# Cultural Event, Social Media, And Local Community Empowerment (A Case Study Of The 2024 Jember Fashion Carnaval Campaign On Instagram, TikTok, And YouTube)

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## Abstract

This study explores the role of social media in cultural events and the empowerment of local communities, focusing on the 2024 Jember Fashion Carnaval (JFC) social media campaign on Instagram, TikTok, and YouTube. With the increasing influence of social media in modern communication and promotion, this research investigates how these platforms are utilized by JFC to broaden its audience reach, engage with a global audience, and promote local culture. Known for its spectacular fashion parade and innovative art presentations, the event leverages social media as a strategic tool for promotion and community empowerment. Using qualitative methods, including interviews and content analysis, this study assesses the effectiveness of the campaign in developing local skills, fostering cultural exchange, and creating economic opportunities for the Jember community. Additionally, the research evaluates the impact of digital platforms in enhancing public participation and increasing the event's international visibility. This study provides valuable insights into optimizing social media strategies for promoting cultural heritage and empowering local communities in the digital age.

*Keywords*: Social Media, Jember Fashion Carnaval, Local Community Empowerment, Digital Campaign, Local Culture

## INTRODUCTION

Social media has become a crucial communication tool in modern life, enabling real-time interaction among people. Through these platforms, users can share images, photos, and videos, thereby expanding their communication reach beyond geographical boundaries. According to Rulli (2015:8), the development of new media has made social media extremely popular.

According to Philip Kotler and Kevin Keller (2009), social media is a platform that allows its users to share information in the form of text, images, audio, and video among themselves. Therefore, it can be understood that social media is an online platform that enables internet users to create, interact, and exchange information through the content and features provided.

In the modern era, 62.3% of the world's population, or about 5.04 billion people, have social media accounts (We Are Social, 2024). In Indonesia, as of early 2024, there were 185.3 million internet users (66.5% penetration), 139.0 million social media users (49.9% of the total population), and 353.3 million active mobile connections (126.8% of the population). Indonesia's population increased by 2.3 million (+0.8%) compared to early 2023, with a composition of 49.7% female and 50.3% male. 58.9% of the population lives in urban areas, while 41.1% resides in rural areas (GWI, 2024).

The popularity of social media platforms such as Instagram, TikTok, and YouTube has significantly increased in recent years, especially in attracting global audiences. These platforms are not only used for entertainment but also serve as efficient communication tools and highly effective promotional channels for both

individuals and companies. Social media has transformed the way we communicate by enabling real-time connectivity, facilitating social interactions, and expanding the reach of messages across geographical borders. Moreover, social media has become an essential element in digital marketing strategies to enhance audience engagement and loyalty.



**Gambar 1.1** Statistik Jumlah Media Sosial
(Sumber Gambar: DataReportal, Statcounter 2024)

In 2024, Indonesia had 139 million social media users, covering almost 50 percent of the total population. This figure highlights the significant impact of social media on communication and promotion, especially in a country with a large population like Indonesia. Platforms such as YouTube, with 139 million users, TikTok with 127 million users, and Instagram with 118 million users, have become the primary media for brands, influencers, and the public to create and connect with a broader community (DataReportal and Statcounter, 2024).
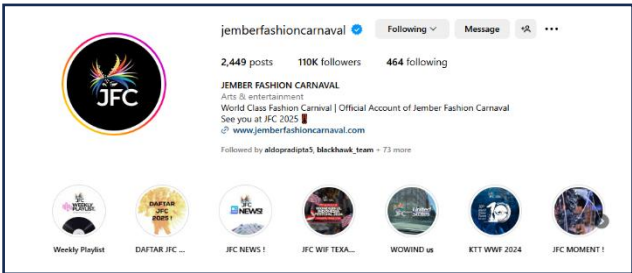


**Gambar 1.2** Jember Fashion Carnaval
(Sumber Gambar: Instagram @jemberfashioncarnaval)

The Jember Fashion Carnaval (JFC) is one of the largest fashion carnivals in the world and has become a source of pride for Indonesia, particularly for the people of Jember. Since its inception in 2003, JFC has rapidly grown and succeeded in attracting international attention with its spectacular costume parades, blending elements of art, culture, and fashion in each of its performances. Originating from the initiative of a local designer, Dynand Fariz, JFC has now become an annual event eagerly awaited not only by the Indonesian public but also by audiences from various parts of the world. This carnival promotes Indonesia's cultural diversity to the world while strengthening local identity through innovative creativity.
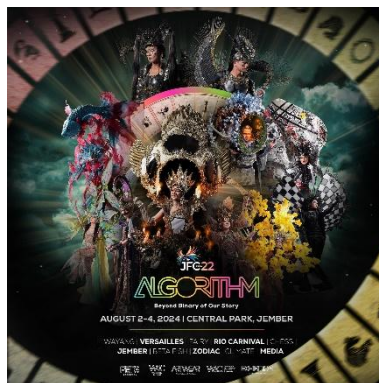
**Gambar 1.3** Tema *Algorithm*
(Sumber Gambar: Instagram @jemberfashioncarnaval**)**

In 2024, JFC adopted the theme "Algorithm" with the tagline "Beyond Binary of Our Story," which represents the interconnectedness of the various elements that have shaped the long journey of JFC since its inception. This theme reflects a complex and dynamic creative process, transforming what initially appeared as separate parts into a cohesive story that links various aspects of culture, art, and innovation. In this edition, JFC presents 10 defiles, each exploring a deep theme, such as Wayang, Chess, Climate Change, and Rio Carnaval, Jember, which address both local and global issues. JFC's commitment to sustainability is also reflected in the use of at least 30% recycled materials in every costume, marking the evolution of this event as a creative, environmentally conscious platform (Jember Fashion Carnaval, 2024).

On the other hand, the local community participating in JFC activities also benefits significantly from skills development and creativity. Their participation includes various training sessions, such as workshops on recycled costumes and character makeup, fashion show runway walks, and training of trainers (TOT). Additionally, participants are involved in other trainings, including basic makeup, character creation, dance classes, choreography, public speaking, personal branding, leadership, and runway classes, all designed to enhance their artistic and leadership skills. These training programs provide opportunities for local community members not only to engage creatively in JFC but also to develop themselves in areas that contribute to enhancing their capabilities and overall well-being. Thus, JFC succeeds not only as an international event that elevates Indonesian culture but also as a platform for empowering the local community through education and skills training (Jember Fashion Carnaval, 2024).

As JFC returns with a major theme celebrating the cultural diversity of the archipelago, the digital communication campaign on social media platforms such as Instagram, TikTok, and YouTube has become the primary strategy to expand reach and audience engagement. The development of digital technology has transformed how people access information and interact with cultural events. Social media is now the main platform for delivering cultural messages that are easily accessible to various audiences. However, social media is not only a promotional tool; it also holds the potential to empower local communities through direct involvement in digital campaigns, such as content creation, engagement of creative communities, and promoting local businesses associated with JFC. Effective communication is necessary to convey JFC's main message of preserving culture through artistic innovation while building strong connections between local and global communities. Therefore, it is important to understand how this communication campaign is carried out, especially through Instagram, TikTok, and YouTube platforms, and its impact on local community empowerment. This approach not only helps JFC become a world-class cultural event showcasing Indonesia's rich heritage but also provides a positive impact on the development of the local community in Jember (Jember Fashion Carnaval, 2024). Consequently, this research aims to analyze the "Cultural Event Social Media and Local Community Empowerment (Case Study of the 2024 Jember Fashion Carnaval Campaign on Instagram, TikTok, and YouTube)."

## LITERATUR REVIEW

The purpose of this literature review is to examine previous research that has explored similar and relevant topics to this study. This review helps to identify the extent to which the research on this topic has been

conducted and to understand what has already been done by other researchers. It also seeks to find gaps that this research can fill.

## a. Research on Social Media Campaigns for Empowerment

The first study, titled "Perancangan Media Sosial Instagram untuk Memberdayakan LSM Lingkungan Hidup" (Hartanto et al., 2022), addresses the challenges faced by the environmental NGO PEPULIH in delivering their messages to the younger generation. The communication barriers were overcome by optimizing the use of Instagram as the main platform. The strategies designed included selecting the right colors, creating relevant content, and improving interactions within a measurable duration. As a result, PEPULIH was able to increase youth engagement and awareness, leading to a positive impact on the recovery of their presence in the community.

A second study, "Strategi Media Sosial oleh Borneo Orangutan Survival Foundation (BOS Foundation)" (Yemima & Rusdi, 2020), examined the campaign by the BOS Foundation, driven by the threat to orangutan habitats from human activities and palm oil plantation expansion. The foundation used Instagram to run an awareness campaign, transcending the barriers of time and distance to reach their audience. Using the SOSTAC framework as their guide, the study revealed that Instagram's visuals and compelling captions were effective in delivering their message and engaging the audience.

The third study by Thejaswini and Haneef (2020), "Intersections of Protest, Art, and Networked Space: Analysis of the Artistic Protest Post Carnival," explored the digital transformation of a physical protest into a digital space, focusing on social media platforms like Facebook. Their research found that digital protests allowed for broader participation, including users unable to attend physically, with the interaction taking place through comments, likes, and shares.

## b. Social Media for Public Health and Social Campaigns

Jordyn Birmingham and colleagues' research on "StreetTalk: Exploring Energy Insecurity in New York City" (2024) introduced the StreetTalk method that combined street intercept interviews with social media dissemination, such as TikTok and Instagram. This approach significantly accelerated the spread of information compared to traditional methods, thus demonstrating how social media can enhance public awareness on urgent issues.

Similarly, the study by Ghanem Ayed Elhersh et al. (2024), "Instagram for Audience Engagement: An Evaluation of the CERC Framework in the GCC Nations for Digital Public Health During the Covid-19 Pandemic," assessed how Instagram facilitated public health communication. By applying the Crisis and Emergency Risk Communication (CERC) framework, the research found that Instagram was highly effective in engaging audiences through visual content, a key factor during health crises like the COVID-19 pandemic.

## c. The Role of Social Media in Community Engagement and Local Empowerment

The study by Antika and Tunggali (2021) on the "Adopt Don't Buy" campaign by Yogyakarta Adoption Community focused on using social media for social change. The study showed that social media was essential for increasing community engagement by employing local influencers and sharing personal stories to encourage adoption. Their qualitative research highlighted the role of social media in mobilizing audiences and fostering a sense of community through online communication.

## d. Social Media in Promoting Local Culture and Empowerment

The studies above emphasize the use of social media for community empowerment, particularly in social campaigns. Similar to previous studies, the research on "Strategi Media Sosial Jember Fashion Carnaval 2024 (Studi Kasus Kampanye di Instagram, TikTok, dan YouTube untuk Pemberdayaan Masyarakat Lokal)" also focuses on leveraging social media platforms like Instagram, TikTok, and YouTube to promote local culture, empower communities, and enhance public participation. This research builds on previous studies like Hartanto et al. (2022) and Yemima & Rusdi (2020), particularly in how digital campaigns can boost local engagement and raise awareness about important issues.

A key similarity between this research and those conducted by Thejaswini and Haneef (2020) and Antika and Tunggali (2021) is the use of qualitative research methods such as interviews and observations to analyze social media campaigns. Additionally, this research incorporates a case study approach, which allows for a

deeper understanding of the specific topic being studied, in this case, the 2024 Jember Fashion Carnaval's digital campaign.

## e. Theoretical Frameworks and Research Gaps

This study aims to examine the application of mass communication in the context of social media, with a focus on Jember Fashion Carnaval (JFC). Mass communication is the process of disseminating messages to a broad and diverse audience, and many experts argue that mass media has the power to influence large numbers of people. Bittner (in Romli, 2016) explains that mass communication involves using media to spread messages widely to many people. Defleur and Dennis McQuail (in Riswandi, 2009) further state that mass communication is a process in which communicators use media to distribute messages and create the intended meanings, aiming to influence a wide and varied audience.

Morissan (2008) provides a simpler explanation, noting that mass communication is typically carried out through technical media such as newspapers, radio, and television. However, in this study, social media platforms like Instagram, TikTok, and YouTube are the main focus, due to their increasing importance as communication channels in the digital age. Social media not only allows messages to spread more quickly and broadly but also enables the reach of a much more diverse and global audience.

Mass communication has specific characteristics that distinguish it from other forms of communication, such as interpersonal, intrapersonal, or group communication. Hafied Cangara (2005) identifies five key characteristics of mass communication: (1) Institutionalized, meaning that media is managed by organized institutions or companies; (2) One-way, where communication is primarily from the communicator to the audience without direct interaction; (3) Extensive and simultaneous, meaning that messages can reach a very large and diverse audience at the same time; (4) Open, with messages intended for everyone without limiting specific groups; and (5) Dependence on technical equipment, to enable the widespread distribution of messages.

In the context of social media, the effects of mass communication are divided into three main categories according to Romli (2016): (1) Cognitive effects, which relate to the increase in audience knowledge; (2) Affective effects, which refer to the emotional changes experienced by the audience after receiving a message; and (3) Behavioral effects, which involve changes in the actions or behaviors of the audience. These effects are particularly visible in the responses of audiences to content or campaigns shared by major accounts or celebrities involved in Jember Fashion Carnaval.

Robert K. Merton (in Romli, 2016) also distinguishes two functions of mass communication: manifest function and latent function. The manifest function includes the dissemination of information about organized events or activities, while the latent function relates to the formation of image or hidden social influence, which may change depending on the context. In the analysis of JFC's social media, both functions are highly relevant. The manifest function can be observed in the spread of information related to the JFC event, while the latent function might relate to the creation of image and social narratives surrounding the event.

Sutherland (2021) explains that social media strategy is a structured plan used to optimize the use of social media platforms to achieve specific objectives. Sutherland divides the components of social media strategy into five main stages: goals, SMART objectives, tactics, audience research, and budgeting.

## a. Goals

The first step in designing a social media strategy is defining the goals. These goals describe the desired outcomes that are to be achieved through structured and sustained efforts. In the case of Jember Fashion Carnaval (JFC), the goals could include raising awareness of the event, attracting more visitors, or introducing local culture to a global audience. Clear and measurable goals are critical to ensure that all social media activities align with the overarching vision of the event.

## b. SMART Objectives

Sutherland emphasizes the importance of setting SMART (Specific, Measurable, Achievable, Realistic, Timely) objectives. SMART objectives help provide clearer focus in achieving the defined goals. For instance, JFC could set objectives such as "Increase Instagram followers by 20% within three months" or "Boost TikTok engagement by 15% in the next two months." Measurable objectives allow for a more objective evaluation of the effectiveness of the social media strategy.

### c. Tactics

Tactics are the specific actions taken to achieve the defined goals and objectives. Sutherland categorizes tactics into two types: organic and paid. Organic tactics rely on high-quality content and increased interaction with the audience, such as Instagram posts, stories, or TikTok videos. Paid tactics involve the use of advertisements and influencer marketing, which can significantly expand the reach of the content. In the case of JFC, organic tactics could involve sharing engaging content about local culture and visual stories that drive audience interaction, while paid tactics could be used to enhance visibility and attract a broader audience from various regions.

### d. Audience Research

Audience research is a crucial component in designing an effective social media strategy. Sutherland (2021) recommends analyzing the audience based on demographics, psychographics, and their content consumption habits. JFC needs to conduct audience research to understand characteristics such as age, location, interests, and behavioral patterns on social media platforms. This research can be conducted using social media platform analytics, surveys, or focus groups to gain deeper insights, helping to select the most effective platforms and relevant messages.

### e. Budgeting

Budgeting is an essential element of social media strategy, as available funds can influence the scale and effectiveness of the social media campaign. With the right budget, JFC can enhance their visibility through paid ads, utilize advanced social media management tools, or collaborate with influencers to promote their event. Sutherland (2021) stresses that proper allocation of the budget is critical to achieving optimal results. Therefore, JFC needs to carefully consider how funds are allocated for ads, analytics tools, and content management to ensure the success of their social media campaigns.

The application of mass communication theory in the context of social media provides valuable insights for designing effective communication strategies for large events such as Jember Fashion Carnaval. By utilizing mass communication theory and a structured social media strategy, JFC can leverage social media platforms to raise awareness about the event and introduce local culture to a global audience. Through the use of appropriate tactics, a deep understanding of the audience, and efficient budget management, JFC can strengthen its position in the digital world and increase the impact and engagement of its audience.

## METHOD

This study adopts a qualitative research approach using a case study method to investigate the impact of Jember Fashion Carnaval's (JFC) social media campaign on local community empowerment. The case study method, as defined by Yin (2018), is ideal for exploring contemporary phenomena within their real-life context, allowing the researcher to gain a deeper understanding of how JFC's social media strategies are implemented. The study will focus on how JFC leverages platforms like Instagram, TikTok, and YouTube to engage local and global audiences, raise awareness about cultural and environmental issues, and promote local businesses through digital activism.

Data collection will involve three main techniques: observations, interviews, and documentary analysis. Observations will be conducted during JFC 2024 events to directly witness how social media is integrated into the carnival experience and how audience members engage with online content. Interviews will be held with key informants, including the President of JFC, the Program & Development Director, and the Event Director for Training and Education, to gather insights into the strategies, objectives, and impacts of the social media campaigns. Additionally, documentary analysis will involve reviewing JFC's social media content, including posts, stories, and videos on Instagram, TikTok, and YouTube, to examine how these platforms are used to promote cultural messages and engage with the audience.

The data collected will be analyzed using Miles and Huberman's (1994) qualitative data analysis framework, which includes three key stages: data reduction, data display, and conclusion drawing. Data reduction will focus on identifying key social media strategies and patterns of engagement. Data will then be displayed in a structured format to summarize key findings, while conclusions will be drawn regarding the effectiveness of JFC's social media campaigns in fostering community empowerment. The triangulation method

will be used to ensure the validity and reliability of the findings by cross-referencing data from different sources, thus providing a comprehensive understanding of the research topic.

## RESULTS AND DISCUSSION

This section presents the results and discussion based on the implementation of the social media strategy by Jember Fashion Carnaval (JFC) 2024. The campaign's effectiveness is evaluated in terms of its ability to engage audiences, expand the festival's global reach, and empower the local community. Insights from interviews with key JFC stakeholders, such as Budi Setiawan, the President of JFC, David K. Susilo, the Program & Development Director, and Mekki Partria, the Media Social Manager, help provide a deeper understanding of how social media platforms such as Instagram, TikTok, and YouTube contributed to the success of JFC 2024.

## a. Social Media Strategy and Audience Engagement

### 1. Instagram

JFC's use of Instagram, TikTok, and YouTube proved to be highly effective in boosting the festival's visibility and fostering engagement. Through Instagram, JFC capitalized on visual storytelling by posting high-quality images and videos of the event, costume designs, and behind-the-scenes moments. These elements played a key role in expanding the festival's reach to global audiences. According to Budi Setiawan,
*"Instagram for us is not just a platform for promotion, but a window to tell the world about the arts, culture, and local products from Jember"* (Interview Budi Setiawan, January 15, 2025).

The use of Reels on Instagram proved particularly successful, with certain posts achieving over 850,000 impressions, proving the platform's capability to quickly engage a large audience. Instagram also helped JFC foster deeper connections with their followers through the use of Instagram Stories, which enabled the team to provide real-time updates, interact with audiences, and share exclusive content from the event.

Instagram Stories was utilized by Jember Fashion Carnaval (JFC) to provide real-time updates and share exclusive behind-the-scenes content. This feature allowed JFC to create a more personal connection with its audience, inviting followers to actively engage in every moment of the event, such as choosing themes or showcasing costume designs. It became a powerful tool for fostering a sense of involvement, making the audience feel like they were part of the creative process.

Budi Setiawan, the President of JFC, emphasized that Instagram is not just a promotional platform, but a window to the world through which JFC introduces local culture. He expressed, "Through photos and videos, we want the global audience to feel the spirit of this festival and get to know local UMKM products" (Interview, Budi Setiawan, January 15, 2025). By leveraging Instagram to promote local products, JFC successfully captured the attention of the global market, opening up new international opportunities for local businesses in Jember.

However, despite Instagram's success as the primary platform, the Instagram Live feature was underutilized during the event. If utilized, this feature could have enhanced real-time interaction, especially for those unable to attend in person. Live streaming would have provided a more authentic experience for remote audiences, strengthening their connection with the event and further boosting engagement.

### 2. TikTok

TikTok played a crucial role in reaching younger audiences, particularly from Generation Z, who are known for their love of viral content and ever-evolving trends. This platform provided Jember Fashion Carnaval (JFC) with the opportunity to interact directly with a younger audience through creative short videos and challenges that encouraged participation.

One of the most successful campaigns was the #JFC2024 Challenge, which garnered over 600,000 views in just two weeks. This campaign involved the audience in creating costume or makeup videos inspired by JFC's theme, which not only generated active engagement but also significantly increased the festival's visibility. This activity helped JFC connect more deeply with younger audiences and foster a sense of ownership toward the festival.

In addition, TikTok Shop was also used to promote local UMKM products, such as batik, handmade crafts, and eco-friendly products. Sales of these products through the TikTok platform saw a 20% increase during the campaign, demonstrating the success of the digital marketing strategy implemented by JFC. Mekki Partria, Media Social Manager at JFC, stated,
"TikTok allows us to interact directly with our younger audience through creative videos and enables us to sell local products directly through TikTok Shop" (Interview, December 15, 2024).

However, despite TikTok's significant results, like Instagram, the Live feature on TikTok was not fully utilized during the main event. The TikTok Live feature has great potential to enhance real-time engagement, allowing JFC to reach a larger audience and provide a live experience of the festival to those unable to attend in person.

### 3. YouTube

YouTube provided a more in-depth experience with live streaming and documentary-style content. The live streaming of the main JFC event on YouTube allowed international audiences to witness the carnival's excitement, even if they couldn't be there in person.

The live stream of the main event garnered over 217,000 views, with an average watch time of 12 minutes. This high engagement rate indicates that audiences didn't just watch but followed the event closely, immersing themselves in the full experience.

In addition to live streaming, YouTube was used for documentary content, such as interviews with designers and behind-the-scenes footage of costume creation, which added depth and insight into the festival experience. This content was effective in maintaining audience interest even after the event had ended.

"*YouTube enables us to showcase the grandeur of the carnival, giving our international audience access to the event in real time*" (Interview Mekki Partria, December 15, 2024).

However, the challenge lies in the lack of consistency in strategies across platforms. While YouTube offered a live, real-time experience, audiences on Instagram and TikTok did not receive the same experience. This created an imbalance in audience engagement, which could be addressed by integrating live streaming across all platforms, ensuring a more consistent and immersive experience for all followers.

### b. Empowering the Local Community

JFC's social media strategy went beyond event promotion by actively empowering the local community. Budi Setiawan emphasized that JFC's collaboration with local UMKM (small and medium enterprises) played a key role in economic development. Through Instagram Shopping and TikTok Shop, JFC provided a platform for over 1,600 local businesses to showcase and sell their products. The sales of products such as batik, handicrafts, and eco-friendly bags significantly boosted local entrepreneurs. Budi Setiawan stated,

"*By promoting local businesses globally through Instagram and TikTok, we've been able to open new markets for them, including international ones*" (Interview Budi Setiawan, January 15, 2025).

This approach not only helped local businesses gain recognition but also fostered economic sustainability by connecting them to international buyers.

In addition to showcasing local products, JFC's training programs provided valuable skills for local residents, enabling them to contribute creatively to the carnival. These programs included costume-making, makeup artistry, and choreography, all of which helped participants develop skills that are directly applicable to the creative industries. These initiatives created new job opportunities and enhanced the local community's involvement in the arts. JFC's community empowerment efforts were reinforced by the active participation of local talent, providing them with platforms to showcase their work to global audiences.

### c. Cross-Platform Strategy and Performance

The effectiveness of JFC's cross-platform strategy can be seen in the significant increase in reach and engagement. Instagram was used to create visually appealing content that highlighted the festival's unique cultural elements. TikTok effectively engaged younger audiences through creative, short-form video content, and YouTube provided a platform for immersive content, such as live streaming and behind-the-scenes footage. Each platform was optimized to leverage its strengths: Instagram for visual storytelling, TikTok for viral and interactive content, and YouTube for long-form, in-depth experiences.

"*While Instagram and TikTok help drive engagement through short-form content, YouTube's long-form content allows us to build deeper engagement with our international audience*" (Interview Mekki Partria, December 15, 2024).

Despite these successes, there was room for improvement. The study found that JFC could enhance audience engagement by incorporating live streaming on TikTok and Instagram. Live content on these platforms could boost real-time interaction, which would further engage audiences and leverage the full potential of social media algorithms that favor live content.

### d. Recommendations for Future Campaigns

To further optimize JFC's social media campaign, it is recommended to increase the use of live streaming on TikTok and Instagram, especially during key moments of the event. By embracing live streaming, JFC can enhance real-time engagement, increase visibility, and foster a stronger connection with its audience. Additionally, user-generated content (UGC) campaigns should be further encouraged, allowing followers to participate more actively in the festival's creative process.

Furthermore, expanding collaborations with influencers from a broader geographic range would help JFC reach an even wider audience, particularly in untapped markets. Collaborating with influencers from diverse regions would provide JFC with access to new follower bases and potentially expand its cultural influence globally.

Lastly, cross-platform coordination is essential. While JFC has effectively used different platforms to engage with distinct audience segments, ensuring consistency in messaging and content quality across Instagram, TikTok, and YouTube would create a seamless experience for their followers. This would strengthen the brand's identity and maximize its global reach.

Overall, the implementation of the social media strategy by Jember Fashion Carnaval (JFC) in 2024 has proven highly effective in achieving its main goals: increasing the visibility of the festival, expanding its global reach, and empowering the local community. Through the use of social media platforms such as Instagram, TikTok, and YouTube, JFC successfully leveraged the unique strengths of each platform to engage different audiences. Both local and global audiences were significantly engaged, leading to a substantial increase in their involvement.

Instagram served as the primary platform for building the festival's visual identity, TikTok effectively engaged younger audiences through creative and viral content, while YouTube offered a more immersive experience with live streaming and documentary-style content. While these strategies yielded positive results, there is still room for improvement, particularly in utilizing live streaming features on TikTok and Instagram. This could enhance real-time audience engagement and maximize the potential of social media algorithms that favor live content.

Additionally, empowering local SMEs through e-commerce platforms like Instagram Shopping and TikTok Shop resulted in significant economic impact. Many local products gained international attention, leading to increased sales. JFC's training programs and community involvement also contributed to the empowerment of the creative economy in Jember.

Recommendations for future campaigns include increasing the use of live streaming across platforms, encouraging more user-generated content, expanding collaborations with global influencers, and ensuring consistency in messaging and content quality across all platforms. With these improvements, JFC can further optimize its social media strategy and strengthen its position as an innovative and globally relevant cultural festival.

### CONCLUSION

This study examined the social media strategies implemented by Jember Fashion Carnaval (JFC) 2024, focusing on their efforts to promote the festival, engage audiences, and empower the local community through platforms such as Instagram, TikTok, and YouTube. The findings show that JFC successfully leveraged social media to raise global awareness of Indonesia's cultural richness while fostering strong community involvement. Instagram, TikTok, and YouTube were used strategically to reach diverse audiences—Instagram focused on visual storytelling and audience engagement, TikTok leveraged viral trends to capture the younger demographic, and YouTube provided immersive, long-form content to engage a global audience.

JFC's social media campaign also demonstrated a significant impact on the local economy. Through features like Instagram Shopping and TikTok Shop, JFC created a platform for over 1,600 local businesses to showcase their products, helping them reach international buyers. Additionally, JFC's training programs empowered the local community by providing valuable skills in areas like costume design, makeup artistry, and choreography, which contributed to the economic and creative development of Jember.

While the campaign has been successful, there is room for improvement. The study suggests that incorporating more live streaming on TikTok and Instagram could significantly boost real-time engagement and enhance audience connection. Furthermore, expanding collaborations with influencers from a more diverse range of countries would help JFC extend its reach and strengthen its global presence. Ensuring consistent messaging and content across platforms would also optimize the overall effectiveness of JFC's cross-platform strategy.

In conclusion, JFC's social media strategies have proven to be a powerful tool in promoting Indonesian culture and empowering local communities. By optimizing live streaming, collaborating with more influencers, and enhancing cross-platform coordination, JFC can further solidify its position as a world-class cultural event and continue to make a positive impact on the local and global communities.

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