

Innovation Communication of Compass Shoes to Attract Young People in Bogor City

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Abstract

This research explains how Compass, a well-known local shoe brand from Indonesia, communicates its product innovation to attract young consumers in Bogor City. The principal conception of the study is that communication plays an extremely significant part in familiarizing the audience with innovation and helping them value it, particularly within the footwear sector, which continues to expand and compete in both local and global markets. The purpose of this study is to describe and analyze how Compass develops and delivers messages about its innovative products to young people who are considered to be active, creative, and open to new ideas. This study employs a qualitative descriptive approach, where data were gathered through interviews, observation, and documentation. The findings show that Compass applies creative and consistent communication by combining local identity, digital media, and storytelling to build a strong emotional connection with young consumers. The study also finds that innovation at Compass is not only about product design but also about how the brand positions itself as part of youth culture and local pride. In general, this study infers that appropriately presented innovation communication can enhance the reputation of local brands and earn dedicated consumers with the help of emotional appeal, authenticity, and substantive interaction

INTRODUCTION

The footwear sector in Indonesia has further flourished, as its development so far has been motivated by the growth of creative industries and the rising consciousness to purchase local products. The projection made by APRISINDO (2022) indicates that Indonesia has the potential to establish itself as one of the top producers of footwear in the world, as domestic demand increases, coupled with the possibility of exporting its products worldwide. Nevertheless, this potential does not necessarily come easily because, in many cases, local footwear brands have difficulty establishing a high level of consumer trust and awareness. It is necessary not only to produce quality products but also to explain the value and innovation of the products to the market, which is one of the key concerns. Without good communication that enables people to know and appreciate its uniqueness, innovation will turn out to be meaningless (Effendy, 2019). Thus, innovation communication is significant to the task of introducing a brand image that appeals to the target audience.

Communication has always been an important process in human life, since it unites people and gives them opportunities to communicate and exchange messages, knowledge, and even ideas. As stated by Effendy (2019), communication may be perceived as a means for a communicator to convey his/her messages to the communicant in order to develop a shared understanding. Communication in marketing is very significant in the construction and interpretation of messages about products by consumers. Even the most innovative products cannot reach their potential audience without proper communication. Thus, communication is not only technical but also a strategic activity that contributes to affecting perception and behavior among brands in the market. Business communication assists companies in

introducing products, explaining their value, and developing confidence in customers, which forms the basis for developing a long-term association with customers.

Another important constituent that helps in competitiveness in rapidly changing industries is innovation. Kotler, Keller, and Chernev (2022) describe innovation as the process of bringing in new ideas or enhancing old ones to achieve more value for the customer. There are numerous forms of innovation, such as product design, the offering of seamless services, and the whole experience of the brand. On the communication side, any innovation has to be conveyed in a way that consumers will be able to recognize the difference between product brands. As developed by Fill and Turnbull (2023), communication on the topic of innovation is not only informative but also induces interest and trust. Companies should also ensure that innovation is centered on customer needs and social values.

Integrated marketing communication (IMC) is a movement that incorporates all marketing messages and media avenues into an adaptable and coordinated concerted effort. According to Blakeman (2018), IMC is defined as the act of creating a cohesive brand identity that is conveyed through different communication instruments comprising advertising, PR, sales promotion, and electronic marketing. IMC aims to direct communication activities to be in favor of the same positioning and objectives, resulting in consumers being informed clearly and consistently about a brand. Theodora (2021) added that integrated marketing communication is key, as it assists companies in adapting to the development of media technology and changes in audience behavior. Once all communication channels are coordinated, the company has an opportunity to make more impressions and create less confusion among consumers.

Another point that Rehman, Gulzar, and Aslam (2022) made is based on the reasoning that the success of IMC lies in the ability of brands to adapt their communications to cultural and contextual backgrounds. The combination of traditional with digital media can become a major contributing factor in cases such as Indonesia, where the emphasis on local identity and emotional storytelling are crucial factors of success. According to Rismayanti (2016), integrated communication in organizations helps ensure consistency of messages and greater integration between communication-related functions such as promotion and public relations. Creativity and the coordination of messages can be employed together to convey innovation in brands, particularly when they are seeking to reach the young population that consumes different media platforms.

Product Innovation in the Fashion Industry

Innovations in the fashion industry are mostly linked to the manner in which brands design, produce, and communicate their products in alignment with lifestyle trends. According to Mitterfellner (2020), fashion marketing involves both emotional expression and its communication through strategy, which offers a point of connection with consumers. Fashion products are not only functional but also symbolic, portraying self-expression and identity. Thus, fashion innovation should be reinforced through the use of communication that emphasizes innovativeness, originality, and the internalization of culture. Jones (2023) also said that in the footwear industry, old-fashioned brands such as Converse remain successful because they stay innovative while retaining their audience and traditional imagery.

Indonesian companies like Compass have used this principle by producing local storytelling through the incorporation of product quality in local footwear. Monica (2019) noted that Compass shoes became popular due to their exceptional vulcanized method and the genuineness of their manufacturing activities. Similarly, Febriani (2022) detailed a case of continuous crowds of young customers when the Compass sneakers were released to the market at the Urban Sneaker Society event, which demonstrates that the use of innovation and effective communication can give consumers an emotional charge. Moreover, Hypebeast (2023) noted that Compass also partners with the Indonesian Association of Graphic Designers (ADGI),

which shows the brand's interest in being creative and participating in communities. These examples indicate that fashion innovation communication can reinforce brand loyalty as it taps into cultural identity and shared pride.

The young generation forms a significant target audience due to its tendency to be among the earliest to come to terms with new trends and technologies. According to Solomon and Russell (2024), product consumption by youths is affected by their need to express themselves and their need to fit into society. The study performed by Munsch (2021) showed that digital marketing is highly effective with millennials and Generation Z, since they respond better to internet content and interactivity. Young consumers are very valuable to companies that emphasize creativity and authenticity, since they tend to use brands as a mark of identity, which is highly valued in Indonesia.

According to Farahdiba (2020), the alteration of consumer habits in the digital disruption phase has resulted in audiences becoming more scrutinizing and discriminating. This state of affairs prompts companies to develop emotional connections instead of merely providing products. The transparency and social relevance of brand messages also resonate with young audiences. Brands such as Compass utilize this information and develop campaigns that seem natural and relatable to the ordinary experiences of youth. It is reasonable to consider the increasing popularity of local sneakers discussed by Annur (2023) and Tokopedia (2024) and understand that local citizens are proud to wear local brands when they view them as innovative and culturally connected. These results highlight the need to design communication initiatives that target youth by using a combination of creativity, authenticity, and digital media.

The theoretical framework of this study brings together concepts of communication, innovation, and integrated marketing. Rogers, Singhal, and Quinlan (2019) conclude that the diffusion of innovations clarifies why certain innovations or products gain popularity in a community over time through the process of communication. This theory applies to the Compass case, in which innovation is shared not only through advertising but through the social and cultural relations of young consumers. Kotler, Kartajaya, and Setiawan (2021) have noted that marketing in the modern world must be developed with the help of technology and humanistic values that form a significant impression. Accordingly, the innovation communication of Compass is a fusion of digital and cultural storytelling, which resonates with its local audience.

The theoretical conceptualization of this research is an understanding of innovation communication as the primary process through which product creativity, message strategy, and the audience are connected. It suggests that projected messages regarding innovation are successful when they are conveyed via established, relatable, and emotionally compelling messages. Using the stated theoretical perspectives, the research will seek to explain how Compass utilizes innovation communication to reinforce its brand image and appeal to youth in the city of Bogor. The model presents the theory of the diffusion of innovation, integrated marketing communication theory, and consumer behavior theory in a consistent model that can be used to examine the communication management approaches of Compass.

Over the past several years, the emergence of local brands in the Indonesian market has indicated that several companies have realized the relevance of creative communication. One of the success stories of how communication can improve product innovation is Compass, a local Bandung-based shoe brand. The brand has been able to establish itself not only as a manufacturer of footwear but also as part of the culture and identity of the youth in Indonesia. Kotler, Keller, and Chernev (2022) define communication in marketing as a strategic operation that considers creative integration alongside message consistency and audience comprehension. Innovation communication in the context of Compass includes not only the promotion of new products but also the telling of stories that relate to consumers on an

emotional level. It is the innovation that goes into this emotional relationship-building that makes Compass competitive in the otherwise overly competitive shoe market.

Earlier studies and theories on marketing communication, including the examples outlined by Fill and Turnbull (2023) and Blakeman (2018), clarify that integrated marketing communication (IMC) assists brands in sending unanimous messages via all media platforms. The familiarity and trust created by consistency in communication are key elements in the creation of a strong brand image. Nevertheless, most local Indonesian brands continue to have challenges in translating integrated communication to their advantage, particularly in the case of serving the youth demographic, which is generally critical and well aware of digital culture. According to Farahdiba (2020), consumer behavior in a digital disruption has moved toward the importance of authenticity and participation. This indicates that communication plans should be redesigned to keep pace with the new media environment and emerging customer needs. The case of Compass, consequently, presents an intriguing reason to look into the ways in which local innovation should be marketed to not only sound and feel sufficiently modern but also allow locals to relate to their culture.

The assortment of innovation communication is related to the process of being shared among social groups in a powerful way. According to Rogers, Singhal, and Quinlan (2019), the diffusion of innovations refers to the idea that something substantial gets communicated successfully over a time frame through a particular medium among the members of a social system. At Compass, innovation does not just stop at product design but also extends to the manner in which the brand communicates with consumers, especially the youth who form the bulk of the creative lifestyle (in Bogor City, in particular). The young generation is mostly busy online and is therefore sensitive to visual and interactive forms of communication. As Mitterfellner (2020) also noted, in the fashion industry, communication involves not only demonstrating products but also expressing identity, creativity, and a sense of belonging in society. This shows that the process of innovation communication in the fashion environment is both logical and emotional and influences consumer perception.

Even though there has been increasing research on marketing and innovation, limited papers have given a precise account of how local brands in Indonesia communicate innovation to young consumers in order to connect with them. The bulk of past studies tends to focus on marketing strategies, promotional media, or internet interaction without looking in more detail at the development and reception of the innovation message. As pointed out by Rehman, Gulzar, and Aslam (2022), the effective implementation of integrated marketing communication frameworks means that the frameworks have to be flexible to cultural and contextual variations. Hence, it is necessary to delve more deeply into the establishment of innovation communication in a local cultural environment, such as Bogor, where young people are instrumental in defining lifestyle trends. This paper sets out to fill that gap by examining the communication of product innovation done by Compass and how the brand attracts and retains young consumers.

This research paper aims to outline and discuss the way Compass markets its product innovation to appeal to young consumers in Bogor City. In this study, the main aspects examined are communication strategies, message content, and media channels, which are used to ensure innovation is delivered through the appropriate channel. The study uses a qualitative descriptive approach, which, according to Creswell and Creswell (2018), is appropriate for comprehending complex social phenomena based on observation, interviewing, and documentation. This approach provides a profound insight into how real-world communication activities serve as an indicator of brand innovation. The findings of this research are projected to give meaningful information to communication practitioners and local business owners on how the practice of innovation could be communicated positively so as to establish good relationships with young consumers. Also, the study adds to the overall field of communication

in the creative industries by revealing how innovation can also occur as a business practice and as a means of cultural expression.

METHOD

Research Design

This paper adopts a qualitative descriptive research design, which would elucidate and describe the process of communicating about innovation carried out by Compass when attracting young consumers in Bogor City. Creswell and Creswell (2018) described that qualitative research is applied to investigate and comprehend social phenomena in terms of the meanings applied to it by individuals or groups. By using this method, researchers can analyze particular situations at closely with the data gathered using different sources. Qualitative descriptive technique was selected since it would suit the objective of this research, which aims at studying communication strategies and consumer attitudes in natural settings. Yin (2018) stressed this fact and stated that qualitative research could be deployed to gain profound and situational insight into the manner and cause of some communication processes. Hence, the aim of this study is not to test hypotheses in any statistical manner but to explain patterns and meanings that are observed within the field.

Besides this, Mertens (2024) reckoned that qualitative descriptive design is appropriate in undertaking a study that expresses the desire to describe observations of behaviors, experiences, or activities as they occur in real life. In this kind of research, observation and narrative description are prioritized in comparison with numerical measures. The researcher dwells on how Compass markets its product innovation using its branding processes, events, and relationships with the youths. In this design, the researcher will offer the relationship that exists between brand communication practices and interpretation by consumers. Qualitative descriptive research offers an opportunity to the researcher of flexibility to collect information using various methods like interviews, observation, and documentation, which show how the various methods complement each other to present complete findings. This is also deemed easy but effective in conducting future research, particularly the ones that investigate local brand communication, as it necessitates thorough interpretation and background grasp without the use of sophisticated instruments of analysis.

Research Subject and Object

The topic of the present study includes some people directly engaged into the communication process of the innovation of the company, with its marketing team, creative partners, and young consumers of Compass shoes in the city of Bogor shown as the active users of the shoes. The research topic is the innovation communication strategy adopted by Compass, comprising of the process of formulating the brand message to be communicated, the choice of media, and the process of engaging with the audience. Sugiyono (2015) explained that in a qualitative study, participants are chosen intentionally depending on their interest to the subject under research.

As such, the selection of informants involved purposive sampling i.e., their selection was on the basis that they have experience and knowledge useful in offering information with regards to the research issue. Its identity as the primary target market of Compass forms the basis of its choice of young consumers form the subject group in Bogor City. Bogor has been characterized by high creative communities and also high number of youths who are very sensitive to the trend in fashion and lifestyle. It is the best place to learn about the resonance of innovation communication among the youth. This assists the researcher to study the reactions, attitudes and views that arise out of the communication activities of Compass by concentrating on this segment.

Data Collection Techniques

The main methods used in the collection of the data in the study were the three which included observation, interviews, and documentation. Herdiansyah (2013) elaborated that the techniques are common in qualitative research due to their ability to enable the researcher to delve into information in a holistic and in-depth way. The observation was held through tracking the promotional activities performed by Compass and social media communications to comprehend the manner in which the brand promotes innovation both visually and through oral means. This involved the study of the application of design aspects, campaign stories as well as consumer interaction tendencies on online platforms.

They interviewed several informants who also consisted of members of the Compass communication team, creative partners as well as young consumers. The purpose of these interviews was to garner up the finer details of what was going on under the Compass strategy and how the innovation was communicated at Compass. The questions worked on getting the understanding about the objectives, approaches, as well as perceptions concerning the campaigns of Compass. It was also a supporting method because documentation involved gathering materials in the form of press releases, the material on the websites, news items and even social media posts. Yin (2018) states that the application of multiple sources of data allows ensuring the quality and validity of qualitative research by means of triangulation.

Informants Profile

In order to maintain transparency and autonomy of the information, the attributes of the research interviewees are explained in the given table. These people have been chosen according to their inclusion and their appertinence to the communication activities of innovation communication at Compass.

Table 1. Informants Profile

Informant Code	Informant Role / Profile	Relevance in Study
Y1	Marketing Communication Staff	Provides insight into Compass's branding and innovation campaigns.
Y2	Creative Collaborator	Explains the collaboration process and creative message development.
Y3	Youth Consumer (Bogor)	Represents target audience perception and product engagement.
Y4	Community Member	Shares perspectives on brand's influence within youth communities.

Source: Research Data (2026)

All of these profiles have been included as Mertens proposes (2024), researchers are obliged to detail the features of the population sample in order to provide the reader with a definite background of what data is used. Individuals informants brough an alternative yet complementary understanding of the communication activities of Compass enabling the formulation of a holistic view of the manner in which innovation communication functions in real-life settings.

Data Analysis Techniques

The analysis of data presented in this research includes the steps of data analysis proposed by Creswell and Creswell (2018), conducting data formatting, processing data codes, classifying, and derivation of meaning. All the results of interviews were first transcribed by the researcher, and field notes were provided by observing and recording information. Subsequently the data was coded to determine repeat themes in regard to innovation, the communications strategy and perception by audiences. Sugiyono (2015) noted that data is reduced and an interpretation is performed continuously during the qualitative analysis process.

The data was continually looked through by the researcher to discover correlations among categories as well as coming up with interpretations that were pertinent to the research aims.

Moreover, Yin (2018) mentioned that data triangulation enhances the validity of qualitative results as the information presented by scholars is contrasted. This strategy was used through cross verification of interview data and observations and documents. In this manner, the researcher will be able to check the accuracy of the information, as well as make sure that the interpretations are the images of the actual situations. Lastly, the findings were provided in a descriptive approach to depict the strategies of innovation communication employed by Compass in appealing to the young consumers in Bogor City.

Validity and Reliability

The validity and reliability of qualitative data will have to ensure research credibility. According to Mertens (2024), researchers may guarantee the validity of information by verifying the information through various points of view and member checking. The researcher also used informants to re-test the findings in this study because the interpretations should be accurate. Constant relations were ensured by the use of the same method in the collection and analysis of data. Herdiansyah (2013) underlined the importance of ensuring the field consistency and the systematic observation as part of the reliability of qualitative findings. These precautions mean that the results of the research could be deemed credible in terms of their invariance to the phenomena of communication that occur.

RESULTS AND DISCUSSION

Overview of Findings

This study is founded on the outcome of interviews, observations, and documentation that were conducted on the communication of innovation by Compass in Bogor City. The data obtained present different communication strategies applied by Compass to create awareness, interest, and loyalty among young consumers. The communication process of Compass, which is focused on sharing values along with creativity, authenticity, and local pride, can indeed be perceived as even more oriented towards promoting its products, if at all, as evidenced by how the marketing team and creative partners have expressed their vision of the matter. The results are consistent with the points presented by Effendy (2019) that effective communication should not only be a reliable source of information; it should also establish some understanding and mutually meaningful interpretation. Compass has been able to keep pace with innovation, through its stable mode, which is an aspect of its brand compliance that they find praiseworthy and emulate through the young generations.

It is also shown in the results that Compass utilizes both traditional and digital channels of communication. The components of product adaptation, personal meetings with the community, and various other offline activities are supplemented by constant work with online platforms, most notably, Instagram and the official Compass site. The observations show that the activities of these online organizations contain storytelling elements, behind-the-scene production videos, and partnership with artists or musicians. Such integration demonstrates the fact that the concept of the Integrated Marketing Communication (IMC) as explained by Blakeman (2018) and Fill and Turnbull (2023) is strongly implemented. The integration also assures the consistency of the messages of Compass on the platforms though modifying their delivery to each specific medium.

Compass's Innovation Communication Strategy

According to forays of the field, the communication strategy of Compass may be broken down into three broad areas of interest, namely, (a) product design innovation, (b) brand narrative innovation, and (c) media use innovation. All the areas of occupational activities are

linked to create the complete message to promote the identity of Compass as creative and young-oriented brand.

Product Design Innovation

The product innovation created by Compass revolves around the integration of the cool craftsmanship with the cultural and emotional narratives. The research made us realize that Compass is a successful company due to its unusual vulcanized production method that guarantees the quality of wear and beauty at the same time (Monica, 2019). During the study, it was observed that this method is frequently emphasized on the communication tools of Compass, including the story on the Web sites and descriptions of the products. The company does not show the production process as a technical value alone but an element of a culture story that bridges the gap between the brand and Indonesian craft work. This type of communication fits the approach of Kotler, Keller, and Chernev (2022) who said that high-performance brands make themselves unique by providing meaning to their innovations through narratives.

In addition, Compass has also been able to launch new collections that are based on collaboration and creativity. Indicatively, as an example, the release of the running sneakers of Compass at the Urban Sneaker Society (USS) event drew queues of young people, which shows how much the promotion of new products can create enthusiasm among the intended customers (Febriani, 2022). This observation by the researcher proved that Compass employed visual and verbal appeals through its campaigns that encouraged innovation as an expression of self. This observation helps to justify the views of Mitterfellner (2020), who described that innovation in fashion communication is not solely functional design, it is also an emotional appeal to the audience.

Brand Narrative and Identity

The analysis reveals that the communication of Compass focuses on the brand narrative as a mark of the sense of creativity and local pride. The messages used by the Compass brand, according to the interviews conducted with the communication employees, contain the component of authenticity, simplicity, and collaboration. As an example, they cooperated with Jason Ranti in 2024 in a work titled “Compass® & Jason Ranti Embrace Human Uniqueness”, where they were propagating the notion that individuality needs to be celebrated (Sepatu Compass, 2024). This partnership created a considerable buzz on social media because young consumers related the message to freedom and self-expression.

Another article by Hypebeast (2023) stated that the collaboration between Compass and ADGI (Asosiasi Desainer Grafis Indonesia) was included in its anniversary range, which placed a key emphasis on creative fusion between design and fashion. With help of such campaigns, Compass appears to be more than a brand of shoes, it turns into a platform of creativity and cultural cooperation. These stories are in line with Kotler, Kartajaya, and Setiawan (2021) who have pointed out that the new marketing must combine technology, creativity, and humanity in order to develop meaningful interaction. By narrating stories and working together, Compass shares innovation as a living value through which it links art, culture, and youth identity.

Media Use and Audience Engagement

Compass conducts its communication activities through social media, especially Instagram, where it engages directly with the audience. Observations of Compass’s official account showed a consistent posting pattern between product details, cultural events, and collaborations. These contents are designed in visual aesthetics attractive to young audiences conscious of authenticity and creativity. As stated by Munsch (2021), millennials and Gen Z would respond better to something that looks interactive and personally relevant. The strategy from the Compass team to use captions that sound conversational and inclusive proves their understanding of youth communication behavior.

It applies offline media, pop-up stores, and exhibitions for the strengthening of direct engagements. The Compass booth at Jakarta Sneaker Day 2022 is an example that gained much attention because it was artistically attractive as well as using simple daily Indonesian language in its decoration (Tanya, 2022). This can be taken as what Fill and Turnbull (2023) described a marketing communication agility by changing messages according to the ambiance of events and their emotional content. Through online and offline media combined together, this makes up a holistic experience wherein consumers become actors in the innovation story.

Youth Perceptions and Reactions

Interviews with young consumers in Bogor revealed the perception of Compass as a brand that understands youth values. Most respondents stated that they are attracted to Compass not because of product quality but because of its sense of community and identity. “Buying Compass shoes feels like being part of a creative movement,” expressed by one informant reflects the emotional attachment communicated by Compass’s communication, thus validating Solomon and Russel’s (2024) concept that consumer behavior is largely motivated by symbolic consumption where products are used as a medium for channeling individualism.

Moreover, the young consumers valued the desire by Compass to collaborate with local artists and musicians. It can be attributed to the fact that, according to Sari and Utami (2021), this is one of the issues of digital communication in the world of technological innovation with authenticity and local context emerging as valuable attributes differentiating one other. In making innovation cultural and functional, Compass is able to develop a meaning that is deeply appealing to the youths. Similar observations were also conducted by Annur (2023) who noted that local sneaker brands are taking the trigger fads of the Indonesian customers and adoption of home-grown creativity. The responses of the youth of Bogor show how successful innovation communications can make a product an element of self-expression and national-pride.

Data Presentation and Thematic Summary

The table compiled below provides a summary of the thematic conversations based on interview and observations regarding innovation communication strategies at Compass company.

Theme	Findings Summary	Supporting Data Source
Product Design Innovation	Compass emphasizes craftsmanship, local culture, and functional creativity.	Interviews Y1, Y2; Monica (2019); Febriani (2022).
Brand Narrative and Identity	Communication highlights creativity, collaboration, and authenticity.	Observation; Hypebeast (2023); Sepatu Compass (2024).
Media Use and Audience Engagement	Combines digital and offline channels to create emotional experiences.	Tanya (2022); Social media observation; Munsch (2021).
Youth Perception	Young consumers link Compass with self-expression and cultural pride.	Interviews Y3, Y4; Solomon & Russel (2024); Annur (2023).

Source: Research Data Processing Results (2026)

The thematic overview reveals that the Compass innovation communication does not involve a purely one-off activity but a chain reaction of synchronized measures that bind the mechanisms of design, storytelling, and media. Each of them helps to strengthen one another to create a logical message that is emotionally and socially appealing to the youth viewers.

Discussion in Relation to Theories

This research study agrees with the diffusion of innovations theory by Rogers, Singhal, and Quinlan (2019) who remarked that the spread of innovation occurs with time as a result of communication between members of a social system. With creative communities and young consumers being part of a social system, Compass has successfully been integrated into it. Exposure to products and the sharing of values, stories and partnerships that cause imitation is not only possible but also occurs during the process of diffusion. The innovation communication of Compass, in that context, is a promoting force of the process of social and cultural diffusion.

It also helps to concur with the views of Blakeman (2018) and Fill and Turnbull (2023) concerning integrated marketing communication noting that consistency of message and coordination across different platforms are paramount. The idea of online storytelling, as well as attending the events and eyesight design, demonstrates the core of IMC in the life of Compass. In addition, the high level of emotional appeal among youth consumers proves the point expressed by Farahdiba (2020) when he states that contemporary marketing communication needs to reflect on shifts in consumer behavior through genuine and emotional attachment.

Mitterfellner (2020) highlighted that, when it comes to fashion marketing, creativity and participation should also be inspired by the communication that must not only inform but also the story should also be inspiring. An example of this can be seen in the Compass case, in which their campaigns frequently welcome the consumers into a discussion of art, design, as well as culture. Such communication activities make consumers to get involved and not observers. The outcome is the feeling of belonging which reinforces brand loyalty and word-of-mouth advertising. Thus, the reported innovation communication of Compass serves to show how local brands may compete with the international ones focusing on cultural identity and engagement with the community.

CONCLUSION

The aim of this research was to explain and analyze the way Compass communicates product innovation to appeal to young consumers in Bogor City. Based on the findings and discussion, it can be concluded that innovative communication plays a highly significant role in developing Compass's brand image and building emotional attachment with its target audience. The findings reveal that Compass does not merely market products but also builds stories and values that reflect creativity, authenticity, and local pride. This validates that innovation, when conveyed meaningfully, can transform an ordinary product into a cultural icon. Compass's communication strategy is founded on three key interconnected elements: product design that emphasizes quality and novelty, brand narrative that focuses on collaboration and authenticity, and integrated media utilization that combines online and offline experiences. Through this comprehensive approach, Compass creates a unified message that resonates with youth values, positioning itself not merely as a shoe brand but as a symbol of creativity, community, and local identity.

In a broader context, this study contributes to the understanding of effective innovation communication in local brand building, particularly within Indonesia's creative industries. It demonstrates that communication extends beyond message delivery to create emotionally meaningful experiences that link consumers to brands. The findings also affirm that digital media, especially social media, serves as the primary channel for fostering interactive and inclusive engagement between Compass and its followers, enabling real-time feedback and a sense of ownership that strengthens loyalty. This research provides practical guidance for other local brands seeking to develop similar strategies that incorporate creativity, cultural storytelling, and technological engagement to enhance competitiveness among younger

generations. For future research, comparative studies across multiple local brands or quantitative measurements of specific communication channels such as influencer collaborations and virtual events could further enrich the understanding of innovation communication dynamics across diverse industries and cultural contexts.

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