

Visual Marketing Communication Strategy to Enhance Brand Awareness: A Qualitative Study on Aerostreet's Use of Oversized Shopping Bags as a Promotional Tool in Indonesia

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ABSTRACT

This study examines the impact of Aerostreet's visual marketing strategy, particularly the use of oversized shopping bags, on brand awareness. It explores how this striking visual element influences brand recognition, consumer behaviour, and social media engagement. The study focuses on three main questions: how the oversized shopping bag affects Aerostreet's brand awareness, its impact on consumer reactions and behaviours, and how consumers interact with this visual promotion on social media. In a competitive digital marketplace, this research highlights how distinctive visual marketing strategies can attract attention and enhance brand recall. The conceptual framework integrates visual marketing, branding, and merchandising as key drivers of brand awareness. A qualitative approach was employed, involving direct observation and content analysis of social media related to the oversized shopping bag. The study finds that Aerostreet's use of brightly coloured, oversized shopping bags serves as an effective visual marketing strategy in capturing attention, generating emotional engagement, and encouraging spontaneous interaction on social media. This leads to impulsive purchases, viral promotional reach through electronic word-of-mouth (e-WOM), and stronger brand awareness and loyalty. These findings align with the Stimulus-Organism-Response (SOR) model, wherein the bag, as a visual stimulus, evokes emotional and behavioural responses from consumers. Moreover, the Nusantara edition reflects a cultural approach that strengthens local identity and brand appeal. This study contributes to the discourse on marketing communication and underscores the importance of creative visual promotion strategies in the digital age.

Keywords: *Brand awareness enhancement, cultural branding, marketing communication, viral marketing concepts, visual marketing strategies.*

INTRODUCTION

In the rapidly evolving digital era, the retail industry faces increasingly complex challenges in capturing consumer attention. Amid intensifying competition, businesses must innovate and differentiate themselves in a saturated market full of diverse options. One effective strategy in addressing these challenges is visual marketing, a communication approach that leverages visual elements to attract consumers and enhance brand awareness. These visual components—such as design, colour, imagery, typography, and symbols—are used to quickly and powerfully convey messages to audiences.

According to research by Susilawati, Fajrina and Pramesti (2023), visual elements in packaging design serve as effective communication tools that shape brand experiences and influence consumer purchasing decisions. Packaging, traditionally seen merely as a protective

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layer, has evolved into a strategic medium for conveying brand messages through compelling and easily recognizable visual cues.

One critical aspect of packaging design is simplicity and visual balance. Experts assert that consumers tend to favour simple, easily comprehensible designs, as the human brain processes visual information more quickly. This view is supported by Susilawati et al. (2023), who found that packaging designs emphasizing simple visual elements lead to more memorable brand experiences and are more effective in capturing consumer attention.

Furthermore, striking and unique visual elements are essential for brand differentiation in competitive markets. Visual components that stand out from the ordinary can immediately attract consumer attention and improve brand recall. The emotional responses evoked by these visual cues also enhance memory retention, as memories linked to emotions tend to be more deeply ingrained (Singh, Abraham, & Pandey, 2018).

In the realm of digital marketing, Visual Social Media Marketing (VSMM) has emerged as a popular strategy. This concept emphasizes the use of visual elements through social media platforms, allowing audiences to actively participate in the creation and sharing of visual content. As social media usage continues to rise, this strategy has evolved from a one-way communication tool to a participatory medium that encourages consumers to engage with brand narratives (Kaplan & Haenlein, 2011).

A compelling case study highlighting the effectiveness of visual marketing is the campaign launched by Aerostreet, a local Indonesian footwear brand. During a promotional event at 23 Paskal Mall in Bandung, Aerostreet used a giant, bright yellow oversized shopping bag—approximately one meter in size—as its central visual element. This attention-grabbing design successfully attracted visitors and sparked widespread conversation on social media, demonstrating how unconventional visual elements can drive consumer engagement and significantly enhance brand awareness.



Figure 1: Aerostreet Giant Shopping Bag Promotional Event at 23 Paskal Mall Bandung
Source: Official Aerostreet TikTok

According to Pusparini (2015), the use of unique and eye-catching visual elements, such as a giant shopping bag, serves as an effective communication tool in creating engaging and memorable promotional experiences. This strategy enabled Aerostreet to creatively introduce its brand, enhancing brand awareness in a more enjoyable and less monotonous way for consumers.

The implementation of the giant shopping bag also exemplifies the principles of Visual Social Media Marketing (VSMM), where the viral effect facilitated by social media amplifies promotional efforts. When consumers share photos and videos of the bag on platforms like Instagram, Facebook, and TikTok, the promotion extends beyond physical space and spreads organically through digital interactions. In this context, the giant bag becomes a marketing instrument that strengthens the brand image through online audience engagement.

This study focuses on a qualitative analysis of the impact of the giant shopping bag's design on Aerostreet's brand awareness. It aims to explore how this visual element influences consumer reactions and how consumers interact with the visual campaign on social media. Key questions addressed in this research include: How does the giant shopping bag influence Aerostreet's brand awareness? What are its effects on consumer behaviour regarding the product and brand? How do consumers engage with this visual promotion on social media?

The study aims to provide deeper insights into the effectiveness of visual elements in marketing strategies and their contribution to increased brand awareness. The findings are expected to enrich academic literature on visual marketing and creative promotional strategies, particularly in the context of the retail industry in Indonesia.

The Stimulus-Organism-Response (S-O-R) model (Mehrabian & Russell, 1974) can be employed to analyse the success of this campaign. In this model, the visual stimulus (the giant shopping bag) influences the consumer's psychological state (organism), which then generates a response in the form of digital social interactions, such as social media posts and online discussions.

Consequently, this research will comprehensively examine how packaging design and other visual elements affect brand awareness and consumer engagement in the digital age. It will also contribute to a broader understanding of visual social media marketing and its impact on brand perception.

Previous studies have explored the role of visuals in marketing, particularly in the context of packaging design, branding, and other visual elements that influence consumer purchasing decisions. For example, Susilawati et al. (2023) found that packaging design plays a crucial role in shaping brand experiences and influencing consumer decisions. Additionally, Pusparini (2015) emphasized the use of unique visual elements in marketing campaigns to create engaging experiences and boost brand awareness. However, most of these studies focus on product packaging and do not sufficiently link visual elements with Visual Social Media Marketing (VSMM) strategies, especially in the context of promotional campaigns on social media platforms.

Furthermore, existing research on visual marketing remains largely theoretical, without closely examining how unconventional real-world visual elements—such as the use of a giant shopping bag—affect consumer behaviour on social media and their implications for brand awareness in the retail industry. More research is needed to explore how real-world visuals, amplified through social media platforms, can expand audience reach and engagement and influence brand perception in the digital era.

Thus, a research gap exists regarding the relationship between visual marketing and digital social interaction via social media in retail marketing contexts. This study aims to address this gap by offering a deeper understanding of how unique and engaging visual elements can drive higher consumer engagement and influence brand awareness, particularly through social media platforms.

LITERATURE REVIEW

This study analyses how Aerostreet's visual marketing strategy, particularly the use of an oversized shopping bag, impacts brand awareness, consumer behaviour, and social media engagement. To understand this phenomenon, the study adopts four main theoretical and conceptual pillars: Visual Marketing, Marketing Communication & Brand Awareness, the Stimulus–Organism–Response (SOR) Model, and Visual Social Media Marketing & Electronic Word of Mouth (e-WOM).

Visual Marketing

Visual marketing is a communication strategy that emphasizes the power of visual elements—such as images, colours, shapes, and symbols—to capture attention and convey messages quickly and effectively. Striking visuals can enhance consumer interest, strengthen brand recall, and create a unique promotional experience (Pusparini, 2015, as cited in Anggoro & Pranata, 2020). Marlie and Tunjungsari (2024) further argue that visuals are more effective than text in delivering messages due to their ability to evoke emotion and shape consumer perception of a brand.

Aerostreet's oversized shopping bag is a tangible manifestation of its visual marketing strategy. Its unique size and bold colour make it a distinctive attraction, setting the Aerostreet brand apart from competitors and leaving a lasting impression on consumers. While visual marketing has been widely discussed in previous research, few studies have explored the use of large-scale visual objects, such as giant shopping bags, in the context of social media marketing. Most prior studies have focused on conventional, smaller visual elements that may not generate a similarly significant impact.

Marketing Communication & Brand Awareness

Kotler and Armstrong (2008) stated that the goal of marketing was to attract and retain consumers by delivering superior value, and marketing communication played a crucial role in conveying this value. According to Kotler and Keller (2009:172), marketing communication functions to "inform, persuade, and remind consumers about a product and to explain its added value." Shimp (2003) also emphasizes that marketing communication serves as a bridge between companies and consumers, shaping positive perceptions and influencing purchasing decisions. With its strong visual approach, Aerostreet has successfully leveraged marketing communication to express brand values that are creative, nationalistic, and relatable to urban Indonesian youth.

Brand awareness refers to the extent to which consumers can recognize or recall a brand. According to Keller (1993:3), brand awareness is linked to the strength of brand nodes in memory, as reflected in consumers' ability to identify the brand under various conditions. In his latest edition, Keller (2023) underscores that brand strength depends on what consumers have seen, heard, and felt about the brand over time. Visual marketing plays a pivotal role in building brand recognition and recall. Aerostreet's oversized shopping bag

serves as a strong visual cue, creating easily recognizable brand associations and enhancing brand awareness in a competitive retail environment. While many studies on brand awareness have involved visual marketing, limited research has examined the impact of large visual objects, such as giant shopping bags, on brand awareness—particularly among younger consumer audiences in Indonesia.

Stimulus–Organism–Response (SOR) Model

The SOR model explains the relationship between environmental stimuli, internal psychological reactions, and individual behavioural responses. Mehrabian and Russell (1974:8) state that "environmental stimuli influence emotional states (pleasure, arousal, dominance), which in turn affect approach or avoidance responses." Hochreiter et al. (2023) affirm that the SOR model is a valuable approach for understanding how visuals evoke emotional experiences that influence consumer behaviour. In this study, the oversized shopping bag acts as a visual stimulus that triggers feelings of awe and curiosity (organism), which then prompts behaviours such as impulse purchases or sharing content on social media (response). The model provides insight into the psychological mechanisms through which visual elements influence consumer action.

While the SOR model is frequently used in marketing research, its specific application to large-scale visual objects, such as oversized shopping bags that create strong emotional stimuli and influence consumer behaviour on social media, remains underexplored. This study addresses that gap by linking the SOR model to large-scale visual marketing on social platforms.

Visual Social Media Marketing and Electronic Word of Mouth (e-WOM)

Visual social media marketing is a strategy that prioritizes the use of visual content to build interaction on social platforms. Images and videos are processed faster by the brain than text (Singh, Abraham, & Pandey, 2018) and are capable of fostering emotional engagement and active consumer participation. Aerostreet's oversized shopping bag, shared on Instagram and TikTok, generates user-generated content that extends the reach of brand promotion. This aligns with the concept of e-WOM, or consumer recommendations shared digitally. According to Marlie and Tunjungsari (2024), e-WOM enhances brand trust and has a significant impact on loyalty and purchase intention.

Although e-WOM and visual marketing on social media have been widely researched, the use of large-scale visual objects—such as oversized shopping bags—as part of a social marketing strategy that creates viral content and influences brand loyalty has received limited attention in the existing literature.

This study makes a significant contribution to the visual marketing literature by introducing the use of large visual objects (oversized shopping bags) as elements that can enhance brand awareness and influence consumer behaviour, particularly on social media. It also expands the application of the Stimulus–Organism–Response Model in the context of large and striking visual marketing, while offering deeper insights into the role of e-WOM in social media promotion. As such, the study not only addresses an existing research gap but also provides new perspectives for marketers seeking to harness the power of visual elements to strengthen brand recognition and consumer loyalty on digital platforms.

METHODOLOGY

This research used a qualitative approach with observational methods and social media content analysis to explore how Aerostreet's visual marketing strategy, particularly through the use of a giant shopping bag, could enhance brand awareness. Qualitative research is a type of study aimed at understanding the subjective meanings of individuals' experiences with an issue, problem, or event. This approach focused on collecting non-numeric data about how people lived, thought, and responded to different situations within their context (Creswell & Creswell, 2023).

The qualitative methods employed included observation, which involved systematically observing and recording visible phenomena related to the research object (Sugiyono, 2022), and social media content analysis, which referred to the process of examining and interpreting content created by users across various social media platforms to uncover significant patterns, sentiments, and trends. This method allowed the researcher to understand the hidden messages in different forms of digital communication—text, images, videos, or their combinations. With an objective, systematic, and comprehensive approach, content analysis was used to identify message characteristics and communication patterns that might not have been immediately visible, enabling valid and meaningful conclusions regarding behaviour and communication dynamics in the digital space.

This qualitative approach with observation and social media content analysis was employed to examine how Aerostreet's visual marketing strategy—specifically the use of the giant shopping bag—could enhance brand awareness. Direct observations were conducted at locations where the giant shopping bags were displayed, such as shopping centres and promotional events. The purpose of the observation was to record consumer interactions with the bags, including their reactions and the visual impact generated.

In addition, social media content analysis was carried out by monitoring videos and photos shared on platforms such as Instagram Reels and TikTok. The data collected included photos, videos, and comments related to Aerostreet's giant shopping bag. The process involved identifying relevant posts and grouping them by themes, such as consumer reactions, engagement levels, and visual impact on brand awareness.

This study analysed Aerostreet's visual marketing strategy through the collection and analysis of content on the TikTok platform, selected for its visual-centric nature and viral potential. Data were collected manually over a five-day period, from 14 to 18 February 2024, coinciding with the brand's promotional campaign featuring a giant shopping bag installation at 23 Paskal Mall in Bandung. Hashtags such as #TasRaksasa and #Aerostreet were used to guide the data collection process. A total of 55 TikTok video posts relevant to the Aerostreet promotional campaign were identified. Among these, four videos were uploaded by the official account @aerostreet, achieving notably high view counts of 8 million, 5.6 million, 259.8 thousand, and 145.1 thousand views, respectively. These figures illustrate the high level of exposure generated by the brand's strategically uploaded promotional content. In addition, 51 user-generated posts were uploaded organically by visitors, further amplifying the campaign's reach. Qualitative analysis was conducted based on three analytical dimensions: consumer reactions (positive, negative, or neutral), engagement metrics (views, likes, comments, and shares), and content formats (raw video, video with text overlays, or voice-over narration). To complement the digital data, a non-participant field observation was carried out over a three-day period at the promotion site. Observational notes recorded direct consumer behaviors, including interactions with the giant bag installation and user activities

related to content creation and sharing. A thematic approach was used to identify emerging communication patterns and evaluate the emotional and cognitive responses of the audience to the visual elements of the promotion. This allowed the researcher to uncover hidden messages in visual communication and provide deeper insight into its impact on consumer behaviour and perceptions of brand awareness.

This method enabled the researcher to reveal communication patterns that were not immediately visible and offered in-depth insights into how visual marketing strategies influence consumer perceptions and behaviour. The results of this analysis were expected to contribute to a better understanding of the effectiveness of Aerostreet's visual marketing strategy in increasing brand awareness, as well as to offer practical recommendations for marketers in designing more effective promotional campaigns on social media.

With this approach, the study aims to explore the impact of visual promotions on consumer behaviour, assess consumer responses on social media, and identify the contribution of visual elements to building brand awareness. This research also had the potential to significantly contribute to the understanding of visual marketing applications in the context of digital promotion on social media platforms.

RESULTS AND DISCUSSION

The findings of this study indicate that the use of a large, bright yellow shopping bag bearing the prominent Aerostreet logo in a promotional campaign at 23 Paskal Mall, Bandung, proved effective in enhancing visual appeal and building brand awareness. Among the 55 relevant TikTok posts analysed, four originated from the official account @aerostreet, each achieving substantial viewership, while the remaining 51 were categorized as organic content (user-generated content) uploaded by TikTok users who engaged directly with the promotional event on-site.

One of the official Aerostreet posts, published on 15 February 2024, captured a real-life moment in which hundreds of visitors were seen purchasing products at the Aerostreet exhibition booth and carrying the oversized yellow shopping bag as part of their purchase. This particular video garnered over 8 million views, 526,000 likes, 6,748 comments, 15,500 saves, and was shared 4,544 times. Three other official videos also demonstrated strong performance, with view counts of 5.6 million, 259.8 thousand, and 145.1 thousand, respectively. These metrics reflect the high exposure and engagement generated by the strategically designed visual promotional content. The strong performance suggests that the key visual object—the giant shopping bag—not only attracted attention in the physical space but also stimulated widespread digital interaction, organically amplifying the campaign's reach across the TikTok platform. The videos show the Aerostreet booth filled with enthusiastic visitors, with long queues and active interactions between guests and promotional staff. The expressions captured—ranging from joy, surprise, and excitement to admiration—demonstrate the success of the visual element in creating a memorable and emotionally engaging promotional experience.

Thematic analysis of the content revealed three dominant themes. First, Striking and Unconventional Visuals, highlighting the giant bag as a distinct and recognizable focal point that evoked curiosity and encouraged spontaneous content creation and sharing by the audience. Second, Spontaneous Consumer Interactions, which showcased active participation by TikTok users through activities such as taking photos, recording videos, and posting enthusiastic, often positive, comments. Third, Strengthening the Image of Local Brands, in

which TikTok users expressed pride in the creativity of Aerostreet, praising the brand's ability to deliver a unique and visually impactful promotional campaign that deviated from conventional formats. The findings of this study indicate that the use of a large, bright yellow shopping bag bearing the prominent Aerostreet logo in a promotional campaign at 23 Paskal Mall, Bandung, proved effective in enhancing visual appeal and building brand awareness. Among the 55 relevant TikTok posts analysed, four originated from the official account @aerostreet, each achieving substantial viewership, while the remaining 51 were categorized as organic content (user-generated content) uploaded by TikTok users who engaged directly with the promotional event on-site.

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The results showed that the use of a giant bright yellow shopping bag featuring the large Aerostreet logo at an event in Mall 23 Paskal Bandung is highly effective in increasing brand awareness. This one-meter bag creates a striking and unusual visual effect that immediately captures the attention of visitors. Its presence in a crowded shopping centre

leverages its size and vivid colour to stand out, creating strong visual appeal. Many visitors stop to take photos with the bag, demonstrating its ability to attract attention and create spontaneous moments of interaction. This phenomenon highlights that the giant shopping bag not only serves as an effective promotional tool but also provides a unique and enjoyable shopping experience for visitors.

The findings of this study demonstrate that the use of an oversized shopping bag by Aerostreet successfully elicited strong emotional and cognitive responses from the audience. This was evident in the expressions captured in TikTok videos, which portrayed astonishment, enthusiasm, and excitement among visitors interacting with the promotional object. Such reactions were prominently featured in an official video post by @aerostreet on 15 February 2024, which received over 8 million views and thousands of comments, the majority of which conveyed positive sentiments, including praise for the brand's creativity and expressions of pride in supporting a local product. In addition, 51 organically generated user posts on TikTok showed active audience participation through shared experiences at the campaign site, such as videos posing with the giant bag or personal narratives emphasizing the uniqueness of the promotional strategy. These findings align directly with the Stimulus–Organism–Response (SOR) model, which posits that external stimuli—in this case, the visual stimulus of the oversized shopping bag—affect the internal states of individuals (organism), generating positive emotions and interest that subsequently lead to observable behavioural responses, such as content creation, likes, and shares. The integration of quantitative data (e.g., high view counts and engagement metrics) with qualitative insights (e.g., the thematic content of user comments and observed audience expressions) strengthens the conclusion that the campaign effectively enhanced brand awareness through the strategic use of bold and unconventional visual elements.

The large, attention-grabbing shopping bag acts as a powerful visual stimulus. With its notable size and bright colour, it instantly captures the attention of visitors, even in a busy shopping environment. This initial attraction positions the bag as a distinctive and easily recognizable object. Once exposed to the stimulus, consumers experience emotional arousal—feelings of awe, curiosity, or surprise—triggered by the unusual and eye-catching display. Captivated by the bag, visitors are compelled to engage with it, often by taking photos or sharing their experiences on social media. This emotional reaction reinforces their memory of the Aerostreet brand, making it more memorable.

As a response to the stimulus and the emotional arousal it generates, consumers engage in social interaction, which is evident in the form of sharing photos of the giant shopping bag on platforms such as Instagram and TikTok. This response broadens Aerostreet's exposure through electronic word of mouth (e-WOM), thereby enhancing brand awareness. Additionally, this form of engagement can lead to increased purchase interest, as consumers are influenced by social interaction and the positive visual experience.

These findings suggest that the stimulus—the large shopping bag—affects the organism, or the emotional state of consumers, which in turn results in a response, such as social media interaction and heightened brand awareness. The SOR model helps explain how visual stimuli guide emotional experiences and consumer behaviour, which ultimately strengthen brand awareness and support purchase decisions.

The findings indicate that the visual stimulus in the form of an oversized shopping bag effectively triggered strong emotional and cognitive responses from the audience. This was reflected in numerous TikTok user comments that expressed awe, curiosity, and a desire to

participate in the experience. Several users voiced surprise and fascination with the unusually large size of the bag, as seen in remarks such as, “Is this Aerostreet’s actual tote bag concept—this big?” and “Whose idea was it to make a tote bag this huge—it could be used for moving apartments.” Such statements suggest that the visual element successfully captured attention and contributed to the formation of a memorable brand image.

Moreover, consumer responses also revealed emotional involvement that appeared to influence purchasing decisions. For example, one comment stated, “I didn’t want new shoes, but I really wanted that billboard-sized tote bag,” while another noted, “I’m buying just to get that giant bag.” Comments such as, “So many people got curious, and in the end, they also bought it,” highlight the viral effect as a form of collective response emerging organically on social media platforms.

Some user comments were delivered with humour and spontaneity, further demonstrating emotional closeness and engagement with the visual experience. Examples include: “If I bought one, it would match my height,” “If you’re 150 cm tall, just get inside the bag and ask security to push you,” and “That bag is big enough to hide from life’s problems.” These narrative expressions not only reinforce the effectiveness of the visual promotional element but also support the theoretical framework of the Stimulus–Organism–Response (SOR) model. In this context, the oversized bag functions as a stimulus that evokes emotional arousal (organism), which in turn generates behavioural responses such as sharing content on social media and enhancing brand awareness (response).

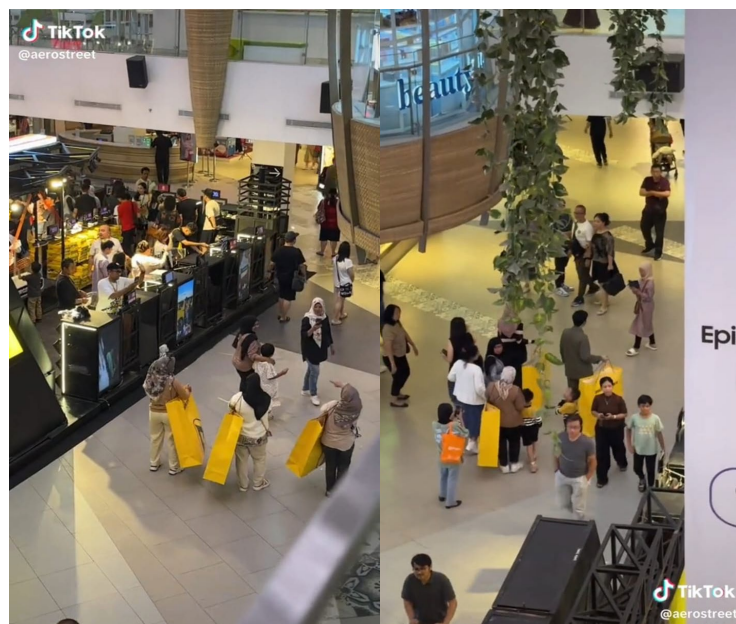


Figure 2: Visitor Enthusiasm in Purchasing Products with the Giant Aerostreet Shopping Bag Gift at 23 Paskal Mall Bandung
Source: Official Aerostreet TikTok

Figure 2 presents a screenshot taken from a video uploaded by the official TikTok account @aerostreet on February 15, 2024. This video emerged as one of the highest-performing posts within the promotional campaign, achieving over 8 million views, 526,000 likes, 6,748 comments, 15,500 shares, and 4,544 saves. These quantitative metrics demonstrate a high level of audience engagement and enthusiasm toward Aerostreet’s visual marketing content.

Visually, the video captures a crowded Aerostreet booth filled with visitors, with long queues visible at the cashier and hundreds of shoppers carrying large, bright yellow shopping bags received after purchasing Aerostreet products. Many visitors were observed recording videos, taking selfies, and sharing their experiences spontaneously on social media. Facial expressions captured in the footage—including wide smiles, laughter, surprise, and awe—reflect a genuine and intense emotional response to the promotional experience.

Furthermore, emotional engagement was also evident in the video's comment section, where numerous TikTok users expressed interest and excitement toward the oversized bag as the key promotional element. For instance, comments such as "I didn't want new shoes, but I really wanted that billboard-sized tote bag" and "I'm buying just so I can get that gigantic bag" illustrate how the unique visual object successfully stimulated curiosity, attraction, and even purchasing decisions.

Thus, the audience's enthusiasm is not only reflected through statistical data but also observable in the video content itself and in the narrative responses shared by users. These findings confirm the significant role of distinctive visual elements in enhancing consumer engagement and promoting brand visibility.

The findings indicate that the giant shopping bag functions as a compelling visual stimulus that not only strengthens brand awareness but also increases purchase intention and stimulates impulse buying behaviour. When encountered by consumers, the oversized and brightly coloured bag elicits heightened sensory and emotional responses, thereby enhancing curiosity toward Aerostreet's product offerings. This heightened interest is attributed to the strong visual salience of the bag, which facilitates brand recall and strengthens the association between the visual display and the brand identity.

The bag operates as a visual cue (i.e., a sensory trigger that prompts memory and action), increasing the likelihood that consumers will remember the brand during shopping activities. In some cases, this stimulus appears to have led to unplanned purchases, suggesting a connection to impulse buying—defined as spontaneous purchasing behaviour driven by emotional or sensory stimuli rather than rational decision-making. Thus, the bag functions not merely as a static promotional item but as an active marketing device that influences consumer behaviour in real time.

Moreover, these findings align with the theoretical framework of electronic word of mouth (e-WOM), wherein consumers are influenced by digital content and shared experiences that shape their perceptions and behaviours. The giant shopping bag, in this context, acts as a shareable visual asset, encouraging digital amplification and emotional resonance with the audience.

On social media platforms—particularly Instagram Reels and TikTok—video content featuring the giant shopping bag has garnered substantial engagement (e.g., high view counts, likes, shares, and comments). Many users have reposted the content or interacted with it through hashtags and comments that reflect positive emotional responses, admiration for the brand's creativity, and curiosity about the campaign. This pattern suggests that the visual campaign not only succeeded in capturing attention but also effectively generated interest in Aerostreet's products through a combination of sensory appeal and user-driven content distribution. This supports the e-WOM concept, where visually appealing content encourages users to share their experiences online. The viral nature of such content further amplifies brand visibility and audience engagement. Positive viewer comments and frequent shares underscore the power of e-WOM in contemporary digital marketing strategies.

These findings align with Monacho and Slamet (2023:373), who state that social media—particularly Instagram—plays a critical role in shaping public communication behaviour, both in promotional efforts and in fostering relationships between brands and audiences. This highlights the importance of understanding the dynamics of interaction among promotional content, influencers, and audiences when designing effective digital marketing strategies. A growing trend on platforms like Instagram Reels and TikTok is e-WOM, in which engaging visual content—such as videos of giant shopping bags—proves effective in capturing attention, generating curiosity, and encouraging further interaction. This emphasizes the key role of visual elements in digital marketing: not only do they attract attention, but they also provoke positive responses and user sharing, thereby expanding promotional reach organically. These findings further reinforce the notion that user engagement plays a pivotal role in enhancing brand awareness and fostering digital interaction. When users share their experiences on social media platforms, the resulting viral effect not only expands the reach of the promotional campaign but also accelerates follower growth on the brand's official account. This phenomenon highlights the strategic importance of electronic word of mouth (e-WOM) in the context of effective digital marketing practices.

The effectiveness of this mechanism is reflected in numerous user comments on TikTok, which illustrate both active participation and genuine enthusiasm toward Aerostreet's promotional campaign. Several of these comments reveal emotional and social motivations triggered by the unique consumer experience, such as: "I didn't buy the shoes because I needed them, but because I wanted the giant bag," or "So that people notice me—everyone gets curious, and then they join in," and "I'm going to buy it just to get the giant bag." These remarks exemplify how the visual appeal of the oversized shopping bag successfully sparked curiosity, encouraged spontaneous interaction, and stimulated organic consumer action (i.e., audience-initiated behaviour without direct prompting by the brand).

Such spontaneous expressions of interest serve not only as a reflection of positive affective responses, but also as indicators of heightened brand engagement. The visual stimulus—designed to be unconventional and memorable—functioned as a catalyst for consumer participation, while simultaneously reinforcing Aerostreet's brand image through audience-driven content dissemination and emotional resonance.

Hence, this research emphasizes the importance of leveraging engaging visual elements and e-WOM strategies in digital marketing to achieve broader goals, such as increasing brand awareness and fostering greater interaction with the audience. This study contributes to the understanding of how these elements interact to influence brand perception, user engagement, and consumer decision-making on social media, particularly in the context of influencer marketing. Future research could further explore how various factors, such as content type and interactions between influencers and audiences, can strengthen the promotional impact on social media.

Further observation revealed that the giant shopping bag not only captured attention but also influenced consumer behaviour. Consumers appeared to be more inclined to purchase products from the brand, indicating that the implemented visual strategy had significantly impacted the purchase intentions. These findings were derived from the non-participatory field observation conducted between 14 and 18 February 2024 at Mall 23 Paskal in Bandung, where a high level of enthusiasm was consistently observed among visitors in response to the oversized promotional object. During the observation period, numerous

visitors were seen spontaneously stopping, interacting with, and taking photographs of the bag after making a purchase.

These findings were further supported by the social media content analysis that examined the influence of the giant shopping bag as a visual marketing strategy on consumer behavior, particularly focusing on how users shared their experiences via platforms such as TikTok. The analysis revealed that consumers frequently posed for photos with the shopping bag and subsequently uploaded the content to their personal social media accounts. This behavior generated a viral effect, which organically extended the promotional campaign's reach and enhanced digital engagement with the brand. This phenomenon not only involves personal sharing but also reflects a broader tendency among social media users to disseminate content they perceive as unique or unusual. The giant shopping bag, with its striking and unconventional design, becomes a focal point of attention, encouraging interaction both offline and online. When many visitors were seen carrying the bag, it created a social phenomenon that further amplified visibility on social media platforms.

These interactions represent a clear manifestation of e-WOM. Consumers' desire to share their unique experiences with the bag aligns with the SOR model, where the stimulus (the large bag) generates a response (social media posts), ultimately influencing behaviour. This form of social sharing illustrates how modern marketing strategies can effectively utilize social media to drive consumer engagement and enhance brand loyalty.

This sharing activity significantly extended the promotional reach through viral dissemination. By posting photos or videos and personal experiences, users not only enhanced brand visibility and the appeal of the promotional object but also reinforced the perceived attractiveness of the product itself. This phenomenon was particularly evident in various user-generated posts on TikTok that showcased direct engagement with Aerostreet's giant shopping bag. Several users left comments such as, "I didn't buy because I needed new shoes, but because I wanted the giant bag," and "I'm going to buy one just to get the oversized tote bag," indicating that the visual appeal of the bag served as a motivational factor in purchase decisions. Other comments, such as "So that more people would notice, others became curious and eventually bought it too," highlighted the viral effect generated by organically shared content.

These user interactions exemplify a powerful form of electronic word-of-mouth (e-WOM), in which consumer-generated media plays a pivotal role in shaping brand perception and influencing purchase behaviour. Such engagement not only amplifies promotional exposure but also transforms consumers into active co-promoters of the brand through authentic, peer-driven content dissemination. Reactions in the form of comments, likes, and shares indicate that the giant shopping bag functions not only as a visual promotional tool but also as a trigger for impulsive purchasing behaviour. Consumers become more inclined to make purchases when they witness the popularity and enthusiasm reflected in social media engagement.

A content analysis of social media posts was conducted, focusing on TikTok uploads related to the campaign during the period of February 14–18, 2024. Data were collected manually through keyword and hashtag searches, using terms such as #Aerostreet and #TasRaksasa. From the compiled content, patterns of visual representation, users' emotional expressions, and various forms of engagement—such as comments, likes, and shares—were identified and examined. This analysis revealed how visually compelling elements directly influenced consumer perception and purchasing behaviour. Furthermore, it demonstrated

how viral phenomena on social media could significantly amplify promotional impact and drive purchase interest. The findings underscore the strategic role of visual marketing in enhancing brand awareness and consumer engagement within digital platforms. The analysis highlights the role of visual strategies in enhancing brand awareness. The use of a giant shopping bag as a promotional tool acts as a strong visual stimulus, making the Aerostreet brand more memorable to consumers. This finding reinforces the effectiveness of creative and attention-grabbing visual elements in shaping brand perception.

The widespread dissemination of content shared by social media users illustrates the potential of electronic word-of-mouth (e-WOM) in contemporary marketing strategies. It supports the view that consumer engagement through shared experiences can foster brand loyalty and impulsive purchases. Emotional and social responses to the oversized bag are intensified through social media platforms, underscoring its effectiveness in driving both audience engagement and sales.

This research into Aerostreet's visual marketing strategy shows that the use of large and striking shopping bags is effective in capturing attention, building emotional engagement, and encouraging spontaneous interaction on social media. The strategy not only increases brand awareness but also triggers impulsive purchases and extends promotional reach through e-WOM. Content shared by social media users—such as photos, videos, and short reviews—demonstrates that the giant shopping bag functions as a powerful visual stimulus, organically fostering both emotional and social engagement. Interactions in the form of likes, comments, and shares indicate that visual marketing can create a distinctive appeal that influences consumer perception and behaviour, including enhancing purchase intention.

These findings are consistent with the research of Alfilonia Harwinda, Akhmad Edhy Aruman, and Emilya Setyaningtyas (2024:390), which states that marketing communication in social media marketing that successfully generates a Fear of Missing Out (FOMO) among audiences significantly impacts both brand loyalty and purchase intention. FOMO, stimulated by visual content exposure on social media, encourages consumers to follow trends and avoid being left out, thereby strengthening their emotional attachment to the brand.

In conclusion, creative and visually striking marketing strategies—when combined with the power of e-WOM and the FOMO effect—can not only enhance brand visibility and awareness but also reinforce consumer loyalty and purchase intention. This approach represents a relevant and effective strategy for building long-term consumer relationships in today's competitive digital era.

The research by Anisa, Ariana, and Ramadhani (2024, p. 466) further supports this view, showing that digital marketing strategies via social media effectively increase audience participation. High user engagement with promotional content on Instagram contributes positively to both participation and the perception of the conveyed message. These findings emphasize the importance of social media as a promotional tool, particularly through engaging content and clear messaging that encourage active involvement. In the context of this study, the results align with the effectiveness of striking visual elements—such as Aerostreet's giant shopping bags—in capturing attention, fostering emotional engagement, and prompting social interactions that directly impact brand awareness and purchase intention. Social media platforms, particularly Instagram Reels and TikTok, play a crucial role in the dissemination of visual content and the success of promotional campaigns. Content featuring the giant shopping bag has garnered significant attention and is frequently shared by users, thereby organically expanding the promotional reach. The positive audience

responses and high levels of interaction demonstrate that this visual element effectively enhances both brand awareness and consumer engagement. Moreover, this phenomenon highlights the critical role of electronic word-of-mouth (e-WOM) in reinforcing promotional outcomes. Engaging and shareable visual content facilitates the spread of positive brand information, significantly increasing awareness and amplifying the impact of visual marketing strategies. These findings underline the importance of leveraging social media platforms to reach a broader audience and foster deeper emotional connections with consumers.

These insights can serve as a reference for marketing practitioners, emphasizing the need to develop innovative and visually appealing promotional materials. Unique visual elements—such as giant shopping bags—can elevate brand awareness and positively influence consumer behaviour. Furthermore, utilizing social media as the primary platform for distributing visual content and promoting e-WOM can effectively extend promotional reach and help achieve marketing objectives.

In addition to its striking visual strategy through the use of giant shopping bags, Aerostreet also incorporates a local wisdom approach into its marketing communication strategy. This approach is exemplified by the launch of a special edition collection titled "Aerostreet x Wonderful Indonesia Edisi Nusantara," which was officially announced on the brand's social media platform on 25 October 2024. In the caption, Aerostreet wrote: "When the heritage of the archipelago meets modern style. We are proud to present the special collaboration: Aerostreet x Wonderful Indonesia. Every detail reflects the richness of culture that inspires your steps to stand out and take pride in Indonesian heritage and local products." The launch not only promoted Indonesian cultural values through shoe designs inspired by different islands but also featured a campaign to break a MURI (Indonesian World Records Museum) record for the fastest and highest shoe sales. This campaign demonstrates how Aerostreet successfully integrates visual strategies, cultural identity, and public engagement to build a culturally resonant and impactful brand image.

This collection features six unique designs, each representing one of Indonesia's major islands: Sumatra, Java, Bali, Kalimantan, Sulawesi, and Papua. Each design incorporates regional motifs, such as Batik Gorga from Sumatra, symbolizing solidarity and mutual cooperation; Batik Tujuh Rupa from Java, reflecting softness, harmony, and the relationship between humans and nature; Tenun Ikat motifs from Kalimantan, embodying the philosophy of patience and order; and Asmat motifs from Papua, rich in meanings of bravery, strength, and spiritual connectivity. This approach not only introduces the beauty of local culture to a broader consumer base but also imbues the products with symbolic meaning.

This strategy has proven impactful, enhancing both the brand image and directly driving sales and consumer engagement. In just ten minutes, Aerostreet set a MURI record by selling 20,000 pairs of the Nusantara edition shoes online via the Shopee platform. This achievement underscores that when local cultural values are creatively incorporated into functional and affordable products, consumers respond with significant enthusiasm. This approach adds value to the product, as consumers are not merely purchasing goods but also connecting emotionally and identifiably with the cultural values represented by the products.

Furthermore, this collaboration is part of a broader communication strategy that heavily relies on social media as the primary platform for campaign dissemination. Visuals of each Nusantara shoe design were presented through aesthetically pleasing and informative digital content across Instagram, TikTok, and YouTube. This reinforced the cultural narrative brought forth by Aerostreet, while also utilizing e-WOM (electronic word of mouth) to reach

a wider audience. By combining strong visual elements, authentic cultural narratives, and widespread digital distribution, Aerostreet successfully established a brand positioning that is not only fashionable and contemporary but also nationalistic and deeply rooted in Indonesian culture.

Thus, Aerostreet's marketing communication strategy relies not only on visual creativity, exemplified by the giant shopping bags, but also on reinforcing a brand identity grounded in local Indonesian culture. The synergy between visual appeal, cultural representation, and the power of social media makes Aerostreet a successful example of value- and experience-based marketing in the digital era.

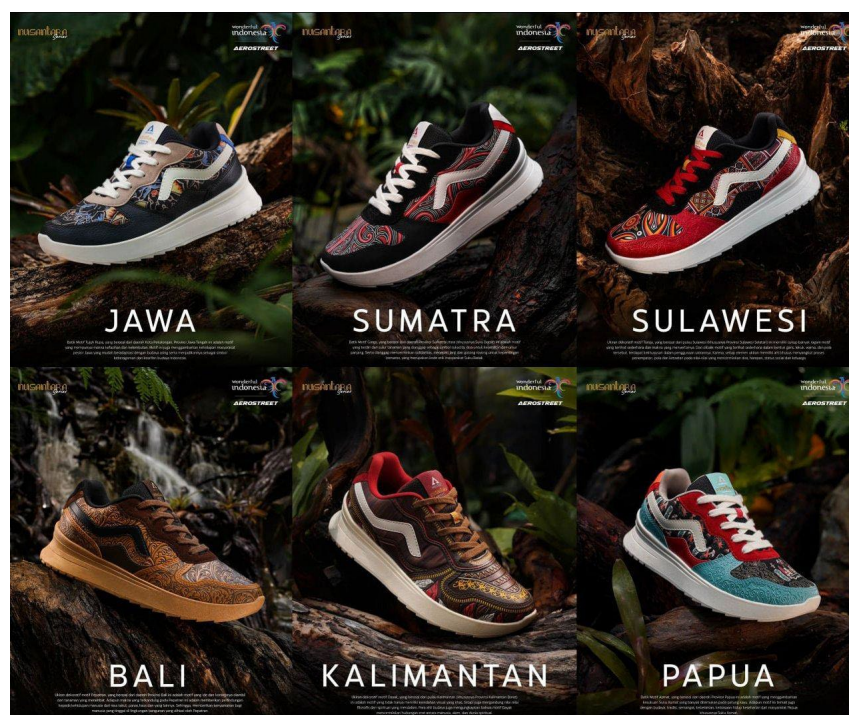


Figure 3: Aerostreet x Wonderful Indonesia Nusantara Edition

CONCLUSION

This research reveals that Aerostreet's visual marketing strategy, through the use of giant shopping bags, has proven to be effective in enhancing brand awareness and significantly influencing consumer behaviour. The study demonstrates that the giant shopping bags employed by Aerostreet as a visual promotional tool have a substantial impact on both brand awareness and consumer behaviour, facilitated by effective marketing communication. The large, striking bags successfully captured the attention of visitors, creating a more memorable shopping experience. This aligns with the concept of Visual Marketing, which highlights the importance of visual elements in creating lasting impressions on consumers, potentially driving purchasing decisions.

The analysis also aligns with the Stimulus-Organism-Response (SOR) Model, which posits that external stimuli (such as the large, striking bags) generate psychological responses (emotional arousal) in consumers, leading to behavioural responses like social media posts and heightened brand awareness. The visual stimulus created by these large bags influences consumer attention and strengthens emotional associations with the Aerostreet brand.

Emotional reactions expressed through interactions with the product on social media lead to broader brand promotion, significantly enhancing brand awareness.

Furthermore, this research underscores the importance of Marketing Communication and Brand Awareness in cultivating a positive brand image. Consumer interactions with products via social media, such as sharing photos on Instagram and TikTok, organically strengthen brand awareness. The phenomenon of content sharing exemplifies how Visual Social Media Marketing and e-WOM (electronic Word of Mouth) can expand promotional reach, generating a positive snowball effect for the brand. Visual content shared on social media platforms has the power to rapidly spread the brand message, increase audience engagement, and form positive opinions about the brand. This emphasizes the critical role of e-WOM in digital marketing, facilitating electronic word-of-mouth promotion.

This research further affirms that creative visual marketing, when effectively integrated with social media platforms, plays a pivotal role in enhancing brand awareness and provoking impulsive consumer behaviour. The oversized Aerostreet shopping bags have emerged as a compelling visual symbol—generating social media engagement, reinforcing brand recall, and cultivating consumer loyalty. This strategy not only demonstrates the power of visually driven campaigns but also underscores the relevance of Visual Social Media Marketing theory and the concept of electronic word-of-mouth (e-WOM) in fostering stronger brand-consumer relationships and amplifying marketing impact in the digital era.

BIODATA

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