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## The Utilization of Instagram Broadcast Channels as a Digital Marketing Communication Media in Building Consumer Loyalty

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### ABSTRACT

Social media has become the primary space of digital marketing communication that allows brands to build more targeted relationships with consumers. One of the innovations developed by Instagram is the Broadcast Channel, which is a one-way communication channel that provides access to exclusive information to audiences who consciously choose to join. However, academic studies on the role of one-way digital communication in building consumer loyalty are still relatively limited. This study aims to analyze the use of Instagram Broadcast Channel as a digital marketing communication medium in building consumer loyalty in the Alln Knitwear online shop. This research uses a qualitative method with a case study approach through in-depth interviews, observations, and documentation. The results of the study show that Broadcast Channels are used to convey product information directly, involve consumers in product selection through a co-creation mechanism, and provide special offers that strengthen consumers' sense of belonging, trust, and emotional closeness to the brand. The novelty of this study lies in the finding that one-way digital marketing communication voluntarily chosen by consumers can serve as a relational mechanism in building loyalty. Theoretically, this study emphasizes the position of one-way communication as an alternative to shaping consumer loyalty in the study of digital marketing communication, which has so far emphasized dialogical communication. Practically, the findings of this study provide a reference for business people in optimizing social media features efficiently to retain consumers in the digital marketing era.

**Keywords:** *Broadcast Channel Instagram, Consumer Loyalty, Digital Marketing Communication*

## INTRODUCTION

Social media has undergone a major transformation as a dynamic digital marketing interaction space. The development of communication technology has made the marketing process now shift towards an increasingly integrated approach with digital media (Nesterenko et al., 2023). This change makes social media not only a means of communication between users, but also a strategic platform in reaching consumers, building brand image, and strengthening the relationship between companies and audiences (Nurdin et al., 2021).

Instagram has become one of the most dominant platforms in shaping consumption behavior due to its strength in presenting engaging and interactive visual content (Park & Namkung, 2022). This is in line with the findings Khairul Anwar et al. (2023) Instagram has become a primary interaction space for younger audiences to access information and express creativity, making visual content central to user engagement. As preferences for visual formats increase, aesthetics and presentation styles play a key role in shaping consumer perceptions by evoking emotions, attracting attention, and encouraging consumption responses.. Marwan et al. (2024) stating that visual content has a greater ability to influence consumer preferences and purchasing decisions. This situation encourages companies to continue to adapt to the development of social media features, so that they are able to maintain brand visibility, expand marketing reach, and increase consumer engagement amid increasingly fierce digital business competition (Hood et al., 2023).

Broadcast Channel is an Instagram feature in the form of a one-way message channel that allows accounts to send bulk information to followers who join voluntarily through an opt-in system (Comms8 Ltd., 2024). In other words, the audience that joins is those who do have a real interest in the content being shared, not because they are forced by the platform's algorithm. According to Andhika Maulana & Mohamad Hafiz (2024) The opt-in mechanism makes the sent message have a higher chance of readability than public posts that compete with other content on the user's homepage.

In addition to encouraging more targeted message reach, broadcast channels open up opportunities to form a sense of emotional closeness between brands and audiences (Telkmann, 2021). Exclusivity of information access in broadcast channels can create brand intimacy, which is a psychological relationship between consumers that is characterized by a sense of belonging and deeper involvement with a brand (Fernandes & Moreira, 2019). Thus, broadcast channels not only function as a means of conveying promotional messages, but also become a strategic medium to build a community of consumers who are loyal to certain products or brands.

The majority of people use social media to look for inspiration and product

references before making a purchase, so Instagram has strategic power in influencing consumer shopping decisions, especially in the fashion sector that relies heavily on visual appeal and lifestyle trends (Djafarova & Bowes, 2021). The use of Broadcast Channels encourages Alln Knitwear to build more personalized and exclusive marketing communications. The high participation of more than 17,500 members shows the effectiveness of this strategy in strengthening consumer connectedness and loyalty.

In addition to delivering product information, the use of broadcast channels builds a more personalized communication experience through faster access to content without algorithmic constraints (Bowden & Mirzaei, 2021). Opt-in memberships make audiences have a higher need and interest in the information received. This exclusivity fosters psychological closeness and encouragement for consumers to feel part of the brand's community (*inner circle*).

This research is based on the perspective of digital marketing communication which views social media as a space for the formation of relationships between brands and consumers. In this framework, consumer loyalty is not only understood as a result of satisfaction with the product, but as a consequence of communication experiences that are able to build trust, emotional closeness, and a sense of belonging to the brand (Fernandes & Moreira, 2019). Thus, marketing communication plays a strategic role in creating long-term, sustainable relationships.

From the perspective of brand intimacy and emotional branding, consumers' emotional connection with brands can be formed through personalized and meaningful communication experiences, even without direct two-way interaction (Fernandes & Moreira, 2019). Based on this theoretical framework, this study positions Instagram Broadcast Channel as a digital marketing communication medium that has the potential to build consumer loyalty.

A number of previous studies have discussed the formation of consumer loyalty through marketing communication on Instagram, especially through two-way interaction and the use of public content. Zahran & Aljuhmani (2025) shows that the presence of fashion influencers on Instagram is able to build emotional closeness and brand loyalty through continuous visual interaction and messaging in digital public spaces, such as feeds and Reels.

Meanwhile, Chandra et al. (2022) revealed that personalizing marketing messages on social media can create brand intimacy and strengthen consumer commitment to the brand. However, the study focused on public content and algorithmic recommendations without addressing exclusive, opt-in-based one-way communication models such as broadcast channels. Thus, even though this study touches on emotional closeness, the context of the media used is still in the

space of open interaction. Research conducted by (Leckie et al., 2016) also shows that consumer loyalty to fashion brands on Instagram is formed through communication experiences where engagement is a key factor in retaining consumers, so it has not touched on how one-way communication such as broadcast channels is used.

Although these studies confirm the importance of interaction and personalization in building loyalty, studies of closed, exclusive one-way marketing communications are still very limited. In particular, there have not been many studies examining how Instagram Broadcast Channels function as a medium of communication digital marketing can build consumer loyalty without relying on direct dialogue or open interaction. This condition shows that there is a research gap related to the mechanism of loyalty formation in the context of digital marketing communication that takes place in a closed communication space.

This research offers novelty by focusing on the use of Instagram Broadcast Channel as a one-way digital marketing communication medium in building consumer loyalty, by emphasizing personalized, exclusive, and segmented communication experiences. This research is important because it shows a shift in the paradigm of digital marketing communication, from the dominance of two-way communication and open interaction to a more private, personal, and emotionally closeness-oriented communication pattern. Through the analysis of Alln Knitwear's practices, this study explains how social media feature innovations are able to strengthen consumer retention and loyalty in a sustainable manner. Theoretically, this study expands the study of digital marketing communication by showing the role of one-way communication in the formation of loyalty, while practically providing a reference for business people, especially the digital fashion industry, in designing efficient, low-cost, and segmented marketing strategies in the midst of increasingly fierce social media competition.

## RESEARCH METHODS

This study uses a qualitative research method with a case study approach. This method was chosen because it is able to study phenomena in depth according to their context. Sugiyono (2019) explains that qualitative case studies provide a tool for researchers to understand complex phenomena in real-life contexts. Therefore, this approach is considered appropriate to examine marketing communication strategies through the Broadcast Channel feature on the Instagram account @alln.knitwear comprehensively.

The informants in this study were six people who were selected using the purposive sampling technique. The informants consist of one Alln Knitwear business owner, one social media management admin, and four consumers who are active members of the Broadcast Channel. The selection of informants is based on their direct involvement in digital marketing communication practices as

well as their experience in using and receiving messages through the Broadcast Channel feature. The purposive sampling technique is used to ensure that the data obtained is relevant and able to provide an in-depth understanding according to the purpose of the research that purposive sampling is used to obtain relevant and in-depth data according to research needs (Sa'adah et al., 2022).

The research was carried out in the city of Bandung with a focus on digital activities that occurred through the Instagram account @alln.knitwear. The research process will be carried out in 2025, adjusting the availability of data, account activity, and interview time with informants. This digital-based location context is in line with the characteristics of marketing communication research on social media that are not tied to a specific physical space.

Data collection techniques are carried out through in-depth interviews, observations, and documentation. According to Moleong (2018), These techniques are commonly used in qualitative research to obtain in-depth and natural data from the original source. Interviews were used to explore marketing strategies and brand communication experiences, while observations were conducted to observe information delivery patterns and audience responses on Broadcast Channels. Documentation in the form of content screenshots, engagement data, and communication archives are used as reinforcement of findings.

Data analysis was carried out using thematic analysis techniques. The data obtained from interviews, observations, and documentation were analyzed through several stages, namely initial coding, grouping the data into main themes, and extracting meaning based on emerging patterns. This analysis process aims to identify how marketing communication practices through Broadcast Channels contribute to building consumer loyalty. To maintain the credibility of the data, this study uses triangulation of sources and techniques, so that the findings produced have good consistency and reliability (Creswell, 2018).

In its implementation, this study pays attention to the ethical aspect of research. All informants were given an explanation of the purpose of the research and were asked for conscious consent before the interview process was conducted. The identity of the informant is kept confidential by using initials or disguise to protect the privacy and comfort of the informant. The data obtained is used solely for academic and research purposes.

## RESULTS AND DISCUSSION

This study aims to analyze the use of Instagram Broadcast Channel by Alln Knitwear in building consumer loyalty through a qualitative case study approach. Data was collected through observation, in-depth interviews, and documentation with triangulation techniques to increase the credibility of the findings. The results

of the research are arranged in three main focuses, namely the presentation of product information, consumer involvement through alternative product choices, and special offers as a retention strategy and loyalty formation.

### Utilization of Broadcast Channel as a Means of Presenting Product Information

Alln Knitwear utilizes the Instagram Broadcast Channel feature as the main medium to present product information directly and quickly to consumers. Each message is sent directly to the Direct Message (DM) of users who are members of the channel, so that the dissemination of information no longer depends on the Instagram algorithm like in feed or story uploads. The owner of Alln Knitwear explained that this approach was chosen because it was considered more effective in reaching consumers who were really interested, as conveyed as follows:

*"If it is broadcast, the information will definitely reach people who really want to know about our products, not just through the homepage."* (Owner Alln Knitwear)

This is in line with the findings Sodiq Odetunde Babatunde et al. (2024) Direct digital marketing strategies allow for more targeted and personalized messages to relevant consumers, increasing the chances of engagement and purchase responses. In the context of Alln Knitwear, the planning for the use of the Broadcast Channel began with the need to overcome the accumulation of old products in the warehouse amid the regular arrival of new products. This condition encourages brand owners to evaluate digital communication strategies that are more efficient, on target, and able to reach audiences with high buying interest to accelerate stock turnover.



Source: Instagram @alln.knitwear, accessed on October 27, 2025.

**Figure 1.** The display of the Broadcast Channel feature on the @alln.knitwear Instagram account when carrying out product promotion activities.

In addition, the selection of Instagram Broadcast Channel is also influenced by the limitations of the communication platform previously used. WhatsApp is considered to have a limit on the number of members, while Telegram is considered less familiar to some customers. Social media admin Alln Knitwear stated:

*"WhatsApp is limited, right.. Telegram is also not used by all customers. Broadcast Channels on Instagram are more practical because everything is already there, so yes, customers are used to opening the Instagram application. While opening stories or feeds in the same application, you can access this broadcast channel."* (Social media admin Alln Knitwear)

Direct integration with the Instagram platform makes Broadcast Channel an efficient and accessible communication channel for consumers. In the midst of a decline in the reach of regular content due to changes in Instagram's algorithm, Broadcast Channel continues to show high levels of readability and participation because messages are received directly through notifications. This condition encourages Alln Knitwear to expand the use of the Broadcast Channel, changing its function from a reseller promo media to a daily offer channel for all members, which is emphasized through the naming of the channel "Promo Barang Every Day" to strengthen the impression of exclusivity and consistency.



Source: Instagram @alln.knitwear, accessed on October 27, 2025.

Figure 2. Alln Knitwear Channel Name Change

Information about product stock, discount prices, and limited promos is only shared on this channel so that consumers feel privileged access. This fosters an impression of exclusivity because not all Alln Knitwear Instagram followers get the same opportunity.

Exclusivity is a strategy in marketing communication that creates more value

for consumers. According to Newman et al. (2018), giving exclusive treatment can strengthen customer engagement because they feel like they are part of the closest to the brand. This concept of exclusivity plays a role in building a sense of special among broadcast channel audiences.

In addition to exclusivity, Alln Knitwear's main strategy is to offer special prices on old products (deadstock). Deadstock can be a big problem for fashion businesses because trends change quickly and stocks pile up without selling. Broadcast Channels are a solution to accelerate the turnover of this stock without having to spend additional advertising costs. Offers are in the form of discounts, product bundling, and more economical buy promos that are only valid for channel members. This form of offer provides a strong incentive for consumers to make a purchase. This is in line with the opinion Suryani & Syafarudin (2021), that sales promotions can generate interest and drive purchase action quickly.

In addition, messages conveyed in broadcast channels often use phrases that contain urgency such as "limited stock" or "first come". This urgency strategy utilizes the psychology of scarcity which, according to Bläse et al. (2024), can increase purchase motivation because consumers are afraid of missing out. This urgency has a direct impact on the speed of purchase decisions. Consumers who have trusted the brand will usually be more responsive and do not require long consideration. This shows that consumers' emotional closeness to brands has been formed through continuous interaction.



Source : Instagram @alln.knitwear, accessed on October 27, 2025.

Figure 3. Alln Knitwear's Uploads on Broadcast Channel



The content presented by Alln Knitwear in the broadcast channel is in the form of product photos with good visual quality, examples of use, and detailed explanations related to size, color, material, and price. This kind of presentation makes it easier for consumers to understand the characteristics of the product without having to do additional checks or dialogue with the brand. Study by Zafira & Hartono (2023) shows that marketing activities on Instagram that include interaction, customization, and trendiness have a significant effect on brand image, perceived quality, and ultimately consumer loyalty.

In sharing product-related uploads, Alln Knitwear chooses not to display content that is too contrived or exaggerated. The content presented is made as natural as possible to give a simple and original impression according to the brand's style. This approach is in line with digital marketing trends that emphasize authenticity as an essential element in building consumer trust. Kapitan et al. (2021) stating that consumers today appreciate natural content more because it is considered more credible than content that is made too persuasive.

The form of content shared by Alln Knitwear through the Broadcast Channel includes product photos, short videos, and reposts of content that has previously been uploaded on the Instagram feed. The choice of this format is based on visual effectiveness in increasing buying interest, especially in the fashion industry. Research by Basir Ahmad Ayoubi & Sadiqi (2024) shows that engaging visual content in digital fashion marketing plays an important role in influencing product quality perceptions and consumer purchasing decisions.

In addition to highlighting the product's visuals, the captions contained in the broadcast channel upload are made short, direct to the core, and contain important information such as price, size, color, and availability of the order time. This language style management aims to make the message easy to understand and not take up consumers' time. This is in line with research Shareef et al. (2017) which states that digital consumers tend to be more responsive to marketing information presented concisely and clearly in an instant messaging platform. Alln Knitwear's content presentation strategy through the Broadcast Channel accelerates the flow of information and the ordering process because consumers have obtained product details from the beginning, so that direct marketing communication becomes more efficient and personalized. In the context of the fashion industry, this approach supports brand positioning efforts by building a premium image that is not only based on price, but on exclusive experiences, values, and perceptions that differentiate brands from their competitors.

According to Laradi et al. (2024), The willingness to pay a premium price is closely related to the perception of quality, brand strength, and emotional bonds built in consumers. As such, Alln Knitwear's decision to position itself as a premium brand means that they not only compete through products, but also

through a strong narrative, unparalleled quality, and a consistent consumer experience across every transaction. This kind of focus allows brands to strengthen their differentiation position, which is especially important when many fashion products have similarities.

Strategically, Alln Knitwear communicates the core values that set it apart from competitors, such as premium knitting materials, limited designs, and personalized customer service through digital communication features. Penelitian oleh Onalaja & Otokiti (2021) Demonstrates that effective brand positioning includes brand identity, a unique value proposition, and consistency in messaging across various digital-physical touchpoints. This reinforces that Alln Knitwear's efforts to position itself as a premium brand are not just price claims, but also built on consumer experiences that contain privilege.

A consistent consumer experience in every transaction is an important element in maintaining a brand's premium status (Ragab et al., 2024). Brand familiarity dan kualitas pengalaman berulang merupakan elemen penting dalam membangun loyalitas konsumen (Jeon & Yoo, 2021). Familiarity with the brand is able to foster trust and increase consumer preference for a product (Ong et al., 2018). When consumers feel a consistently positive impression in every interaction with a brand, they will remember, recognize, and have confidence in the quality promised (Rather et al., 2022). This process strengthens the emotional connection that is the foundation of long-term loyalty, as Alln Knitwear not only offers products, but also value through quality content, targeted communication through broadcast channels, and premium product and service standards. This approach increases consumer trust and drives brand recommendations organically. To reinforce the premium image, Alln Knitwear consistently emphasizes the quality of knitting materials and production expertise through personalized and informative narratives, so that consumers understand the value of the product in a concrete way. The owner of Alln Knitwear explained that quality communication is carried out by explaining the function and comfort of the material, as expressed below:

*"We always explain that the material is soft, does not make it itchy, and is comfortable to wear for a long time. So people imagine the taste before buying."* (Owner Alln Knitwear)

This approach provides space for consumers to build positive expectations for product quality before making a purchase. This quality narrative is strengthened by product visualization that supports positioning as a premium brand. The photos and videos displayed highlight the details of knitting textures, material folds, and examples of use in everyday situations. Social media admin Alln Knitwear said that the visuals were deliberately chosen to show quality in real terms, stating:

*"If the knit has to show its texture, so we focus on the details so that it looks different*

*from other products."* (Social media admin Alln Knitwear)

This practice is in line with the findings (Park & Namkung, 2022) which states that the visualization of product details in digital marketing plays an important role in shaping the perception of quality and premium value in the minds of consumers. In addition to highlighting physical quality, Alln Knitwear also builds a premium perception through the delivery of the story behind the product and the long-term benefits that consumers obtain. This narrative shifts the consumption experience from just a transaction to a representation of lifestyle and confidence. This approach is in line with the experiential branding concept put forward by (Onyeke et al., 2024) where the value of the product lies not only in the function, but also in the symbolic meaning and emotional experience that the consumer feels.

The use of Broadcast Channels by Alln Knitwear strengthens the image of premium in a more personal way through fast and exclusive access to information through direct notifications to consumers. Early access to product launches and special offers creates a perception of membership in exclusive groups, which increases the symbolic value of the brand. The integration of product quality, value-based narratives, and effective digital features allows Alln Knitwear to deliver a consistent brand experience, while building an image as a brand that offers quality, status, and exclusivity.

From the results of an interview with the owner of Alln Knitwear, it is known that the use of the Broadcast Channel has been carried out since 2023. Fahrurnisa, as one of the managers, explained: *"We will start using the Broadcast Channel from 2023... This feature is designed to provide information to the reseller about the prices in Alln."* This shows that broadcast channels were initially used to strengthen internal marketing communication to consumers who have higher purchasing potential. In addition, Dery Allen as another owner added that the use of this feature was inspired by the successful practices of other industries: *"As soon as there is a broadcast channel feature... It's really about people who are interested in buying, indeed loyal customers of all kinds."* These findings confirm that the decision to use broadcast channels is oriented towards the effectiveness of message reach to loyal consumers.

The language style in presenting information is persuasive, light, and familiar, such as the use of the greetings *"bestie"*, *"mom"*, or invitation messages such as *"hurry up, ready to run out!"*. In addition, the use of emojis also creates an atmosphere of closer and more pleasant communication. This is in accordance with the characteristics of Alln Knitwear's audience which is dominated by teenagers to young adult women who like relaxed and emotional communication in their digital activities. Thus, brands are able to build psychological closeness through the choice of effective communication styles. This psychological

closeness is one of the important aspects in the formation of loyalty, because consumers who feel close to the brand tend to have higher trust and commitment to the brand. Eni (2021) Explaining that interpersonal communication in digital media is able to create a sense of attachment that has implications for the sustainability of customer relationships. Therefore, Alln Knitwear's strategy in maintaining closeness through personal communication styles plays a role in strengthening consumer loyalty to the brand.

Alln Knitwear features neat and consistent branding visuals, thus strengthening its identity as a professional and trendy fashion brand. Through broadcast channels, product information is conveyed directly and quickly through notifications, with emoji responses as an indicator of consumer interest. The use of this feature makes it easier for consumers to recognize product updates and helps brands maintain closeness and clarity of information in digital marketing activities.

### **The Utilization of Broadcast Channels in Providing Alternative Product Choices to Build Consumer Loyalty**

Alln Knitwear uses the Broadcast Channel not only as a promotional medium, but as a collaborative space that involves consumers in determining the products to be marketed. Through mechanisms such as quick polls, consumers are invited to submit their preferences for colors, motifs, and models before product launches, so that they play a role as part of the brand's decision-making process, not just a marketing target. The admin of Alln Knitwear explains this practice as follows:

*"We usually poll before release, so what is sold is really according to the customer's choice."*  
(Admin Alln Knitwear)

This approach helps brands minimize the risk of product misperceptions while making consumers feel that their opinions are taken into account. This practice of consumer involvement is in line with the concept of value co-creation, which is a process in which consumers not only play the role of value recipients, but also contribute to the creation of value with the brand. Hussain et al. (2022) It shows that interactivity in digital marketing communications can increase consumer engagement and strengthen the process of value co-creation for brands. In the context of Alln Knitwear, although communication takes place one-way, the poll feature provides a symbolic participation space that strengthens the psychological engagement of consumers.

Furthermore, this involvement fosters a sense of attachment and ownership to the brand. A consumer who is a member of the Broadcast Channel revealed:

*"If we choose to use it, it feels like we're taking part in the brand, so we want to continue to follow and buy."* (Alln Knitwear Consumer)

These findings support research Nguyen (2024) which concludes that the

active participation of consumers in the brand process is related to long-term loyalty. The practice of polling through the Broadcast Channel not only serves as a market research tool, but also as a means of relational communication that conveys the message that consumer opinions have meaning for the brand.

By involving consumers in product decision-making, Alln Knitwear is able to align consumer expectations with the products offered, thereby increasing product confidence and relevance. The use of the polling feature on the Broadcast Channel allows brands to gather consumer preferences quickly and in a targeted manner, helping to make more informed production decisions and reducing the risk of mismatches with market tastes. Social media admin Alln Knitwear revealed:

*"Before there was a poll on the broadcast channel, we were often hesitant when we wanted to release new products. Now we can first see the response, which color or model is the most chosen. From there, we became more confident in production, because what is produced is indeed according to the customer's wishes."* (Social media admin Alln Knitwear)

The presentation of product options in visual form, such as photos and short videos, strengthens the effectiveness of polls because it allows consumers to make a direct assessment before making a choice. This communication model can be understood as a form of passive two-way communication, where consumers remain engaged without having to engage in long or complex conversations. One of the consumers who is a member of the Broadcast Channel said:

*"Usually when you see a new product in the feeds, it just passes, but if there is a poll and the photo is clear, I really pay attention. It feels more involved, just choose without having to chat or ask questions anymore."* (Alln Knitwear Consumer)

Consumer engagement through polls not only generates preference data, but also builds the perception that consumer views are valued by brands. This involvement shifts the role of consumers from just buyers to parties who contribute to the product development process, thereby strengthening the relationship between brands and consumers. These findings are in line with the view Hsieh & Chang (2016) which states that consumer participation in co-creation can increase a sense of attachment to the brand. Other consumers also affirmed the impact of the engagement by saying:

*"When the choice from the poll really becomes the product that is sold, it feels different. It's like we take part, not just buy. From there, I waited more often for updates and trusted the brand more."* (Alln Knitwear Consumer)

This sense of appreciation then fosters a sense of belonging or a sense of psychological attachment to the brand. When consumers feel that their voice is heard and has a contribution to the brand's decisions, it forms an emotional bond that is stronger than just transaction satisfaction. Research by Mostafa &

Kasamani (2020) shows that consumers' identification with brands through emotional experiences is a significant predictor of long-term loyalty. In other words, a sense of ownership of the brand is formed through interactive experiences that strengthen personal connections.

The result of this sense of appreciation and sense of belonging ultimately has an impact on long-term loyalty. Consumers who feel that they are part of the brand community are more likely to make a repeat purchase, recommend the brand to others, and still choose a brand despite other alternatives. Research by Leckie et al. (2016) Affirming that brand loyalty is easier to form when consumers feel they have an emotional connection and participation in the evolution of the brand. Therefore, a strategy that encourages consumer engagement is not just about driving transactions, but building a lasting relationship between the brand and the audience.

Consumer involvement in determining the products to be marketed provides strategic benefits for Alln Knitwear because it helps minimize the risk of selling products that are less in demand by the market. By knowing consumer preferences from the beginning, brands can manage the amount of stock more appropriately and avoid losses due to the accumulation of goods that are not absorbed by the market. The owner of Alln Knitwear explained that consumer engagement is an important foundation in business decision-making, revealing:

*"In the past, we often guessed, whether this model sells or not. Sometimes it turns out that there is less demand and eventually the stock accumulates. After using the poll, we can first see the customer's response. So before production or release, we already have an idea of which products they really want. From there, we can manage the amount of stock so that it is safer and not wasted capital."* (Owner Alln Knitwear)

This practice shows that consumer engagement not only serves as a form of relational communication, but also as a decision-making mechanism that has a direct impact on business efficiency. These findings are in line with research Zaborek & Mazur (2019) which states that value co-creation is able to improve operational efficiency because business decisions are based on real needs and preferences of consumers, not mere assumptions on the part of the company.

When brands open up these interaction spaces, trust will be formed because consumers feel that there is attention to their opinions. Guo et al. (2023) emphasizing that trust is an important element in maintaining an ongoing marketing relationship. In the case of Alln Knitwear, the quick response to consumer preferences through polls and requests for specific colors/motifs indicates a direct concern for consumer needs. The trust that is built will produce a sense of belonging to the brand (sense of belonging). Consumers feel that they are an important part of product development, not just buyers. This corroborates the statement Cheung et al. (2021) that the active involvement of consumers in the marketing process strengthens emotional attachment to the brand and

increases their commitment to repurchase.

One consumer revealed that his decision to join was not just to receive product information, but because he felt closer to the brand, saying:

*"I joined the broadcast channel because I already liked the product. From there, it feels closer, like being part of the brand. The product update is clear, sometimes we are also invited to choose. Not only is it a good idea, but it is also a good idea. That's what makes me more confident and want to continue buying here."* (Alln Knitwear Consumer)

The quote shows that the opt-in mechanism not only serves as an audience filter, but also strengthens the relational relationship between brands and consumers. Through consistent engagement and personalized communication experiences, the Broadcast Channel becomes a loyalty-building space that is not only driven by transactions, but by a sense of closeness and long-term trust

With a more selective audience character, broadcast channels function as a more focused communication space. Brands can quickly observe market interest through simple interactions, such as reaction features and user preference choices, without the need for complex market research. This is in line with the view Haris (2024) that the use of targeted digital channels can help businesses understand consumer needs more accurately and support appropriate marketing decision-making.

This consumer preference-based approach helps Alln Knitwear reduce the likelihood of selling products that the market doesn't like. When the product has passed the selection process by consumers, the sales potential becomes more directed. Hussain et al. (2022) mentioning that consumer participation in marketing decision-making plays a role in providing added value and increasing ongoing engagement between consumers and brands.

Engaging consumers consistently also shapes an audience that feels like they belong to a brand's special circle or inner circle. Consumers who feel they have exclusive access to information and product choices will develop a stronger emotional connection with the brand. According to Rather et al. (2022), Consumer involvement in the digital brand community can foster a sense of belonging that is the basis for the formation of brand loyalty.

Consumer trust grows when brands give their voices space to be considered in real terms. This is where emotional branding strategies play an important role. Emotional branding according to Mostafa & Kasamani (2020) It is an approach that leads to the formation of an emotional connection between the consumer and the brand thus creating a bond that is difficult for competitors to replace. Alln Knitwear's use of the Broadcast Channel not only facilitates interest in new products, but also builds loyalty through collaborative relationships that emphasize engagement and appreciation of consumer voices. Involvement in product selection creates a special value and perception of exclusive treatment for

channel members, fostering an emotional experience, sense of appreciation, and closeness to the brand that strengthens long-term loyalty. According to Bowden & Mirzaei (2021), Exclusivity built through digital interaction can strengthen brand engagement and increase consumers' psychological closeness to brands.

This strategy is also in line with the engagement marketing approach, where the communication that occurs does not only run in one direction, but invites consumers to play a role in the value creation process. The involvement of consumers in the product decision process shows that Alln Knitwear carries out participatory communication, namely communication that allows consumers to become communication partners, not just marketing objects. Solem (2016) explains that consumer participation in value creation will strengthen engagement and loyalty levels.

This engagement serves as a form of implicit dialogue even though it doesn't involve a direct conversation. Consumer responses through polls, likes, or emojis are a form of symbolic communication that indicates approval, interest, or support for a product. B. Purba et al. (2020) emphasizing that symbolic communication has an important role in creating a shared meaning between the brand and its audience and it is this meaning that strengthens the emotional connection between the two.

The findings are in line with the perspective of the Kini et al. (2024) Customer relationships that emphasize that loyalty does not only arise from satisfaction with the product, but also from the positive experiences that consumers feel during interacting with the brand. Through polling activities and responses provided by consumers in the Broadcast Channel, Alln Knitwear provides a communication space that is able to meet the psychological needs of consumers to be appreciated and their opinions recognized. In line with what is explained by Ghorbanzadeh & Rahehagh (2021) That is, emotional loyalty will develop when consumers feel affective attachment through continuous interaction with the brand.

The use of Broadcast Channels by Alln Knitwear has proven to contribute significantly to building consumer loyalty through participatory co-creation practices. Through the delivery of product information directly, consumer involvement in the selection of colors, motifs, and models, and the provision of exclusive offers, consumers are not only positioned as buyers, but as part of the brand development process. This active engagement fosters a strong sense of appreciation, sense of belonging, trust, and emotional attachment, thus building a more personal and sustainable relationship between the brand and the consumer. Thus, Broadcast Channels as a segmented promotional media not only increase interest in new products, but are also effective in retaining loyal consumers and supporting Alln Knitwear's sustainability in digital marketing competition.



## CONCLUSION

This study aims to analyze the utilization of Instagram Broadcast Channels as a digital marketing communication medium in building consumer loyalty at Alln Knitwear. Based on the findings, Broadcast Channels are utilized through three main practices, namely direct and exclusive delivery of product information, consumer involvement in product selection through polling mechanisms, and the provision of special offers for channel members.

The delivery of product information through direct notifications allows faster access and higher message visibility, which supports trust building and more efficient purchasing decisions. Consumer involvement through polling features enables participatory communication and value co-creation, making consumers feel appreciated and psychologically connected to the brand. Meanwhile, exclusive offers provided to channel members strengthen perceptions of privilege and emotional attachment, encouraging consumers to maintain long-term relationships with the brand.

These findings indicate that loyalty is formed not only through product satisfaction, but also through continuous communication experiences that foster emotional closeness, trust, and a sense of belonging. Therefore, Instagram Broadcast Channels function not only as promotional media, but also as relational communication spaces that facilitate emotional bonding in a closed and voluntary digital environment.

Theoretically, this study contributes to digital marketing communication by demonstrating that opt-in-based one-way communication can still build consumer loyalty when designed in a personalized, consistent, and emotionally engaging manner. This challenges the dominant assumption that loyalty formation requires two-way interaction and highlights the strategic role of exclusive digital communication spaces in maintaining sustainable brand–consumer relationships. Practically, this study provides insights for fashion brands to optimize Broadcast Channels as a cost-efficient and targeted communication medium to strengthen consumer retention in competitive digital markets.

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