# THE BRANDING PROCESS OF UPCYCLING PRODUCT TEA TIME LABEL AS ECO-FRIENDLY PRODUCT THROUGH SOCIAL MEDIA MARKETING

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## Abstract

Fabric waste is a major problem that has an impact on the environment, especially due to the fast fashion phenomenon. In Indonesia, small businesses have begun to emerge that use deadstock materials using upcycling techniques, one of which is Tea Time Label, which uses them to make women's hair accessories. This research wants to know more about the branding process of Tea Time Label upcycled products as a brand that loves the environment through Instagram social media. The main theory used is the branding process according to Wheeler, & Millman which consists of conducting research, clarifying strategy, designing identity, creating touchpoints, and managing assets. The research method used is descriptive qualitative. The results of this research show that the branding process of this local small and medium company is in accordance with the branding process theory mentioned above and the thing that is most often done is designing the identity and values of the Tea Time Label.

**Keywords:** *Brand, Business, Fabric Waste, Instagram, Social Media.*

## A. INTRODUCTION

Fabric waste is a significant issue in the fashion industry that affects the environment, particularly in light of the "fast fashion" trend. Fast fashion refers to reasonably priced, quickly-produced clothing that follows trends and comes in a variety of models. Every year, up to 100 billion new garments are produced in this fast fashion phenomenon. Deadstock is fabric that has been used but is no longer needed for its intended use. from a company that placed an excessive order for fabric from a factory, which was later discarded. The United States Environmental Protection Agency (2023) reports that 11.3 million tons of textile waste were dumped in landfills in 2018 (Data and Facts Regarding Resources, Trash, and Recycling, 2023).

The United States Environmental Protection Agency (EPA) collected data on the total tons of textiles produced, recycled, composted, burned for energy generation, and landfilled between 1960 and 2018. There are three things that can be done to solve this issue: reduce, reuse, and recycle. Lower, that is, lessen the quantity used or produced (Mahartin, 2023). The 3R-based waste processing process begins with reducing waste use sorting waste according to waste characteristics, reusing waste that is still feasible, and recycling waste so that it can have economic value (Mahartin, 2023). 2.5 million tonnes of recycled textile waste was produced in 2018 (Data and Facts Regarding Resources, Trash, and Recycling, 2023).

Upcycling is the term used to describe recycling that involves giving the prior material more value and utility. Christina & Associates, (2020), using deadstock to create a more valuable and useful work or product is one example of upcycling. Upcycling, sometimes referred to as creative reuse, is the process of repurposing items as new ones without having to destroy them first (Christianti et al., 2018).

In an effort to lessen the impact of fashion waste, a number of fashion designers have begun to use deadstock fabrics instead. Among them is Los Angeles-based model and fashion

designer Sami Miro, who created vintage-inspired apparel lines using deadstock materials (Greeners.co., 2019).

Other regional brands that use upcycling include Threadapeutic and Sejauh Mata Memandang. A clothing company called Sejauh Mata Memandang seeks to raise awareness among the general public about the effects of waste in the fashion industry (Rafida, 2021). In addition to teaching, Sejauh Mata Memandang frequently employs deadstock and recycled materials, as well as organic fibers. Meanwhile, Threadapeutic creates accessories that are sold for a relatively high price by employing a technique called faux chenille, which involves stacking fabric pieces one at a time and then sewing them back together to create a product or work with a soft surface (Rafida, 2021).

Deadstock is used to make more than just clothing; it can also be used to make purses, wallets, and hair accessories like scrunchies. Tea Time Label is another local brand in Indonesia that makes use of deadstock materials. Deadstock materials are transformed by Tea Time Label into accessories for daily use, such as scrunchies. Not only can a scrunchie be a stylish hair tie, but it can also help prevent breakage and hair loss. Deadstock materials are used to create 90% of products, which are intended to be both aesthetically pleasing and functional to support daily living.

In the Indonesian fashion industry, there are currently two major brands that control the scrunchie market. One such brand is Koencir, which sells scrunchies made entirely of silk without the use of any nylon or polyester at all. OEKO Certified, one of the most well-known labels in the world for textiles tested for dangerous substances and striving for high product safety and customer trust, is held by Koencir (Instagram, n.d.). Therituale is another brand that sells silk goods other than scrunchies, like bandanas and silk pillowcases. Using silk products, rituale highlights the health and beauty of skin and hair (Instagram, n.d.).

Using dead stock, Tea Time Label upcycles to create products that are used on a daily basis and packaged as inexpensive ways to showcase one's own beauty. Because the product is made from deadstock material, which is unavailable in large quantities and cannot be replicated, it is unique in that it cannot be restocked with exactly the same material if a particular item sells out.

According to research by Ellen Lee & Franzisca Weder (2021), slow fashion is typically linked to resource and environmental consciousness; nonetheless, it frequently represents a quasi-antithesis to the market-driven consumerism that fast fashion is made possible by. Overall, a qualitative content analysis of posts with the hashtag #slowfashionaustralia reveals that the goal of slow fashion is to promote sustainability through consumer and fashion producer actions, with a focus on environmental sustainability.

Larrisa & Titisa (2022) conducted additional research on the issue of fast fashion and discovered that, due to its greater benefits, fashion brands in Indonesia need to start focusing on sustainability. According to Christina, et al. (2020), phoebe upcycling was founded with the intention of serving as a remedy for issues in the fashion industry, specifically by repurposing items that have lost their usefulness.

As previously mentioned, Tea Time Label markets their goods as environmentally conscious by employing repurposed materials. In addition to marketing their product as eco-friendly, Tea Time uses social media to raise awareness of the importance of preserving the environment. In addition to conveying the idea of "affordable luxury," or a product for people looking to look good at a reasonable cost, Tea Time Label also wants to be seen as an environmentally conscious company. With about 10,3k followers on Instagram, @teatimelabel, is used for this branding. Tea Time Label leverages micro influencer endorsements along with Instagram stories to create interactive content. Tea Sommeliers is a community that Tea Time Label has created specifically for brand ambassadors.

Through these initiatives, the Tea Time brand has been able to successfully position itself as an eco-friendly, upcycled product. A brand is any name, phrase, symbol, sign, or design, alone or in combination, that is used to distinguish one product or service from another and from those offered by rival companies. In 2019, Keller and Swaminathan Through brands, we are able to identify the product's manufacturer or source and give consumers the ability to hold specific producers or distributors accountable. This process consists of multiple phases, each having a logical start and finish to aid in decision-making. There are the following 5 phases: Prior to conducting research, it is imperative to thoroughly comprehend the company's mission, vision, values, target market, culture, competitive advantages, strengths, weaknesses, marketing strategies, and future challenges. 2) Clarifying Strategy: This second stage focuses on analysis, discovery, synthesis, simplicity, and clarity through organized investigation and strategic imagination. The best strategy is one that no one else has because it combines creative intelligence with logical thinking. 3) Designing Identity: During the third stage of the creative design process, meaning can be integrated through form through design. 4) Creating Touchpoints, which focuses on developing and improving the design is to create touchpoints. A distinctive visual language that can be expressed in all applications is part of brand identity. 5) Managing Assets: To effectively manage brand assets, a leader must have a long-term commitment to doing all within their power to develop the brand (Wheeler, 2017). Tea Time Label completed the branding process stages outlined above in order to establish itself as an upcycled, environmentally friendly product through social media where social media marketing is a type of digital marketing that focuses on increasing user communication and brand recognition among potential customers. There are various types of social media users, and topics covered include brand loyalty, co-creation, marketing strategy, measurement, mobile platforms, privacy, and ethics (Dahl, 2021).

Therefore, it is interesting to examine how Tea Time Label builds a brand as an environmentally friendly upcycled product through Instagram social media. The aim of this research is to determine the process of conducting research, clarifying strategy, designing identity, creating touchpoints and managing assets in the process of branding Tea Time Label upcycled products as a brand that is friendly to the environment.

## B.    METHOD

This study used a descriptive qualitative research design. The qualitative approach was selected because the researcher needed to investigate this topic in order to comprehend how Tea Time Label is branded as a sustainable brand on Instagram. According to Strauss & Corbin (1990), qualitative research is a kind of research in which quantification or statistical techniques are not used during the discovery or data collection processes.

The most strategic step in research with the primary objective of obtaining data is the use of data collection techniques (Sugiyono, 2016). Interviews are the main method used in this study to collect data. An interview can be defined as a conversational verbal communication activity between the researcher and the subject of the study, or it can also be thought of as a question-and-answer exchange (Abdussamad, 2021). According to the justification provided, the researcher selected three sources who were thought to be able to provide information pertinent to the study being conducted: Stevanie Djulifen, the founder of Tea Time Label, who established the concept and features of the company; Namieza Zahfyra, Creative Marketing Tea Time Label, who was essential in the branding and marketing strategy of Tea Time Label.

## C.     RESULT AND DISCUSSION

From the results of data collection from interviews and observations via Instagram social media, there is some information related to The Branding Process according to Wheeler (2017).

### Conducting Research

Conducting research is carried out by knowing and understanding the mission, vision, values, target market, company culture, competitive advantages, strengths and weaknesses, marketing strategies, and challenges for the future.

Vision and mission. Tea Time Label's vision is to create and contribute to the environment through simple steps, namely using the upcycle concept. The aim is to make people more aware of environmental conditions caused by factory waste or textile waste. The mission of Tea Time Label is to be a leader and initiator in the use of leftover materials through beauty and lifestyle products.

Value. The value of Tea Time Label is that 90% of their products are the result of re-work from deadstock, known as upcycled products. Tea Time Label products have quality so that people buy Tea Time Label products not only to support movements that contribute to a good environment but because they want and need the products to help solve hair problems for women.

Target Market. Tea Time Label has identified Generation Z, ages 16 to 25, as their target market because they are among the generations most aware of environmental issues and conditions. In addition, cheerful and youthful souls make up another psychographic of Tea Time Label's target market.

Company Culture. Tea Time Label is an online-based small business with a developed company culture that respects processes and the environment.

Competitive advantage. The advantage of the Tea Time Label is that it is a limited product and is not reproduced.

Strengths and weaknesses. The strengths possessed by Tea Time Label are selected from quality deadstock which is selected directly by Stevanie as the owner of Tea Time Label. The weakness is that it cannot reproduce products with exactly the same color, model and material.

Marketing strategy. The marketing strategy used by Tea Time Label is social media marketing via Instagram social media.

Future challenges. Due to limited production materials, there is less flexibility in model development. Another problem is the emergence of similar products at lower prices. So Tea Time Label chooses to compete with its quality and value.

### Clarifying Strategy

Tea Time Label has experimented with various marketing approaches such as cooperation with cosmetics. In order to give their bag products a more distinctive appearance, Tea Time Label and one of the graphic designers worked together in 2020. In addition, we work with a number of lifestyle and beauty brands to create product bundling packages, including NVMEE, a local company that sells hair styling products. Customers who are interested in beauty products typically have the potential to purchase Tea Time Label products, which is also the case with Upmost and Feyrely, two local brands in the cosmetics industry.
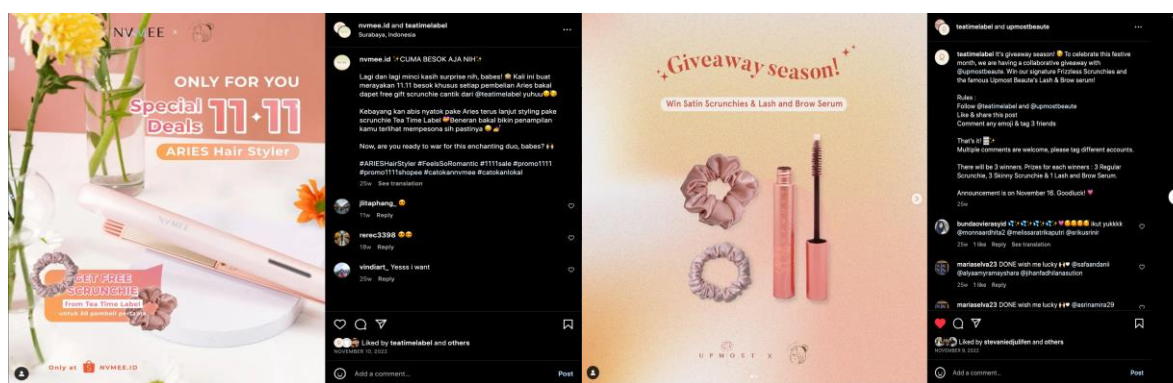
**Figure 1. Bundling product NVMEE x Tea Time Label**

Collaboration with environmentally concerned institutions. To campaign as a brand that cares about the environment, Tea Time Label is collaborating with the Protect Forest organization (@lindungihutan) which is active in forest conservation. The form of their collaboration is that for every bag product purchased from Tea Time Label, the buyer contributes to forest conservation by planting one tree. From the results of this campaign, Tea Time Label together with Protect the Forest succeeded in planting 136 trees. This form of collaboration is to emphasize Tea Time Label's commitment as a brand that loves the environment. Both from the use of raw materials to the values that are held firmly.
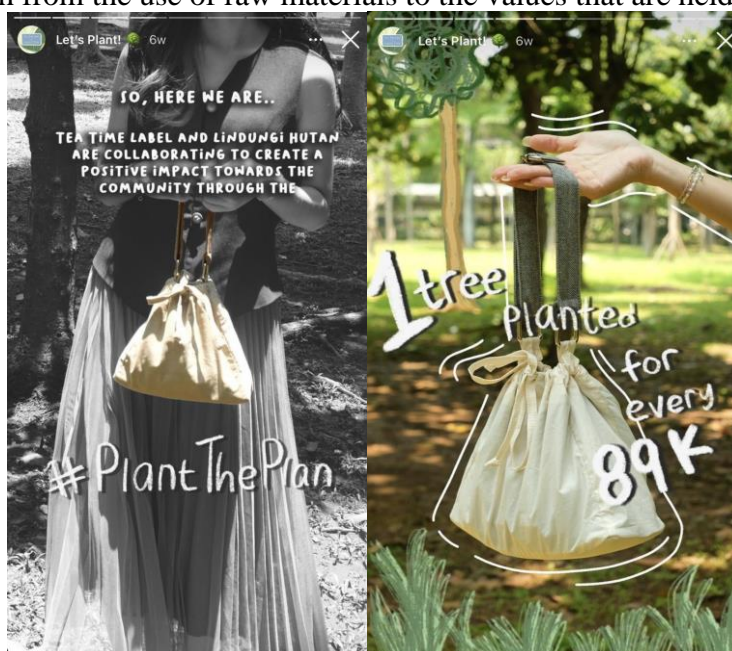


**Figure 2. Tea Time collaboration in planting trees**

*Endorsement*. Additionally, Tea Time Label works with a variety of influencers, from nano to micro influencers, to sponsor products by mailing the items to them. These influencers were picked based on their concern for aesthetic elements in their Instagram content and their well-known names in the beauty or fashion industries. Tea Time Label is confident that their brand will expand quickly through this community because it draws inspiration from the beauty industry, where nearly all brands have their own communities.

**Designing Identity**

A creative design process where through design you can integrate meaning through form. The visuals on Instagram Tea Time Label (@teatimelabel) want to show the persona and impression of a brand that is friendly, like a friend who listens. So the content on Instagram Tea Time Label is cheerful and uses bright colors. The color choice leads to pastel and cream

colors as icons. The words used also convey a more relaxed message, such as talking to a friend. This shows that Tea Time Label wants to be a friendly brand by listening to the problems of Instagram followers like friends. The color choice on the Tea Time Label social media is towards warm tones because it wants to give a more friendly impression so that followers can tell stories and also share many things.

Regarding the logo, Tea Time Label had previously used a female mascot with a scrunchy, but this was deemed to be overly focused on women's products, particularly hair accessories. Despite this, women are allowed to express themselves through their unique traits. Tea Time Label's most recent logo, which features flowers that mimic the sun and waves, is currently more inspired by nature. The idea is to show something colorful that represents harmony and equilibrium. This is associated with Tea Time Label's environmental mission. Aside from that, the most recent logo has been simplified in an effort to make the brand more flexible, inclusive, and multi-meaningful.

**Creating Touch Point**

Regarding design refinement and development. Creating touch points requires a distinct visual language that will be expressed across all app functions. Tea Time Label makes full use of all of the features available on their social media platforms, specifically Instagram. The content created is more about soft selling, specifically educating potential buyers about the Tea Time Label and their vision, which is to provide an environmentally friendly product. Lightweight content is not too heavy, allowing customers to understand the points you want to convey.

Initially, Tea Time Label pushed sales more through Instagram feeds, but as time went by, they started to take advantage of all the other features. Apart from that, the products offered are also starting to vary. Tea Time Label is starting to launch bag products, although scrunchy remains Tea Time Label's main product. Tea time labels are also starting to adapt to certain periods or situations. They launched the Indonesian Independence Day edition of their products with the theme "Oengkapan Sedjuta Rasa". The choice of colors and names for the scrunchies are inspired by local snacks and typical Indonesian foods such as gulai, onde-onde, crackers, cucur, and so on.

Tea Time Label also launched a Christmas edition of its products, where Tea Time Label uses bolder color choices but does not eliminate the touch of beige. This strategy was quite successful because this edition succeeded in increasing sales, especially as Christmas gifts or Christmas hampers.
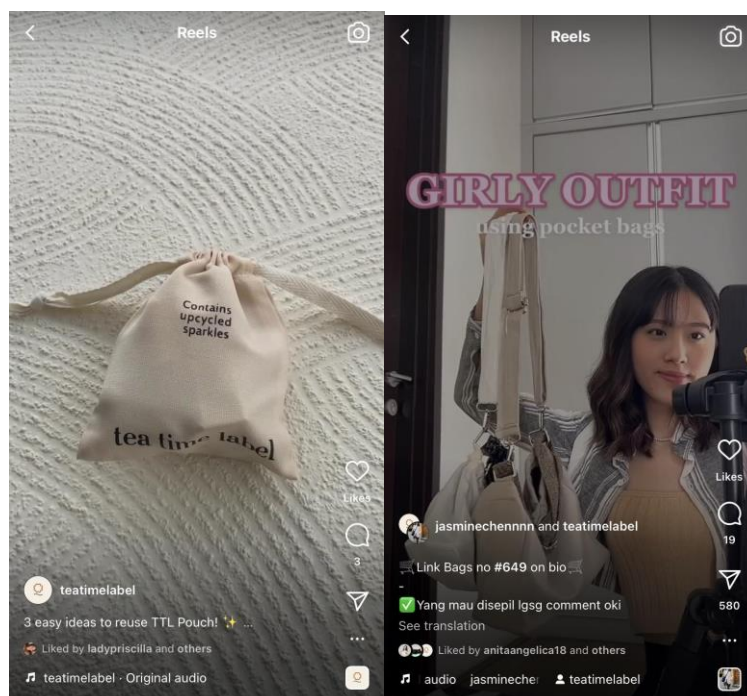
**Figure 3. Tea Time launched Christmast Edition**

**Managing Asset**

Leadership and a long-term commitment to doing everything possible to strengthen the brand. Leadership and a long-term commitment to doing everything possible to strengthen the brand. To maintain its long-term commitment, Tea Time Label continues to use the upcycling concept by using deadstock goods, despite the fact that the product produced is never the same in terms of texture and material type. Tea Time Label also maintains positive relationships with their community by regularly sending new products to be introduced. Tea Time Label continues to innovate models and products based on the availability of raw materials.

Based on the result, Tea Time Label's activity is a Brand value chain model, which explains the process of forming a brand's value to better understand the financial impact of marketing expenditures and investments in order to create loyal customers and a strong brand (Keller, 2020). According to the American Marketing Association (AMA) in the book Strategic Brand Management by Kevin Lane Keller in 2020, a brand is a name, term, sign, symbol, or design, or a combination of these, used to distinguish goods and services from one another. competitors.

In order to communicate on social media with the public and potential clients, Tea Time Label also engages in social media management. However, in order to have a noticeable effect on a company or business, this is a long-term strategy that needs to be implemented consistently. Tea Time Label also engages in content marketing, which is the process of creating and disseminating content to draw in and keep customers. Increasing a brand's digital footprint can lead to opportunities and serve as a way for them to demonstrate their values and areas of expertise, as well as to establish their reputation and credibility (Breakenridge, 2017). According to Kotler & Keller (2012), social media serves as a platform for users to share information in the form of text, photos, audio, and video.

Social media marketing is one of Tea Time Label's marketing strategies for building their brand. When Tea Time Label first started out, it only posted products and content to Instagram. Nonetheless, Tea Time Label's value, upcycling is what is causing it to expand and develop a following. Naturally, Tea Time Label aspires to grow and engage with the community more. Additionally, Tea Time Label worked with a graphic designer to create

scrunchies with embroidered accents. In addition, Tea Time Label offers product bundles with a number of lifestyle and beauty brands, including NVMEE, Upmost, Pomelo, and Feyrely. Tea Time Label is also carrying out their latest campaign in collaboration with Protect the Forest by launching a new bag product in which every IDR. 89,000 purchase equals one tree planted by Tea Time Label and Protect the Forest.

## D.    CONCLUSION

Based on the results of this research, it can be concluded that the branding process theory according to Wheeler & Millman. The strategy carried out by Tea Time Label is quite consistent and gradual in forming branding, namely:

Conducting Research. Tea Time Label already knows and understands the elements in conducting research. Carrying out this stage well can help Tea Time Label to continue with the next stages of the branding process.

Clarifying Strategy. There are several social media marketing carried out by Tea Time Label, such as collaborations, product bundling, endorsements and campaigns so that it can be a lesson and find strategies that suit Tea Time Label's target market.

Designing Identity. Through Tea Time Label's Instagram (@teatimelabel) it can be seen that Tea Time Label has quite specific and consistent color choices, visuals and language choices. Tea Time Label also updated its logo to be more in line with the character and goals of Tea Time Label.

Creating Touchpoint. Tea Time Label creates soft selling and light content so that the target market can better understand what Tea Time Label is trying to convey. Tea Time Label uses feeds and highlights to explain its value. Tea Time Label wants customers to buy their products not only to support the environmental movement, but also to see how well they work.

Managing Asset. They can ensure the brand's sustainability by leveraging the existing community, allowing Tea Time Label to expand and develop even further. Aside from that, Tea Time Label maintains relationships with communities, KOLs, and other brands with the potential to collaborate in the future.

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