
Effectiveness of #KULAxMutualAidFund Campaign Messages on TikTok Followers @Storyofkula

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ABSTRACT

Effectiveness can be interpreted as the result or influence that arises from a communication process, namely the attitude, behavior, and response of a communicant, whether desired or unwanted. The purpose of this study is to determine the effectiveness of the #KULAxMutualAidFund Campaign Message on TikTok @Storyofkula followers using the S-O-R (Stimulus-Organism-Response) theory approach and the AIDA (Attention, Interest, Desire, Action) method as a measuring tool. This campaign is a form of Marketing Public Relations (MPR) activity from the KULA brand that combines social and humanitarian values through the TikTok platform. This research uses a quantitative approach with survey techniques to TikTok @Storyofkula followers, especially women aged 15-28 years who are the target market of KULA products. The results of this study show that the campaign message is considered effective, especially in the aspect of interest, which is shown through the attractiveness of visual content, storytelling, emotional appeal, and a strong call to action on each video display on TikTok @Storyofkula social media. This research makes a theoretical contribution to the development of social campaign communication strategies in social media and provides practical insights for brands in designing impactful campaigns.

Keywords: *Message effectiveness, Social Campaign, TikTok, AIDA, S-O-R, KULA*

INTRODUCTION

Social media has transformed how individuals interact, share, and respond to information. It is not merely a platform for personal expression but a powerful space where narratives are shaped, values are expressed, and communities are mobilized. Among various platforms, TikTok stands out as a unique medium that combines entertainment, education, and activism. With its massive user base, particularly among Generation Z, TikTok has become a vital channel for brands, individuals, and organizations to disseminate socially impactful messages. The platform's algorithm allows content to spread organically, allowing even lesser-known voices to gain traction and foster engagement.

This paper focuses on the digital campaign #KULAxMutualAidFund, an initiative launched by the Indonesian beauty brand KULA in collaboration with Mutual Aid Fund, a humanitarian organization. The campaign was introduced amidst the intensifying

humanitarian crisis in Gaza, Palestine, and aimed to combine brand communication with social responsibility. Through this initiative, KULA pledged to donate a portion of its product sales, particularly its Liptint line, to provide aid to victims in Gaza. The brand did this to promote its product and appeal to its audience.

What makes this campaign special is its smart use of messages and stories that make people feel an emotion, both of which are very important in modern digital activism. KULA adopted an unusual marketing strategy. It tapped into its audience's beliefs and values by using a message that highlighted a pressing global issue. The company proceeded to create Tiktok videos with real-time updates on the issue, the amount of money that had been raised, and most importantly, the struggles of the children and people there. #KULAxMutualAidFund is a compelling illustration of the efficacy of the Marketing Public Relations (MPR) model in aligning with social awareness.

The AIDA model was utilised in this study to evaluate the campaign's effectiveness. The model, known as the Attention-Interest-Desire-Action (AIDA) model, is a well-established concept in marketing that describes the process by which people evaluate a product. As Kotler and Keller (2009) contended, a successful marketing campaign adheres to the following guidelines. Next, it must create desire. Then it must provoke action. On digital platforms like TikTok, where content is consumed quickly and there is a lot of competition for people's attention, each of these stages is very important in deciding if a message is remembered or just ignored. This study also uses the Stimulus-Organism-Response (S-O-R) theory, as introduced by Mehrabian and Russell (1974) and used in communication studies by Effendy (2003).

This theory posits that communication effectiveness depends on how external stimuli (campaign messages) affect the internal cognitive and emotional states (organism) of the audience, which then manifest as behavioral responses. In this context, the stimulus is the campaign content shared via TikTok, the organism is the TikTok audience (specifically followers of @storyofkula), and the response includes emotional reactions, intention to donate, and actions such as purchasing the product or sharing the message.

The significance of this research lies in its interdisciplinary relevance. From a marketing perspective, it evaluates how social values can enhance brand communication. From a communication theory standpoint, it investigates the interaction between message structure and audience psychology. And from a community perspective, it explores how digital platforms can serve as catalysts for civic engagement and social support.

The target audience for this campaign and consequently for this study comprises female TikTok users aged 15–28, a segment identified as part of Generation Z. This demographic is digitally native, socially aware, and emotionally responsive, making them particularly susceptible to campaigns that blend commerce with cause. According to data

from We Are Social and Meltwater (2024), TikTok is among the most frequently accessed platforms for this age group, with usage patterns indicating a high likelihood of engagement with visually driven, emotionally compelling content.

In addition, the algorithmic nature of TikTok allows campaigns like #KULAxMutualAidFund to reach users beyond direct followers. Content is distributed based on interest and engagement, not just social connections. This creates a unique environment where social campaigns can gain virality if they manage to emotionally resonate with viewers. KULA uses music, visuals, narration, and direct calls to action in a way that matches this algorithmic logic, making it a good example of how emotions are influenced by digital communication.

Also, the campaign shows a change in the role of brands in public conversation. People now expect brands to address social and political issues, and KULA's campaign success exemplifies this. Riadi (2010) claimed that the MPR concept signifies more than simply selling products. Above all, it involves educating people and establishing trust. As seen here, KULA was able to capture its audience by choosing to support a humanitarian cause via a popular social media channel.

The most interesting thing about this campaign is the way it makes you feel. The content doesn't just advertise a product; it tells a story, makes you feel for the person on the other side, and makes you feel like you need to do something. By showing what life is like in Gaza and how supplies are being given out, the campaign makes people feel like they are part of the same community. This storytelling approach is important in getting people to go from not paying attention to paying attention, which is in line with the AIDA and S-O-R models.

The study will measure how well each step of the AIDA model is applied in the campaign and how audience members react to the stimulus presented. The goal is 2 things: to see how well people understand what they're seeing, and to think about the effect of strong feelings in digital campaigns. The study says that while attention is the first problem, emotional relevance and narrative depth are more important in getting people to keep watching and doing things.

. It takes a closer look at how emotional messaging, structured content, and platform-specific strategies work together to produce meaningful audience responses. The case of #KULAxMutualAidFund thus provides a valuable lens for understanding how brands can responsibly and effectively participate in social change through communicative action.

LITERATURE REVIEW

The foundation of this study is grounded in four main conceptual frameworks: (1) the Stimulus-Organism-Response (S-O-R) theory, (2) the AIDA model, (3) Marketing Public Relations (MPR), and (4) social media as a campaign medium, particularly TikTok.

Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) theory explains the process by which an external stimulus (such as a campaign message) affects an individual (the organism), resulting in a measurable response. It is rooted in psychology and later adapted for communication studies.

According to Effendy (2003), to be effective, a message must not only reach the recipient but also influence their internal states. These include cognition, affect, and behavior. In this study, the campaign message from KULA functions as the stimulus, the TikTok audience acts as the organism, and their behavioral reactions, such as engagement, emotional connection, and purchase behavior, constitute the response.

Other factors that affect a communication stimulus's effectiveness are the communicator's credibility and appeal, the appropriateness of the media channel, and the psychological readiness of the audience. As a result, in this study, the efficacy of KULA's message can be maximised by aligning it with the values, interests, and media consumption behaviours of the target audience.

Marketing Public Relations (MPR)

Marketing Public Relations (MPR) is often used to build and maintain a positive brand reputation, all while driving buyer's interest in a product. It can be seen as a strategic communication process that integrates public relations with marketing functions. According to Kotler and Keller (2007), MPR involves various tools, such as public perception. In her paper of 2018 paper, Robyn Blakeman sets out three key roles of MPR: reinforcement, defence, and rebuilding. The campaign with the title #KULAxMutualAidFund effectively demonstrated the successful integration of emotional storytelling, social impact messaging, and product promotion in this instance served to create a marketing piece that was both effective and impactful. This kind of approach is especially effective since it was done on emotionally driven platforms (Jones, 2023).

AIDA Model (Attention, Interest, Desire, Action)

The AIDA model is a popular marketing framework. It is often used to assess the effectiveness of promotional messages through four sequential stages: Attention, Interest, Desire, and Action. According to Kotler and Keller (2009), an effective messenger must first capture the audience's attention, then stimulate their interest, and, lastly, engender a desire for the product, eventually encouraging action (e.g., making a purchase or participating in a campaign).

Specifically, within the paradigm of KULA's Campaign, this model functions as a tool to assess the effectiveness of the message in engaging the audience at each stage. For example, visually engaging content and emotional narratives may generate attention and interest, while clear calls to action, such as donation-based purchases, aim to trigger desire and encourage consumer participation.

Social media and TikTok as a campaign Platform

Social media has fundamentally changed the way brands communicate, offering unprecedented reach, interactivity, and personalization. TikTok, in particular, stands out for its short-form video format and algorithm-driven content delivery, which enables rapid virality and deep user engagement. According to Melwater (2024), TikTok ranks as the most frequently used platform in terms of average time spent per user globally.

TikTok's features, such as duets, live videos, trending challenges, and in-app shopping, make it a powerful tool for campaign dissemination. For KULA, TikTok provides not only a marketing platform but also a storytelling space where the brand can build emotional connections with its audience. Content such as product testimonials, behind-the-scenes charity updates, and real-time donation reports serves to increase transparency and foster trust.

Social Campaign

Social campaigns are defined as planned communication efforts aimed at raising awareness and influencing public opinion behavior regarding social issues (Venus, 2019). As Ramlan (2006), the effectiveness of social campaigns is contingent upon the presence of three key elements: must include clear messaging, emotional appeal, and calls to action.

KULA's target demographic, Generation Z, has been observed to be particularly receptive to digital activism and value-based marketing. This generation is distinguished by its critical use of media, its preference for authenticity, and strong commitment to social justice. Consequently, marketing strategies that promote both the product's worth and humanitarian initiatives are more likely to resonate with this demographic.

METHODOLOGY

This quantitative study uses a survey to examine how effective the #KULAxMutualAidFund campaign message was at influencing followers of the @storyofkula TikTok account., the study aim to measure the extent to which the campaign influenced followers, considering the S-O-R (Stimulus-Organism-Response) communication theory and the AIDA (Attention, interest, desire, action). The target population for this study includes female followers of the TikTok account @storyofkula. They are aged between 15 and 28 years, representing Generation Z. The selection of this group based on target market of KULA brand, which is focuses on young consumers who are socially conscious and also active on social media applications TikTok. The sampling technique used is non-probability purposive sampling, in which respondents are selected based on specific criteria relevant to the study's objectives. These include gender (female), age (15-28 years old), and active followers of @storyofkula. For the current study, a total of 100 respondents were required to complete the survey questionnaire via online. .

The collection of data was conducted through the utilisation of a structured questionnaire, which was disseminated via the Google Forms platform. The questionnaire

comprised closed-ended questions that were aligned with four indicators of AIDA. a 5-point Likert scale was introduced, ranging from 'strongly disagree' (1) to 'strongly agree' (5). Purposive sampling was utilised to ensure the representation of the campaign's target audience within the selected sample.

To ensure the robustness of the research instrument, the questionnaire was subjected to comprehensive validity and reliability assessments prior to its full-scale administration. The validity of the instrument was examined using Pearson Product moment correlation, a statistical technique employed to determine the strength and direction of the relationship between variables (Ghoshal, 2010). The result indicated that all questionnaire items surpassed the established critical r-value, thereby demonstrating satisfactory construct validity. Moreover, the reliability of the instrument was evaluated using Cronbach's Alpha coefficient, with all four measured dimensions yielding values exceeding 0,70. This confirms the instrument's internal consistence and overall reliability for the purposes of this study.

The data obtained were processed through descriptive statistical analysis, with a primary focus on calculating the mean scores to assess the effectiveness of each phase within the AIDA framework. Prior to conducting the full data analysis, instrument validation procedures were carried out. Construct validity was assessed using Pearson's Correlation coefficient, and internal consistency for each indicator was measured using Crochbach's Alpha. All the result met the established threshold values, indicating that the instrument was both valid and reliable. This methodological approach allowed for a systematic and in-depth evaluation of the campaign effectiveness, identifying the most influential elements of the message in capturing the attention and prompting action of the intended audience.

RESULTS AND DISCUSSION

This study aimed to evaluate the effectiveness of the #KULAxMutualAidFund campaign as perceived by TikTok Followers of the @Storyofkula account, utilizing the AIDA(Attention, Interest, Desire, Action) model as the primary analytical framework. A total of 100 respondents were analysed using descriptive statistics to measure the mean scores of each AIDA dimension.

- Attention: The campaign successfully captured the audience's attention. Respondents agreed that the visual presentation, storytelling elements, and emotionally driven content were attention-grabbing. TikTok features such as thumbnails, captions, and video editing played a key role in drawing users to the content.
- Interest: The interest component received the highest average score among the 4, indicating that the campaign content was highly engaging. Respondents reported feeling emotionally connected to the campaign's humanitarian message, particularly due to storytelling about children in Gaza, collaboration with Mutual Aid Fund, and authentic updates from volunteers.
- Desire: Respondent expressed a strong desire to participate in the campaign. The emotional appeal and alignment with social values such as empathy and solidarity

were significant motivators. Moreover, the inclusion of limited-edition products and bonus items (e.g., Palestine keychains) increased perceived value and consumer interest.

- Action: The final component, Action, showed positive results, with a considerable number of respondents stating they were motivated to support the campaign either by purchasing the product or sharing the content. The embedded “yellow chart” feature on TikTok made the transaction process seamless and facilitated action.

Overall, the campaign can be categorized as effective, with the interest and desire stages demonstrating the strongest impact.

Table 1. Indikator Attention

Pernyataan	Mean
knowing about the #KULAxMutualAidFund campaign message to donate to Palestine on TikTok @Storyofkula	4.12
knowing about the #KULAxMutualAidFund campaign message which contains the importance of Solidarity, Empathy and Collaboration through the KULA video display on Tiktok social media @storyofkula	4.14
The #KULAxMutualAidFund Campaign message is organized in a climax by providing an overview of life in Palestine, Gaza and closed with a Call To Action (invitation to buy products) as a form of collaboration and a form of real action.	4.11
The #KULAxMutualAidFund campaign presents 2 sides of the message, namely, to build empathy by showing real challenges and a call for solidarity.	4.17
Total	4.13

Source: Processed by the researcher

This result reflects a strong positive response from the majority of respondents. Specifically, 42% agreed and 40% strongly agreed, indicating that the campaign message captured attention effectively through emotional and moral appeal. The dual-sided narrative strategy, balancing portrayals of humanitarian struggle with a call for collective empathy, appeared to be particularly engaging. A smaller percentage, 13%, responded neutrally, and 5% disagreed, suggesting that although the majority were drawn in by the message, a minor segment of the audience either did not find it as compelling or remained emotionally detached. The high average score and concentrated agreement imply that content emphasizing both suffering and solidarity strongly captures the audience’s initial attention.

Although this is still a relatively high score, indicating general agreement, it suggests a slightly lower level of attention compared to other aspects. In this case, 48% agreed, 33% strongly agreed, and 17% remained neutral. Notably, a small portion of respondents 1%

strongly disagreed (STS) and 1% disagreed (TS), did not find this structural storytelling method to be attention-grabbing. The greater spread in responses, particularly the increase in neutral and disagreeing responses, indicates that the narrative structure (i.e., building a message toward a climax) may not have been as immediately impactful or clear to some viewers as the direct emotional appeal used in other content.

These findings suggest that the campaign’s emotional relevance and clarity of messaging are stronger drivers of attention than structural storytelling alone. The audience is more responsive to content that directly appeals to empathy and provides moral engagement early on. For future campaign strategies, combining emotionally rich visuals with straightforward messaging may enhance attention more effectively than relying solely on a narrative build-up.

Table 2. Interest Indicator

Pernyataan	Mean
I'm interested in the message of the #KULAxMutualAidFund campaign that aims to donate to Palestine on @Storyofkula's TikTok.	4.11
I am interested in the #KULAxMutualAidFund campaign message, which contains the importance of Solidarity, Empathy, and Collaboration through the KULA video display on TikTok social media @storyofkula	4.15
I am interested in the #KULAxMutualAidFund Campaign Message, which is arranged in a climax by providing an overview of life in Palestine, Gaza, and closed with a Call To Action (invitation to buy products) as a form of collaboration and a form of real action.	4.13
I am interested in the #KULAxMutualAidFund Campaign, which presents 2 sides of the message, namely, to build empathy by showing real challenges and calls for solidarity.	4.27
Total	4.16

Source: Processed by the researcher

Based on Table 2.1, the mean score of respondents' answers for the Interest indicator is 4.165, indicating a high level of effectiveness. According to the effectiveness scale (3.01–5.00), this score confirms that the campaign message of #KULAxMutualAidFund on TikTok @storyofkula was effective in generating audience interest.

Among the four statements under this indicator, the highest mean score (4.27) was found in the statement related to message structure: *“I am interested in the #KULAxMutualAidFund campaign because it presents a two-sided message, building empathy by showing real-life challenges and inviting solidarity.”*

This result shows that respondents were more engaged by content that offered a clear emotional appeal through dual perspectives, highlighting the struggles faced by Palestinians

and encouraging active support through donation or prayer. This emotional and moral framing of the message proved particularly effective in capturing the audience's interest. Conversely, the lowest mean score (4.11) was recorded for the statement: *“I am interested in the campaign message aimed at encouraging donations to Palestine via TikTok @storyofkula.”*

This suggests that while the topic of donation itself was viewed positively, the clarity of the message content may have lacked impact. Respondents perceived that the campaign’s donation objective was not communicated clearly or strongly enough, which may have limited their emotional or motivational connection to that aspect of the message. In conclusion, the data indicate that emotionally resonant, clearly structured messages are more successful in generating interest than messages focused solely on donation intent, especially when the message delivery lacks clarity or emotional depth.

Table 3. Desire Indicator

Pernyataan	Mean
I would like to support the #KULAxMutualAidFund campaign to donate to Palestine via TikTok @storyofkula.	4.0
I want to support the #KULAxMutualAidFund campaign to donate to Palestine, which contains the importance of Solidarity, Empathy, and Collaboration through the KULA video display on TikTok social media @storyofkula	4.06
I want to support the #KULAxMutualAidFund Campaign Message because the campaign message is organized in a climax by providing an overview of life in Palestine, Gaza, and closes with a Call To Action (invitation to buy products) as a form of collaboration and a form of real action.	4.12
I want to support the #KULAxMutualAidFund Campaign, which presents a 2-sided message, to build empathy by showing real challenges and a call for solidarity.	4.2
Total	4.11

Source: Processed by the researcher

Based on Table 3, the total mean score for the Desire indicator is 4.112, which falls within the effective range of 3.01–5.00. This indicates that the #KULAxMutualAidFund campaign message on TikTok @storyofkula successfully generated audience desire and motivation to support the campaign. The findings suggest that respondents not only paid attention and felt interested but also developed a willingness or intention to participate—an essential stage in moving from awareness to action.

Among the four statements related to message content and structure, the highest mean score (4.2) came from the structural dimension, particularly the statement emphasizing

two-sided messaging: *"I want to support the campaign because the message presents both the real-life challenges and a call for solidarity."*

This result highlights the effectiveness of emotional storytelling and the dual-perspective approach. Respondents were more motivated to support the campaign when they could empathize with the suffering portrayed and were invited to be part of a solution. The emotional depth and clarity of the message played a key role in creating a strong emotional motive to act.

On the other hand, the lowest mean score (4.06) was recorded for the content-based statement: *"I want to support the campaign because the message highlights the importance of solidarity, empathy, and collaboration through KULA's TikTok videos."*

While still in the effective range, this slightly lower score may indicate that general values such as "solidarity and collaboration" were less compelling motivators compared to more concrete and emotionally vivid storytelling. The data suggest that abstract moral values, though positive, may not evoke as strong a desire to act unless they are paired with specific, relatable narratives.

Furthermore, this aligns with the concept that consumer motives are driven by both rational and emotional factors. In this context, emotional motives such as compassion and empathy toward victims appear to be more influential than rational appeals. The campaign's ability to combine these motives within its content structure contributed to building a stronger desire among the audience to support the cause, particularly through product purchases that translate into donations.

In conclusion, the Desire indicator shows that clear, empathetic, and emotionally grounded messaging is essential to trigger audience motivation. Campaigns that connect cause and action through emotionally resonant storytelling are more likely to stimulate a desire to contribute.

Table 4. Action Indicator

Pernyataan	Mean
After I saw the campaign message on TikTok @storyofkula, I will donate by buying KULA Liptint products.	4.09
After I see the campaign message on TikTok @storyofkula about the importance of Solidarity, Empathy, and Collaboration through the KULA video display on TikTok @storyofkula social media, I will donate by buying KULA Liptint products.	4.05
After I saw the campaign message on Tiktok @storyofkula about the campaign message which was arranged in a climax by providing an overview of life in Palestine, Gaza and closed with a Call To Action (invitation to buy products) as a form of collaboration and a form of real action, I will donate by buying Liptint KULA products.	4.05

Pernyataan	Mean
After I saw the #KULAxMutualAidFund campaign message, which presents 2 sides of the message, namely, to build empathy by showing real challenges and a call for solidarity, I will donate by buying KULA Liptint Products.	4.24
Total	4.09

Source: Processed by the researcher

Among the four statements analyzed under the Action indicator, the statement with the highest average score (4.24) was: *"I will support the #KULAxMutualAidFund campaign on TikTok @storyofkula after seeing the message that presents both the real-life challenges and a call for solidarity."* This indicates that empathy-driven, two-sided messaging was highly effective in encouraging audience commitment to take action. Respondents were more likely to act when they were emotionally moved and morally called upon, showing that a clear emotional and social appeal has a strong impact on behavioral intentions. Conversely, the lowest average score (4.00) came from the statement: *"After seeing the campaign message on TikTok @storyofkula, I will donate by purchasing KULA's Liptint product."*

Although still within the effective range, the lower score suggests that converting intention into purchase-based action may face barriers. This could be due to practical constraints (e.g., financial ability) or a lower perceived connection between product purchase and social impact. While respondents expressed willingness to support morally, fewer were fully committed to expressing that support through product-based donation.

In summary, the data imply that emotional resonance and solidarity messaging are more effective drivers of action than commercial-oriented prompts. Strengthening the perceived link between product purchase and real impact may help enhance action-based responses.

This section examines how effectively the #KULAxMutualAidFund campaign captured the audience's attention on TikTok. Based on responses from 100 female followers of @Storyofkula, the Attention indicator received a relatively high mean score, indicating that the campaign successfully gained initial engagement from viewers.

Table 5 AIDA indicator

Indicator	Total Mean
Attention	4.13
Interest	4.16
Desire	4.11
Action	4.0

Indicator	Total Mean
Total	4.13

Source: Processed by the researcher

Based on Table 4.10, the mean scores across all four AIDA indicators Attention, Interest, Desire, and Action fall within the range of 3.01–5.00, indicating that the #KULAxMutualAidFund campaign message on TikTok @storyofkula was perceived as effective by respondents. The highest mean score across all indicators was recorded for Interest (4.165), followed by Attention (4.135), Desire (4.112), and Action (4.095).

The most impactful statement across all AIDA stages was found in the Interest indicator, particularly: *“I am interested in the #KULAxMutualAidFund campaign because it presents two sides of the message: building empathy through real-life challenges and a call for solidarity,”* which achieved a mean of 4.27. This emotional and dual-perspective approach was key in sustaining audience engagement and motivation to learn more about the campaign.

In the Desire stage, the highest mean (4.12) was associated with the message structured climactically depicting life in Gaza and ending with a call to action, demonstrating that strong emotional storytelling paired with actionable suggestions can stimulate motivation to act. Meanwhile, the Action stage recorded its peak response (mean 4.24) from respondents who were willing to donate through product purchase after seeing the two-sided message of empathy and solidarity.

The transition from Attention to Interest showed a slight increase (from 4.13 to 4.16), indicating that the campaign succeeded in deepening audience engagement after capturing their attention. This reflects the effectiveness of emotional storytelling and relevant humanitarian content, particularly through the use of TikTok features such as live reports and real-time updates.

However, a slight decline was observed from Interest to Desire (4.16 to 4.11), and again from Desire to Action (4.11 to 4.00). This suggests that although respondents were emotionally engaged and interested, not all were willing or able to translate that into concrete action (e.g., purchasing the product). This aligns with the idea that while emotional appeal creates desire, external factors such as purchasing capacity or perceived urgency influence actual behavior.

In the context of the Stimulus-Organism-Response (S-O-R) theory, the campaign message functioned as a stimulus, while the followers of TikTok @storyofkula represented the organism. The positive responses across all indicators show that the stimulus was largely accepted and processed, leading to favorable attitudinal shifts among the respondents. This demonstrates KULA's effectiveness as an external agent in the MPR model. The company is capable of creating and delivering messages that not only inform the audience but also have an emotional and behavioral impact.

Furthermore, the campaign's strong showing in the Interest dimension was aided by the strategic use of empathy, emotional narrative, and human-centered content, particularly Gaza-related stories and visual storytelling via TikTok. Although not all viewers paid close attention at first, those who were exposed to the message developed strong emotional engagement, implying that even passive exposure could be converted into active interest by offering relevant and credible information.

In conclusion, the campaign's effectiveness was not solely dependent on initial attention but also on message quality, emotional resonance, and the perceived authenticity of its social mission. KULA has successfully set itself up as a brand that stands out from the crowd of conventional beauty brands by incorporating humanitarian values into its narrative. This has generated significant attention and interest among Generation Z. However, it seems that more strategic efforts are needed to turn consumer desire into action.

The combination of emotional storytelling with Platform-specific features in digital campaigns is powerful. The high engagement across the AIDA dimensions, particularly in the *interest* and *desire* stages, suggests that audiences are increasingly motivated by campaigns that reflect genuine social concerns and offer a clear, actionable purpose. The integration of Marketing Public Relations (MPR) with social activism allowed KULA to build a campaign that resonated deeply with its audience, particularly Gen Z, who value authenticity and social impact in brand communication. The campaign not only promoted a product but also empowered consumers to contribute to a cause through their purchasing behavior.

The application of the S-O-R theory is evident in how followers received the stimulus (campaign content), processed it emotionally and cognitively (organism), and responded with engagement and purchasing decisions (response). Furthermore, the structure of TikTok as a high-engagement platform played a significant role in enhancing message delivery, with features like visual storytelling, hashtags, comment sections, and e-commerce tools strengthening the call to action. The present study supports the argument that digital campaigns, when executed with strategic emotional messaging and platform alignment, can drive not only brand visibility but also meaningful social action. It is therefore vital for brands to understand their audience and tailor content to their values if they are to build stronger relationships and enhance both commercial and social outcomes. The following essay will provide a comprehensive overview of the relevant literature on the subject.

CONCLUSION

The effectiveness of the #KULAxMutualAidFund campaign, launched by the Indonesian beauty brand KULA in collaboration with the Mutual Aid Fund, was the focus of this study. The campaign represented an innovative integration of commercial goals and social causes within the context of digital communication. Using the AIDA model (Attention, Interest, Desire, Action) and the Stimulus-Organism-Response (S-O-R) theory, the study looked at how TikTok users perceived and processed the campaign message,

particularly the Gen Z female audience aged 15-28. These are people who are both digitally active and socially conscious.

The campaign was mostly shared through TikTok. This social media platform is well-known for its algorithmically raised, highly visual, and emotionally engaging content. The study found that the campaign message was effective at all four stages of the AIDA model, with the Interest stage receiving the highest average score. Furthermore, respondents reported high emotional engagement when exposed to content that combined narrative storytelling with humanitarian messaging.

The campaign's use of two-sided messaging was identified as the most effective communication technique. The visual element of the advertisement was not merely aesthetically pleasing; it also served to enhance the perceived authenticity and credibility of the message. The incorporation of real-time updates, donation receipts, and influencer storytelling (for example, Mona Emed's reports) served to enhance the level of transparency and emotional realism, thereby fostering a more profound audience connection. This finding lends support to Effendy's (2003) concept that an effective message influences the internal state of the audience, thereby eliciting both emotional and behavioural responses.

The transition from attention to interest demonstrated a significant enhancement, suggesting that once viewers became aware of the content, they were more likely to become emotionally engaged. However, a gradual decline occurred from interest to desire, and further from desire to action, suggesting that although respondents were emotionally and morally aligned with the campaign, not all were compelled to take material action such as making a purchase or donation. This phenomenon reflects a broader challenge within the landscape of digital activism, in that elevated levels of audience engagement do not always result in a proportional increase in conversions or concrete action.

When viewed through the lens of marketing public relations (MPR), the campaign demonstrated how brand communication can be used for purposes beyond traditional promotional objectives. By focusing its messaging on a humanitarian issue, KULA has successfully established itself as a socially responsible brand, setting it apart in a highly competitive beauty industry. The function of Marketing Public Relations is to inform the public, foster trust, and enhance brand credibility (Riadi, 2020). For Generation Z, who increasingly prioritise ethical conduct and corporate social responsibility, such initiatives cultivate emotional attachment and encourage sustained engagement with the brand.

TikTok strategic significance as a communication platform is considerable. Unlike traditional social media metrics, which prioritise follower count, TikTok algorithm prioritises content distribution based on user preference and interaction patterns. This feature enabled the campaign to extend its reach beyond the existing @storyofkula follower base and

effectively engage new audiences who were emotionally compelled by the content. The platform's short-form video format, characterised by concision and emotive appeal, is particularly effective in communicating urgent and emotionally charged messages. Consequently, TikTok functions not only as a marketing channel but also as a powerful driver of digital community formation and engagement.

Furthermore, the study advances theoretical development of the AIDA model and S-O-R framework in the context of digital media. The findings reinforce the idea that emotional storytelling and narrative richness have a greater impact on audience engagement than visual aesthetics alone. The campaign's consistent performance across all AIDA dimensions, despite minor fluctuations, highlights the importance of coherent messaging and alignment with audience values. Equally important is the sustained emotional connection that bridges the gap between initial attention and eventual action. The #KULAxMutualAidFund campaign successfully combined marketing objectives with humanitarian values by utilising emotionally resonant, well-structured, and socially meaningful content. While not all levels of engagement translated into direct action, the campaign significantly influenced audience perceptions, attitudes and behavioural intentions. Their result highlight the transformative potential of digital campaigns that are grounded in emotional and moral appeal.

This case study provides valuable insights for future campaigns that aim to combine commercial objectives with social advocacy. This campaign provides several strategic recommendations, which is prioritising emotionally driven storytelling; maintaining transparency in message delivery, and leveraging platform-specific features to enhance received authenticity and user interaction. By adopting these approaches, brands can build consumer trust, elicit empathetic responses, and encourage active engagement within the digital public sphere. Furthermore, the findings point to the growing importance of value-driven digital communication, where content serves as a means of connection and empowerment, not just a persuasive tool. In an increasingly saturated media landscape, campaigns that foreground humanitarian narratives and promote social responsibility tend to resonate more deeply with audiences, thereby enhancing their potential impact. KULA campaign exemplifies how a brand's genuine engagement with global issues, when supported by strategic messaging, can foster community solidarity, stimulate meaningful dialogue and generate influence that transcends commercial boundaries.

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