

THE USE OF COMPETITION AS A COMMUNICATION STRATEGY (To Increase Engagement as a Form of Brand Awareness about Local Skateboarding Shoes in Jabodetabek Area)

PENGGUNAAN KOMPETISI SEBAGAI STRATEGI KOMUNIKASI (Guna Meningkatkan *Engagement* sebagai Bentuk dari *Brand Awareness* Sepatu *Skateboard* di Jabodetabek)

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Abstract. *The rapid development of skateboarding in Indonesia serves as a business opportunity for local entrepreneurs. Although the skateboard market in Indonesia is classified as a segmented market, but it is still a promising business. Local skateboarding shoes brand developed quite rapidly along with the development of skateboarding sports in Indonesia, this is portrayed by the high level of enthusiasm by the society who starting to play skateboard, the high amount of local skateboarding communities appears in Jabodetabek area and plentiful skateboarding events and competitions. The result of this research shows that there has been a lot of skateboarding competition in Indonesia which has been used as a communication strategy. Competitions are considered good and effective for local skateboarding shoes brand to increase engagement as a form of brand awareness, because they can take part either as the supporting element or as the skateboarding competition organizer. Besides, it also can bring a positive impression to the brands itself. In addition, the competitions held offline needs to be supported by online activities and the source includes education elements. Berlo's Communication Model (SMCR) explains that when using a competition, it needs to be based on the communication skills, the understanding of social and cultural systems of the source and the receiver to the message that can be felt by the human five senses which will increase the success of delivering messages from the source to the receiver. The methodology of this research is qualitative and the instrument used to collect data involves interviews.*

Keywords: *Competition, Strategy, Engagement, Brand Awareness, Skateboard*

Abstrak. Pesatnya perkembangan *skateboard* di Indonesia menjadi peluang bisnis bagi para pengusaha lokal. Meskipun pasar *skateboard* di Indonesia tergolong sebagai pasar yang tersegmentasi, namun bisnis pada industri ini tetap menjanjikan. Merek sepatu *skateboard* lokal berkembang cukup pesat seiring dengan perkembangan olahraga *skateboard* di Indonesia, hal ini dapat dilihat dari tingginya antusiasme masyarakat yang mulai bermain *skateboard*, jumlah komunitas *skateboard* lokal yang bermunculan di daerah Jabodetabek, hingga banyaknya acara dan kompetisi bertajuk *skateboard*. Hasil penelitian ini menunjukkan bahwa terdapat banyak kompetisi *skateboard* di Indonesia yang telah digunakan sebagai strategi komunikasi. Kompetisi dianggap baik dan efektif bagi para merek sepatu *skateboard* lokal untuk meningkatkan keterlibatan masyarakat sebagai bentuk kesadaran merek, karena mereka dapat berperan sebagai elemen pendukung atau penyelenggara kompetisi *skateboard*. Kompetisi juga dapat memberikan kesan positif bagi merek itu sendiri. Selain itu, kompetisi yang diadakan secara *offline* perlu didukung oleh aktivitas *online* dan mencakup unsur edukasi. Model Komunikasi Berlo (SMCR) menjelaskan bahwa ketika menggunakan sebuah kompetisi, perlu didasarkan pada keterampilan komunikasi, pemahaman sistem sosial dan budaya dari sumber dan penerima pesan yang kemudian dapat dirasakan oleh panca indera manusia untuk meningkatkan keberhasilan penyampaian pesan dari sumber ke

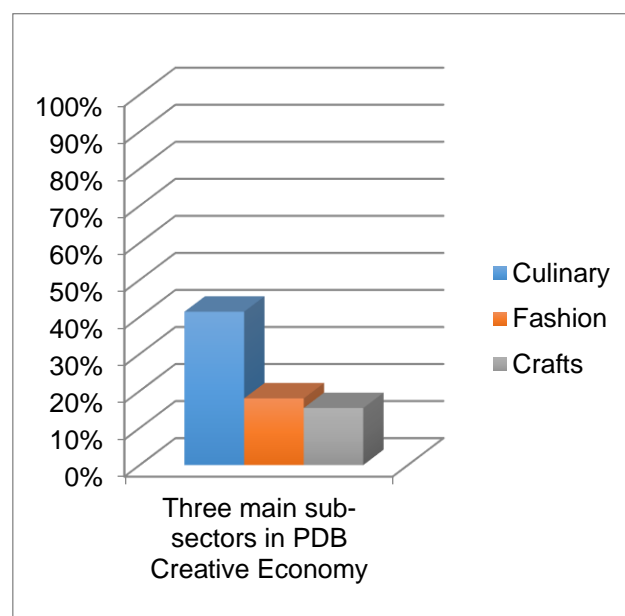
INTRODUCTION

Indonesia is a country that is rich in potential, especially in human resources, where many Indonesian people have creative ideas, so they can create products with new innovations. This innovation can be seen from the emergence of various brands produced domestically. The brand is divided based on two main dimensions, namely origin and ownership. The brand is also categorized into four types, namely: 1) Original local brand, includes brands originating from local countries and owned by local people or companies; 2) Quasi local brands, brands originating from local countries, but owned by foreign people or companies; 3) Acquired local brands, brands originating from other countries, but owned by several local people or companies and; 4) Foreign branding, brands originating from abroad and owned by foreign people or companies (Kussudyarsana, 2016). The development of the local brand referred in this research is a brand with a category of Original local brands, namely brands that are indeed originated from Indonesia and are owned by individuals and domestic agencies.

Local brands as the part of creative economy are believed to become an alternative sector that encourages national economic growth. This is consistent with the results of a survey conducted by Creative Economy Agency (BEKRAF) with the Central Statistics

Agency (BPS) in 2016 which stated that the Gross Domestic Product (PDB) generated by the creative economy industry in Indonesia experienced a 7.44% increase from Rp. 852 trillion in 2015 to Rp. 922.58 trillion (Lestarini, 2018). From around 8.2 million creative economy ventures, there are three main sub-sectors that advance the creative economy, namely culinary, fashion and crafts.

Figure 1. Three main subsectors in PDB Creative Economy



Source: Rachman, 2018

From the figure above, it appears that the culinary sub-sector is the biggest contributor to the PDB Creative Economy of 41.4% or as much as Rp. 382 trillion, followed by

the fashion and crafts sub-sectors, each at 18% (Rp. 166 trillion) and 15.4% (Rp. 142 trillion) (Rachman, 2018). The fashion industry as a part of the main sub-sectors of the creative economy in Indonesia is becoming a promising business with huge returns for its business people. There are four fashion categories that can become business opportunities in Indonesia, namely the Muslim fashion business, fashion sport, t-shirts, and children's clothing (Rahayu, 2017). Out of all fashion categories mentioned, fashion sport has developed quite rapidly both in the national and international spheres. Since 2013, fashion sport has begun to develop, data from NPD field research (one of the American research companies) reports that increased sales of activewear and athletic shoes reached USD 36 billion, which are part of fashion sport (Oktaviani, 2016). This opportunity is not only seen by foreign entrepreneurs, but some Indonesian entrepreneurs have also been starting business in fashion sport.

Some of the local fashion sport industries that are developing are the footwear, leather products and apparel industries. This was proven through the achievement of Gross Domestic Product (PDB), this industry group experienced an increase from Rp. 31.44 trillion in 2015 to Rp. 35.14 trillion in 2016. The General Director of Small and Medium Industries (IKM) of the Ministry of Industry revealed, for the footwear industry sector Indonesia has succeeded in occupying the fifth position as an exporter in the world after China, India, Vietnam and Brazil. The market share of the

footwear industry in the international market reached 4.4%. Based on Trade Map data, the export growth was positive from USD 4.85 billion in 2015, up 3.3% to USD 5.01 billion in 2016 (Mrt, 2017). Sport shoes as a part of footwear industry have different functions based on the sport arena which are divided into five types, namely athletic shoes, closed field sports, open field sports, special sports (golf, dancing, cycling, extreme sports) and nature sports (hunting, climbing, fishing) (Rudystina, 2017). This is also supported by Purnama & Adi (2019) in their research that nowadays, shoes are one of the most popular fashions, including sports shoes. Most young people wear sport shoes not only during sport activities, but also in their daily activities, such as college, traveling, and others (Purnama & Adi, 2019).

Sport shoes as a part of footwear industry have different functions based on the sport arena which are divided into five types, namely athletic shoes, closed field sports, open field sports, special sports (golf, dancing, cycling, extreme sports) and nature sports (hunting, climbing, fishing) (Rudystina, 2017). Skateboard as one of the extreme sports that entered and developed in Indonesia in the 1970s, has become an activity that has great appeal for youngsters ever since. This is shown by the existence of local industries related to skateboarding, the construction of skateparks in several cities, as well as the growing growth of Skateboarding Day participants in Indonesia. Such an increase would certainly be a proud

value for all parties involved and dedicated to the world of skateboarding (Nurpramadya & Irawan, 2012). The development of skateboarding in Indonesia which is considered quite rapid is also proven by the high amount of people who loves to skate as stated by Ardy Polii, one of the Indonesia's skateboarding legends and the second winner of Asian Skateboard Championship in Taipei, China (Vidiatmoko, 2017). Moreover, skateboarding athletes from Indonesia have emerged to compete in the international sphere. After the first successful skateboarding competition was completed at the Asian Games 2018 in Palembang, it turns out that in August 2016, the International Olympic Committee (IOC) has decided that skateboarding entered the Olympic sport along with four other new sports and will begin to be competed at the Olympics 2020 in Tokyo, Japan (Setiawan, 2018).

The rapid development of skateboarding in Indonesia is glanced by local entrepreneurs. As cited from marketing.co.id, the skateboard market is classified as a segmented market but still is a promising business. It is conveyed based on business experience owned by Dimas Jerry Wijaya as the owner of local skateboard spare parts brand, Dood Skateboard and Hello Skateboard. He's aware with society's interest and enthusiasm in extreme sports, specifically skateboarding. According to him, the average growth of this business rise 100% every year and constantly increase throughout the year, even in Asia skateboarding has experienced an extraordinary

development (Supriadi, 2017). In addition, various regions of Indonesia have high numbers of skateboarding communities. With the increasing number of skateboard communities and popularity through various competitions, local skateboarding shoes are also experiencing growth, as seen from the emergence of several local skateboarding shoe brands, such as FYC Footwear, Awesome Footwear, Instinct Footwear, SV Footwear, Rebellion Footwear, Geoff Max, JRVS Footwear, HYB Footwear, Luminar Shoes, Saint Barkley, HOPS Footwear and other brands.

There are also skateboard events in Jabodetabek which are held almost every month by a variety of different organizers. Various skateboarding competitions organized by the community and supported by private parties are widely held, such as the Patriot of the Lines, SKATE JUANG 45, SKATENIGHT, SOEMPAH PEMOEDA, SKATETURAHMI, Halloween Skate Party, GO Skateboarding Day (in Jabodetabek area) and others. These events were held during 2018, intended as a gathering for skaters, competitions and games. There are two skateboarding events that considered successful because of its creative concept and reach massive audiences, namely Twilosaurus and IOXC ("Jakarta Skateboarding (@jakartaskateboarding)," n.d.); ("Komunitas Bekasi Skateboarding (@patriotsk8club95)," n.d.); ("Skateboarder Parlemen (@parlemen.sk8)," n.d.); ("Komunitas Indonesia Skateboard

(@kisbersatu),” n.d.); (“Blok M Skateboarding (@bs.skateboarding),” n.d.).

On 7 July 2018, Twilo Skate Corner, one of the skateboard communities located in Kemang, South Jakarta, collaborated with Event Welbe and AXIS to organize the Twilosaurus Vol. 2. This skateboarding activity conceptualized the mixture of street art festivals, such as skateboarding competitions, music events, sneakers exhibitions, photo exhibitions, skateboard exhibitions, mural paintings and talk shows. As a result, 53 local content creators (artists) joined this activity and increased the creativity of young people in Indonesia (Sanjaya, 2018).

The next activity related to skateboarding is the IOXC (Indonesia Open X-Sport Championship). Unlike other skateboarding activities, this activity was organized by the government, which is held by the Minister of Youth and Sports Affairs. IOXC is held on 28-30 September 2018. IOXC aimed to find athletes who excel in extreme sports. The IOXC 2018 competition was attended by 380 participants from 23 provinces in Indonesia and 10 countries such as France, Malaysia, Japan, the Philippines, Russia, Singapore, Thailand, the People's Republic of China, Taiwan and Brunei Darussalam. There were seven types of extreme sports contested, namely BMX Freestyle, Aggressive Inline, Freestyle Football, Freestyle Basketball, B-Boy Competition, Skateboard Competition, and Wall Climbing Competition (Fauzi, 2018). This activity was considered successful because it was fully

supported by the government and covers an international scale. In this activity, skateboarding was not shown as a culture or lifestyle, but rather was shown as a form of extreme professional sports.

According to the result of a research written by Keke (2018) it is stated that the form of integrated marketing communication has a close and positive relationship to brand awareness. One of the many forms of communication comes from public relations, in this context the communication strategy conducted by public relations person is through a competition because offline activity is potentially increasing engagement as a form of the brand awareness. This is in harmony with a statement from Pratiwi, Dida, & Sjafirah (2018) in their research that communication strategy can increase awareness for stakeholders, industry players, and public.

Therefore, based on the phenomenon above the objective of this research is to find out about how the usage of competition as a communication strategy to increase engagement as a form of brand awareness about local skateboarding shoes in Jabodetabek area.

METHODOLOGY

The methodology of this research is qualitative. The object of this research is competition as a communication strategy to increase brand awareness of local skateboarding shoes in Jabodetabek. Qualitative research relies on text and image data, also own unique steps in

data analysis and draw on diverse designs. In this type of research approach, the researchers play an important role and is carefully reflecting it to the readers (Creswell, 2014, p. 183).

According to Yin (2011, p. 3-4) qualitative is the study of a real-world setting in order to discover how people cope and thrive in that setting and capture the contextual richness of people's everyday lives. This study represents the views and perspectives of the people, as well as contributes insights into existing or emerging concepts that may help to explain human social behavior through multiple sources of evidence rather than relying on a single source alone (Yin, 2011, p. 7-8).

The research method used is descriptive. Descriptive research according to Isaac (1995) is describing the facts and characteristics of a given population or area of interest systematically and accurately. Another point of view from Polit and Hungler (1999) shows that descriptive research means to portray the characteristics of persons, situations, or groups and the frequency with which certain phenomenon occur these studies observe, describe, and document aspects of a situation as it naturally occurs (Dulock, 1993, p. 154).

This research seeks to obtain explanatively in-depth information where it can be achieved through qualitative research. Moreover, the use of this descriptive qualitative research method aims to present information and description of the phenomenon of the research object, namely to find out the use of

competition as a communication strategy to increase people's engagement as a form of brand awareness about local skateboarding shoes in Jabodetabek area. Therefore, researchers are able to analyse and describe the opinions of the speakers regarding the problem examined, then draw conclusions.

The instrument used to collect data involves interviews. Denscombe (1998) explains that interviews include a series of assumptions and comprehension about the situation which cannot be correlated with a casual conversation (Birmingham & David, 2014). The researchers are required to collect information from respondents face to face. Therefore, a result of great amounts of data and interviews lasting for more than an hour is inevitable, in addition, Birmingham & Wilkinson (2014) asserts that this instrument gives the researcher more of an insight into the meaning and significance of what is happening.

The interview itself has several types, the type of interview used by researchers is semi structured interview. Semi structured interview is an interview that uses a model that is more free and flexible compared to structured interviews, but still directed (Sugiyono, 2016). The researcher has a list of questions provided for informants, but the researcher has the right to give questions outside of that list, as long as the questions asked are still related to the research problem and still obtain opinions and ideas openly from informants.

Selection of Informants for Interviews

The interviewees for this interview are divided in three categories, namely parties from local skateboarding shoes brand, skateboarders and local skateboarding community.

Table 1. Selection of Informants

Local Skateboarders	
Informants	Job Designation
Adi Susanto	Skateboarder from Jakarta Area
Noval	Skateboarder from Bogor Area
Sandy	Skateboarder from Depok Area
Rahman Permana	Skateboarder from Bekasi Area
Local Skateboarding Community	
Informants	Job Designation
Tony Sruntul	The General Chairman of Indonesia Skateboard Community (KIS)

Source: Authorized data of the researchers, 2018

The selection of the informants is based on the correlation with their understanding of the development and current phenomenon of skateboarding in Indonesia, also the understanding of skateboarding world including the rise up of local skateboarding shoes brand. Furthermore, the interviewees are

located around Jabodetabek area so the data collection is still possible to achieve.

RESULTS AND DISCUSSIONS

Based on interviews conducted with the informants, researchers found that until this day the development of local skateboarding shoes brand in Indonesia is considered quite advanced and rapid due to several factors. Starting from the increasing number of local skateboarding shoes brands with a quality that is not less competitive with international brands to the increasing number of skate parks that are built and easy to find.

The local skateboarding shoes brand have a lot of improvements, it is seen from the more upcoming local brands in Indonesia. This is also supported by a statement from Sandy that “the development is quite good and rapid until now” (Sandy, Personal Communication, 5 October 2019).

In fact, nowadays many clothing lines also produce skateboarding shoes as well. Apart from that, the rising of local skateboarding shoes brand is also influenced by other factors such as the high amount existence of skate parks surrounding us. Unconsciously, it brought a lot of enthusiasm in people and triggered them to start playing skateboard, thus, entrepreneurs are seeing this as a business opportunity to produce its equipment.

Many local skaters believe that local skateboarding shoes have the ability to compete in the market with international brands because of

its quality and competitive prices. As a reflection, many local skateboarding shoes brand are arising in Indonesia such as FYC Footwear, Awesome Footwear, Instinct Footwear, SV Footwear, Rebellion Footwear, Geoff Max, JRVS Footwear, HYB Footwear, Luminar Shoes, Saint Barkley, HOPS Footwear and many other brands.

Every now and then, many skateboarders are faced with an option whether to use skateboarding shoes product locally or internationally. For Adi himself, he has a sense of pride when using a local skateboarding shoes brand.

“One of the reasons why I use local skateboarding shoes brand apart from the proud feeling is that the quality itself is considered very good and tends to be more affordable than international brands. Overall, the development of the local skateboarding shoes was very good” (Adi Susanto, Personal Communication, 27 October 2019).

In addition, what influenced the development of the local skateboarding shoes was the product’s originality. Each local skateboarding shoes brand has the characteristics of their respective products based on the brand image they want to embed in the minds of consumers. The product’s originality can be seen from the design of the shoes and the material used.

As stated by Rahman, “brand image is very important, the more brands that have originality, it is safe to say that the development of local skateboarding shoes is quite good” (Rahman Permana, Personal Communication, 29 October 2019).

From the statement above, it can be seen that Rahman believes brand image is very important, the more local brands that shows originality and being innovative with their products such as many varied designs, the more people will become aware of their brands’ existence.

Currently, the quality possess by most of the local skateboarding shoes brand is considered vary, depends on the material and level of comfortable of the skateboarders itself. Meaning, there are several brands that produce a very high-quality skateboarding shoes and safe to say the quality is no less than international brands because they pay a good attention to the overall materials used such as the outsole and upper material.

However, one of the differences between the local skateboarding shoes brand and international skateboarding shoes brand is that the average ‘suede’ material in local brands is not as thick as the international brands. There is still a lack of technology in the process of making local brands, but in general, their quality is almost rivaling the international brands.

One of the traits of a well-made skateboarding shoe is its quality. That’s why, especially during play at the skate parks, the choices of a proper skateboarding shoes are very fundamental and are related to the quality of its product as it gives a big impact to the comfortability and safety of the skateboarders.

According to interview conducted with Noval, he said that, “the average local skateboarding

shoes have been vulcanized, makes it more effective for their skating game” (Noval, Personal Communication, 4 November 2019).

It can be said that nowadays, the average local skateboarding shoes have been vulcanized, which is a process of rubber assembly using high temperatures to make it even stronger in order to improve skateboarder’s performance during skating. This technique is considered rare when compared to other shoe making techniques such as using canvas and leather (Monica, 2019).

The development of local skateboarding shoes apart from the rises of local brands and many skate parks, can also be seen from many skateboarding activities or events being held in Indonesia. One of the most famous skateboarding events arranged annually by the Ministry of Youth and Sport is Indonesia Open X-sports Championship (IOXC). Moreover, there are skateboarding competitions or events that held almost every month in a different city called ‘Projam’, which is a skateboard and BMX competition.

Most of the informants acknowledge that many local skateboarding shoes brand are supporting the skateboarders by providing some of the skateboarding equipment as a form of their support during skateboarding events, especially in competition. In fact, the uses of competition as one of their communication strategies to introduce and promote their brands is considered helpful.

Furthermore, Sandy stated, “I believe that local skateboarding shoes brand are able to become the supporting element from the development of skateboarding especially in Indonesia, because they can take part as supplier of their equipment during play” (Sandy, Personal Communication, 5 November 2019).

That is why the usage of competition to increase brand awareness of local skateboarding shoes brand is a great effort. If the overall aspects of competition have positive feedback, it will also escalate their brands in the eyes of society and global market.

Apart from that, the role of skateboarding communities is important to increase brand awareness about local skateboarding shoes. Based on interview conducted with Tony, he acknowledged that, “before the local skateboarding shoes brand go internationally, the existence of one particular brand should be recognized and accepted by the skateboarding community in prior. Starting from the quality, the materials until the competitive price” (Tony Sruntul, Personal Communication, 4 November 2019).

In the Jabodetabek area itself, based on a survey that researchers conducted through social media and directly, the number of active skateboarding communities has reached 27 communities, meaning that it is no longer difficult to find skateboarding communities in the region.

Table 2. Skateboard Communities in Jabodetabek

No.	Skateboard Communities	Cities
1	Bhagasasi Speed Club	Bekasi
2	Blok M Skateboarding Bogor	South Jakarta
3	Independent Skateboard	Bogor
4	Boper (Bogor Permai)	Bogor
5	Budi Luhur Skateboarding	South Jakarta
6	Cengkareng Skateboard	West Jakarta
7	Citra Skateboard	Tangerang
8	Daggers Crew	Central Jakarta
9	Depok Skateboarding GW	Depok
10	Skateboarding Association	Bekasi
11	IPB Corner Skateboarding	Bogor
12	ISA Bintaro	South Jakarta
13	Islamic Skate Crew Indonesia	Bekasi
14	Klender Skate	East Jakarta
15	Komunitas AB	South Jakarta
16	MEKUN SKATEBOARDING	Central Jakarta
17	Parlemen SK8	Central Jakarta
18	Patriot Skate Club	Bekasi
19	PODIUM ALL DAY	Tangerang
20	SCKD Skateboarding	East Jakarta
21	Senayan Skateboarders	Central Jakarta

22	Skatekuy	Tangerang
23	Sundy Morning Skateboarder	Tangerang
24	Tugu Skate	Bekasi
25	Twilo Skate Corner	South Jakarta
26	TWK Skateboarding	South Jakarta
27	Veteran Skate Crew	Tangerang

Source: Authorized data of the researchers, 2018

With the number of active skateboarding communities in the Jabodetabek area as mentioned above, it means that these communities can also boost brand awareness of the local skateboarding shoes. The increasing number of skateboarding communities indicates that there are more people who play skateboard and more skateboarding events are being held as the community is a place for skateboarders to be able to gather, play, as well as participate in an event together. In fact, they can organize their own events from gathering to professional level competitions and these skateboarding events can be used as a means for communities to be more active in the world of skateboarding.

In conducting this research, researchers refer to Berlo's Communication Model (SMCR). This communication model was proposed by David K. Berlo in 1960 and it is known as the SMCR model, which stands for four elements in it, namely Source, Message, Channel and Receiver. Berlo describes several personal factors that influence the

communication process, such as communication skills, attitude, knowledge, social systems, as well as cultural environment both from the source and the receiver (Mulyana, 2009).

Aside from being an extreme sport, skateboarding has meaning as a lifestyle that includes social values that is strengthen togetherness and socialization. Skateboarding is also a lifestyle that has its own culture, where the culture forms a skateboarder's identity which is reflected from their style, appearance, skateboarding equipment, to the skateboarding arena.

Since skateboarding has its own social and cultural values, communication skills from both the source and receiver can influence communication success. In this sense, if the receiver has knowledge of a social and cultural system that is equivalent to what is delivered by the source, the message received by the receiver will tend to be easier to understand and run effectively.

In this case, the local skateboarding shoes brand is the source of the message. When participating in a competition, for example as a sponsor, they clearly have the ability to deliver extensive knowledge resolve around the skateboarding world so that the message conveyed also has the essence of knowledge that can be well received by the receivers, namely skateboarders who are the majority of the target audience of a skateboarding competition.

Communication strategy with the usage of competition to help increase brand awareness of the local skateboarding shoes can also be done through the message they wanted to deliver. Ideally, the message is related to their support of Indonesian skateboarders as a form of their encouragement of the skateboarding development. The more competition is being held, the more skaters are practicing to receive an achievement.

The selection of messages to be conveyed through a competition needs to be considered based on 1) the content, meaning the ideas contained in the message should be highlighted such as key messages, 2) the elements, means the basic part of a message such as language or use of words in the delivery of messages, 3) the treatment, related to how the message is packaged and the way it is delivered, 4) the structure, which is the arrangement of words used to form a message to be communicated, and 5) the code, the process of coding of symbols or ideas into data that can be understood by the target audience.

Furthermore, Berlo also showed that the channel that can be felt or received by the five human senses will increase the success of delivering messages from the source to the receiver. The use of competition as one of the communication strategies of a community or brand in conveying messages while developing local skateboarding shoes will be more effective if it can be received by the five senses of the receiver.

Starting from hearing element that can be realized from hearing messages through activities in the competition, seeing element that can be realized from the vision of local skateboarding shoes, to the touching element that can be realized from directly feeling the material of local skateboarding shoes.

Good and effective communication does not only occur by using one sense, but includes a combination of several human senses. The strength of Berlo's communication model is that it is not limited to one type of communication scale, but can be applied to public or mass communication, interpersonal communication, and various forms of written communication (Mulyana, 2009).

One form of communication that can generate good and effective communication by utilizing some of the five human senses is through offline activities, such as competition. Skateboarding is essentially a sport which related to direct activities and audience involvement, thus it becomes more interesting to the target audience, especially since the skateboarders are very enthusiast with offline activities, most of them really into competition.

In fact, according to Adi, even if there is no competition around, they will just play together, make their own competition, and have some fun while enjoying their togetherness. "So, if there is an organizer who's willing to hold a competition, skateboarders will be very interested and many other people would like to

join the competition" (Adi Susanto, Personal Communication, 27 October 2019).

He also added that usually, a skateboarding competition is divided into several types of level such as beginners, intermediates, and professionals. That way, many skateboarders from various background skills are willing to join the competition. On top of that, during a competition, skateboarders can meet and socialize with new people.

What makes it even more interesting is that competition helps skateboarders to develop their skills and when skillful skateboarders join the competition, they will be remembered for having an outstanding achievement, for example, doing some cool tricks or any other activities which highlight their skateboarding skills. It will also foster a sense of pride for the skateboarders joining the competition.

Therefore, competition can be an effective means for local skateboarding shoes brand to increase people's engagement and brand awareness, because skateboarders as one of the target audiences of the brand are very enthusiastic about a competition.

Moreover, the skateboarders certainly use skateboarding shoes, as they are one of the most important tools when playing skateboard besides the board itself to support their expertise or their hobbies. That's where local skateboarding shoes

brand plays an important role to become suppliers and introduce their products in order to increase their brand awareness.

The use of competition as a communication strategy for local skateboarding shoes brand is considered very good because with offline activities, the target audience can see the product directly while also try it right away and it will more easily increase their interest in the products.

This is in accordance with Rahman's statement that, "when people feel attracted to these products, it's not impossible that awareness can be developed to an action. Meaning that people might purchase the product on the spot" (Rahman Permana, Personal Communication, 29 October 2019). So, if a skateboarding competition includes promoting local skateboarding shoes, it will gain more attention.

Along with the increasing use of social media nowadays, the majority of competitions held offline also need to be supported by online activities, such as competitions, giveaway, quiz, or publishing promotional materials through social media. Local skateboarding shoes brand can still participate as supporting element, such as sponsoring prizes for winners of the online competitions, giveaway, or quiz.

If the skateboarding competition is only held offline without being followed by an online

exposure from social media platform, people will have limited access for knowing the existence and further information about the skateboarding competition.

For instance giveaway for online activity, people who are very fond with shoes or skateboards will often join the giveaway. Because they were enthusiastic, even the prize of the giveaway was only small essential parts from skateboard, such as skateboard wheels. People will become even more attracted if one specific local skateboarding shoes brand is gifting shoes as their giveaway activity.

These people who are interested in joining a giveaway tend to be based on their interest with shoes and the brand itself. Usually, before announcing a giveaway, the local skateboarding shoes brand will explain the product that will be used as a gift in prior, so the audience will be more aware and understand the product knowledge.

Another online activity will also be more interesting if done through a video competition, because skateboarding is not far from film making, which is the activity of playing skateboard while making videos. That's why on the skateboarding world there is the term *video part*, which is the process of taking video, editing, and uploading the video for their personal documentations or published on their social media for public consumption. This has become a habit of the skateboarders, so if the *video part*

used as a competition, there will be more people competing to participate.

When it comes to online-based competitions, the awareness increases high because the followers who might be excluded from the targeted audience will have the chance to see and read the posts from the competition organizers, meaning they have gained knowledge related to the skateboarding competition.

For example, if the competition is supported by online activities, the brand also indirectly provides education so that when the audience comes to the competition held offline, they already know in advance. So, in making a good skateboarding competition there needs to be an educational element in order to deliver key messages in increasing brand awareness of local skateboarding shoe brands.

Another finding that researchers found out related to the communication strategy that could be optimized through skateboarding competition is local skateboarding shoes brand should see an example of what other competitor brands are doing in order to determine their Unique Selling Point (USP) which distinguishes with other brands or collaborate if sharing common goals such as taking part as a supporting brand in skateboarding events could be an opportunity to introduce their brands to their targeted audiences.

In addition to collaborate with fellow local skateboarding shoes brand, they can also collaborate with skateboarders to support their play.

Especially during competitions, some skateboarders who participated can be offered by local skateboarding shoes brand. Tony claimed that, “local brands usually support various skateboarders and make them as their brand ambassador for marketing purposes” (Tony Sruntul, Personal Communication, 4 November 2019). Along with that, these skateboarders will also be known by many people.

However, increased brand awareness on local skateboarding shoes depends on the brand placement itself. In this sense, if the brand takes part as supporting element of a skateboarding competition, the majority of the target audience will be more focused on the competition, but if the brand takes part as the organizer of the skateboarding competition, the opportunity to increase brand awareness of local skateboarding shoes brand will be much higher, because they can put more information and education to the target audience.

Other than that, using competition as a communication strategy has its challenges. This is seen by the selection the competitions will do to obtain the shoes brands, in which the brands will compete with each other as well to enter to become a part of the tenant. The competition will obviously choose which brands will join their contest.

This is different with shoes bazaars, where there are a lot of shoes brands. But if we're talking about a competition, the brands will feel contested with the other brands involved. The shoes brands attending

the contest won't be as much as in a shoes-brand-centered event. That means, the brands will have to find other competitions to enter if they get rejected in a certain competition.

Another challenge that can be faced when using competition as a communication strategy is that the local skateboarding shoes brand, when becoming the supporting element, needs to understand and acknowledge about the amount of awareness they might receive. The attention will be focused more on the competition and not on the brand. This situation can be responded by the brand raising the engagement with, for instance, social media to let people know that they are joining a certain contest. This will result in the raise of the brand awareness, in which the people will put their focus on the brand as well, even before the event.

Regardless, either a brand uses offline or online competition, it must be able to be measured its success. The measurement can be done through calculating the number of participants who joined the competition. Particularly for online competition, the competition organizer will be able to see many data such as insights feature, how many people are liking, commenting, and sharing the content, or mentioning other friends to join the competition. Bottom of the line, through an online competition the engagement as well as the reach are very much visible and measured.

For educational measurements about local skateboarding shoes brand, the evaluation could be in the

form of fun online quizzes, such as increasing engagement with followers and asking questions about local skateboarding shoes brand with an interactive questions. Most importantly, skateboarding competition will also be effective if there is a two-way interaction between the sender and receiver.

Overall, the usage of competition as a communication strategy to increase brand awareness of local skateboarding shoes brand is suitable and right on target, because competition is frequently held and one of the characteristics of skateboarders are also pleasant with events, such as competitions.

Skateboard is also identical with an active and competitive people and is inseparable from the appearance that is reflected by clothes and shoes, so this could be an opportunity for local brands to introduce and provide skateboarding shoes.

CONCLUSION

Based on the results of the analysis of this research, it can be concluded that a skateboarding competition could be used as a communication strategy in order to increase people's engagement as a form of brand awareness about the local skateboarding shoes brand.

Local skateboarding shoes brand developed quite rapidly along with the development of skateboarding sports in Indonesia, this is portrayed by the high level of enthusiasm by the society who

starting to play skateboard, the high amount of local skateboarding communities appears in Jabodetabek area, to the increasing number of skate parks, as well as skateboarding events and competitions. Entrepreneurs see this as an opportunity to provide skateboarding equipment, one of them is skateboarding shoes.

The usage of competition as a communication strategy to increase engagement as a form of brand awareness from the society is considered good for brands, because they can take part either as the supporting element or as the skateboarding competition organizer, besides it also can bring a positive impression to the brands itself.

In addition, it can be more effective when the competitions held offline were supported by online activities and the source includes education elements that are packaged attractively, provide attractive offers, to utilize the tools contained in social media for a maximum result and create higher brand awareness toward the local skateboarding shoes brand.

Referring to Berlo's Communication Model (SMCR), when using a competition, in order to increase the success of communication activities carried out, it needs to be based on the communication skills, the understanding of social and cultural systems of the source and the receiver to the message that can be felt by the human five senses.

The communication strategy

through a competition also can be optimized when local skateboarding shoes brand see an example of what other competitor brands are doing to determine their Unique Selling Point (USP) or collaborate if sharing common goals.

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