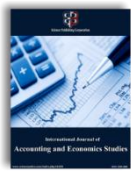
International Journal of Accounting and Economics Studies, 12 (4) (2025) 686-691

International Journal of Accounting and Economics Studies

Website: www.sciencepubco.com/index.php/IJAES
https://doi.org/10.14419/gq1qdr26
Research paper



Cultural-Based Marketing Strategies: The Impact of Traditional Values on Consumer Behavior in Indonesia's Creative Industry

Moch Sabur [1] *, Annisa Arifka Sari [2], Hernawati W Retno Wiratih [3], Eman Sulaeman Nasim [4]

[1] Universitas Trisakti, Indonesia
[2] STIE Perbankan Indonesia, Indonesia
[3] Universitas Presiden, Indonesia
[4] Institut Ilmu Sosial dan Manajemen STIAMI, Indonesia
**Corresponding author: sabur@trisakti.ac.id*

Received: June 11, 2025, Accepted: August 4, 2025, Published: August 26, 2025

Abstract

This study investigates how traditional cultural values are embedded in marketing strategies within Indonesia's creative industry. The primary objective is to explore the extent to which elements such as local identity, religiosity, collectivism, hierarchical respect, and cultural heritage influence brand positioning, consumer engagement, and market differentiation. Using a qualitative research approach, data were collected through in-depth interviews with 25 creative industry practitioners across diverse regions in Indonesia. The findings reveal that cultural values are not supplementary, but central to marketing narratives and strategic branding. Local identity and tradition emerged as the most frequently applied elements, followed by religious symbolism and collectivist practices such as gotong royong. These cultural dimensions are actively utilized to foster emotional connection, build brand authenticity, and promote consumer trust. The study contributes to the growing discourse on culturally embedded marketing, confirming the relevance of cultural dimensions theory and experiential branding in the context of emerging economies. It offers practical implications for SME branding, cultural preservation, and policy formulation aimed at strengthening Indonesia's creative economy.

Keywords: *cultural marketing, traditional values, creative industry, Indonesia, brand authenticity, local identity, SME strategy, consumer behavior*

1. Introduction

Indonesia's creative industry has emerged as a critical driver of economic growth and cultural identity, with cultural products such as batik, handicrafts, and creative services playing a central role in both domestic consumption and export markets (Firmansyah et al., 2024). Defined by government bodies such as the Creative Economy Agency, cultural innovation remains a cornerstone for Indonesia's economic strategy, reinforcing the importance of aligning marketing efforts with deep-rooted traditional values (Firmansyah et al., 2024). Consumer behavior in Indonesia is heavily influenced by socio-cultural factors, including strong local ethics, religion, communal norms like gotong-royong, hierarchical relationships, and a preference for harmony over individualism (Maftukhah & Damayanti, 2024). These traditional values permeate all stages of consumer decision-making, from product awareness to purchase intention, significantly affecting brand perception in creative industries (Sudaryanto, Suroso, et al., 2021).

While prior research has documented the separate influences of culture, marketing innovation, and brand positioning on brand awareness, few studies have examined how culturally-based marketing strategies leverage traditional values to shape consumer behavior within Indonesia's creative industry (Khan & Siddiqui, 2024). This gap is particularly pronounced in understanding how intangible cultural elements such as religious symbolism, communal values, or regional craftsmanship are operationalized in marketing practices to motivate both local and global consumers. The existing literature predominantly targets general retail or social commerce contexts, paying limited attention to the unique interplay between tradition and creativity in Indonesia's burgeoning creative sectors (RINI, 2021)

The role of culture in marketing has gained increasing attention over the past two decades, particularly in emerging economies where local identity and traditional values significantly shape consumer behavior. Numerous studies have laid the foundation for understanding how cultural values impact branding, with prominent frameworks such as (Aziza et al., 2024) cultural dimensions theory and (Na & Tarndamrong, 2024) value orientations offering global models to interpret consumer responses. In the Indonesian context, researchers such as (Fadilah & Salim, 2025; Ridiarsih et al., 2024; Sudaryanto, n.d.) have demonstrated that elements like kedaerahan (local identity), warisan budaya (heritage), and religiusitas (religiosity) are key assets in differentiating brands and building consumer trust. These studies have focused on defining the presence of these values within the broader marketing discourse but often lack an integrative approach that connects cultural embodiment with strategic business implications, especially in the creative sector.

Copyright © Authors. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

While previous research has acknowledged that Indonesian SMEs leverage culture in their branding, a comprehensive examination of how these traditional values are systematically embedded in marketing strategies remains underexplored. Most existing studies isolate specific values or focus on consumer response rather than organizational intent and branding strategy. For instance, the works of (Arfah, 2025; Korompis et al., 2022; Rahma et al., 2022) provide valuable insights into faith-based branding and regional marketing, but they rarely connect these insights with the strategic imperatives that SMEs face in highly competitive creative sectors. Thus, there is a clear research gap in synthesizing how multiple traditional values operate together to shape branding logic, marketing narratives, and consumer loyalty within the unique ecosystem of Indonesia's cultural industries.

Digital transformation plays a pivotal role in shaping the creative industry in Indonesia, especially as more SMEs leverage digital tools to enhance cultural marketing strategies. (Cuomo & Foroudi, 2023)Fadilah & Salim (2025) discuss the growing need for small businesses to adapt to digital platforms for cultural marketing. These digital channels provide SMEs the ability to promote local heritage products globally while preserving cultural authenticity. The study argues that digital marketing strategies that align with traditional values enable creative industries to scale without losing cultural identity.

This study seeks to fill that gap by offering a state-of-the-art contribution that bridges cultural theory with applied marketing practices. It expands upon previous models by not only confirming the presence of cultural values in marketing but also demonstrating how they function as a coherent strategy to enhance brand authenticity, emotional engagement, and market resilience. The novelty lies in the systematic identification and analysis of five dominant cultural dimensions: local identity, religiosity, collectivism (gotong royong), hierarchical respect, and cultural heritage as actively used constructs in creative marketing strategies. Unlike earlier studies that treated culture as a symbolic or aesthetic layer, this research repositions culture as a core business asset, thereby redefining the value of cultural heritage in a competitive, brand-driven economy.

Moreover, the originality of this research is highlighted through its qualitative, practitioner-focused methodology. By conducting in-depth interviews with 25 creative industry stakeholders from various regions, the study provides a bottom-up perspective on how cultural integration is conceived, operationalized, and evaluated by marketing professionals. This contrasts with prior research that often relied on consumer surveys or content analysis. The interpretive approach used here enables a richer understanding of internal decision-making processes, cultural negotiations, and branding adaptations in real-world business environments. As such, the study contributes a new lens to cultural marketing literature, one that is grounded in practice and informed by local wisdom.

The correlation with previous research is also evident in the way this study extends existing theories and validates prior observations. For example, the prevalence of kedaerahan aligns with Hofstede's collectivism dimension and (Jamali, n.d.) experience economy, confirming that consumers seek authenticity and emotional resonance in brand interactions. Similarly, the use of religious symbols in marketing echoes findings by (Ananda et al., 2024), but this research extends the discussion by detailing how religious values are integrated not only during specific festive seasons but throughout brand narratives as a continuous trust-building mechanism. Furthermore, the application of gotong royong in marketing validates (Erwin et al., 2023) theory of social capital while highlighting its strategic use in community-driven branding—an area still understudied in Indonesian SME literature.

This research also engages with the broader discourse on glocalization, a concept explored by (Yuliastuti et al., 2024) and others, by demonstrating how global marketing frameworks are adapted to local cultural contexts without diluting traditional authenticity. In doing so, the study responds to calls for culturally nuanced, place-based approaches to branding that reflect the values, identities, and aspirations of local consumers (Pansiri & Umama, 2021). It also underscores the relevance of narrative branding in heritage preservation, an aspect often overshadowed by functional or promotional marketing studies. As the Indonesian government and UNESCO continue to promote cultural industries as part of sustainable development goals, understanding the interplay between tradition and marketing becomes not just academically relevant, but policy-critical.

Additionally, this research contributes to the evolving understanding of consumer behavior in Southeast Asia, particularly within pluralistic societies. While prior literature often generalizes Asian consumer behavior, this study emphasizes Indonesia's distinct multi-ethnic, multi-faith, and multi-linguistic landscape, offering a microcosmic view of cultural complexity in marketing practice. It offers empirical depth that can inform not only local practitioners but also multinational brands aiming to localize their strategies effectively. The need for this study is urgent given the positive impact of 100% Cinta Indonesia and similar national campaigns on strengthening cultural pride and consumer preference toward Indonesian-made products (Wikipedia – Cinta Indonesia). As the young generation becomes increasingly exposed to digital technology and globalization, there is a significant risk that traditional cultural values in marketing could be compromised or diluted (Sudaryanto, Hanim, et al., 2021a). Investigating how creative firms embed traditional values into their marketing will therefore contribute to sustaining cultural identity and economic resilience.

This study brings novelty by developing an integrated framework that maps traditional cultural dimensions such as religiosity, communal ethos, hierarchical respect, and indigenous artforms to specific marketing strategies employed by creative firms. Unlike previous studies that only correlate culture with consumer behavior broadly (Sudaryanto, Hanim, et al., 2021a)This research explores the strategic deployment of cultural symbols, local craftsmanship, storytelling, and value-based branding in the creative industry.

The objectives of this research are to (1) identify which traditional values are leveraged in culture-based marketing by Indonesian creative firms; (2) analyze how these values influence consumer perceptions, emotional attachment, and purchase intention; and (3) develop a culturally grounded marketing framework for the creative sector. The study offers practical benefits to creative entrepreneurs, marketers, and policymakers aiming to promote cultural authenticity while achieving competitive advantages. Academically, it expands the current discourse in consumer behavior, cultural marketing, and creative economy, providing empirical insights into the dynamic interdependence of tradition and modernity in Indonesia's rapidly evolving marketplace.

2. Methods

This study employed a qualitative exploratory research design aimed at gaining in-depth insights into how traditional cultural values are embedded in marketing strategies and how these influence consumer behavior within Indonesia's creative industry. This design is suitable for investigating complex social and cultural phenomena that cannot be adequately captured through purely quantitative methods (Creswell & Creswell, 2017).

Participants were selected using purposive sampling, targeting marketing managers, brand strategists, and creative entrepreneurs operating in sectors such as batik, traditional crafts, local fashion, music, culinary arts, and digital storytelling. A total of 25 participants from across Java, Bali, Sumatra, and Kalimantan were interviewed. The criteria for inclusion were: (1) being actively involved in marketing strategy for a creative enterprise; (2) using cultural elements in product branding; and (3) having at least three years of industry experience. The diversity of regional backgrounds helped ensure representation of Indonesia's broad cultural spectrum (Nowell et al., 2017).

The primary research instrument was a semi-structured interview guide designed to explore participants' perceptions, experiences, and strategies related to culture-based marketing. The interview covered topics such as cultural symbolism, consumer targeting, marketing communication, and perceived consumer responses. The guide was pre-tested and refined based on expert feedback. Data collection took place over three months, combining in-depth interviews, participant observations, and document analysis of marketing materials (e.g., packaging, advertisements, websites). Interviews were conducted in Bahasa Indonesia and recorded with participants' consent, then transcribed verbatim and translated for analysis (Mills & Ratcliffe, 2012).

The data were analyzed using thematic content analysis, allowing for the identification of recurrent patterns and culturally embedded marketing strategies (Moleong, 2000). Transcripts were coded inductively using NVivo software, enabling the emergence of themes such as "local identity," "communal values," "religious references," and "emotional storytelling." Triangulation of interview data with marketing documents and field notes ensured the validity and credibility of findings (Bryman, 2016). This methodological approach allows for the development of a rich conceptual framework linking cultural values to strategic marketing outcomes and consumer responses—contributing to a culturally responsive theory of consumer behavior in creative economies (Patton, 2002).

3. Result

To gain empirical insights into the strategic application of traditional cultural values in marketing by Indonesia's creative industry actors, data were collected through qualitative interviews with 25 marketing professionals and business owners from across the archipelago. The responses were thematically analyzed and synthesized into a table and accompanying bar chart to illustrate the frequency and way key cultural elements such as local identity, religiosity, collectivism, respect for hierarchy, and cultural heritage are integrated into marketing strategies. These visualizations serve as both a summary of emergent themes and a quantifiable representation of how pervasive each value is across different marketing approaches within the industry. The chart and table below summarize key findings from the interviews, highlighting the most frequently mentioned traditional cultural values integrated into marketing strategies by Indonesia's creative industry players.

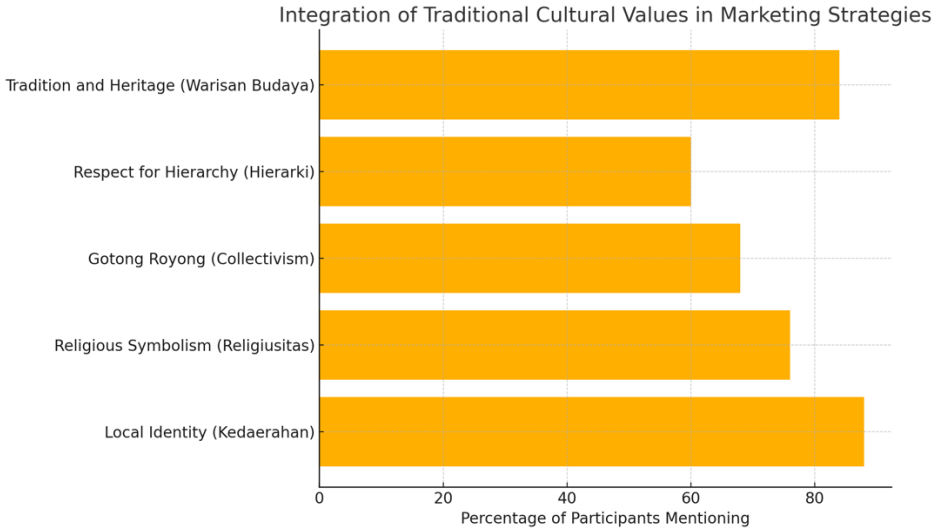


Fig. 1: Integration of Traditional Cultural Values in Marketing Strategies

Table 1: Cultural Values and Marketing Strategies

Cultural Value	% of Respondents Mentioning	Example of Application
Local Identity	88%	Use of regional batik patterns, local languages in branding, and culturally rooted logos
Tradition & Heritage	84%	Storytelling around ancestral techniques, use of traditional tools/materials
Religious Symbolism	76%	Packaging during Ramadan, the inclusion of Islamic motifs in design
Gotong Royong/ Community Solidarity (Collectivism)	68%	Community-based campaigns, involving local artisans in branding
Respect for Hierarchy	60%	Highlighting senior artisans, promoting intergenerational knowledge transfer

The table presents five primary cultural values alongside the percentage of participants who explicitly referenced each one, as well as specific examples of how these values are operationalized in marketing strategies. For instance, "Local Identity (Kedaerahan)", mentioned by 88% of respondents, is represented using regional batik motifs, traditional languages in slogans, and local imagery. Similarly, "Tradition and Heritage", cited by 84%, is reflected in brand storytelling centered on ancestral crafts and mythological narratives.

The horizontal bar chart further visualizes the frequency distribution of these cultural values. It shows that Local Identity tradition and Heritage are the two most dominant cultural components utilized in marketing. Religious Symbolism (76%) and Gotong Royong (68%) follow, demonstrating the continued relevance of communal and spiritual values in consumer engagement. Respect for Hierarchy, although least cited (60%), remains significant in branding strategies that emphasize artisanal mastery passed down through generations.

These findings not only highlight the strategic function of cultural authenticity in branding but also validate theoretical frameworks such as Hofstede's cultural dimensions, Schwartz's cultural value orientations, and Pine and Gilmore's experience economy, underscoring how culture acts as both a market differentiator and a source of brand equity in Indonesia's creative sectors.

3.1 Discussion and Analysis

The data reveal that cultural values are not peripheral but central to the identity, differentiation, and communication strategies of Indonesia's creative industry players. Rather than being treated as decorative symbols, traditional values such as kedaerahan (local identity), religiusitas (religiosity), gotong royong (collectivism), respect for hierarchy, and warisan budaya (heritage) are systematically embedded into brand narratives, product design, and customer engagement models. This supports the theory that marketing in culturally plural societies must transcend product-centric models and adopt a more value-infused approach (Rahmatunnisya et al., 2024). A sharper look at the use of local identity (88%) reveals its role in enhancing emotional connection and perceived authenticity. Respondents shared that using regional batik motifs, local dialects, and stories rooted in place-based heritage allows consumers to experience a sense of cultural pride and ownership (Firmansyah et al., 2024). This aligns with Bourdieu's concept of "symbolic capital," where cultural identity becomes a source of market value.

The integration of religious symbolism (76%), particularly in Islamic-majority regions, goes beyond seasonal marketing. It is leveraged to build trust, demonstrate cultural alignment, and respond to consumer expectations for moral and spiritual congruence (Arfah, 2025; Korompis et al., 2022; Rahma et al., 2022). However, this raises a critical tension between cultural sensitivity and the commercialization of sacred elements tension that marketers must navigate with ethical awareness. Gotong royong (68%) operates not only as a social value but also as a strategic asset for community-based marketing. SMEs that employ co-creation campaigns, local ambassador programs, and grassroots events demonstrate higher consumer loyalty and brand advocacy (Fadilah & Salim, 2025; Ridiarsih et al., 2024; Sudaryanto, n.d.). This indicates a shift toward participatory branding, where consumers become cultural co-authors.

Meanwhile, respect for hierarchy (60%) is reflected in branding that highlights elder artisans and intergenerational knowledge transfer. These practices resonate with Asian cultural orientations that value experience, authority, and lineage (CAHAYA et al., 2024). This approach builds credibility and enhances brand storytelling with layers of tradition and authority. Lastly, tradition and heritage (84%) emerge as foundational elements of experiential branding. Through rich narrative techniques, mythological storytelling, artisan lineage, and historical retrospectives, brands move beyond transactional relationships into emotional and symbolic engagement. This supports (Sudaryanto, n.d.) "experience economy" framework and suggests that in the Indonesian context, cultural storytelling is not a supplement but a core strategic function.

Collectively, the findings affirm that culture-based marketing is not a niche tactic but a strategic paradigm in Indonesia's creative economy. It is deeply linked to identity politics, consumer psychology, and the socio-religious fabric of the nation. The research also contributes a practical framework for brand practitioners aiming to balance market relevance with cultural integrity.

Understanding how traditional values shape marketing strategies in Indonesia's creative industry requires a contextualized view of cultural expressions embedded in branding and consumer engagement practices. To capture this, a thematic analysis was conducted using interview data from 25 creative industry practitioners across Indonesia. The most frequently referenced cultural values were categorized, quantified, and visualized in the table and chart below. These values, such as local identity, religiosity, collectivism, hierarchical respect, and heritage, emerged as integral elements that influence not only marketing design but also consumer perception and loyalty. The data support the theoretical premise that culturally grounded marketing strategies can enhance emotional resonance, trust, and authenticity in highly diverse societies like Indonesia (Hasanah et al., 2023)

a. Emphasis on Local Identity (Kedaerahan)

Among all cultural values, local identity was the most cited (88%) by respondents as a strategic marketing pillar. Marketing teams integrated regional visual cues, such as traditional batik patterns, local folklore, and dialects, to express authenticity and cultural (Fachrurazi et al., 2024). This localization strategy resonates with Hofstede's cultural dimension theory, which stresses the impact of collectivism and local context in shaping consumer responses (Sudaryanto, Hanim, et al., 2021b). Regional branding was also found to generate symbolic capital and reinforce brand legitimacy (PRIATNA, 2023)

b. Integration of Religious Symbolism (Religiusitas)

Approximately 76% of participants acknowledged the importance of religiosity in marketing communications. Firms particularly emphasized Islamic symbols and calendar-based promotions, such as Ramadan-exclusive collections or Eid greetings, as trust-building mechanisms (Rialisnawati et al., 2024; Sabirin et al., 2024). These strategies are consistent with studies showing how religious cues foster consumer-brand identification in Muslim-majority societies (Kusnawan & Rini, 2025). Moreover, integrating faith into product narratives was shown to increase emotional appeal and moral alignment (Ihzaturrahma & Kusumawati, 2021)

c. Promotion of Gotong Royong (Collectivism)

Gotong royong or cooperation emerged as a distinct marketing value, highlighted by 68% of participants. This collectivist ethos was operationalized through community-based events, collaborative product design, and shared ownership campaigns. Such practices confirm that social capital, as argued by Putnam (2000), remains vital in Indonesian market settings. (Hadikusumo, 2025) also emphasize that cooperative marketing reflects local wisdom and generates community loyalty.

d. Respect for Hierarchical Structures (Hierarki)

Sixty percent of informants described the strategic elevation of senior artisans or family elders in promotional materials. These figures were framed as custodians of tradition, giving authority and depth to the brand's narrative (Islami et al., 2024). This finding is aligned with Schwartz's cultural value framework, which suggests hierarchical orientation as a dominant value in Asian societies (Hariandja & Sartika, 2022). Campaigns often highlight intergenerational transfer of skills, reinforcing trust and respect in traditional craftsmanship.

e. Storytelling of Tradition and Heritage (Warisan Budaya)

Storytelling practices were widely employed (84%) as tools to connect cultural memory to product identity. Participants stated that narrative branding, including historical journeys, mythological roots, and ancestral pride, played a central role in differentiating their brands (Rachmawati & Akbar, 2025). This finding supports Pine and Gilmore's (1999) theory of the "experience economy," where stories create

memorable engagement beyond functional product attributes. (Sakti et al., 2024) emphasize that cultural narrative branding enhances symbolic consumption, emotional bonding, and brand loyalty.

3.2 Research Implications

This study offers significant theoretical and practical implications. Theoretically, it contributes to the expanding field of culturally embedded marketing by reinforcing the applicability of Hofstede's cultural dimensions and Schwartz's value theory in emerging markets (Sudaryanto, Hanim, et al., 2021c). Practically, the findings serve as a guideline for creative industry stakeholders to develop marketing strategies that are not only consumer-centric but also culturally coherent. The framework can inform the development of branding curricula in creative business education, as well as policy design for culture-based SME development.

Moreover, for international marketers seeking to enter the Indonesian market, this research provides a nuanced understanding of consumer value systems and how these intersect with branding logic. As such, it supports the localization of global brands through culturally adapted strategies rather than standardized campaigns. In this sense, the study enhances the discourse on glocalization in cultural marketing.

This study provides important theoretical and practical insights, especially for policy development. A key policy intervention could be government-supported cultural branding workshops aimed at helping SMEs integrate traditional values into modern marketing strategies. These workshops could be supported by subsidies for digital marketing and training programs on leveraging social media for cultural branding. However, challenges include resource limitations for SMEs, particularly in rural areas, a lack of digital marketing expertise, and the need for region-specific strategies due to Indonesia's cultural diversity. Balancing globalization with localization in branding could also be difficult, particularly for global brands entering Indonesia. Therefore, a collaborative approach involving government, businesses, and educational institutions is crucial to overcoming these challenges and effectively implementing culture-based marketing strategies.

3.3 Research Limitations

Despite its strengths, this research has several limitations. First, the qualitative approach limits generalizability; while the data offer depth, they may not represent the full diversity of Indonesia's 17,000 islands and over 1,300 ethnic groups. Second, the sample size of 25 participants, though regionally diverse, may overlook nuanced practices in lesser-documented cultural regions like Papua or Maluku. Third, the study focuses primarily on perceptions and reported strategies, not consumer response metrics, which limits the ability to correlate cultural marketing with actual sales or brand loyalty.

Additionally, religious representation was primarily Islamic due to participant demographics; future research should include other faith-based branding practices (e.g., Christian or Hindu communities in Bali, NTT, or North Sulawesi). Lastly, the rapid digitization of marketing was only briefly touched upon. While some participants discussed social media adaptations, a more focused investigation on how digital culture intersects with traditional values is needed to reflect the evolving landscape.

Despite its strengths, this study has several limitations. The qualitative approach limits generalizability, as the sample of 25 participants may not fully represent Indonesia's cultural diversity, particularly in underrepresented regions like Papua and Maluku. Future research should expand the sample to include these areas. Additionally, the study focused on marketing strategies rather than consumer response metrics like sales or brand loyalty, limiting the ability to link strategies with outcomes. Religious representation was predominantly Islamic, and future studies should explore other faith-based branding practices. Lastly, while digital marketing was briefly addressed, further research is needed to explore the intersection of digital culture and traditional values in Indonesia's evolving marketing landscape.

4. Conclusion

This study set out to examine the integration of traditional cultural values into marketing strategies within Indonesia's creative industry. Through qualitative analysis of interviews with 25 practitioners, five key cultural dimensions emerged as dominant influences: local identity (kedaerahan), religious symbolism (religiusitas), collectivism (gotong royong), hierarchical respect (hierarki), and cultural heritage (warisan budaya). These values are not merely aesthetic or symbolic, but function as strategic levers to build brand authenticity, strengthen emotional resonance, and foster consumer loyalty in a culturally diverse marketplace.

The findings confirm that Indonesian SMEs in the creative sector do not adopt a one-size-fits-all approach to branding; rather, they tailor their marketing based on deeply rooted cultural narratives that reflect communal identities and spiritual affiliations. Local identity and tradition were the most frequently embedded elements, suggesting a strong consumer preference for products that communicate heritage and pride. Religious symbols, particularly those tied to Islam, were used not only to time promotions around spiritual holidays but also to signal ethical alignment and trustworthiness. Moreover, the collective ethos of gotong royong was found to enhance participatory marketing and community co-creation, revealing the importance of relational rather than transactional branding models.

In terms of theoretical contribution, this research reinforces the relevance of Hofstede's cultural dimensions, Schwartz's value theory, and the "experience economy" paradigm by Pine and Gilmore, particularly within non-Western contexts. It contributes to the discourse on cultural branding, symbolic capital, and localized marketing in emerging economies. Practically, it offers a framework for culturally grounded brand development, which can be adopted by policymakers, educators, and business owners aiming to strengthen Indonesia's creative economy in alignment with local wisdom and identity.

However, this study also opens several avenues for future research. First, a broader empirical investigation involving quantitative data could validate and extend the current findings across more regions and market segments. Second, future studies should explore consumer perceptions and behavioral outcomes to establish a link between cultural branding and measurable indicators such as brand loyalty, willingness to pay, or customer retention. Third, more attention should be given to digital transformation, especially how cultural expressions evolve or adapt in online platforms and social media ecosystems. Finally, cross-cultural comparisons with other Southeast Asian countries could enrich our understanding of how culture-based marketing operates in different pluralistic societies.

In conclusion, the research underscores that culture is not a constraint but a competitive advantage in marketing, especially in a nation as diverse and historically rich as Indonesia. Embracing and authentically integrating cultural values into branding strategies not only enhances market performance but also contributes to preserving and revitalizing intangible cultural heritage in the modern economy.

References

[1] Ananda, P., Hendri, M. I., Purmono, B. B., Rosnani, T., & Karsim, K. (2024). The Impact of product quality and celebrity endorsment on purchase decision: Brand image as mediation. Journal Of Management Science (Jmas), 7(1), 354–365.

[2] Arfah, L. (2025). The influence of janji jiwa coffee's brand image on consumer purchase decisions: A consumer psychology approach in Pekanbaru. International Journal of Applied Finance and Busi-ness Studies, 12(4), 236–242.

[3] Aziza, A., Hawrencia, I., Farrasyanti, V. S., & Anggraeni, A. (2024). Factors Influencing Purchasing Decisions in Social Commerce: Brand Image and Brand Trust as Mediating Variables. Asian Journal of Management, Entrepreneurship and Social Science, 4(03), 1671–1697.

[4] Bryman, A. (2016). Social research methods. Oxford university press.

[5] CAHAYA, A. T., Mahrinasari, M. S., & PANDJAITAN, D. R. H. (2024). Influence of Marketing Mix and Consumer Attitudes Regarding Purchase Decisions Through Brand Image As a Mediating Variable to (Kentucky Fried Chicken Lampung). International Journal of Environmental, Sustain-ability, and Social Science, 5(2), 406–418.

[6] Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed meth-ods approaches. Sage publications.

[7] Erwin, E., Lubis, A. F., Panjaitan, F., & Panjaitan, H. (2023). Addressing Cross-Sectoral Challenges in Consumer Culture for Sustainability and Social Justice in Indonesia. West Science Social And Humanities Studies, 1(04), 171–178.

[8] Fachrurazi, Silalahi, S. A. F., & Fauziah. (2024). Can nationalism and religious approaches be harmo-nized? Three-way interaction effects on small business consumer brand identification. Cogent Business & Management, 11(1), 2321943.

[9] Fadilah, S. J., & Salim, M. (2025). Do Green Marketing and Perceived Value Impact Cosmetics Pur-chase Decisions? The Role of Brand Image as a Mediator. Journal of Enterprise and Development (JED), 7(2), 288–300.

[10] Firmansyah, Y., Rafdinal, W., Sayuti, A. M., Juniarti, C., & Hardiyanto, N. (2024). Cultural Innova-tion in Indonesia as a Development of the Creative Economy. Jurnal Ekonomi, Bisnis & Entre-preneurship, 18(1), 87–99.

[11] Hadikusumo, R. A. (2025). Value and Culture Based Marketing: The Key to Employee and Consumer Engagement in Indonesia. Side: Scientific Development Journal, 2(2), 42–50.

[12] Hariandja, E., & Sartika, L. (2022). Effects of brand innovation and marketing dynamic capability on the performance of international hotels. Innovative Marketing, 18(1).

[13] Hasanah, I., Hefniy, H., & Zaini, A. W. (2023). Strengthening brand identity: Embracing local wisdom through character education management. Indonesian Journal of Education and Social Studies, 2(2), 83–94.

[14] Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. Inter-national Journal of Entrepreneurship and Management Practices, 4(15), 23–41.

[15] Islami, M. M., Rahyuni, S., & Rukayyah, A. (2024). Strategic Branding: Building Market Positioning and Business Growth through Integrated Management Practices. Advances in Business & Indus-trial Marketing Research, 2(2), 110–122.

[16] Jamali, A. F. (n.d.). EFFECT OF BRAND IMAGE ON YOUNG CUSTOMERS IN DEVELOPING ECONOMIES.

[17] Khan, M. U., & Siddiqui, D. A. (2024). The Effect of Relational Switching Costs, Public Brand Image, and Customer Satisfaction on Repurchase Intent: The Complementary Role of National Culture. Public Brand Image, and Customer Satisfaction on Repurchase Intent: The Complementary Role of National Culture (June 12, 2024).

[18] Korompis, J. G., Tumbuan, W. J. F. A., & Tumewu, F. J. (2022). The Influence of Brand Ambassador and Brand Image on E-Commerce Purchase Decision at Tokopedia Marketplace (Study on Mil-lennial and Generation Z in Manado). Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 10(4), 903–911.

[19] Kusnawan, R. P., & Rini, Y. P. (2025). The Influence of Lifestyle, Brand Image, and Consumer Be-havior Mediated by Marketing Mix on Fashion Product Purchasing Decisions. Primanomics: Jurnal Ekonomi & Bisnis, 23(2), 179–198.

[20] Maftukhah, M., & Damayanti, R. W. (2024). Pengaruh Brand Image dan Harga terhadap Keputusan Pembelian pada Fenomena Pemboikotan Produk Unilever: Studi Kasus Konsumen Produk Lifebuoy dari Brand Unilever di Indonesia. Ebisnis Manajemen, 2(3), 67–79.

[21] Mills, D., & Ratcliffe, R. (2012). After method? Ethnography in the knowledge economy. Qualitative Research, 12(2), 147–164.

[22] Moleong, L. J. (2000). Qualitative Research Methodology, Bandung: PT. Youth Rosdakarya.

[23] Na, C., & Tarndamrong, P. (2024). Factors Influencing the Decision-making of Chinese People in choosing an overseas educational consultation firm in Beijing. Scholar: Human Sciences, 16(2), 277–285.

[24] Nowell, L. S., Norris, J. M., White, D. E., & Moules, N. J. (2017). Thematic analysis: Striving to meet the trustworthiness criteria. International Journal of Qualitative Methods, 16(1), 1609406917733847.

[25] Pansiri, J., & Umama, T. L. (2021). IMPACT OF CuLTuRE, BRAND IMAGE AND PRICE ON BuY-ING DECISIONS: EVIDENCE FROM EAST JAVA, INDONESIA.

[26] Patton, M. Q. (2002). Qualitative research & evaluation methods. sage.

[27] PRIATNA, N. U. (2023). PROPOSED INTEGRATED MARKETING COMMUNICATION STRATE-GY TO INCREASE BRAND AWARENESS AND SALES.

[28] Rachmawati, E., & Akbar, H. (2025). Brand Awareness and Sustainability in Shaping Promotion Strategies in Indonesia. Jurnal Manajemen Bisnis, 16(1), 89–110.

[29] Rahma, A., Hermawan, A., Setyawati, A., & Maula, F. I. (2022). CAN CELEBRITY ENDORSE IMPROVE THE PURCHASE DECISION OF "CLOTHING" MSME PRODUCTS THROUGH BRAND IMAGE? LITERACY: International Scientific Journals of Social, Education, Humanities, 1(3), 48–64.

[30] Rahmatunnisya, H., Dopo, M. R., Kalsum, N., & Husnan, L. H. (2024). A Decade of Consumer Be-havior Research in Indonesia: Cultural, Technological, and Economic Influences. Scientia. Tech-nology, Science and Society, 1(3), 33–42.

[31] Ridiarsih, R., Susanti, L. T., & Pasaribu, P. N. (2024). The Impact of Social Media Marketing on Pur-chasing Decision of Local Cosmetics. Proceeding of International E-Conference On Management & Small Medium Enterprise, 119–134.

[32] RINI, A. (2021). Social Media Strategy to Improve Brand Image: in the Context of Students' Deci-sion Making. JBTI: Jurnal Bisnis: Teori Dan Implementasi, 12(3).

[33] Sakti, S. A., Endraswara, S., & Rohman, A. (2024). Revitalizing local wisdom within character educa-tion through ethnopedagogy apporach: A case study on a preschool in Yogyakarta. Heliyon, 10(10). https://doi.org/10.1016/j.heliyon.2024.e31370

[34] Sudaryanto, S. (n.d.). I., Pansiri, J., Umama, TL, & Hanim, A.(2021). Impact of Culture, Brand Image and Price on Buying Decisions: Evidence from East Java, Indonesia. Innovative Marketing, 17(1).

[35] Sudaryanto, S., Hanim, A., Pansiri, J., & Umama, T. L. (2021a). Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia. Innovative Marketing, 17(1), 130.

[36] Sudaryanto, S., Hanim, A., Pansiri, J., & Umama, T. L. (2021b). Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia. Innovative Marketing, 17(1), 130.

[37] Sudaryanto, S., Hanim, A., Pansiri, J., & Umama, T. L. (2021c). Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia. Innovative Marketing, 17(1), 130.

[38] Sudaryanto, S., Suroso, I., Hanim, A., Pansiri, J., & Umama, T. L. (2021). Impact of culture, brand im-age and price on buying decisions: Evidence from East Java, Indonesia. Innovative Marketing, 17 (1), 130–142.

[39] Yuliastuti, H., Mulyono, S., Krisprimandoyo, D. A., & Jusman, I. A. (2024). Analysis of the Influence of Brand Image, Price, and Product Quality on Consumer Buying Intentions in the Indonesian Re-tail Market: Mediation by the Level of Consumer Trust.