

Natuna in the Lens of Public Creativity: Integration of User-Generated content in an Integrated Marketing Communication Strategy

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ABSTRACT

Natuna faces unilateral claims from foreign countries, limited digital infrastructure, and low public participation in building strategic narratives to strengthen public awareness and support sustainable territorial sovereignty. This study wants to find out how User-Generated Content (UGC) can be integrated into an integrated marketing communication strategy (IMC) to increase public awareness and build a strategic narrative that supports Natuna's sovereignty. The purpose of this study is to analyze the role of UGC in modern integrated marketing communication (IMC) strategies, and identify its success factors, UGC-based IMC models to promote Natuna's sovereignty. This research uses integrated marketing communication theory (IMC) to create consistent messaging across different platforms and UGC concepts to increase engagement and authentic narratives in strategic campaigns.

INTRODUCTION

Natuna, as one of Indonesia's outermost regions, has a significant strategic position in the North Natuna Sea, which directly borders the South China Sea. This location is not only rich in natural resources, but also located on a busy international trade route, making it a crucial point in the region's geopolitics (Meyer et al., 2019). However, Natuna is often the object of unilateral claims by several countries, which has the potential to threaten Indonesia's sovereignty if not properly anticipated (Azis. A. Haerulloh, 2023). Maritime areas such as Natuna are very vulnerable to geopolitical conflicts due to overlapping claims (Agun et al., 2023). On the other hand, domestic public awareness of the importance of Natuna is often low, so the narrative about the sovereignty of this territory is not raised to the maximum (Apriani et al., 2024). Therefore, campaigns based on integrated marketing communication (Integrated Marketing Communication/IMC) by leveraging user-generated content (user-generated content/UGC) can be a solution to increase public awareness and build a narrative that supports Natuna's sovereignty (Nursanti et al., 2021).

UGC has the main advantage of creating narratives that are authentic, relevant, and cost-efficient. Therefore, it has become a very important tool in geopolitical strategies based on digital communication. (Pinuji, 2019). The development of UGC in society shows significant growth in line with the advancement of digital technology and changes in consumer behavior. UGC has drastically changed the dynamics of content creation and distribution, proving its ability to increase public engagement in digital campaigns aimed at educating or building collective awareness. (Christopher G. V. H. & Sibarani, 2024). In this digital era, the direct involvement of the community in producing content makes messages easier to receive. This is due to its personal nature and closer relationships. (Kim et al., 2004). Previous research has confirmed that in the context of a strategic region like Natuna, it is crucial to implement a digital-based approach. This is necessary to ensure that strategic messages can be disseminated effectively and widely. (Meyer et al., 2019). The collective narrative built by the community acts as a psychological fortress in facing challenges from outside, especially sovereignty claims that come from other countries. By utilizing user-generated content (UGC), Indonesia has the opportunity to be more active and expand its role in promoting the importance of Natuna on the international geopolitical map. In addition, this effort can also serve to educate the domestic community about the significance of protecting the area.

Currently, Natuna is faced with three major challenges that need to be overcome to maintain sovereignty and optimize its territorial potential as one of Indonesia's strategic areas. The first challenge is the claims of foreign countries targeting Natuna, mainly due to its strategic position on international trade routes and its abundant natural resources. (Azis. A. Haerulloh, 2023). Research conducted by Saputra in 2020 shows that the Indonesian people still lack understanding of Natuna's strategic position in the context of regional geopolitics. (Saputra & Sudirman, 2020). Second, the limited digital infrastructure in the region makes it difficult for the government to efficiently convey strategic messages to audiences, both international and domestic.

(Apriani et al., 2024). Putra (2024) revealed that digital infrastructure and the importance of communication through digital media are the main keys in building a strong narrative for geopolitical promotion in remote areas. (Sons, 2024). Third, the low participation of local communities in creating content that supports the sovereign narrative makes the government's message less effective. (Agun et al., 2023).

As a solution to face this challenge, there are three strategic steps that can be taken. First, the government needs to launch an IMC-based national campaign involving UGC. This aims to increase public awareness of the importance of Natuna as a strategic area. This is in accordance with Fernandez's findings. (2024), which revealed that public engagement in digital campaigns can increase the effectiveness of messages by up to 40%. (Peña-Fernández et al., 2024). Second, the development of better digital infrastructure in Natuna is the main focus to support sustainable strategic promotion. Van Dijk (2009) emphasized that resilient digital infrastructure provides opportunities for strategic destinations or regions to compete in the global geopolitical map. (Van Dijck, 2009). Third, the government, local communities, and the creator community need to work together in developing a collective narrative that emphasizes the importance of Natuna's sovereignty, through relevant and consistent content. (Azis. A. Haerulloh, 2023).

This study aims to explore the management of User-Generated Content (UGC) in the Integrated Marketing Communication (IMC) strategy to promote Natuna as a strategic area that needs to be protected. The main objective of this study is to analyze the contribution of UGC in building a national geopolitical narrative. This is in line with the findings of Juditha (2018), which shows that geopolitical narratives can be stronger when involving content generated by the public, compared to messages originating from institutions. (Juditha & Darmawan, 2018). The second objective of this study is to identify the factors that affect the success of User Generated Content (UGC) in supporting geopolitical campaigns. A study conducted by Tarsidi (2023) shows that the authenticity and credibility of messages have an important role in determining the effectiveness of digital campaigns. (Tarsidi et al., 2023). The third objective is to develop relevant UGC-based IMC models to support the geopolitical promotion of the outermost regions, such as Natuna. As noted by Schulz et al. (2013), community-based approaches have the potential to increase community participation in building impactful narratives. (Schultz et al., 2013).

The researcher intends to analyze how UGC plays an important role in modern IMC, specifically in the geopolitical context of Natuna island. It's important to note that UGC in digital marketing has undergone rapid development over the past decade. Early research by Schultz and Patty (2017) showed that UGC significantly increases consumer engagement in digital marketing campaigns, especially on social media platforms such as Instagram and YouTube. (Schultz & Patti, 2014). However, this study focuses more on theory and less exploration regarding the application of the UGC concept. The second study by Cheung (2024) shows how Chinese nationalism is built in a personalized way through UGC to be more exclusive in the era of populism (Ko

& Cheung, 2024). Unfortunately, this study lacks attention to comparisons in different political systems as well as the exploration of mixed methods to better understand how state and public actors negotiate over national identities and geopolitical boundaries. A third study by Subarani (2024) shows that UGC can create an emotional connection between brands and consumers. However, the findings of this study are more relevant for the retail industry compared to the tourist destination sector. (Christopher G. V. H. & Sibarani, 2024).

Research on UGC and IMC has shown promising results. However, there are still gaps that need to be filled, especially in the context of strategic areas such as Natuna. Most previous studies focused more on the tourism aspect, even though geopolitical issues are the main concern in this region. (Hutabarat, 2023). Second, there are still few studies examining how User-Generated Content (UGC) can play a role in shaping the narrative of national sovereignty in Indonesia's outermost regions. (Lutfi, 2023). Third, the UGC-focused IMC model to support geopolitical promotion has not been specifically designed for regions facing infrastructure challenges, such as Natuna. (Devid Saputra, 2024). This research aims to fill this gap by developing a new approach that integrates UGC into relevant IMC strategies for the promotion of strategic regions.

This research has a high urgency, considering that Natuna is the outermost region of Indonesia with very significant strategic value in the geopolitical context, both regional and international. Given the potential threat of claims from other countries, steps to strengthen Indonesia's sovereignty narrative in the region need to be taken immediately. According to Apriani et al. (2024), resource-rich border areas often become the center of geopolitical conflicts due to overlapping sovereignty claims. (Apriani et al., 2024). The use of digital technology, especially through user-generated content (UGC), allows the dissemination of messages about the importance of Natuna more widely by involving local and national communities. (Pinuji, 2019). In addition, campaigns that rely on user-generated content (UGC) provide an opportunity for the public to directly engage in efforts to defend the sovereignty of this territory. Thus, this research not only offers solutions through digital communication, but also strengthens public participation in safeguarding national sovereignty.

This research makes meaningful contributions in a variety of aspects, including academic, practical, and social. From an academic perspective, this study expands the literature on the use of UGC in integrated marketing communication strategies, especially in the context of geopolitical interests, which are still rarely explored. (Putri & Salim, 2020). Practically, the findings of this research can be used by the government and related institutions as a guide in designing digital campaigns that aim to promote Natuna's sovereignty. On the social side, this research plays a role in increasing public awareness about the importance of safeguarding the outermost region as part of our national identity. This is in line with the findings of Kozinets et al. (2021), which show that public involvement in digital campaigns increases a sense of belonging and national solidarity (Wirakusuma, 2022). This research also provides a model of collaboration between the community, the government, and the creative community in building impactful and sustainable narratives. Thus, this research

makes a real contribution to strengthening Natuna as an inseparable part of Indonesia's sovereignty.

LITERATURE REVIEW

Natuna, as one of Indonesia's outermost regions, has a significant strategic position in the North Natuna Sea, which directly borders the South China Sea. This location is not only rich in natural resources, but also located on a busy international trade route, making it a crucial point in the region's geopolitics. Research on UGC and IMC has shown promising results. However, there are still gaps that need to be filled, especially in the context of strategic areas such as Natuna. Most previous studies focused more on the tourism aspect, even though geopolitical issues are the main concern in this region. (Hutabarat, 2023).

METHODOLOGY

This study uses a qualitative-descriptive approach to analyze the role of user-generated content (UGC) in supporting an integrated marketing communication strategy (IMC) to maintain the sovereignty of Natuna as a strategic area of Indonesia. The qualitative approach allows for an in-depth exploration of the patterns, context, and relevance of UGC in constructing appropriate geopolitical narratives. According to Merriam and Tisdell (2015), qualitative-descriptive research is suitable for understanding complex social phenomena involving the interaction of various actors (Getnet Agazu et al., 2022). In this context, this research focuses on the analysis of digital content, including video reels and other social media uploads related to the narrative of Natuna's sovereignty. Previous research conducted by Furidha (2017) also indicates that a descriptive approach is very relevant to identify digital communication patterns in community-based campaigns. (Furidha, 2023). Therefore, this method is expected to provide a comprehensive understanding of how UGC can be integrated into IMC strategies for geopolitical purposes.

In this study, data was obtained through literature studies and digital content analysis from various reliable sources. Literature studies include scientific journals, news articles, as well as government documents related to the topic of Natuna and the UGC-based IMC strategy. Chatfield (2020) explained that document analysis is one of the reliable methods to obtain secondary data that is rich and relevant to research objectives. (Chatfield, 2020). In addition, this study also analyzes the content of the ISDS Indonesia reels competition, which is an activity that invites the public to produce creative content about the importance of maintaining Natuna within the framework of the Unitary State of the Republic of Indonesia. Research conducted by Jean (2023) states that content analysis of this kind of digital campaign can provide a deep understanding of public engagement and can assess the effectiveness of the communication strategies implemented. (Balie Jean, 2023). The data collected includes visual elements, text messages, as well as audience engagement rates, which include the number of likes, comments, and content distribution.

Data analysis was carried out by utilizing the IMC model in order to understand the integration of UGC in digital-based geopolitical campaigns in Natuna. The IMC model emphasizes the importance of message consistency across multiple communication channels to achieve strategic goals. This is as explained by Ali and Khaldy (2024), who stated that IMC is relevant in creating an integrated narrative for heterogeneous audiences. (Ali & Khaldy, 2024). In the context of this study, data obtained from reels competitions and other sources were analyzed to identify key elements that form a strong narrative about Natuna's sovereignty. Research conducted by Van Dijck (2009) indicates that consistency and credibility of the message are the main factors that affect the success of campaigns based on IMC. (Van Dijck, 2009). In addition, data analysis also includes the identification of patterns and trends in User-Generated Content (UGC), including dominant themes, messaging techniques, and audience engagement levels.

In this study, the data reduction process was carried out to filter the information that is most relevant to the purpose of the research, namely to understand the role of user-generated content (UGC) in the integrated marketing communication strategy (IMC) to maintain Natuna's sovereignty. The data reduction process includes the selection of digital content, including video reels from the Indonesian ISDS competition, journal articles, and other documents that directly examine geopolitical narratives or UGC-based campaigns. Data analysis entails data reduction as a critical step to simplify, centralize, and organize information, allowing for more focused and in-depth analysis. (Syafirah & Hariyanti, 2023). This process is complemented by data verification through triangulation of data sources, namely by comparing information obtained from various sources, including the results of literature studies, digital content analysis, and interviews with reels competition organizers. Research conducted by Saadah et al. (2022) confirms that triangulation can increase data validity by ensuring the consistency of information from various perspectives. (Saadah et al., 2022). This approach guarantees that the selected data is not only relevant to the research objectives, but also has a high level of accuracy and credibility. This allows the analysis based on the IMC to be carried out comprehensively and in-depth.

This research is based on the theory of IMC and UGC, which complement each other in the preparation of strategic narratives for geopolitical purposes. The IMC theory emphasizes the importance of coordination between various communication channels to create consistent and impactful messages. (Anggraeni & Deslia, 2024). In this context, User Generated Content (UGC) plays a crucial element, as it provides content that is authentic and directly engages the audience. As outlined by Huebner (2020), UGC has the ability to build emotional connections that are difficult to achieve through conventional campaigns. (Huebner, 2020). In addition, the theory of public participation put forward by Al Azzam et al. (2024) also has relevance, as it emphasizes the importance of community involvement in creating a collective narrative that supports strategic goals. (Al-azzam et al., 2024). By integrating these theories, this study provides a solid framework for understanding how User-Generated Content (UGC) can be

strategically utilized in promoting territorial sovereignty, as is the case in Natuna.

RESEARCH RESULT AND DISCUSSION

ISDS Indonesia, through the official website of <https://www.isds.co.id/lombareels/>, organized a video reels contest with the aim of raising public awareness about the importance of maintaining Natuna within the framework of the Unitary State of the Republic of Indonesia. Competition participants are given access to video materials that have been prepared by the committee, so they do not need to take pictures themselves, which in turn facilitates community participation. This strategy reflects the concept of content facilitation, which allows for wide participation without any technical barriers. This is in line with the opinion expressed by Kozinets et al. in (Wirakusuma, 2022), which states that reducing technical barriers can drive increased engagement in community-based campaigns. (Wirakusuma, 2022). The videos produced by participants are then uploaded to the TikTok and Instagram platforms, two very popular social media with extensive content distribution capabilities. According to Kitchen and Brugmann et al. (2015), platforms such as TikTok and Instagram provide algorithms that support the spread of trend-based content, thereby increasing campaign visibility. (Kitchen & Burgmann, 2015). By applying this approach, this reels competition not only serves as a promotional tool, but also creates a collective narrative that strengthens Natuna's position in public awareness at the national level.



Figure 1. Announcement of IG Reels Competition on Web Isds Indonesia
(Source: <https://www.isds.co.id/lombareels/>)

Each video uploaded by participants on the TikTok and Instagram platforms is judged based on the quality of the content and the level of engagement on social media, which includes a number of aspects such as the number of likes, comments, and shares. This approach reflects the use of digital metrics in evaluating campaign success. This is in line with the findings of Islam et al (2018), which stated that Community engagement is a key indicator of the success of UGC-based digital campaigns. (Islam et al., 2024). Thus, this competition not only serves to motivate people's creativity, but also to measure its impact directly through audience interaction on social media. This model shows how digital campaigns can be leveraged to integrate marketing communications with geopolitical objectives, such as raising awareness of the importance of safeguarding the Natuna region. As outlined by Tosin et al. (2023), campaigns

based on user-generated content (UGC) with social media support can generate significant emotional impact and substantially increase public engagement (Tosin et al., 2023). This approach indicates significant potential for UGC in an integrated communication strategy that aims to achieve national strategic goals.



Figure 2. Announcement of Jaga Natuna IG reels Competition (Source: Tiktok @ISDS_Indonesia account)

In addition to its official website, ISDS Indonesia also announced a video reels competition titled "Jaga Natuna" through their official accounts on TikTok and Instagram platforms. This strategy reflects the maximum utilization of digital channels owned by ISDS Indonesia to disseminate information and increase public participation. According to Marine-Roig et al. (2017), the use of various social media channels in communication campaigns allows messages to reach a wider audience at a relatively low cost. (Marine-Roig et al., 2017). In addition, TikTok and Instagram are platforms equipped with trend-based algorithms, which are able to expand the reach of content and provide greater opportunities to increase audience engagement. Sigala (2018) also noted that integrated digital channels allow for the implementation of more consistent and effective communication strategies in campaigns based on public participation. (Wirakusuma, 2022). This shows that ISDS Indonesia has implemented an integrated marketing communication strategy to increase awareness of Natuna's sovereignty.



Figure 3. Announcement of IG Reels Competition to Maintain Natuna Indonesia

(Source: IG account @isds.indonesia)

As a component of its marketing communication strategy, ISDS Indonesia also collaborates with a number of accounts that have a large number of followers on Instagram to Repost or promote the reels competition. This approach reflects a digital amplification strategy, where key messages are disseminated through collaboration with influencers or media accounts that have a significant audience base. According to Kitchen and Burgmann. (2015), collaboration with major media accounts or influencers can increase the credibility of the campaign while expanding its audience reach. (Kitchen & Burgmann, 2015).



Figure 4. Announcement of IG Reels Competition to Maintain Natuna Indonesia

(Source: IG@infodepok account)

In addition, ISDS Indonesia utilizes online-based mainstream news media to support the promotion of this competition, showing a harmonious integration between digital channels and traditional media. Research by Kitchen and Burgmann (2015) highlights how important it is to integrate various communication channels to achieve maximum impact in integrated marketing campaigns. (Kitchen & Burgmann, 2015). With this strategy, ISDS Indonesia has succeeded in utilizing a multi-channel communication approach to increase the

visibility of the reels competition and at the same time strengthen the narrative about the importance of maintaining Natuna as an integral part of Indonesia's sovereignty.



Figure 5. Media Reports Related to the Jaga Natuna Reels and Writing Competition

(Source: Sindo News Indonesia Will Maintain the South China Sea as a Stable and Peaceful Area)

The results of the study show that many participants of the "Jaga Natuna" reels competition upload their videos on two main platforms, namely Instagram and TikTok. This is part of the UGC content amplification strategy. This approach mirrors the practice of digital amplification, where the same content is expanded through multiple channels to reach a wider audience. Marine-Roig (2017) states that distributing content across multiple platforms can increase the chances of audience engagement, as each channel has different user segments. (Marine-Roig et al., 2017). This amplification also increases the impact of the campaign, considering that every upload has the potential to go viral thanks to trend-based algorithms on social media such as TikTok and Instagram. Chaffey emphasized that this strategy not only allows the campaign to reach new audiences, but also maximizes engagement among active users on each platform. (Dave Chaffey, 2017). Thus, strengthening UGC through re-uploading on various digital platforms is a strategic step that can increase the effectiveness of integrated marketing communication and build collective awareness of Natuna's sovereignty.



Figure 6. IG Reels competition video
(Source: IG @atengnuochman account)



Figure 7. Video Jaga Natuna Jaga Indonesia
(Source: Tiktok account @firdaus)

According to researchers from the various research findings above, it can be discussed that the strategy applied by ISDS Indonesia in the reels competition "Jaga Natuna" is part of the Content Management Strategy structured to support the purpose of unified marketing communications. The first stage, Awareness, achieved through the creation of video reels content by participants who utilize the materials that have been provided, ensuring a narrative that is in line with the campaign objectives. According to Silalahi and Guna. (2024), the creation of relevant and visually appealing content is an important first step in capturing the audience's attention in a digital campaign (Silalahi & Guna, 2024). Furthermore, amplification is carried out as part of content distribution through re-uploads on various social media platforms such as TikTok and Instagram, as well as collaborations with large accounts to expand reach. Kozinets et al. (2010) noted that amplification of content through social media significantly increases the chances of audience engagement (Wirakusuma, 2022).

At the integration stage, ISDS Indonesia ensures that each content uses elements such as hashtags (hashtags) to increase visibility and facilitate search through Search Engine Optimization (SEO). According to Chaffey and Smith (2017), the use of hashtags Strategic ones are an integral part of digital content integration to create a broader impact (Dave Chaffey, 2017). Finally, optimization is carried out through data analysis engagement, including the number of likes, comments, and shares, to understand your audience's response to your campaign. This supports the findings of Lee & Setyanto (2024), which states that the analysis engagement provide valuable insights to refine the next communication strategy (Lee & Setyanto, 2024). By implementing these four stages, ISDS Indonesia not only maximizes the potential of the content produced but also creates a data-driven content management strategy to strengthen the narrative of Natuna's sovereignty.

Awareness Stage: Building Public Awareness through UGC

Phase Awareness in the framework of the IMC developed by Kitchen emphasizes how important it is to build public awareness as a first step towards successful communication. In the context of the "Jaga Natuna" campaign launched by ISDS Indonesia, the use of user-generated content-based (UGC)-based video reels on platforms such as TikTok and Instagram opens up great opportunities to reach a wider audience. According to Kitchen and Burgmann (2015), awareness is achieved when a consistent message can be translated into relevant media and in accordance with the habits of the target audience, such as social media that uses trend-based algorithms. (Kitchen & Burgmann, 2015). TikTok and Instagram, with their high visibility and incredible potential for content virality, have played an important role in accelerating the spread of the message about the importance of maintaining Natuna's sovereignty. As revealed by Noveriyanto (2021), social media allows for real-time and visual-based messaging to be delivered, which has proven to be very effective in attracting users' attention. (Noveriyanto, 2021). By providing ready-to-use content materials, ISDS Indonesia not only simplifies the UGC production process, but

also ensures that the message conveyed is in line, in harmony, in accordance with the strategic narrative to be built.

Public awareness of the Natuna issue is increasing thanks to a content amplification strategy that involves collaboration with major accounts on Instagram and online news media. This approach hints that the awareness stage is not only focused on disseminating information, but also on the importance of ensuring that the message conveyed reaches the right audience and has a significant impact. Marine-Roig (2017) underlines that working with the media or influencers can exponentially expand the reach of the message and at the same time increase the audience's level of trust in the campaign (Marine-Roig et al., 2017).

In this context, the content produced by the participants of the reels competition not only functions as a promotional tool, but also as a strategic instrument to build a collective narrative that is able to attract the attention of audiences from various social segments. As revealed by Rizaldi et al. (2021), UGC driven through strong digital channels has the ability to create emotional engagement that can amplify the impact of a campaign. (Rizaldi et al., 2021). Thus, ISDS Indonesia has successfully integrated the Awareness in their IMC, using an approach that maximizes the potential of User- Generated Content (UGC) as a key element.

Integration Stage: Unifying Channels and Messages for Campaign Consistency

The results of the study show that ISDS Indonesia has successfully integrated various communication channels to build a consistent narrative in the "Jaga Natuna" reels competition. By announcing the competition through the official website, as well as using social media such as TikTok and Instagram, and involving accounts that have a large number of followers on Instagram and online news media, ISDS Indonesia applies the principle of integration in IMC. According to Kitchen and Burgmann (2015), integration is key to IMC's success because it ensures that the message conveyed remains uniform and relevant to audiences spread across multiple platforms. (Kitchen & Burgmann, 2015). In this context, the message conveyed through various channels remains focused on efforts to maintain Natuna's sovereignty, thus further strengthening the impact of the campaign. A study conducted by Marine-Roig (2017) shows that the integration of digital channels not only increases reach, but also creates a higher level of trust in the campaign, as the audience receives consistent messages from various sources. (Marine-Roig et al., 2017). With this approach, ISDS Indonesia has succeeded in leveraging the synergy between digital channels and traditional media, so as to create a stronger communication impact.

In addition to utilizing various communication channels, ISDS Indonesia also ensures that every element of the campaign supports the same main narrative, namely the importance of maintaining Natuna within the framework of the Unitary State of the Republic of Indonesia. This strategy reflects a holistic approach to integration, where User-Generated Content (UGC) generated by reels contestants becomes an integral part of the narrative supported by other participants' accounts on Instagram as well as promotions on online media. According to the researchers, integration involving UGC creates deeper emotional engagement, because the audience feels that the person uploading the message in the form of a video may be a known person, or indeed the content is interesting, evokes the spirit of nationalism, and the message comes from their own community, not just from the institution. (Pinuji, 2019) . In addition, Sigala (2018) stressed that the integration between user-generated content and institutional communication strategies can increase the attractiveness of a campaign, as it provides a more authentic perspective. (Devid Saputra, 2024). Through this integration, ISDS Indonesia not only seeks to raise awareness about Natuna, but also strengthens their campaign position as a collective effort that includes broad community participation.

Amplification Stage: Expanding Campaign Reach through UGC

The results of the study show that the amplification strategy is one of the crucial elements in the success of the "Jaga Natuna" campaign implemented by ISDS Indonesia. The amplification process is carried out through the re-uploading of video reels on various platforms, such as TikTok and Instagram, as well as with support from major accounts and online news media, to expand the reach of the message conveyed. According to the researcher, at the amplification stage, it can be marked about the content that is loaded through various communication channels, of course it is able to increase visibility or reach a wider audience and encourage more active audience engagement because the interactivity in the content is also assessed, for example like, comments and Share against the ongoing campaign. (Balie Jean, 2023). With a lot of engagement This also makes the duration of the FYP (for your page) longer the time duration.

In addition, according to the researcher, what is done by ISDS Indonesia emphasizes that amplification not only serves to expand content distribution, but also strengthens the campaign narrative through consistent repetition both from the content and from participants who take part in the IG reels competition, thus creating a more significant impact. (Sanbella et al., 2024). The researcher also noted that the use of various digital platforms to distribute UGC content provides an opportunity for the audience to interact with the message through a format that they consider the most relevant, widely followed by the audience and of course more comfortable to use. (Peña-Fernández et al., 2024). Through this strategy, ISDS Indonesia managed to reach a wider audience while increasing the potential for viral campaign messaging.

The use of accounts with significant follower counts on the Instagram platform to promote reels is additional evidence of the effectiveness of amplification in a unified communications strategy. Collaboration in terms of news about the IG Reels competition with accounts that have a large number of followers plays an important role in increasing the credibility of the campaign and attracting the attention of a wider audience. Based on the researcher's view, amplification carried out through participants who participated in this competition can increase the level of audience confidence in the message conveyed, because the message comes from a source that is considered more personal and trustworthy. (Tosin et al., 2023). In addition, the researcher also emphasized that amplification carried out through online news media allows the campaign to reach a more diverse audience, including individuals who may not be active on social media. (Silalahi & Guna, 2024). Vani Safli et al. (2023) added that a well-planned amplification strategy allows for the integration of messages across communication channels, thus creating synergies that can improve the overall effectiveness of the campaign. (Vani Safli et al., 2023). By leveraging the amplification of User-Generated Content (UGC) through various digital media, ISDS Indonesia has succeeded in significantly amplifying the impact of their campaigns.

Optimization Stage: Strategy Improvement through Data Analysis and Evaluation

The optimization stage in the framework of Integrated Marketing Communication (IMC) is a process in which the data obtained from the campaign is used to improve the communication strategy, with the aim of being more effective in the future. In the context of the short video competition titled "Jaga Natuna," ISDS Indonesia made optimization efforts through engagement analysis on social media, which included metrics such as the number of likes, comments, shares, and audience reach. These data are used to evaluate the success of each video in achieving the campaign goal, which is to increase public awareness of Natuna's sovereignty. According to Chaffey and Smith (2017), data-driven optimization is a crucial step in digital strategy, as it allows organizations to tailor their approach according to audience preferences. (Dave Chaffey, 2017). In this campaign, user-generated content (UGC) provides in-depth insights into the elements that grab the audience's attention. This allows ISDS Indonesia to understand the most effective content. As revealed by Noveriyanto (2021), UGC analysis not only serves to measure the success of campaigns, but also provides guidance for future communication strategies. (Noveriyanto, 2021).

Optimization can also be seen from the use of data to improve the narrative and distribution of content across various platforms. In this reels competition, ISDS Indonesia identified patterns from the most successful videos, such as the use of Natuna's distinctive visual elements or messages that highlight the value of national sovereignty, to be used as a reference for the next campaign. This strategy reflects the Data-driven marketing which allows decision-making based on actual insights from previous campaigns. Rizadi et al. (2021) noted that optimization through data analysis increases campaign effectiveness by up to 30% by ensuring resources are allocated to the most successful strategies (Rizaldi

et al., 2021). In addition, the integration of data obtained from various communication channels has a crucial role in ensuring that every stage of the campaign carried out by ISDS Indonesia takes place harmoniously, which can ultimately create maximum impact. According to Sanbella et al. (2024), data-driven optimization also provides support to organizations in building deeper relationships with audiences through the implementation of more personalized and relevant campaigns. (Sanbella et al., 2024).

CONCLUSIONS AND RECOMMENDATIONS

This study shows that the reels competition entitled "Jaga Natuna," organized by ISDS Indonesia, successfully integrated the Integrated Marketing Communication (IMC) strategy to create public awareness, expand the reach of the message, and refine the strategy through data analysis. At the awareness stage, the use of social media such as TikTok and Instagram, supported by accounts with large followers as well as online news media, has succeeded in building significant awareness about the importance of preserving Natuna's sovereignty. The findings of the study also indicate that the integration element is strongly reflected in the consistency of the message delivered across various digital channels, thus ensuring that the audience receives a uniform narrative across all platforms. This is in line with the theory proposed by Kitchen and Burgmann (2015), which emphasizes the importance of message consistency in creating effective marketing campaigns. This approach not only increases public awareness, but also strengthens Natuna's position in the context of the national geopolitical narrative.

The amplification and optimization stages describe how User-Generated Content (UGC) can be leveraged to expand the reach of the campaign and refine the strategy based on the data obtained. The process of amplifying content through re-uploading on various platforms and collaborating with influential accounts has succeeded in significantly increasing audience visibility and engagement. In addition, the optimization stage through engagement analysis allows ISDS Indonesia to understand the most effective campaign elements, such as the use of national symbols and narratives that touch emotions. This strategy is in line with the findings of Dwivedi et al. (2021), which stated that data-driven campaigns significantly improve the effectiveness of digital communication. By utilizing all stages of Integrated Marketing Communication (IMC), ISDS Indonesia has shown how digital technology can be used strategically to strengthen the narrative of Natuna's sovereignty.

As a step forward, ISDS Indonesia is advised to further expand the reach of the campaign by involving local communities and independent content creators to produce more diverse UGC. Collaboration with the government and educational institutions can strengthen public participation, especially from the younger generation who are active on social media. In addition, data-driven optimization must continue to be carried out by using more advanced analytics technology to understand audience preferences more deeply. Thus, similar campaigns can be designed with a more personal and relevant approach,

strengthening public awareness of the importance of safeguarding Natuna as an integral part of Indonesia's sovereignty.

ADVANCED RESEARCH

Still conducting further research to find out more about Natuna in the Lens of Public Creativity: Integration of User-Generated content in an Integrated Marketing Communication Strategy.

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