**You’ll Never Walk Alone: Pedestrian Marketing Goes Digital**

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**ABSTRACT**

This article explores the concept of ‘social marketing’ as an analytical entry point for understanding how rights and safety of pedestrian is marketed to promote behavioural change to yield the right way to pedestrians on the sidewalks of Indonesia. Understanding civil society communicating pedestrian rights as highly strategic, that is, communication to persuade and advocate street users in order to educate that sidewalks are intended for use by pedestrians. Three most noticeable Instagram accounts in front line of the cause are studied with 3805 posts enhanced with a mobile application and website links to the accounts as socialization agents. At the same time, we utilized also, in all cases, content analysis to observe implementation of social marketing elements to evaluate the different applications that have been practised in this niche marketing communication effort. The result shows that the platform was mainly used for broadcasting how public misused the sidewalks and undervalued the right of pedestrians. This civil-led social marketing also exploited repost content to promote the right of pedestrian on sidewalk. This effort in digital platform draws attention to how sidewalk should be prioritised to pedestrians and promoting behavioural change of car and motorcycle owner as well as street vendor.

**ABSTRAK**

Artikel ini mengkaji konsep ‘social marketing’ sebagai alat analisa dalam memahami bagaimana hak dan keamanan pejalan kaki dipasarkan guna mempromosikan perubahan perilaku menuju perbaikan perhatian pada hak pejalan kaki di trotoar di Indonesia. Pemahaman akan masyarakat sipil mengkomunikasikan hak pejalan kaki adalah strategis, komunikasi untuk mempengaruhi dan mengadvokasi pengguna jalan dalam mengedukasikan pesan bahwa trotoar diperuntukkan bagi pejalan kaki. Tiga akun Instagram terbesar dalam edukasi isu sosial ini dipelajari dengan total 3805 postings ditambah data dari aplikasi telepon genggam dan laman resmi yang tertaut dengan akun- akun ini. Observasi dilakukan dalam melihat pengimplementasian elemen ‘social marketing’yang berkaitan dengan usaha memasarkan hak pejalan kaki ini. Hasil yang didapat dalam telaah ini adalah kanal komunikasi yang dipilih digunakan untuk mengkomunikasikan bagaimana sebahagian publik menyalahgunakan trotoar dan merendahkan hak pejalan kaki. Usaha dari masyarakat sipi seperti ini juga mendayagunakan konten dari akun lain dalam mempromosikan hak pejalan kaki di trotoar. Pemasaran ide dalam kanal digital ini menarik perhatian publik terhadap bagaimana trotoar seharusnya dipriorotaskan bagi pejalan kaki dan bagaimana promosi ide perubahan perilaku pemilik mobil dan motor sekaligus juga penjaja kaki lima.

***Kata kunci: pejalan kaki, pemasaran sosial, perubahan perilaku, digital platform, social media.***

**INTRODUCTION**

Young adult and slightly older generation in the era of online communication used to consume information and persuasion via online media. Exposure push and pull information to their gadget has become inevitable for most of them. Meanwhile, social cohesion within them restrict their utilization of online media in a way of digital inclusion is a necessity to overcome social problem (Farooq et al., 2015). Affiliation to good cause has been a trend in digital era (Chon, 2016; Foster, 2012; Harris and Ruth, 2014). Thus, many more social causes marketing their way through online media breaking norm of persuading target audiences physically.

1. *Social Marketing Online*

Social marketing has similar concept to commercial marketing. Primary beneficiaries of the goal are the main factor that set them apart. Social marketing targets society, while commercial marketing answers to corporate stakeholders (Lee and Kotler, 2011). Some of the techniques to assist society in social marketing effort are creating portable content which noticeably posted for online platform and can easily accessed from gadget. A specific type of portable content is accustomed to social media generated contents.

Consequently, this marketing notion is thought to stem from classic marketing idea then advanced with social media utilization. Micro blogging where text is the king similarly image and video based social media are some of the channel of communication where social marketing flourishes to connect to their beneficiaries. Online activist nowadays as an activity and as a perception seems to take social media by storm. Social marketers could and have utilized Instagram, Facebook and YouTube as their marketing channel. This channel can also be seen as platform to collaborate between online activists and as agent of marketing messages. Are all social marketing campaigns utilized online media always effective? The answer to this question is not as simple as writing it down on paper. Some social marketing campaign produced poor result. Some campaign achieved positive program outcomes (Wymer, 2011).

Practitioner needs to underline that even though online platform is used widely and more accessed than before, there are certain method to target online users and understanding of online platform characteristic in order to succeed in the social marketing campaign. One of key concepts in the social marketing issue is accessibility. So, online platform opens up access to information as well as connection to target audiences with reference to society, based on the niche of the particular social marketing in question (Peattie and Peattie, 2009). Digital media has been a part of media and marketing campaign as techniques and strategies to win the audiences whereas the development of expansion of social network propelled the utilization of online platform.

1. *Indonesian Social Marketing*

Listed as the fourth largest population in the world, Indonesia has significant potential as social market, let alone commercial (Worldometer.info, 2019). At the same time, this huge audiences possess a challenge for social marketing. Some successful social marketing endeavor in Indonesia target a specific element in the society (Hornik et al.; Nguyen and Rowley, 2015; Pepall et al., 2006). The concept of segmentation is implemented by campaign launcher in the platform Kitabisa.com (Rijanto, 2018). This platform opens a playing field for any activist who wants to fund their social cause from public. It is basically a crowdfunding platform and most of the project funded through this website aims for social cause.

 Social marketing efforts is not only a domain for local institutions or activists, but international organization also launch social campaign in Indonesia. For example, ILO launched a campaign to improve healthy and responsible working environment (Parker et al., 2015). This type of internationalization of social marketing also involved local institution as agency in the field. Most of nongovernmental organization with link to international institution have targeted Indonesian for their social projects, in view of its big population.

Scientific conversation in the literature has mentioned how marketing field can be used for social cause. Social marketing practiced and sets its theory as an adaptation from the contemporary commercial marketing (Dann, 2010). Commercial marketing has enhanced earlier compare to social marketing in term of utilization of channel and innovation of marketing capabilities (Morgan et al., 2018).

**LITERATURE REVIEW**

Social marketing expanding its reach through variety of niche audiences and cause. Government body as an initiator of social marketing has been observed in national policy making process where social marketing policy can improve citizen well-being as one of the elements in the society as the target of marketing projects. Santos (2011) investigated the British policy on social marketing process. He found that complete understanding of the political process leads to better management of the national social marketing and can be copied and implemented to other countries. Using a mixed method of qualitative and quantitative, this study examined social marketing to reinforce public health efficiency implemented in England through National Social Marketing Strategy Team consisting of academics, Department of Health, social organizations and public health officers.

Health promotion, public policy, community coalition, financial and economy are not the only area of social marketing. Practitioners and policy makers need to know certain background knowledge on the concept of social marketing if they want to effect change in a competent way. Rundle-Thiele et al. (2019) explored framework as theory for effort to deliver a solution to social problem. They presented 10 goals to guide research direction in social marketing containing research design themes, building social marketing theories and innovating research methodologies. The implication of their study for practice revealed that practitioner need to understand barrier to and driver to change in ensuring a successful campaign.

The social marketing as a way to educate and promote social cause in Indonesia has been studied. The early literature discussed about social marketing and nutrition education in Indonesia (Manoff, 1984). It was a pilot project focusing on demand and supply of nutrition product in Indonesia. Applying qualitative methodology with open ended, focused interviewed with mother in the field, this study proposed how message of such social marketing effort is designed, the strategy how to employ media and what kind of media material should be applied. The findings highlited that any communication strategy targeting social marketing has to ensure participation and specific communication objective has to answer an immediate information needs and also combining face to face with media communicated communication is the better way to target the audiences.

De Pee et al. (1998) explored impact of social marketing on vegetables and eggs in Central Java. The study looked at social problem regarding deficiency of vitamin A in the area and proposes a solution using social marketing effort. Campaign launched to increase vitamin consumption found successful. The findings revealed with quantitative methodology using general questionnaire and statistical analysis contributing to the fact that social campaign found successful targeting audiences and increasing their knowledge and awarenes of comsumption of egg and vegetable in order to improve their vitamin A intake. This social campaign employed face to face communication as well as media mediated communication such as banner, poster, bilboard and radio.

Muhidin et al. (2015) investigated social marketing effort in educating social issue on maternal and child mortality. The study looked at how SIAGA program in Indonesia promotes the enhancement of public knowledge on the issue. The case study took place in Nusa Tenggara Timur (NTT) with the hight mortality rate in the country. The qualitative study revealed that engagement and practices toward better application of maternal and child health should be increased. In relation to social marketing techniques, printed publication material as educational tools help to promote the expansion of public knowledge and consistently communicating of existing knowledge about maternal health.

Our study hypothesized that civil society promoted a specific idea in the social media account can be categorized as social marketing. The niche “pedestrian marketing” is introduced in this study with exploration and supported literature review on social marketing. This concept of social marketing uses similar marketing model that has been examines in organizations and communities (Marshall et al., 2006).

Given social media’s utilization in marketing effort witness some significant consideration (Khan & Jan, 2019; Nolan & Dane, 2018; Zehrer and Grabmuller, 2012), how information in social media is counted as valuable as market research data, this study proposed investigating the niche effort of marketing social cause using Instagram account as the main communication channel. Social marketing adapted to technology and new media enhancement and has been utilized digital marketing and digital platform (Mehmet & Simmons, 2019). This research by Mehmet & Simmons (2019) used abductive framework using social marketing, wildlife and coexistence and policy literature. They extracted big data from Facebook and Twitter and compiled context, themes and subthemes for data analysis. They found that by understanding public discussion in the digital platform, social marketing can benefit and use the data to achieve the goal of the marketing effort. There are several marketing elements being implemented in the cases observed (especially digital marketing), enabling this study to determine the social marketing is actually can be explored and analysed.

**METHODOLOGY**

Data gathered, analyzed and explained and method on how the process of researching the subject are detailed in this section. This section also refers to the process involved from identification of Instagram account, data gathering and data analysis to result derived from the end of the research. Limitation of the research is this study rely on hashtags search as the pre-identification to reveal the sources of the data. There is a risk of some small Instagram account not mentioned in this study, but that limitation will not alter the result of the finding of this study. Majority of the coding from the data comes from the image and video related content. Text data, comment, hashtags including emoji are observed as the supplementary for analysis purposes in order to enrich the result. The study explored specifically how marketing efforts through Instagram is conducted by civil society in educating other road users to pay more attention to pedestrian right in the sidewalks.

1. *Data*

Data presented in this study comes from @koalisipejalankaki, @markirterus, and @trotoarian. These three Instagram accounts offer some understanding of the way civil society marketing pedestrian right of sidewalk. The oldest account is @koalisipejalankaki. It is also the biggest one in term of quantity followers and posts recorded in the bio section. The second biggest account is @markirterus. It has similar voice of advocating pedestrian right of sidewalks. The third one as the smallest account is @trotoarian, in term of the quantity of followers and post and the newest account created in the platform which advocating the same ideas. The three accounts contain image, text and video promoting similar idea which educating and pushing forward sidewalks as pedestrian walkway instead of parking spot, advertisement spot or street vendor selling spot.

Most data posted in the sources are photos. These photos vary in types. They range from user-generated contents to, some, repost contents, which taken from other personal and official government body accounts. Most photos are in good quality and viewable. The texts from captions, comments, mentioned of other accounts, and hashtags are also considered in the analysis. While videos in the post are not as significant in quantity as photos but the quality in terms of views is significant.

1. *Method*

The empirical sources for answering the research questions are using qualitative content analysis. Three Instagram accounts are studied as the core case of social marketing. The qualitative method is chosen for the reason of it is the method to interpret meaning of qualitative data in some degree, because data never ‘speak for itself’ but a specific meaning is embedded in the data (Schreier, 2012).

The sources are @koalisipejalankaki, @markirterus @trotoarian then later analyzed post per post to reveal how they use marketing element as social marketing effort especially in digital platform. These three accounts are the ones which have the advocating content within the area of pedestrian marketing. The study with content analysis with 3805 postings total for all Instagram accounts that are using image, video and text content for purpose that vary from the detection of misuse of sidewalks as parking spots for motorbikes and cars, advertisement banners was obstructing the pedestrian way to motorcycles are riding on the pedestrian path. This is the preliminary identification of data from searching and observing several hashtags related to the advocating the right of pedestrian on the sidewalks which narrowed this process of identification of data sources into these three accounts.

Secondary sources are a mobile application and website links which will be an added marketing tool for this social cause. These sources will be studied as how this pedestrian marketing by civil society in this small scale utilized digital platform more than social media. Thus, Instagram accounts are the main data sources for this research. This specific website and mobile application are the extension of Instagram accounts in order to understand the whole social marketing of this pedestrian right.

Each post will be taken as an individual case which approach to understand the meaning of data as how pedestrian marketing was advocated to public in Indonesian. The data found in the Instagram accounts were chosen on the basis of a most relatable marketing effort to the social cause that is well suited to answer the research questions. By studying posts that promoted the pedestrian right over sidewalks, it becomes possible to detect features of the marketing that enable and constrain mode of social marketing within the digital platform. Data available in the gathered sources is studied to fulfill the noncommercial motive which is to share key concepts and lesson derived from the analysis of the meaning of any data in the social media world. (Shalin, 2017). The data gathering process is accumulated data as the total postings at the end of the research period. Hence, the data compiled and categorized in a coding process. The coding resulted in different code to better understand the meaning of data in hand.

Coding process, firstly, started with preparing the data follows by reflecting on, documenting personal perceptions based on literature, manually assign code to data, developing categories and lastly, connecting the categories (Adu, 2019). Data was prepared through following the three accounts with researcher personal account and direct-messaged the admin managing the account for checking whether the account still active or inactive. Manually scrolling down to all posts in the accounts until the end of the line to find the first post. Following that reflecting upon the ideas being promoted and marketed in the accounts. The perspective and biases found in this particular acknowledging process are revealing to the understanding of how civil society marketed social improvement, which will be further elaborated in the analysis part in the next chapter.

The subsequent step is assigning codes to these data manually. Codes are recognized from the meaning of data then categorized as code to make process of analysis in place. The codes that are assigned resulted from previous steps followed by developing categories which will be discussed in the analysis. Categories found then connected from generating a pattern in Instagram accounts content.

**RESULT AND DISCUSSION**

Pedestrian marketing is an effort of promoting the right of pedestrian on sidewalks and their standard wellbeing in relations to the facility, infrastructure and other road users’ behavior. In Indonesia, there has been less focus on pedestrians’ wellbeing compare to other road users. It is found from the study that other road users need more awareness and education in respecting pedestrians on the road. Details of the findings from this study will be elaborated below categorized as sectional ideas highlighting on how Indonesian civil society market pedestrian wellbeing via Instagram.

1. *International vs. National*

The three Instagram accounts as the source of data observed in this study are local element of civil society targeting Indonesian as target audiences. National coverage is the aim for these three accounts. Most of the photos posted comes from location around Jakarta area. It has been Jakarta was listed in 63.32 out of 100 in infrastructure security which mean that infrastructure has not given enough security for the resident including road infrastructure for pedestrian (Nag, 2018). There are some portion of the photos taken from location outside Jakarta area for example Bogor, Depok, Palembang, Bandung, Yogyakarta, Surabaya, Malang, Medan, etc. Local governmental and nongovernmental organizations also are mentioned, and their content are reposted.

While national target is shown as the main focus. Data also shows some international coverage content for example repost content from @ifpedestrians which an international nongovernment institution which promoting the right of pedestrians. @koalisipejalankaki is a member of the international organization and regularly reposts content from the organization timeline. @koalisipejalankaki also launched the same offline campaign similar to the one launched by @ifpedestrians. This campaign capture pedestrians who used hopscotch drew deliberately onto sidewalks in Jakarta.

There is also a content about pedestrian-friendly cities around the world showing some cities if organized well can have better awareness to pedestrian right on the sidewalks. There are some repost contents from @worldeconomicforum supporting the promotion of healthy urban life. One repost-video promoting scramble crosswalk installed in intersection in Los Angeles, USA which attracting comments from netizen about how this type of crosswalk can solve intersection crossing issue for pedestrians. A repost from @bbcnews about silly walk campaign reportage organized by Monty Python comedy troupe. There were hundreds of people involved in the campaign held in Budapest, Hungary. This international campaign resonates with pedestrians right where Budapest is a comfortable city for pedestrians. This video post is an inspiration to the target audiences of this pedestrian marketing that when the infrastructure well-designed for pedestrians, pedestrian can have more fun on the street. A satirical video reposted from foxnews. It shows how “animal” pedestrians in group crossing the road seriously and diligently without any crosswalk or traffic light.

Language used in the data is mostly Indonesian with some posts from international organization and news sources which copied pasted as they are in English. It does not take away the main target audiences of pedestrian marketing which are Indonesian.

1. *Discipline vs. Shaming*

One of the patterns of idea in the content is looking to educate and share act of discipline among road users especially emphasizing on pedestrians right on sidewalks. There are several postings in sources of data in the form of poster and flyer encouraging public to follow rules, regulation, social norm and value. The target audiences in these particular posts are motor vehicle owner, street vendor, and local government body in relation to policy change or regulation enforcement. The poster is presented in the postings as photo capture on scene and some photo also presented as softcopy file. There are some photo and videos covering regulation enforcing act, for example, some volunteers holding up flyers on the street and local government team pulling some motorbikes off sidewalks because they are parking in the off-limits spot.

Social media and most of mass media treat controversial content as valuable because it has potential to draw more attention than the “normal” content. Content found in the data shows that photo of motor vehicles parking and behaving disregarding pedestrians leading to shaming. The accounts as the original owner of the contents then mentioned. This technique works as a shaming by getting public notice of this person or group wrongly act in relations to pedestrians right. The street vendor photo and video also posted showing photos small scale and big scale commercial block sidewalk for pedestrian mobility. The shaming of motorbike or car which block pedestrian walkway invites conversation into issue of credibility and credentials. Some of the comment mentioned that the accounts should cover the plate number of the vehicle. Some motor vehicle owners even commented and apologized in the comment section because of this technique.

Sidewalk in Indonesia has different quality and maintenance status across the nation. These accounts posted video and photos regarding the condition of sidewalks. The bad quality sidewalks photos and videos range from photos of pavement with holes filled with water from the rain a night earlier to video of a pedestrian walking down the sidewalk and found a drainage without a cover which is very dangerous for pedestrians. Mantainance and taking care of

A post shows a photo proposing how an infrastructure is actually disregard the pedestrian in Jakarta. The caption targeted to provincial government of Jakarta and Instagram account of the governor is mentioned. It is a construction of culture spot with concrete which at the end of the built will eliminate most of the tree and sidewalks around the area. @koalisipejalankaki initiate a campaign #TamasyaTrotoarKita with invitation to share photos or evidence condition of infrastructure of sidewalks from anywhere in the country. The invitation to enjoy walking down a comfortable sidewalk and playing a game of hopscotch is also promoted with the campaign. The data pointed to this theme of discussion also revealed good condition of sidewalk as example or an ideal condition around the country. Some photos posted also shows good condition and quality in some places in Indonesia. A photo also shows how Japan local authority designed their drainage cover with colorful drawing.

The data shows along this theme posts in the Instagram accounts also covering quality of sidewalks in relations to the wellbeing of pedestrians. A post on sidewalks which installed with steep curve making it hard to walk along the pedestrians’ path. Another post on sidewalks with big trees in the middle of the path making all the the pedestrians must walk around it and get off the sidewalk. Another post on sidewalks with big plant vase placed in the middle of it blocking pedestrians to walk through it. A critic on quality of sidewalk near Jakarta MRT lane invited an official account comment and clarification after @koalisipejalankaki mentioned the account in the caption of the post.

Comparing and contrasting is one of the methods used in the pedestrian marketing by the accounts. A repost from @ifpedestrians shows two different photos (before and after) when the authority in Amsterdam removing 10,000 car parking places from the street. It shows the better quality of sidewalk after the removing. A video repost from @ifpedestrians shows a comparison of a number of cars on the street and the same number of people in the car if the people just walk to their destination. It shows better condition of street when most people walk.

1. *Users Generated Content (UGC) vs. Repost Content*

The data contains both users generated and repost contents in the three Instagram accounts. The accounts invite public to send their photos relating to streets, sidewalk, discipline on the traffic situation. The photos also mentioned all the account as the owner of the original photos. There are balanced proportion between users generated and repost contents found in the data. UGC refers to original content from administrator. This UGC varied from poster encouraging public to send their content in regard of pedestrians, video of motorbike riders using pedestrian path to avoid traffic jam, photos of the behavior of road users in Indonesia an international.

 Repost content is the extension of invitation from administrator of accounts targeted to public to send their content and then the administrator of accounts post it as repost content. Individual accounts are source of repost content in relations to motor vehicle owner behavior that neglect pedestrians right, for example a repost from @un1c0rn1902 where a photo shows three motorbike parked in the pedestrians’ path and the repost also include some mentions in caption to @aniesbaswedan, @dishubjakarta and @dkijakarta. This type of technique aims for this incident of perpetrator who often disregard the right of pedestrians. The motor vehicle owner is not the only party in this theme. A violation of pedestrian right also committed by street vendors who habitually make walking on pedestrians’ path unbearable because of the garbage, space and accessibility. Repost content also comes from local authority, for example poster from campaigns organization by @dishubjakarta, @ntmc\_polri, @dishubsurabaya, etc. Also, some repost contain actions form the local authority when they confiscated motor vehicle or street vendor from the pedestrians’ path.

**CONCLUSION**

While government and nongovernmental body launch campaign to educate and change behaviour of society, civil society with its limitation also contributes in this type on campaign ( Cooper et al., 2019; Gray et al., 2018; Metcalf, 2018; Peacock, et al., 2018; Siff, 2019; Xu, 2018). Politics, health, equality and road safety are some of the targeted domain in social campaign in Indonesia (Acciaioli, 2018; Alam, 2018; Haryanto, 2018; Sastiawati, 2018;). This particular study investigates how civil society contribute to behavioral change of society to the better, particularly the use of social media as a communication tools for the social marketing. The social marketing organized by the three Instagram account (@koalisipejalankaki,@trotoarian, and @markirterus) focuses on guarding pedestrian right in the sidewalk of Indonesia. This pedestrian marketing effort launched in Instagram and extended to website and mobile application. The study looks at Instagram as the main channel, while website and mobile application only additional data. The @koalisipejalankaki as the biggest provider of data in this study founded in 2012 with social media a the preliminary communication channel. The website started in 2018 containing deeper and longer text because of the characteristic of website which is different with Instagram, Twitter and Facebook.

This study provides evidences of social marketing promoting pedestrian right in the sidewalk of Indonesia using social media as the main communication channel. Social marketing is a development of commercial marketing to target specific audiences with slightly different goals. Social challenge solution, social education, behavioral change and improve public knowledge on a certain social issue are some of the goals of social marketing (Muhidin et al., 2015). The pedestrian marketing in Instagram utilized digital marketing strategies to reach its goals. They employed videos, photos, poster and text to encourage discipline at the same time shaming the perpretator who disregard the right of pedestrians. They networked with other accounts (governmental and nongovernment element) using sharing contents, hastaging, mentioning techniques in order to build a communication and community around the right of pedestrian.

From the findings, the study suggest that there are some aspect that they can improve, such as they need to promote pedestrian right with combination of communication channel as stated in the literature. Social media channel works to influence netizen but they might need to combine the communication channel with face to face (which they have done and need to increase) as media mediated communication (hardcopy) such as banner, poster, and bilboard. This type of social marketing takes some times to attract audiences participation. The literature mentioned about how important participation from target audiences. This pedestrian marketing started in social media since 2012 and website launched in 2018 at the same time with mobile application. Participation from followers in social media started just a few years back and the administrator so far manage it well. They also used the mentioned and hashtag to build participation from public. Participation from public then enlarge to mass media coverage as participation getting larger. Target audiences focus is important when the marketer for pedestrian right target motor vehicle owners, they also target street vendor and also the target governmental body for policy change. This fact take the analysis to unfocus goal which they want to change ill behaviour of motor vehicle owner. They also want to change policy of local government which disregard the right of pedestrian on the sidewalk in Indonesia for example the Tanah Abang case where the Jakarta Governor allows street vendor to sell on sidewalk which supposed to be pedestrians’ path.

We can see that pedestrian marketing evolve through out time and not happened over night. The engagement and participation of from stakeholder or target audiences are shown in the pedestrian marketing from the data. Stakeholders are not limited to target audiences where social marketing effort directed to, but as wide as internal and external related parties that directly and indirectly potentially effected by the social marketing campaign. This affect will result in stakeholder participation with the social cause (McHugh et al, 2018). To have a concept of stakeholder in mind instead of target audiences, enable social marketer construct communication and marketing process differently. McHugh et al. (2019) underlined that any social marketing campaign need to create program which working “with” the stakeholder, not “on” the stakeholder. When this type of mind set has ben implanted in social marketing effort, any marketing element from marketing media to marketing message will be package not toward the stakeholder but involve the stakeholder. This involvement translates into engagement to the social cause. Engagement could augment into loyality and attachment to social cause. When public attracted to social cause, public moves a step further to loyality and attachmen. The conversation in social media from the case study rarely translates into loyality and attachment unless a certain element of the public believe in the same cause.

In this study, the result indicates that the pedestrian marketer working with stakeholders in a form of reposting content from other accounts who share similar agenda. Reposting some images of car parking on pedestrian path taken from some people accounts is a way of reaching out to people of the same agenda. The agenda is clear stating pedestrian belong on sidewalk not car. The result from data in this study shows comparable pattern with videos of motorbikers riding on the pedestrian path taken from some accounts and broadcast them in their account. The findings of reposting posters’ campaign from local government body imply that pedestrian marketing support any attempt that incline to the right of pedestrian on sidewalk. On the other hand, images and videos of poor quality sidewalk infrastructures posted on the account imply that someone has to pay attention on the issue. The data also shows that the accounts actively encouraging followers to send o share photos and video regarding pedestrian right to their timeline, DM or email. The evidences show pedestrian marketing attempt to work “with” stakeholder.

Social marketing promotes social cause. This cause is a locomotive of the whole process targeted to specific audiences. Social marketing packages ideas attracting public to a specific social cause. Through element of social marketing, organizer deliver their message through chosen channel in order to change behavior around social cause. The limitation of the study which is only focus on a particular social media should motivating further research on study of digital social marketing on different digital platform to reveal findings that enrich the study of digital communication. Facebook, Twitter and Instagram with its easy accessibility hold a high potential for social marketing communication channel in the future.

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