, opinions, and content, thus making influencer marketing unique and distinct. According to Bruns (2019), a social media influencer is defined as an individual who is considered an opinion leader on a social media platform on a particular topic of interest, including beauty, food, lifestyle, and fashion. According to Kádeková & Holienčinová (2018), influencers are not marketing tools but are social relationship assets with which they can collaborate to achieve marketing goals.

There has been significant growth in collaboration between brands and influencers to offer products to its target audience on social media in recent years. A global phenomenon said by Backaler (2019) is that influencer marketing is growing in countries around the world. According to Diamond (2019), influencer marketing is the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content, whereas endorsement is an advertisement that uses a well-known character or celebrity who has recognition, trust, respect, and awareness among people (The Economic Times, 2022). Key opinion leaders or influencers are considered experts or social liaisons who influence the attitudes of others about products and brands (Godey et al., 2016).

Influencer marketing or collaboration has continued to develop in the last decade as a strategy used by digital marketers to spread brand messages. Influencer marketing dates back to the 1930s. According to Suci (2020), one of the first widely acknowledged "influencer" collaborations dates back to 1760, when Wedgwood first made a tea set for the wife of King George III. In this case, during that era, royalty was the influencer, and Wedgwood was quick to claim that his brand had "Royal" approval. Fast forward to the 20th century, Coco Chanel, otherwise known as Chanel, was one of the first and most enduring influencers in the fashion world. Another recent example of influencer collaboration by a global fashion brand called Gentle Monster presents a collaboration with Jennie of BLACKPINK named Jentle Home.

Influencer marketing which involves a collaboration between brands and influencers, is a powerful approach that can help companies grow (Santora, 2022). In addition, they are individuals with a specific niche and can effectively influence their audience.

A few reasons to consider collaborating with influencers in creating new products are first it creates greater reach, especially when partnering with influencers who have large followers on social media, it creates unique market insight as the influencers a brand chooses to collaborate with will have insights about their followers, making it very useful to the business, and lastly is to increase sales revenue especially when working with influencers who has an existing list of influencer friends willing to support their business ventures through sponsored posts (Febrina, 2019).

One example of a local fashion brand that recently just adopted influencer collaboration as its marketing strategy is THENBLANK. THENBLANK is a local fashion brand founded in 2012 by Mutiara Kamila Athiyya. THENBLANK has a concept of 'Easiness Comes Easy', meaning that this brand is committed to providing the best daily wear that prioritizes quality, comfort, minimalist style, and timelessness. The reason for choosing THENBLANK is because THENBLANK is a unique local fashion brand by changing its strategy from endorsements to influencer collaboration.

Mutiara Kamila Athiyya, the Managing Director of THENBLANK, said that there has been a shift in THENBLANK's marketing strategy. The previous marketing strategy was endorsement to influencers, now THENBLANK is implementing an influencer collaboration strategy to issue special collections. According to Mutiara, her business development can be achieved because of the applied marketing strategy ("Thenblank Sukses Berkat Berkolaborasi dengan Influencer", 2020). She said, "*pemasaran lewat kolaborasi dengan influencer dinilai tepat karena metode endorsement dan iklan sudah terlalu ramai dan masif digunakan.*" ("Thenblank Sukses Berkat Berkolaborasi dengan Influencer", 2020, para. 6). Furthermore, Mutiara admitted that THENBLANK's sales had doubled since THENBLANK issued a special collection of collaborations with influencers. In the past, THENBLANK has worked with influencers to issue a special collection, namely Dwi Handayani, Ayudia Bing Slamet, Isyana Sarasvati as of 2021 (Yasa, 2019).

According to a statistic by "How Influencers Choose Which Brands to Partner with Exclusive Insights from 50+ Influencers" (n.d.), 64% of influencers look for on-brand or relevance in collaborations, as seen in Figure 4. Influencers do not want to promote products and services from brands that are irrelevant to them, just as brands do not seek out influencers who are not relevant to them as well (Solis, 2015). Furthermore, according to Solis (2012), there is a pillar of influence called the 3Rs, which include Reach, Resonance, and Relevance, as seen in Figure 5. First, Reach is a measure of popularity, proximity, and goodwill. Second, Resonance is a measure of the duration, speed and level of interactivity around content or conversations. High resonance means more people will see every update. This includes frequency, period, and amplitude. Lastly, Relevance is that individuals aligned through the topic of the material create connected circuit relationships that transmit information across a focused community. This includes authority, trust, and affinity.

What Influencers Look For In Brand Partnerships

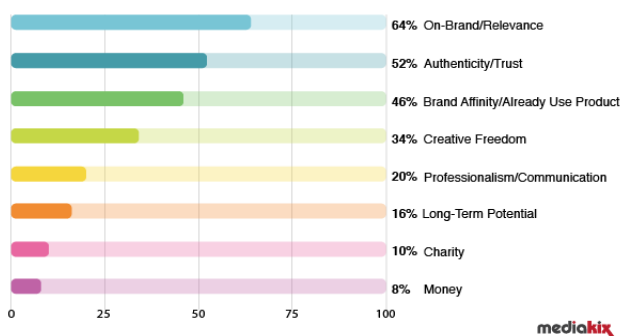


Figure 2 What Influencers Look for In Brand Relationships

Source: Mediakix, n.d.

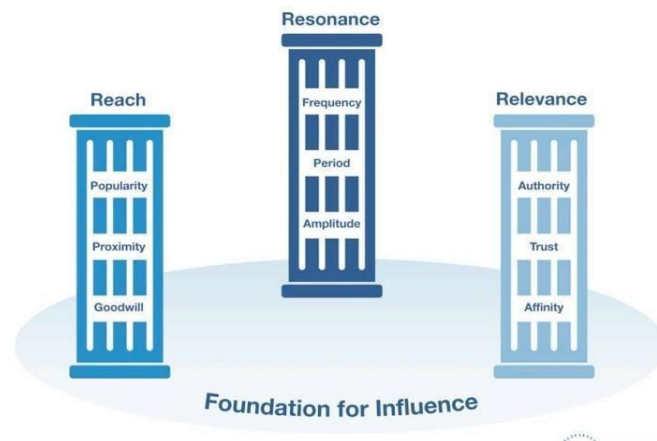


Figure 3 Pillars of Influence

Source: Solis (2012).

Before collaborating with influencers, there are five points marketers and business owners need to ensure, according to Geysler (2021). First, is to consider the authenticity of the influencer. Next, relevancy. For example, a clothing brand may want to collaborate with fashion bloggers or influencers who usually produce fashion-related content. Third, influencers do not always gain influence through consistently producing quality content. Next is to find out if the influencer can engage with their audience about past brands or products they are promoting or collaborating with. Marketers should scroll through some of their posts and captions. And lastly, even if marketers have found the perfect influencer, they may not collaborate if the brand cannot pay as expected. Several influencers may want to promote your product in exchange for free products but do not expect that they will spend their time creating high-quality free content.

The most vital factors of these five factors are the influencer's credibility, authenticity, and relevance (Geysler, 2021). Many influencer collaboration campaigns failed because these requirements were not met. As more and more brands want to explore influencer marketing, it is important to proceed with caution (Barker, 2019).

Influencer collaboration aims to showcase your brand to potential customers (Thephagroup, 2022). In this case, both Morphe and Jaclyn Hill failed in collaborating with each other. This is a point of how important the role of influencer collaboration is as a marketing strategy. The role of influencer is needed to facilitate the process of collaboration, promotion, and the success of this promotion as well as the capacity to cause change or effect.

The objectives and benefits of this research are as follows: To analyze the role of collaborating with Isyana Sarasvati as a marketing strategy in promoting THENBLANK's new product collection; to know how Isyana Sarasvati contributed to THENBLANK's marketing strategy; and to identify the factors that THENBLANK considered when choosing an influencer to collaborate with.

2. Materials and Methods

The research methodology used in this research is qualitative methodology. This method is used by researchers to investigate the meaning, interpretation, symbols, processes, and relationships of social life (Crossman, 2020). The reasons for choosing qualitative methodology are that the researcher wants to explore, investigate, and learn about the phenomena of the research topic and understand each informant's perceptions. This methodology will also help the researcher to discover in-depth findings.

Furthermore, case study research is being utilized in this research. According to Creswell (2013), a case study method investigates real-life cases over time through detailed and in-depth data

collection involving multiple sources of information and reporting case descriptions and case themes. A case study method is a study that investigates and explores a person, a group of people, or an entity through careful and in-depth data collection.

The reason for choosing this method is that a case study method allows the researcher to analyze the information closely within a particular context and to understand something unique to the case (Guest et al., 2013). In this research, the researcher wants to examine and analyze how Isyana Sarasvati contributed to THENBLANK's marketing strategy, the role of collaborating with Isyana Sarasvati as a marketing strategy in promoting THENBLANK's new product collection, and the factors THENBLANK considers when choosing an influencer to collaborate with. The research is conducted in Depok through Zoom and email platforms. It started in March 2022 and is expected to finish in August 2022.

Data Collection Technique

Data collection techniques that can be utilized are interviews, field observations (direct and participant), questionnaires, and analysis of public and company documents (Shanks & Bekmamedova, 2018). In this case, the data collection techniques that will be used are an in-depth interview.

1. Primary Data, Primary data means the data collected directly by researchers. The use of primary data in this research is to produce accurate information in accordance with factual conditions and current phenomena and appropriate informants so that the results of this research are useful and beneficial for practitioners and the community; in this case, the primary data selected for this study is semi-structured in-depth interviews.

An in-depth interview aims to gain a more detailed and better understanding of the research topic ("Semi-structured, Narrative, and In-depth Interviewing, Focus Groups, Action Research, Participant Observation", 2017). The reason for selecting an in-depth interview as the primary data is to present a more in-depth understanding of the phenomenon than what would be obtained from quantitative methods such as through questionnaires. Unit of analysis: In this case, the researcher is interested in studying the role of influencer collaboration; therefore, the unit of analysis is individual, as different influencers have different results and impacts on a brand.

2. Secondary Data: Besides the use of primary data, the researchers will also collect secondary data. The secondary data used will be obtained from previous journals, books, and articles from other researchers, authors, and writers. Notably

Data Verification Technique

The data verification technique that will be implemented is triangulation. In this case, the researcher will use data triangulation, especially source triangulation, where the researcher will conduct interviews consisting of internal informant (Managing Director of THENBLANK and Sales and marketing Manager of THENBLANK), external informants (THENBLANK customers), and communication and marketing experts. Then, the researcher will choose triangulation measures to get an in-depth understanding and to compare the views of each informant.

Data Analysis Technique

According to Miles et al. (2020), there are three concurrent flows of activity, including data condensation or reduction, data display, and conclusion drawing/verification, as described below.

Limitations of The Research

Although this research has several contributions to the knowledge and information of the role of influencer collaboration as a marketing strategy: a case study of THENBLANK x Isyana Sarasvati, there are limitations worth considering in future research. First, this research is only qualitative methodology which is not statistically represented. Second, the research solely focuses only on influencer collaboration as a marketing strategy, while many other tactics could be used depending on the brand's marketing strategy. Third, the limitation lies down on the Stimulus-Response Theory as the researcher encountered obstacles in finding other sources that discuss the Stimulus- Response Theory so that it cannot be compared with other sources. Fourth, the Stimulus-Response Theory is only used to see customers' responses based on the interviews, while further research can analyze the effects of the customers' responses. And lastly, the researcher was unable to interview Isyana or her team because there was no response from the contact person.

3. Result and Discussion

Marketing Strategy

1. Segmentation

Segmentation is the process of identifying market segments and the process of dividing the broad customer base into consumer sub-groups consisting of existing and potential customers (Camilleri, 2018). This includes demographic, psychographic, behavioral, and geographic.

Demographic: The informants had different perceptions about the age range and social status of the targets of this collaboration. Mutiara and Rina consider the target age range to be 25-34 years, while Meliana and Dewanti have different age ranges, namely 18-30 years and 25 years and above to 30. Regarding social status, Mutiara, Meliana, Rina, and Dewanti agreed that the target's social status was from B to A. Mutiara and Meliana called B to A, while Rina called B+, and Dewanti called B. This shows a difference in perception in assessing the social status of the collaboration target.

Psychographic: from a psychographic point of view, there are differences in informants' perceptions of the values and lifestyles that THENBLANK wants to implement. Mutiara believes that the target market tends to be friendly, part of the community, and flexible. Meanwhile, Rina, Meliana, and Dewanti believe that customers' lifestyles tend to be simple, minimalist, and relaxed. About the value of the product, one customer believes that the value of a good product is Isyana, while the other customer believes that the value that THENBLANK wants to implement is 'fashion is a reflection of you'. There are also differences in perceptions of customers' hobbies and interests, with each informant giving a different answer. It shows variations in psychographics and customer preferences to consider in designing collaborations.

Behavioral: In terms of purchasing behavior (behavioral), there are differences in informants' perceptions of the behavior of buyers who are interested in this collaboration. Mutiara and Rina believe that interested buyers are people who think hard and are not triggered by virality. They will search and seek information about the quality and functionality of the product first before buying. On the other hand, Meliana and Dewanti believe that buying behavior is impulsive because Isyanation supports Isyana and they are triggered to buy the same products as Isyana has. In addition, there are differences in perceptions of the frequency of purchases in a year and the frequency of purchases of loyal customers. Mutiara and Rina believe that loyal customers can buy one to two times a month or twice a week, while Meliana and Dewanti believe that the frequency

of purchases can be five to seven times a year or every time there is a new product. About THENBLANK product material, Meliana and Dewanti believe that the material is good, comfortable, and the design is good. Meanwhile, Mutiara and Rina have different views, with Mutiara emphasizing on product quality and Rina emphasizing on product size. It shows variations in perception and buying behavior that need to be considered in marketing strategies and product development.

Geographic: The informant believes that this collection will attract attention especially in big cities such as Jabodetabek, Bandung, Surabaya, Bali, Semarang, and Yogyakarta, as well as abroad such as Singapore and Malaysia. They considered the exposure of the Isyana name in these cities and recognized that there was a significant market share there. In addition, the collection is also available on e-commerce platforms such as Shopee Singapore and Malaysia, indicating that they are also considering the international market. Despite this, there has been no strategy devised specifically to target the Singapore and Malaysia markets, so they are not sure if this collection will interest them unless they are part of Isyanation. This shows the need for more research and strategies to reach international markets more effectively.

2. Targeting

From the targeting analysis is that there is a difference in perception between internal and external regarding the target market for this collaboration. According to internal, the target market is 85% women and 15% men, with an age range of 25 to 34 years, but it does not rule out the possibility outside that range, with economy class B to A. Nevertheless, both internally agreed that although they have segmentation and target market, the marketing strategy used is undifferentiated marketing as they have a wide product range that can be worn by females and males with various age ranges. This means that they ignore differences in the market that involve approaching customers with a single market offering (Camilleri, 2018).

Meanwhile, Externally believes that the target market is fans of Isyana and her friends, focusing on the age range of students up to 20 to 30 years old, especially millennials and Generation Z. Although there are differences in perception, both agree that the focus of marketing is more on overall market awareness, without differentiating between genders or age ranges, because THENBLANK has a wide range of products and can be used by all circles.

3. Positioning

In terms of positioning, there is a difference in perception between internal and external. According to Mutiara and Rina, before collaborating with Isyana, THENBLANK was positioned as an affordable brand. However, after collaborating with Isyana, they changed their position to better quality but still affordable in its class. However, customers have a different perception, where before the collaboration with Isyana, THENBLANK was seen as a local brand that was not widely known, but after the collaboration with Isyana, THENBLANK was considered to be able to compete with other brands and even became the first choice when looking for fashion references. In addition, there are different perceptions about THENBLANK's competitors. According to internally, THENBLANK's competitors are UNIQLO, This Is April, and Cotton Ink, where UNIQLO is considered a direct competitor because it has a similar design and value to THENBLANK. However,

according to customers, THENBLANK's competitors are This Is April, Hardware, and Cotton Ink, with the main differences lying in price, event promotion, and product quality.

Despite differences in perception, informants agreed that THENBLANK was positioned as an affordable, stylish, yet superior-quality brand. This reflects the brand positioning strategy set for THENBLANK, which emphasizes a combination of quality, style, and affordability.

Discussion

Based on the result analysis, first from the Stimulus-Response Theory, although everyone has different trigger reactions, it can be said that Isyana triggered Meliana and Dewanti's stimulation because they bought the product because of her and they also mentioned that Isyanation is quite fanatical and always triggered by Isyana as if they wanted to have the same things as Isyana. The benefits for THENBLANK and Isyana, the prospective customers may only know THENBLANK or Isyana, but after this collaboration more people know both.

Second, from AISAS Model, according to the concept and statements from internal parties, the customers know and notice a collaboration of THENBLANK and Isyana from Isyana's Instagram and immediately follow THENBLANK's Instagram. Then both customers are interested in purchasing the product -- Meliana wants to buy it for herself while Dewanti wants to buy it for herself and her friends as gifts. After they are satisfied with the product collection, they share information as well as recommend it to their friends. However, according to Yuliana, THENBLANK also should promote this collaboration through various communication media to help activate the campaign even more. Moreover, according to Mutiara and Rina, Isyana contributed to the collaboration by providing criticism and input, concepts of photoshoots and video shoots, mood boards to storyboards, and insisted to make her own song for the main event campaign video.

Third, from Pillars of Influence, it can be said that Isyana has met the popularity indicator as one reason why THENBLANK is working with Isyana is to raise the social status of its target market from C to B to B to A and Isyana's target market is in accordance with what THENBLANK is targeting, and thus it also in accordance with conducting the event at FLIX Ashta. The benefits for THENBLANK and Isyana, the prospective customers may only know THENBLANK or Isyana, but after this collaboration more people know both. Furthermore, Isyana also has met the relevance indicator as Isyana has the personality and character in accordance with THENBLANK and liked by her target audience. She is also very participative and understands the product knowledge as this is shown by how she promotes the collection until it seems it is a part of her. And lastly, Isyana has also met the resonance indicator as she is known by most Indonesian citizens in the age range of 20-35 years old, especially social status B to A that THENBLANK wants to target. Isyana is also a hardworking person that although she has never collaborated with any fashion brand, Isyana still gives her best and provides criticism and input from the customer side. Therefore, THENBLANK and Isyana's relationship will remain good even after the collaboration has ended. Because their business terms are good, they even know each other personally and they can hang out just to get together without discussing this collaboration.

As for the marketing strategy concept, THENBLANK targets both female and male with the age range of 20 above to 35 years old and works in the creative, startup industries with the social status of B to A. The target customers also have a simple, minimalist, and relaxed fashion style but Isyana

and THENBLANK as well as its target customers do not necessarily have to have the same values and motives. Mutiara and Rina also believed that the buying behavior that will be attracted to this collaboration is someone who is thoughtful – they would seek and find out the quality and functionality information first, but Meliana and Dewanti think otherwise. The geographic targets are big cities such as Jabodetabek, Bandung, Surabaya, Bali, Semarang, Yogyakarta, and even Singapore and Malaysia. The positioning before and after of collaborating with Isyana also changed and THENBLANK's competitors are UNIQLO, This Is April, and Cotton Ink. Below is the perceptual mapping of THENBLANK's competitors.



Figure 4 Perceptual Mapping

Source: Author, 2022.

Findings/Summary of Analyses

Below is the table of summary of analyses.

Table 1 Summary of Analyses

Research Object	Dimension	Element	Evidence	Results
Stimulus-Response Theory	Stimulus	Sensory system (light, heat, sound, touch, and internal factors)	It will be analyzed based on customers' conscious or unconscious internal feelings and behaviors.	Although everyone has different trigger reactions, it can be said that Isyana triggered Meliana and Dewanti's stimulation because they bought the product because of her. They also mentioned that Isyanation is quite fanatical and always triggered by Isyana as if they wanted to have the same things as Isyana.
	Response	Everyone has different reactions that trigger them		

AISAS Model	Attention	Product, service, or advertisement	Notice a new product collaboration collection.	The customers notice a new product collaboration.
	Interest	Gathering information	Then, interest in collecting information about the new product collection.	The customers are interested in purchasing the product.
	Search	Internet, official websites, product comparison sites or by asking family and friends		The customers first know the collaboration from Isyana's Instagram and immediately search the collaboration on THENBLANK's Instagram as well.
	Action	Purchase	Customers purchase the clothing items.	The customers purchase the collection.
	Share	Word of mouth, talking to other people or by posting comments on the Internet	Share with families and friends by word of mouth or their own social media.	They were satisfied, and they shared the information and recommended it to their friends through word of mouth.
Pillars of Influence: 3Rs (Reach, Relevance, Resonance)	Reach	Popularity	The situation where you are liked, supported, and admired by many people.	This can be concluded that Isyana has met the popularity indicator for one of the reasons THENBLANK is working with Isyana to raise the social status of its target market from C to B to B to A and Isyana's target market is in accordance with what THENBLANK is targeting.
		Proximity	How much Isyana is liked, supported and admired by the Indonesian netizens.	Two reasons for conducting the event at FLIX Ashta were because of the potential target market and they want to make a new experience for those who came to the premiere more mysterious and intimate.
		Goodwill	The benefits of both parties collaborating with each other.	The benefits for THENBLANK and Isyana: the prospective customers may only know THENBLANK or Isyana, but after this collaboration, more people know both.
	Resonance	Frequency	Isyana's mastery in product knowledge of the new product collaboration collection.	As Isyana participated from the very first – about 1 year of preparation, she understands the product knowledge, this is shown by how she promotes the collection until it seems it is a part of her.
		Period	The time after the first appearance of the THENBLANK x	After more than six months since the first release, the collection on

			Isyana Sarasvati collaboration is still visible	THENBLANK Instagram is still visible.
		Amplitude	The level of Isyana's engagement within her fans and THENBLANK's followers.	Isyana's level of engagement in her fans and THENBLANK followers is good as it can be seen an increase in the level of engagement, follower growth and sales.
Relevance		Authority	Isyana's popularity and engagement.	Isyana is known by most Indonesian citizens in the age range of 20-35 years, especially social status B to A that THENBLANK wants to target.
		Trust	Isyana's reliability, truthfulness, ability, and strength	Even though she has never collaborated with any fashion brand, Isyana still gives her best and provides criticism and input from the customer side.
		Affinity	Isyana's sympathy for someone or something	THENBLANK and Isyana's relationship will remain good even after the collaboration has ended. Because their business terms are good, they even know each other personally and they can hang out just to get together without discussing this collaboration.
Marketing Strategy	Segmentation	Demographic	Age range and social status of THENBLANK's customers who will be interested in this collaboration.	The customer's age ranges from 20-35 years old. This collaboration targets both females and males. The social status is B to A.
		Psychographic	Personality traits, values and motives, lifestyles, and interests (hobbies) of THENBLANK's customers who will be interested in this collaboration.	The industry the customers are working in would be a startup, fashion, or influencer industry. The personality traits are customers who like simplicity - not too much colour, classic, and casual, easy going and an observer of the fashion, creative and music industry. The customer lifestyle tends to be simple, minimalist, and relaxed.
		Behavioural	Buying behavior, the benefit sought, buying frequency, and volumes of	The customers who will be attracted to this collaboration is thoughtful.

		purchase of THENBLANK's customers who will be interested in this collaboration.	The frequency of purchases of THENBLANK's customers are about 7 to 8 per year while the loyal customers will be about 10. The benefit of THENBLANK's products are materials are good, offer comfort, and also good in design.
	Geographic	Cities and areas of THENBLANK's customers will be interested in this collaboration.	Big cities include Jabodetabek, Bandung, Surabaya, Bali, Semarang, Yogyakarta, and even Singapore and Malaysia.
Targeting	Undifferentiated marketing strategy, differentiated marketing strategy or concentrated marketing strategy	Know the alternative market coverage used by THENBLANK during its collaboration with Isyana.	The targeting is both male and female, with the age range of 20 to 30. Although they have segmentation and target markets, the targeting strategy is undifferentiated marketing.
Positioning	The benefit sought, different from a main competitor, credibility	How THENBLANK is perceived in the minds of consumers, especially when collaborating with Isyana.	The positioning is better quality yet still affordable in its class. The competitors are UNIQLO, This Is April, and Cotton Ink.

Source: Author, 2022.

4. Conclusion

Based on the results of research conducted on THENBLANK and Isyana Sarasvati, it can be concluded that: The role of collaborating with Isyana Sarasvati as a marketing strategy in promoting THENBLANK's new product collection are Isyana's target market is in accordance with what THENBLANK is targeting which is B to A, collaborating with Isyana makes THENBLANK raises its brand value, brand image as well as positioning, and although she has never collaborated with any fashion brand, Isyana still gives her best and provides criticism and input from the customer's point of view. How Isyana Sarasvati contributed to THENBLANK's marketing strategy by providing criticism and input, concepts of photoshoots and video shoots, mood boards to storyboards, and insisting on making her own song for the main event campaign video. The factors that THENBLANK considered when choosing an influencer to collaborate with the target market including the age, social status, lifestyle, values and motives, buying behaviour, and geographical areas.

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