

Enhancing Generation Z's Awareness and Purchase Interest for Indonesian-Made Products Through Tokopedia's "*Beli Lokal*" Campaign

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Abstract

Marketplaces in Indonesia have significant potential, but this potential is not fully harnessed by MSMEs (micro, small, and medium enterprises). Generation Z, the dominant demographic in online marketplaces, tends to favor foreign products over local ones. In response, Tokopedia, the second-largest marketplace in Indonesia, launched the "Beli Lokal" campaign to support local products in the online market. This study aims to evaluate the impact of Tokopedia's "Beli Lokal" social marketing campaign on Generation Z's awareness and interest in locally made products. The research employs a positivist paradigm with a quantitative approach, utilizing surveys and collecting data through online questionnaires targeted at Gen Z respondents who use Tokopedia. Data analysis includes validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), along with simple and multiple linear regression analyses, and t-tests. The results indicate that Tokopedia's "Beli Lokal" campaign has a significant positive effect on Generation Z's awareness of local products. Furthermore, the campaign also directly and significantly influences Gen Z's interest in these local offerings. Consequently, the "Beli Lokal" campaign is effective in enhancing Generation Z's interest in local products, both by increasing their understanding of these products and by directly engaging in their interest. These findings provide valuable insights for academic purposes and practical implications for Tokopedia's marketing strategies.

Keywords: *Beli Lokal*, Campaign, Gen Z, Local Product, Tokopedia

Abstrak

Lokapasar di Indonesia menunjukan potensi yang besar, namun potensi ini kurang dimaksimalkan oleh UMKM. Gen Z sebagai generasi yang mendominasi lokapasar lebih tertarik dengan produk luar negeri dibandingkan produk buatan Indonesia. Tokopedia sebagai lokapasar terbesar kedua di Indonesia meluncurkan Kampanye "Beli Lokal" untuk memberi tempat bagi produk lokal berpartisipasi dalam pasar daring. Penelitian ini bertujuan untuk mengetahui pengaruh kampanye pemasaran sosial Tokopedia "Beli Lokal" terhadap pengetahuan dan minat Generasi Z akan produk lokal atau produk buatan Indonesia. Penelitian menggunakan paradigma positivistik dengan pendekatan kuantitatif melalui metode survei dan teknik pengumpulan data menggunakan kuesioner secara daring kepada responden Gen Z pengguna Tokopedia. Teknik analisis data mencakup uji validitas, reliabilitas, uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas), analisis regresi linear sederhana dan berganda, dan uji t. Hasil penelitian menunjukkan bahwa kampanye pemasaran sosial "Beli Lokal" Tokopedia secara signifikan berpengaruh positif terhadap pengetahuan Gen Z terhadap produk lokal. Selain itu, kampanye pemasaran sosial Tokopedia juga secara langsung berpengaruh signifikan terhadap minat Gen Z akan produk lokal. Dengan demikian, kampanye "Beli Lokal" efektif dalam meningkatkan ketertarikan Gen Z terhadap produk lokal, baik secara langsung maupun melalui peningkatan pemahaman produk. Temuan ini bermanfaat sebagai referensi akademik serta landasan praktis bagi Tokopedia dalam strategi pemasarannya.

Kata Kunci: *Beli Lokal*, Gen Z, Kampanye, Minat, Produk Lokal, Tokopedia

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INTRODUCTION

Trade in Indonesia faces challenges due to the influx of cheap imported products, which makes it difficult for Micro, Small, and Medium Enterprises (MSMEs) to compete. Teten Masduki, the Minister of Cooperatives and SMEs, emphasized the importance of learning from other countries, such as India and England, where markets are heavily influenced by imported goods (Rizky, 2023). Products imported from China are often cheaper than those produced domestically. If this situation continues to be overlooked, Indonesian trade risks becoming dominated by foreign products, which could threaten the survival of local businesses.

Similar trends can be observed in the Indonesian marketplace. In terms of product quantity, foreign products dominate the market. In 2019, the volume of imported products sold throughout the marketplace surged from 6.1 million packages to 49.7 million, representing an increase of 814%. Conversely, by December 2020, local producers and micro, small, and medium enterprises (MSMEs) accounted for only 6% to 7% of the marketplace, meaning that approximately 93% of the products available were foreign made (BTPN, 2023). This data highlights the overwhelming presence of imported products in the Indonesian marketplace, despite the significant market potential, which is estimated to reach a value of US\$124 billion for Indonesia's digital economy (Google, Temasek, & Bain, 2020). The large market potential naturally attracts foreign sellers to promote their products in Indonesia, even though this opportunity should ideally be seized by domestic producers. According to the Ministry of Cooperatives and SMEs (KemenKop UKM), only 13% of the total MSMEs in Indonesia effectively utilize digital media. Given the limited efforts to digitize these enterprises, the Ministry encourages local MSMEs to

embrace digitalization. Furthermore, the government is prepared to provide a subsidy of 123.46 trillion rupiah to support the MSME sector (BTPN, 2023). This governmental initiative aims to encourage the use of local products, enhance the economy, and leverage sectors with significant marketplace potential.



Figure 1. Statistics on the Most Frequently Purchased Items in Online Buying and Selling Activities

Source: Kemp dan Moey (2019)

There are eight core categories of goods commonly bought and sold online: fashion and beauty; electronics and physical media; food and personal care; furniture and household appliances; toys and hobbies; travel and accommodation; digital music; and video games (Kemp & Moey, 2019). The categories of travel, digital music, and video games each have their own dedicated platforms, for instance, Traveloka for travel, Spotify for digital music, and Steam for video games. According to Kemp and Moey (2019), the two best-selling categories on these marketplace platforms are fashion and beauty, as well as electronics and physical media.

Consumer spending in e-commerce, particularly within the fashion category, amounts to \$2.3 billion, which is approximately Rp36 trillion. If only 6-7% of Indonesian products are sold in the marketplace, local producers receive less than Rp3 trillion (Kemp & Moey, 2019). This small income for Indonesian producers highlights the urgent need for actions to enhance their presence and sales in the Indonesian marketplace sector.



Figure 2. The Most Visited Marketplaces and Projections for Marketplace Users from 2018 to 2027
Source: Aditya (2023)

A marketplace is a platform that benefits both sellers and buyers by bringing together a variety of goods and services online, either through a website or an application, to facilitate transactions (Paralegal, 2023). The presence of a marketplace makes it easier for sellers to attract customers, as their products are more accessible. Conversely, customers can easily find what they need since everything is conveniently located in one place. This online buying and selling activity is referred to as e-commerce, which

encompasses all forms of transactions conducted through electronic means, primarily digital or internet-based (Sugiharto, 2022). In Indonesia, numerous marketplaces exist, with Tokopedia being one of the largest. It was the second most visited marketplace in 2023, attracting a total of 224.2 million visitors (Aditya, 2023). The potential for marketplaces in Indonesia is expected to continue growing. In 2022, there were approximately 178.98 million marketplace users, and it is projected that this number will reach 244.27 million by 2027.

Prior to the government's efforts to promote local products in the marketplace, there was a similar initiative several years earlier aimed at increasing the popularity of domestically made goods. This initiative, known as #LocalPride, primarily focuses on the fashion sector, particularly streetwear (distro clothes), in response to the rise of foreign brands that began surfacing in 2010. The #LocalPride movement emerged from Indonesia's desire to be not only a consumer but also a producer of quality goods capable of competing with foreign brands (Andreas, 2021). In addition to the #LocalPride movement, the government launched a campaign called "100% Love Indonesia" in 2009. Unlike #LocalPride, this program does not target a specific segment; instead, it aims to foster a sense of love and appreciation for all things related to Indonesia (Anggi, 2015).

To boost the sales of local products in the marketplace, Tokopedia is launching the #BanggaBuatanIndonesia campaign. This initiative aims to promote the digitalization of Micro, Small, and Medium Enterprises (MSMEs) through Tokopedia by offering subsidies and various benefits, including discount vouchers and free shipping (Advertorial, 2021). Additionally, as part of the campaign, Tokopedia features a dedicated section for products made in Indonesia, as shown in Figure 3.

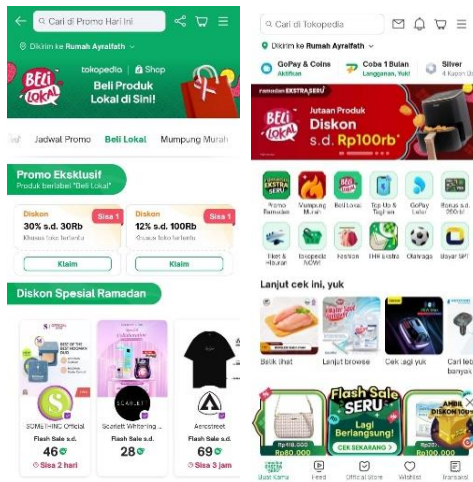


Figure 3. Featured Section for Local Products on Tokopedia

Source: Tokopedia Application (2024)

The #BanggaBuatanIndonesia program has been in effect since August 17, 2020, to celebrate Indonesia's 75th Independence Day. According to a survey conducted by the Katadata Insight Centre (KIC), this initiative has successfully convinced many Indonesians that domestic products are superior to foreign ones. The survey revealed that 35.3% of respondents consider the country of origin when purchasing products, while 41.3% think about it, and 23.5% do not pay attention to origin at all. Notably, 87.2% of participants expressed a preference for buying local products over foreign ones. Most respondents predominantly used or consumed domestic goods, although they still tended to choose foreign brands for gadgets and electronic devices. Additionally, the survey indicated that 93% of people have a higher level of confidence in domestic products (Ekarina, 2020).

In 2024, the #BanggaBuatanIndonesia program was renamed "Beli Lokal" (buy local) as part of a new partnership. The "Beli Lokal" program marks the beginning of Tokopedia's collaboration with social e-commerce platform TikTok shop, focusing on helping and subsidies to local MSMEs through special features and vouchers (Maulidia&Nistanto, 2023). The primary goal of the "Beli Lokal" campaign is to help local products compete

with imported goods by offering a larger platform for local MSMEs to maximize their market potential (Sayekti, 2023).



Figure 4. President of Tokopedia, Minister of Trade, Executive Director of TikTok Shop, and a Seller from Tokopedia at the Launch of the "Beli Lokal" Campaign

Source: Maulidia and Nistanto (2023)

Consumers in developing countries often perceive foreign products as superior in quality compared to local items. As a result, many people choose to buy foreign goods to enhance their social status (Anggi, 2015). This perspective has a significant impact on marketing campaigns and the overall success of locally produced goods, creating challenges for local producers who struggle to compete in their own markets.

To determine the public's interest in local products, a study needs to be conducted. One significant factor influencing consumer interest is their knowledge of the products they purchase. Only individuals with a basic understanding of a product can truly appreciate its quality. Product knowledge encompasses various aspects, including the product's quality, the cultural background it represents, current trends, and the message it conveys. A consumer's understanding of the product they wish to buy forms the foundation of their behavior as a buyer. Consumer product knowledge includes their perceptions of the product and prior experiences with it (Erida & Rangkuti, 2017). In essence, consumer product knowledge refers to how aware a consumer is of a product, including their beliefs and understanding of it (Rita, 2018).

Marketplace consumers are primarily made up of Generation Z, those born between 1996 and 2012, who have grown up in the digital era (Dewi, 2023). Census data indicates that Gen Z possesses significant purchasing power, with their enthusiasm for the market being influential and shaped by their preferences. In Indonesia, approximately 27.94% of the total population is comprised of Gen Z, many of whom are entering the productive age (Setyowati, 2023). The productive age refers to the stage when individuals can work or produce something (Sangryani, 2022). Gen Z is willing to spend money to meet their standards and express their unique individuality, ensuring they stay current with trends. They often express their identity through fashion, and adopting certain styles can reflect their political beliefs or values (Kaiser & Dennise, 2021). Therefore, this study aims to explore strategies for enhancing consumer knowledge and interest in local products, particularly in the fashion sector, through the "BeliLokal" campaign executed by Tokopedia, targeting Generation Z as the dominant generation in the marketplace.

LITERATURE REVIEW

Participation theory can be understood as the relationship between society and the power system, emphasizing the importance of equal development and mutual benefit. This theory highlights how both parties interact and support each other through participation. The more benefits gained, the stronger the relationship becomes. Individuals must possess desires they are willing to pursue to achieve satisfaction upon fulfillment. Consequently, humans need to be part of a group to meet their needs, personal desires, and to thrive within their environment (Novena, 2020).

Etymologically, the term "participation" comes from the Latin word *pars*, meaning "part," and *capere*, meaning "to take."

Therefore, in full, participation means "taking part." In English, to participate or participation refers to taking part in or playing a role (Novena, 2020). According to Ismatullah and Mahendra (2021), community participation can be understood as the involvement of the community in development activities, which includes both the planning and implementation of development programs. Participation starts with determining the goals to be achieved and the desired outcomes, a process typically referred to as the policy and plan formulation stage. The World Bank defines community participation in three main ways: first, it involves the engagement of communities affected by decisions regarding what actions should be taken and how to implement them.

Second, it includes contributions from the community in executing the activities that have been decided upon. Lastly, it emphasizes the joint utilization of the program's results so that the community can benefit from it (Novena, 2020). According to Sundaningrum (Bahaddur, 2012:13), participation can be categorized into two types based on the method of involvement:

1. *Direct Participation*: This form of involvement occurs when individuals actively engage in the participation process. It allows everyone to express their views, discuss the core issues, and raise objections to the opinions or statements of others.
2. *Indirect Participation*: This type of participation takes place when individuals delegate their rights to participate to someone else.

Subandiyah (Bahaddur, 2012) categorizes participation into three levels:

1. Participation in decision-making.
2. Participation in planning and its relation to other programs.
3. Participation in implementation.

A public relations campaign is a structured communication activity conducted

periodically, designed to convey specific messages and achieve targeted goals with the campaign's audience (Chafilaudina & Soegiarto, 2021). This type of campaign is closely linked to persuasive communication, which aims to influence the audience's behavior in line with the campaign's objectives. The goals of a public relations campaign include raising public awareness about social issues, providing information, educating the audience, reinforcing existing values, or aiming to change behaviors (Chafilaudina & Soegiarto, 2021). Strategy and campaigns are closely related, with strategy serving as the overarching guide that establishes the direction and long-term goals for an organization. In contrast, campaigns are the practical implementation of that strategy through specific and measurable communication activities (Saraswati & Afifi, 2022). Essentially, campaigns are concrete steps taken to achieve strategic objectives. A strategy without campaigns lacks effective implementation, while campaigns without a clear strategy can become unfocused and disconnected from the organization's core goals.

A Social Marketing Campaign (SMC) is a process that uses marketing principles and techniques to change the attitudes of target audiences for the benefit of both society and individuals (Kotler & Lee, 2015). This strategically focused discipline aims to create, communicate, deliver, and exchange offers that provide positive value to individuals, clients, partners, and society. Unlike commercial marketing, which emphasizes the products offered and profit, social marketing aims to change behaviors and attitudes that benefit the broader community, such as promoting environmental awareness (e.g., reducing the use of plastic straws and shopping bags) and encouraging healthy living habits. According to Armstrong and Kotler (2012), SMC activities seek to facilitate changes in individual or community behavior

in line with the program's objectives, covering the following stages:

1. *Create Awareness and Interest*: This stage involves attracting attention and ensuring that the target audience understands the message that needs to be conveyed. Evaluating the audience's understanding is crucial for later success assessments.
2. *Change Attitudes and Conditions*: In this phase, the goal is to develop a positive intention toward the campaign message among the audience. This involves a deep understanding of the problem at hand, allowing for clear discussions about possible solutions.
3. *Motivate People to Change Their Behavior*: This stage focuses on fostering a strong desire in the audience to embrace behavioral change, so they come to believe that acting is necessary.
4. *Empower People to Act*: Once motivation is established, the next step is to empower the audience to take real actions. Communicators must engage the audience with effective messages and programs, making it easier and more encouraging for them to act.
5. *Prevent Backsliding*: Finally, once the program and message are established, there must be ongoing efforts to motivate the audience to continue engaging with the campaign. This step is vital to prevent any regression in the progress made toward solving the problem addressed.

This study focuses on three specific stages of the SMC model: 1) creating awareness and interest, 2) promoting a strong desire for behavioral change, and 3) fostering an intention to change behavior. The Tokopedia "Beli Lokal" campaign is still ongoing, which means that the indicators for the strengthening stage are not yet known for this type of activity. Additionally, the empowerment stage, which aims to translate

intentions into real actions, is not the focus of this study. It is evident that crafting a compelling message is crucial for an effective communication strategy (Ciptadi & Zainubi, 2024), as achieving the campaign's objectives will be challenging without a strong message. Research conducted by Yudaningsgar and Prabowo (2022) aimed to determine how the new normal public relations campaign influenced tourist interest in visiting HeHa Sky View Yogyakarta. The study found that the campaign created by management during the new normal period had a significant impact on the number of visitors. Moreover, the study concluded that the higher the value of the campaign, the greater its effect on attracting visitors.

One of the effects of a public relations campaign is the interest or desire a person has to use or purchase a product or service. Interest can be described as a persistent tendency to feel attracted to certain areas and to experience happiness when engaged in those areas (Winkel, 2004). Consumer buying interest refers to a person's behavior characterized by the desire to buy or choose a product, which is influenced by their previous experiences with using and consuming products (Kotler & Keller, 2009). According to Ferdinand (2002), several indicators can be identified as signs of consumer buying interest:

1. *Transactional interest*: This is the tendency of a person to buy a product.
2. *Referential interest*: This refers to a person's inclination to recommend a product to others.
3. *Preferential interest*: This describes the behavior of someone who shows a strong preference for a particular product. This preference may only change if there is a significant issue with their preferred product.
4. *Exploratory interest*: This interest captures the behavior of someone who is actively seeking information about a

product and looking for details that support its positive qualities.

In this study, researchers did not use the preferential interest indicator to assess consumer purchasing interest, as the product under investigation is not currently a primary choice among respondents. The hypothesis that will be tested is:

Hypothesis 1 (H1): The "Beli Lokal" campaign positively influences Gen Z's interest in purchasing products made in Indonesia.

Product knowledge plays a crucial role in shaping a consumer's decision to buy a product or service (Pusparani, 2020). It is one of the key factors that influences how consumers perceive a product. Product knowledge encompasses comprehensive information that consumers hold about various products or services, along with related knowledge. When consumers have extensive knowledge about a product, it positively impacts their preferences and purchasing decisions (Ubaidillah, 2023). According to Peter and Olson (2002), consumers' product knowledge includes various types of knowledge, meanings, and beliefs that are stored in their memory. Overall, product knowledge significantly affects consumers' interest in purchasing a product (Ubaidillah, 2023).

Hypothesis 2 (H2): Tokopedia's "Beli Lokal" campaign influences Gen Z's product knowledge.

Ubaidillah (2023) identified three categories of product knowledge:

1. *Knowledge of Product Characteristics*: This includes both physical and abstract characteristics of a product. Physical characteristics refer to tangible features, while abstract characteristics focus on consumers' subjective perceptions and views of the product.
2. *Knowledge of Product Benefits*: This is divided into two types: functional benefits and psychosocial benefits. Functional

3. benefits address the practical uses of the product, while psychosocial benefits relate to the psychological advantages, such as the enjoyment derived from owning the item.
4. *Knowledge of Consumer Satisfaction:* Understanding the level of satisfaction a product provides for consumers can also influence their purchasing decisions.

METHOD

This study focused on whether the implementation of the Tokopedia "Beli Lokal" campaign influenced Gen Z's interest in local products. Additionally, the research aimed to determine the extent of the campaign's impact on Gen Z's perception as a generation that is enthusiastic about online shopping for local products, particularly through efforts to enhance product knowledge. The research employed a positivistic paradigm to predict general patterns of social phenomena through causal relationships. Positivistic reasoning relies on direct observation (empirical evidence) and is deductive in nature, drawing inspiration from the modern scientific movement that seeks certainty about the truth. This paradigm is sometimes referred to as naive realism, as it assumes that reality is real, universal, simple, and governed by laws (Kriyantono, 2006). In this study, the positivistic approach indicates that the researchers intended to find answers using real data as a benchmark for assessing the effectiveness of the campaign aimed at increasing interest in local products or products made in Indonesia. The expected outcomes would be derived from numerical data that explain the existing reality.

The quantitative approach serves as the primary method in this study because the researchers aim to describe or explain a problem in a way that allows for generalization of the results. In this context, the breadth of data is prioritized over depth, enabling the findings to represent the entire

population (Kriyantono, 2006). This approach relies on numerical data to ensure that the research maintains objectivity, with results subjected to statistical analysis. The goal of quantitative research is to address questions related to cause and effect, as well as to measure and evaluate activities. In this study, the researchers seek to understand the impact of campaign implementation on a broad audience, specifically targeting Gen Z, who are the largest users of Tokopedia. Therefore, the quantitative approach is deemed the most suitable. The research employs surveys as the method of data collection, utilizing questionnaires to gather information from a specified number of respondents who meet certain criteria and represent a particular population (Kriyantono, 2006). To identify the causes of specific conditions or situations, the researchers will implement the explanatory survey method to ascertain the correlations between the variables studied.

This study aims to examine the correlation between three variables: Tokopedia's "Beli Lokal" campaign as the independent variable (X), product knowledge as the first dependent variable (Y1), while Generation Z purchase interest is the second dependent variable (Y2). Variable X will be measured using three indicators: 1) creating awareness and interest, 2) changing thought processes and behaviors, and 3) fostering a strong desire for behavioral change. It is hypothesized that this independent variable influences the other two variables. Variable Y2 will be assessed through three indicators: 1) exploratory interest, 2) referential interest, and 3) transactional interest. Meanwhile, variable Y1 will be evaluated based on three indicators: 1) knowledge of product characteristics, 2) knowledge of product benefits, and 3) knowledge of consumer satisfaction.

The participants in this study were Tokopedia users categorized as Gen Z,

specifically those aged between 15 and 28 years. Tokopedia has 18 million monthly active users (Ahdiat, 2024), and users aged 15 to 24 make up 27% of the total Tokopedia user base (Septyani, 2023). This means that 27% of 18 million equals 4,860,000 users. Using the Slovin formula with a 10% margin of error, the sample size required to represent this population is 100 respondents. The sampling method employed was purposive sampling, with the criteria for respondents including being male or female, aged 15 to 28 years, active Tokopedia users, and knowledgeable about Tokopedia's "Beli Lokal" campaign.

The variables in this study were measured using an interval scale that did not offer options for doubtful or neutral responses. This approach eliminated ambiguity and facilitated data processing. The primary data analysis technique employed was multivariate analysis, which is appropriate when more than two variables are involved in the study. Additionally, the researchers calculated the mean score (MS) and overall mean score (OMS) to classify the average values of the total input scores from the questionnaire, using a defined range of answer scores.

Range Scores	Interpretation
1,00 – 2,5	Disagree
2,6 – 4,00	Agree

Table 1. Interpretation of Mean Score and Overall Mean Score

Source: Researcher (2024)

The data analysis technique used in this study is quantitative, employing both descriptive and inferential statistical analysis approaches. Data was collected through online questionnaires distributed to respondents who are Generation Z users of Tokopedia. The analysis process began with testing the validity and reliability of the instrument to ensure the data collected was credible. Then, classical assumption testing was conducted to verify that the data met the requirements for

regression analysis. Following this, simple and multiple linear regression tests were performed to assess the influence of the studied variables. Finally, the hypothesis was evaluated using a t-test to determine the significance of the relationship between Tokopedia's "Beli Lokal" campaign, product knowledge, and the interests of Generation Z Tokopedia users.

RESULT AND DISCUSSION

Indicators	Statements	MS	Interpretation
Create awareness and interest	I started frequently checking the local goods section after the launch of the "BeliLokal" campaign on Tokopedia.	3.0	Agree
	Once I discovered the special "Beli Lokal" column, I began to explore it regularly, drawn by the offers of free shipping and cashback promotions.	3.1	Agree
	I became familiar with several Indonesian brands featured in this column.	3.3	Agree
	OMS	3.1	Agree
Change attitudes and conditions	I now believe that the quality of local products is on par with that of foreign products after seeing a special column dedicated to local items on Tokopedia.	3.3	Agree
	I find that the designs of local products are just as appealing as those of foreign products.	3.4	Agree
	After exploring the local product section, I feel that these items are more worthy of purchase than their foreign counterparts.	3.2	Agree
	OMS	3.3	Agree
Motivate people to want to change their behavior	The "BeliLokal" column often catches my attention while searching for goods.	2.9	Agree
	I prefer buying local products over foreign ones.	3.3	Agree
	I have never looked down on local products.	3.5	Agree
	OMS	3.2	Agree

Table 2. MS & OMS of Independent Variable for Tokopedia "Beli Lokal" Campaign (X)

Source: Researcher (2024)

The respondent profile, categorized by gender, indicates that the majority are women (59.46%), while men comprise 40.54%. A significant portion of respondents, 83.78%, fall within the age range of 15-22 years, with the remaining 16.22% aged 23-28

years. This data suggests that most respondents are either high school students or pursuing higher education. In terms of experience with the Tokopedia marketplace platform, 82.88% of respondents have used it for over three years, while 17.12% have used it for 1-3 years. Regarding daily usage duration, most respondents spend less than three hours per day on Tokopedia (51.35%), with 35.14% using it for 3-5 hours, and 13.51% using it for more than five hours. When it comes to the reasons for using Tokopedia, the majority do so to search for fashion products (63.96%), followed by electronic products (22.52%), household needs (7.21%), and food and drinks (6.31%). The results of the calculations for the mean score (MS) and the overall mean score (OMS) regarding variable X, which is the Tokopedia "Beli Lokal" Campaign, can be found in Table 2.

The calculation results for the mean score and overall mean score of variable X's, specifically the Tokopedia "Beli Lokal" Campaign, indicate that, on average, respondents agree with the statements related to the three indicators used to measure the independent variable. For the awareness and interest indicator, most respondents reported that the Tokopedia "Beli Lokal" campaign made them more aware of local brands, yielding a mean score of 3.3. The change in attitudes and perceptions in the indicator reveals that respondents generally agree that the design of domestic products is just as appealing as that of foreign products, with a mean score of 3.4. This suggests that most respondents believe the campaign has positively influenced their views on domestic products. The final indicator, which measures motivation to change behavior, shows that many respondents agree they no longer look down on local products, achieving a mean score of 3.5. However, those respondents who prioritized the "Beli Lokal" option when searching for items

reported the lowest score on this indicator, with a mean score of 2.9.

In the characteristic knowledge indicator, most respondents agreed that stitched shoes are stronger and more durable, with a mean score of 3.6. For the benefit knowledge indicator, the majority agreed with the statement that fashion products represent certain views of their users and that these products can influence an individual's social perceptions, resulting in a mean score of 3.5. The final indicator in this variable is consumer satisfaction knowledge, which indicates that respondents felt very pleased when purchasing high-quality goods at a low price, reflected in a mean score of 3.6. This suggests that most respondents resonated with this statement.

Indicators	Statements	MS	Interpretation
Knowledge of the characteristic s of high-quality products.	Stitched shoes are more durable than those made solely with glue.	3.6	Agree
	It's important to consider the background and public opinion of a product before making a purchase.	3.3	Agree
	The precision of stitching during the cutting process of a fashion item directly affects how the product looks and fits when worn.	3.3	Agree
	OMS	3.4	Agree
	Fashion products can represent the wearer's perspective.	3.5	Agree
Understanding the benefits of a product (awareness of how useful a product is).	Fashion products can enhance an individual's social acceptance.	3.4	Agree
	Fashion products can significantly impact how others view the person wearing them.	3.5	Agree
	OMS	3.5	Agree
Understanding consumer satisfaction	I understand the quality of the products I purchase.	3.5	Agree
	I feel happy when I buy a product that is of good quality and reasonably priced.	3.6	Agree
	I appreciate it when the seller includes a thank-you card with my purchase.	3.4	Agree
	OMS	3.5	Agree

Table 3. MS & OMS of Dependent Variable for Product Knowledge (Y1)

Source: Researcher Data (2024)

In the explorative interest indicator, Table 4 reveals that many respondents indicated they often learn about local products in detail by reading reviews from other users, with a mean score of 3.5. In terms of referential interest, most respondents reported informing others about local products that are like foreign products but are offered at lower prices while maintaining the same quality, resulting in a mean score of 3.3. Regarding transactional interest, the highest mean score was recorded for respondents' willingness to purchase items when they see the special "Beli Lokal" section.

Indicators	Statements	MS	Interpretation
Exploratory Interest: A desire to learn more about local products.	After the "Beli Lokal" column was published, I felt motivated to explore more local products mentioned in it.	3.3	Agree
	I came across a local product on my social media and decided to research it further because I was intrigued.	3.4	Agree
	I investigated reviews from previous buyers to learn more about local products.	3.5	Agree
	OMS	3.4	Agree
Referential Interest refers to the desire to recommend products or services, with a focus on local offerings.	I wanted to suggest to my friend that we explore local products after reading about them in the "Beli Lokal" column.	3.2	Agree
	I told my friend that there are local products that are of the same quality, or even better, than foreign ones.	3.2	Agree
	I showed my friends that Indonesian products, like foreign brands, are available at a much lower price while maintaining the same quality.	3.3	Agree
	OMS	3.2	Agree
Transactional interest refers to the desire to purchase a product.	I became interested in purchasing local products after seeing the "Beli Lokal" column on Tokopedia.	3.3	Agree
	If I like a product, I will purchase local items without free shipping or cashback.	3.2	Agree
	I have purchased local products from the special "Beli Lokal" section on Tokopedia.	3.0	Agree
	OMS	3.2	Agree

Table 4. MS & OMS of Dependent Variable for of Dependent Variable for Purchase Interest (Y2)

Source: Researcher (2024)

The Correlation Coefficient Test is utilized to assess the strength of the relationship between the variables under study. This test

specifically examines the connection between Tokopedia's "Beli Lokal" Campaign (X) and two factors: Product Knowledge (Y1) and Interest in Buying Local Products (Y2). The results of the statistical analysis, as shown on Table 5, indicate a correlation of 0.621 between variable X and Y1. This suggests a fairly strong relationship between the Tokopedia "Beli Lokal" Campaign and Product Knowledge.

The analysis of the influence between variables X and Y2, as shown on Table 6, indicates that the Tokopedia Campaign "Beli Lokal" has a strong relationship with interest in domestic products, with a correlation of 82.2%. In contrast, the results of the determination coefficient test between variables X and Y1, presented on Table 7, reveal that the R-squared value is 0.386. This means that the relationship between the Tokopedia Campaign variable "Beli Lokal" and product knowledge is categorized as weak.

The results of the determination coefficient test for the Tokopedia "Beli Lokal" Campaign indicate a strong influence of 67.5% on interest in local products on Table 8. The researcher then conducted a multiple linear regression test. As shown in Table 9, the three variables have positive regression coefficients, indicating that they are positively correlated. This means that as variable X increases, both Y1 and Y2 will also increase. In other words, the greater the implementation of the "Beli Lokal" campaign on Tokopedia, the more knowledge and interest there will be in purchasing Indonesian products.

The results of the t-test indicate that the Tokopedia "Beli Lokal" Campaign has a significant positive effect on awareness of Indonesian-made products. The calculated t-value is greater than the t-table value, leading to the acceptance of the alternative hypothesis (Ha) in the first hypothesis. This means that the campaign does indeed have a positive and significant impact on knowledge of Indonesian-made products. Conversely, the null hypothesis, which claims that there is no

effect, is rejected (see Table 10).

The analysis of the second hypothesis aimed to determine whether Tokopedia's "BeliLokal" campaign has a positive and significant influence on Generation Z's interest in Indonesian-made products. The results show that the calculated t-value exceeds the t-table value, indicating that we can accept the alternative hypothesis. Therefore, researchers conclude that Tokopedia's "BeliLokal" campaign significantly influences Gen Z's interest in Indonesian-made products, while the null hypothesis is rejected.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.721	2.894	1.286	.201
	Product Knowledge	.821	.091	.656	9.063
a. Dependent Variable: Minat Gen Z					

a. Dependent Variable: Minat Gen Z

Table 11. The t-test Results of the "Beli Lokal" Campaign's (X) Influence on Interest in Indonesia-Made Products (Y2)

Source: SPSS Processing (2024)

Correlations			
		"Beli Lokal"	Product Knowledge
"Beli Lokal"	Pearson Correlation	1	.621**
	Sig. (2-tailed)		<.001
	N	111	111
Product Knowledge	Pearson Correlation	.621**	1
	Sig. (2-tailed)	<.001	
	N	111	111

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5. Results of the Correlation Test between the "Beli Lokal" Campaign Variable (X) and Product Knowledge Variable (Y1)

Source: SPSS Processing (2024)

Correlations			
		"Beli Lokal"	Minat Gen Z
"Beli Lokal"	Pearson Correlation	1	.822**
	Sig. (2-tailed)		<.001
	N	111	111
Minat Gen Z	Pearson Correlation	.822**	1
	Sig. (2-tailed)	<.001	
	N	111	111

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6. Results of the Correlation Test between the "Beli Lokal" Campaign Variable (X) and Purchase Interest Variable (Y2)

Source: SPSS Processing (2024)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.386	.380	3.310

a. Predictors: (Constant), "Beli Lokal"

Table7. Results of the Determination Coefficient Test of the "Beli Lokal" Campaign Variable (X) with the Product Knowledge Variable (Y1)

Source: SPSS Processing (2024)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.675	.672	3.015

a. Predictors: (Constant), "Beli Lokal"

Table 8. Results of the Determination Coefficient Test of the "Beli Lokal" Campaign Variable (X) with the Purchase Interest in Local Products (Y2)

Source: SPSS Processing (2024)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.555	2.079		1.229	.222
	"Beli Lokal"	.606	.059	.675	10.191	<.001
	Product Knowledge	.296	.083	.236	3.570	<.001

a. Dependent Variable: Minat Gen Z

Table 9. Testing the Impact of the "BeliLokal" Campaign Variable on Tokopedia (X) Regarding Knowledge (Y1) and Interest in Purchasing (Y2) Indonesian-Made Products

Source: SPSS Processing (2024)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	18.593	1.611	11.538	<.001	
	"Beli Lokal"	.446	.054	.621	8.277	<.001

a. Dependent Variable: Product Knowledge

Table 10. The t-test Results of the "Beli Lokal" Campaign's (X) Influence on Knowledge of Indonesian-Made Products (Y1)

Source: SPSS Processing (2024)

discussion

Tokopedia’s “Beli Lokal” campaign successfully increased awareness and interest among respondents, making them more familiar with various local brands. More than half of the respondents strongly agreed that they became more knowledgeable about local brands because of this campaign. Additionally, the majority agreed that the quality of local products was comparable to that of foreign products, indicating a shift in attitude from the prior belief that foreign products were superior (Ellyawati & Anggi, 2015). However, the motivation indicator for changing behavior revealed a lower response; respondents did not always check the “BeliLokal” section when they intended to make a purchase.

Generation Z's interest in local products has yielded positive results. A significant majority of respondents, around 90%, expressed a strong desire to learn more about local products because of the "Beli Lokal" Campaign. Many also tend to recommend these products to their acquaintances and

show a willingness to purchase them, although not all go through with an actual transaction. Notably, most respondents indicated they would still choose to buy local products even without promotions like free shipping or cashback. This suggests that their interest is driven by the quality and personal preference of the products, rather than solely by promotional incentives.

Product knowledge significantly influences Generation Z's purchasing decisions and overall interest in fashion. The respondents in various surveys demonstrated a strong understanding of the key characteristics that define quality products. For instance, many recognized that shoes constructed with stitching are generally more durable and long-lasting compared to those made with glue. This awareness not only highlights their appreciation for craftsmanship but also reflects a deeper understanding of how product quality can impact their investment. Additionally, Gen Z values the role of fashion as a means of personal expression and social commentary. They comprehend that fashion choices can symbolize individual beliefs and contribute to societal narratives, enhancing their sense of belonging and social acceptance. This connection between fashion and identity fosters a greater appreciation for products that align with their values, driving their preference for quality items that are offered at reasonable prices. Ultimately, this extensive product knowledge empowers Generation Z to make informed purchasing decisions, leading to higher satisfaction levels with their choices.

Statistical analysis reveals that the “Beli Lokal” campaign exerts a significant influence on Generation Z's interest in local products, evidenced by a strong correlation of 82.2% and a coefficient of determination of 67.5%. This indicates that a considerable portion of the variation in Generation Z interest can be attributed to the campaign itself. While the campaign also positively affects product

knowledge about local offerings, the direct relationship between the campaign and interest is notably more pronounced. Through multiple linear regression tests, it has been demonstrated that even small increases in the focus and outreach of the “Beli Lokal” campaign led to measurable improvements in both product knowledge among Generation Z consumers and their enthusiasm for local products. This reinforces the hypothesis that the campaign not only enhances awareness of local products but also generates greater interest in purchasing them. Additionally, the research supports the notion that increased product knowledge further amplifies Generation Z's interest in local products. This suggests a symbiotic relationship: as consumers become more informed about the benefits and features of locally sourced goods, their interest and likelihood of supporting local businesses also grow. The study further proposes that the success of the “Beli Lokal” campaign is intricately linked to product knowledge. In essence, the more informed Generation Z consumers are about local products, the more likely they are to engage with the campaign, creating a feedback loop that bolsters the campaign's effectiveness. Overall, these findings underscore the critical role of both the “Beli Lokal” campaign and product knowledge in shaping Gen Z's preferences and purchasing behavior towards local offerings.

The findings of this study indicate that the Tokopedia “Beli Lokal” Campaign has successfully increased Generation Z's interest in local products. However, product knowledge does not significantly impact this interest. Additionally, Generation Z no longer views local products negatively. The results suggest that Generation Z is strongly interested in local products, supporting the theory of participation, which states that active engagement between the community—specifically Generation Z—and the power system, represented by the Tokopedia “Beli

Lokal" Campaign, can lead to development that benefits all parties involved. The success of the campaign is largely attributed to the intense interaction between these two parties and the implementation of the principle of mutual benefit. Generation Z's active participation in the "Beli Lokal" Campaign has the potential to boost the Indonesian economy, which is significant but has not yet been fully realized. Through this campaign, it is hoped that Generation Z's interest in domestic products will grow, showing that these products can compete with foreign-made items in terms of quality and style.

CONCLUSION

The findings of this study indicate that the Tokopedia "Beli Lokal" Campaign significantly enhances Generation Z's awareness and enthusiasm for local products, specifically those manufactured in Indonesia. There is a notable positive correlation between the activities associated with the Tokopedia "Beli Lokal" Campaign and the interest shown by Generation Z in these local products. This suggests that as engagement with the campaign increases—whether through promotional activities, educational content, or community outreach—so too does Generation Z's knowledge and appreciation for products made within their own country. Furthermore, the campaign has a pronounced effect on shaping respondents' attitudes, making it the most impactful factor compared to other variables measured in the study. However, despite this positive influence, the campaign has not yet succeeded in compelling respondents to actively seek out information or engage with the "Beli Lokal" (buy Local) section when they need specific products. This gap indicates that while awareness and interest are rising, there is still work to be done in converting that interest into proactive behavior and deeper engagement with local product offerings.

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