

Article

## Carving Image: Impactful Amistartop Brand Communication Strategy and Tactics

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**Abstract:** Crop protection industry grows with an increase in registration reaching 1,049 products, including 57 brands under Azoxistrobyn (AZT) category to control disease and increase grain weight. This encourages tighter and more aggressive market competition leading to challenges in Syngenta Indonesia's AmistarTop in building brand awareness among growers. The aim of this research is to comprehensively examine brand communication strategy of AmistarTop to increase brand awareness among growers. A qualitative approach with a case study method is used by utilizing multisource data. The results indicate that AmistarTop's brand communication applies (i) brand building approach, including mass media advertising, public relations; and (ii) brand-business approach, including digital interactive media with the brand communication umbrella "Rice is Life". Billboard is the only activity executed within mass media advertising driven by specific target. Public relations is significantly applied using a public information model through special on-field marketing events, community relations, and media relations. Digital interactive media is carried out through website and social media with informative, interactive and collaborative properties. Modifying AmistarTop's brand communication tactics includes exploration of more mass media channel, increasing public relations activities with a two-way symmetrical model approach, and intensifying digital interactive media content with patterned and scheduled uploads will enrich ways of reaching more growers and establish brand awareness.

**Keywords:** Crop Protection; brand awareness; mass media advertising; public relations; digital interactive media

### Introduction

There is an increase in the number of crop protection products registered in the Ministry of Agriculture's Decree (SK) regarding the Registration of New and Permanent Pesticides. In 2019, there were 324 new brands, in 2020 there were 382 new brands, in 2021 there were 343 new brands registered by formulators. This was driven by the ratification of the new pesticide deregulation policy through the Decree (SK) of the Minister of Agriculture No. 434.1/Kpts/TP.270.7.2001 concerning Requirements and Procedures for Pesticide Registration. This condition encourages increasingly tighter and more aggressive competition between the increasing number of crop protection business players.

This increase occurred in fungicides brands containing the active ingredient Azoxistrobyn (AZT). In 2019, 10 brands were registered, then this increased in 2020 to 21 brands, and in 2021 it increased to 26 brands. The increasing demand for food and the shrinking agricultural area encourage farmers to increase the productivity of crop. This is possible by suppressing pest and disease pressure. Crop protection technology helps farmers suppress pest and disease infestations. This is only be able to be achieved when growers educated well on crop protection. Thus, farmers need it in supporting food security.

Competition in tough markets requires the right marketing mix with strong product promotion. Promotion of agricultural products is carried out through agricultural extension communication, which is an activity of conveying agricultural information done by agricultural instructors (communicators) to farmers (communicants). This agricultural extension communication provides a cognitive effect, namely increasing farmers' awareness and knowledge (awareness) as well as a conative effect that plays a role in changing farmer behavior to implement (adopt) plant protection technology as one of the messages conveyed (Rusdy & Sunartomo, 2020).

AmistarTop is a fungicide brand of Azoxistrobyn to control diseases and fungi in rice crop from world leading formulator, Syngenta Indonesia, which has been available for several years in the free market. In a pre-research structured interview conducted to 134 random sampling farmers in six provinces in Indonesia who are being asked whether they know AmistarTop, it was found that AmistarTop had not yet become the Top of Mind (ToP) where significant number of farmers did not know AmistarTop. In other words, awareness of the AmistarTop brand has not yet been strongly established among most target audiences.

Brand communication is an effort made by a company to transmit information related to the brand to widely targeted consumers, both in physical form and consumer perception (Schultz & Barnes, 1999). Brand communication aims at building a positive image of the product being communicated as a series of efforts to provide distinctive attributes to the brand. It has aspects of mass media advertising, public relations, and digital interactive media. These aspects of brand communication are crucial in forming brand awareness among farmers as the target audience.

Brand awareness can be defined as ability to recognize or remember parts of a brand in a certain category from target audiences (Krisnawati, 2016). Research by Marshall (2022) states that brand awareness is one of the components of brand equity that constructs the decision-making process for purchasing a brand. The aim of this research is to comprehensively examine the brand communication strategy of AmistarTop within brand building and brand-business building perspectives which includes aspects of mass media advertising, public relations, and digital interactive media. This study used descriptive qualitative methods utilizing multisource data from interview and observation. This will led to the pattern of communicating of crop protection brand as it is currently limited to be discussed and to provide more literature to the industry.

## Literature Review

Kotler & Keller (2016) reveal that marketing communications refers to activities carried out by companies to convey information about the brands they sell, build and increase consumers, whether carried out with a direct or indirect approach that can represent the company's values or the brand. Marketing Communications is a series of activities that include providing information, influencing to persuade, and continually reminding customers about the products/services and brands offered by a company to build brand equity and embed the brand image in consumers' perceptions. Thus, marketing communications are all strategic efforts made to influence targets to get to know and build the awareness, knowledge, attitudes and behaviour desired by the company regarding their brands. This will be the basis for this research on how strategic efforts to influence targets are carried out for crop protection brands.

### 1. Brand

The terminology "Brand" has its roots in ancient Norwegian which literally means "to burn" or "burn". This term was first used to symbolize the source or maker or selector of an object or product. The American Marketing Association defines a brand as a name, terminology, sign, symbol, or other feature that can provide characteristics and differentiate one good or service from others.

From a marketing communications perspective, a brand has more meaning than just a name, terminology, sign, symbol, or feature. Instead, the brand is considered as an important asset for the market where the corporation or marketer can control aspects of the brand, the meaning that the brand wants to build, and the value built in the eyes of consumers. In other words, Brand is an important element in marketing communications where it will be a vehicle for organizations to create differentiation that provides meaningful value in the consumer's view of goods and services on the market.

### *Brand Communication Strategy*

Strategy (Rangkuti, 2013) is a comprehensive master plan developed by a company which becomes a reference in achieving the goals set based on the mission that has been developed previously.

Brand communication is a company's way of creating a positive idea or brand image through physical product or perception from consumers, thereby creating trust and satisfaction with the brand. Brand communication plays an increasingly important role today for the sustainability and development of companies (Gary, et al., in Miao, 2019). Conveying company and product values and propositions through brand communication to target audiences and getting positive reciprocal reactions is a mandatory step to outperform market competition (Miao, 2019).

According to Revanto (2016), brand communication is companies' way to communicate their brands to consumers. According to Schultz & Barnes (1999), brand communication is all investments made by an organization in the form of media and all promotional activities that support the brand. Brand communication activities are designed and aimed at conveying messages and incentives to consumers and prospects to influence their current and future behavior towards the brand.

Brand communication is activities carried out by a company to convey all information on a broad basis, both physical and non-physical, which aims to embed the values, ideals, ideas or principles of a brand in order to get reactions that support the existence of the brand. In this research, the brand communication strategy of the plant protection brand AmistarTop will be studied on the basis of this theory.

Schultz & Barnes (1999) groups three brand communication approaches, namely: (i) brand building, (ii) business building, and (iii) brand-business building.

### *Brand Building: Mass Media Advertisement*

Mass media advertising is an effective way to convey brand messages to a wide and large audience at a fairly reasonable cost. It has a goal as a brand building in a long-term context (Schultz & Barnes, 1999). It is a technique most suitable for creating and strengthening the overall image of a brand and the brand's position in the market. Advertising is seen as the creator and protector of brand identity elements, which encompasses a smaller target consumer group in marketing communications which can further be developed into more specific consumer groups.

A good advertising campaign is coming from "Big Idea" which is usually made simple, but brings realism in understanding the market, and has empathy with the targeted market. The characteristics of a big idea include being simple, realistic, and talking about a situation where the target market can be easily identified. Several types of mass media advertising activities include billboards, TV Ads, and radio Ads. In short, mass media advertising is an approach to building a brand or brand awareness that is massive and fast executed through the use of mass media with ideas that represent the value of the brand/product. The brand communication strategy for AmistarTop in the mass media will be examined to understand how brand building activities utilize mass media channels.

### *Brand Building: Public Relations*

Public Relations is a very broad and specialist set of activities to convey brand and corporate messages. Public relations has evolved from efforts primarily focused on selling products and services to a corporate advisory role. All public relations activities can best be classified as long-term brand building options. The definition of public in this context is personnel resulting from the use of traditional segmentation based on geography, demographics and psychography in identifying the public, however the context of public in this public relations also looks at the range of other issues including those who have influence and have power to make a decision.

There are four types of relationship models. Grunig and Hunt in Schultz & Barnes (1999) describe at least four public relations models, namely: (i) Media/Publicity Agency Model with a propaganda character, (ii) Public Information Model which focuses on educating the public about organizations and issues, (iii) Two-Way Asymmetrical Model which has persuasion as its main goal, (iv) Two-Way Symmetric Model which focuses on building understanding between organizations and their publics. Public relations activities have a

range such as (Schultz & Barnes, 1999): Counselling, Research, Media Relations, Publicity, Employee/Member Relations, Community Relations, Public Affairs, Government Affairs, Issue Management, Financial Relations, Industrial Relations, Multicultural Relations, and Special Events.

Public relations is an approach to interaction from a company to its public that is based on goals by building connections and understanding between the two so that it can create a good image and positive benefits for the organization and its stakeholders, including the public. This research will use this understanding to find out how the AmistarTop brand was built through public interaction activities and the public relations approach model that was implemented.

### *Brand and Business Building: (Digital) Interactive Media*

Interactive media is the integration of digital media including a combination of electronic text, graphics, moving images, and sound, into a structured digital computerized environment that allows people to interact with data for appropriate purposes. Important concepts to hold are 'interactive' and 'media' across various 'delivery channels' or 'platforms' (England & Finney, 2011). Interactivity can be defined as the extent to which communication technology can create a mediated environment in which participants can communicate (one-to-one, one-to-many, and many-to-many), both synchronously and asynchronously, and participate in exchanges, reciprocal messages, third level dependency (Dalelio, 2015). The following are the types of digital interactive media that can be used:

- i. Website is created by properly defining five levels: (i) Marketing expectations, (ii) Creating credibility and trust, (iii) Attracting and protecting consumers, (iv) Presenting the product or service, and (v) Sales realization profitable.
- ii. Content marketing is the technique of creating and distributing relevant and valuable content to attract, acquire, and engage with well-defined and understood target audiences, with the goal of generating customer profits and creating customer-brand engagement and loyalty (Lou & Xie, 2021).
- iii. Social Media - Facebook, WhatsApp Messenger, YouTube, X, TikTok, Pinterest, MySpace, Instagram, Blog (Short for 'Web Log'), Wiki (Tafesse & Wien, 2018) enables integrated marketing activities to be completed with less cost and effort for seamless interaction and communication.
- iv. Video on demand (VOD) refers to broadcasting video via Over-The-Top (OTT) applications over the Internet (OTT).
- v. Mobile Applications are automated digital facilities that can be accessed anywhere effectively and efficiently.
- vi. Interactive (digital) media are all communication channels that enable interactive efforts between users, thereby creating interconnectivity. This concept is used to examine more deeply how Syngenta Indonesia utilizes this interactive communication media channel to build awareness of the AmistarTop brand both from the website, social media, video on demand, chat channels and mobile applications.

## 2. Brand Awareness

Brand awareness is the ability of a potential customer to recognize or recall a brand as part of a particular product category (Durianto, et al., 2017). Brand awareness is a form of consumer knowledge of the existence of a brand. Brand awareness is a general goal of marketing communications, which is then used to consider various alternatives in decision making.

The levels of brand awareness (Aaker, 2018) are as follows:

- i. unaware of brand: consumers are not aware of the existence of a brand.
- ii. brand recognition: the minimum level of brand awareness, their recognition, the degree of recognition and recall of a brand through assistance.
- iii. brand recall: Recall of a brand is based on a person's request to name a particular brand in a product class
- iv. top of mind: leaders of various brands that exist in someone's mind, but that doesn't mean they can't be beaten by their competitors, of course there are other brands that may be close to that brand.

This concept is used in this research to understand farmers' attitudes and behavior towards plant protection brands or products by examining the first stage, namely awareness with five levels of awareness.

## Methodology

This study uses qualitative approach to explore and describe the communication strategy and tactics of the AmistarTop brand to obtain in-depth interpretation and the meaning so that conclusion can be reached. The qualitative approach according to Creswell (2013) is research that seeks to explore and understand the meaning of an individual or group that occurs on social issues with the aim of either interpreting, exploring, or gaining a much deeper understanding of certain matters of belief, attitude or behaviour.

This research uses a post-positivism paradigm and the data will be interpreted subjectively with the aim of examining the overall communication strategy of the AmistarTop brand in an effort to provide predicted solutions to problems found in the background. Post-positivism investigates social reality in society as a whole, comprehensive and meaningful unit as well as the interrelationship of interactive signs (Sugiyono, 2011).

This research uses a case study method with the object is Syngenta Indonesia which operates in the agricultural sector, especially crop protection. It is chosen as it is one of the market leaders in crop protection industry. The research informants selected based on the purposive method. There are three informants: Fungicide Brand Manager, Brand Activation Lead selected, Digital Content Lead selected based on the role and responsibility in managing AmistarTop brand.

Primary data collected through in-depth interviews with key informants in Jakarta with several structured questions based on theory, then followed by on-field observations to AmistarTop activity with growers in the rice field area in West Java to enrich the results from the interview and completed by documentation of activities in the field. Secondary data was obtained from literature study and pre-research structured interview. Secondary data is utilized in supporting the primary data taken on the field. Data analysis techniques using data sequences, organizing them into patterns, categories and a basic description. In this research, data collected from all collection processes were verified and reduced based on relevancy of the topics of brand communication strategy and then being grouped based on the perspective both strategy and tactical, and followed by omitting irrelevant information before being analysed against theory and previous studies to develop the conclusion. Data verification is using triangulation to various types of methods, researchers, data sources, and theories (Denzin & Guba, 2001 in Ardianto & Bambang, 2011). Source and method triangulation process is applied in this research by validating answers of each informant to see alignment and then validate against the results of the observation.

## The Findings

AmistarTop is a crop protection trademarks in the fungicide category with the active ingredients difenoconazole and azoxystrobin (a natural product from the synthesis of basidiomycetes fungi, discovered in the 1960-1970s) from Syngenta Indonesia a global company based in Basel, Switzerland. This product was officially patented by Syngenta Global in 1984. Azoxystrobin has been registered in more than 72 countries in more than 80 crops and is the fastest growing product in sales.

### 1. Brand Communication Strategy

This strategic concept is called Rice is Life implemented in 2015 until now which target rice grower in progressive and mid-tier area in segmented region in Java, Sumatra, and Sulawesi. It has several valuable messages elements, namely:

- i. Prosperity: the message that through rice we can nurture the present and future lives of farmers and their families,
- ii. Health: the message that through the rice we can create happiness for farmer and their families
- iii. Education: the message that rice can contribute to better education for farmers' children and a better generation,
- iv. Pride: the message about rice conveys honor and pride in being part of the community and pride in contributing to the community.

### 2. Brand Building: Mass Media Advertisement

Mass media activities through outdoor media installation (out of home) billboard is the main thing carried out for AmistarTop. Implementation of billboard is done based on geographical areas with different visuals. The first billboard visual was installed in the Java Island area, while the second billboard visual was installed in the Sumatra and eastern Indonesia areas.

### 3. Brand Building: Public Relations

Syngenta Indonesia carries out three categories of activities, namely: (i) publicity, (ii) community relations, and (iii) special events/activities with special events are the most common and frequent ones. This is influenced by product types which are highly technical with specific target audiences. Farmers as the target audience are the public who are the target of the issues being conveyed. Special events created to build AmistarTop brand awareness focused on farmers varied to at least six activities. These activities include; (i) Technology Exhibition Expo, (ii) Farmer's Meeting both on field and indoors, (iii) Video on Wheels, (iv) Crop Doctor, (v) AmistarTop Academy, and (vi) post-harvest activities.

Table 1. Public relations activities mapping

Activity	Implementation	Publicity / Press Agent Model	Public Model	Two-way Asymmetrical Model	Two-way Symmetrical Model
		Propaganda	Public Education	Research- based Persuasion	Building Understanding between organization and consumers
Special Events	Technology Exhibition Expo		X		
	Farmers Meeting		X		
	Video on Wheels	X	X		
	Crop Doctor		X		
	Post-Harvest Festival		X		
Media Relations	Media Release	X	X		
Community Relation	10 Ton Community Top Challenge Competition		X	X	

Source: Researcher (2024)

Syngenta Indonesia is also developing a community relations approach for AmistarTop brand communications. This community is usually called the 10 (or 8) Ton Community. It is a group of farmers in a stretch having the same goal to increase crop productivity by sharing expertise with other farmers, encouraging them to make changes by increasing their agricultural yields and income by adopting AmistarTop technology and other Syngenta technologies. Syngenta carries out several activities for members ranging from education, facilitation to supporting farmers to achieve higher crop productivity and achieve prosperity. A flagship community activity for AmistarTop in the field is the Top Challenge with the aim of building awareness of the AmistarTop brand through a competition for the production of rice yields between farmers in a community. However, it is ad-hoc basis, and tend to be ceremonial.

In the publicity category, Syngenta Indonesia also carries out media gathering and distribution of media releases activity. Media gatherings are generally held to communicate corporations or special conditions such as new product launches. Distribution of media releases is done with unscheduled basis and follows situation-based needs. This media release was developed not only for the AmistarTop brand, but also in conjunction with other brands from Syngenta Indonesia. In the release, the AmistarTop brand was mentioned as a fungicide or fungus controller with benefits that can control disease and increase crop yields.

Public relations approach carried out for AmistarTop expose to growers to educate growers and to prove the technical value brands are provided. AmistarTop brand awareness building activities have types of public relation models with different objectives.

4. Brand-Business Building: Digital Interactive Media

Syngenta Indonesia carries out brand communication activities through five digital channels, namely: (i) Website, (ii) Social Media, (iii) Video on Demand, (iv) Chatting Platform, and (v) Mobile Applications. The concept of every digital media activity implemented is mostly interactive, which is one of the keys to digital interactive media (England & Finney, 2011).

- i. Communications displayed on the website include the brand logo, target plants, active ingredient and packaging information, product photos with descriptions, technical benefits, and application recommendations for each target plant including the type of disease and dosage, to the method, time, and spray application interval.
- ii. Social media used are Facebook and Instagram with different purposes. Syngenta Rumah Tani Indonesia's Facebook is used for marketing communications including AmistarTop, while SyngentaIndonesia Instagram is used for corporate communications. Syngenta Indonesia uses Facebook with the main aim of increasing awareness of Syngenta Indonesia brands, including AmistarTop. Apart from increasing brand awareness, this type of digital channel is also used to interact virtually to gain engagement and encourage audiences to take the desired action.

Table 2. Content mapping of social media

Content Type	Facebook	Instagram
Education: Product Knowledge	46	-
Activation: Special Events Highlights	2	6
Activation: Product Promotions	6	-
Entertainment: Quiz and Entertainment	17	-
User experience: Testimonial	4	2
<b>Total</b>	<b>75</b>	<b>8</b>

Source: Researcher (2024)

- iii. Syngenta Indonesia manages YouTube, including Podcasts, and Tiktok. These channels have two accounts and are currently active. SyngentaIndonesia's Youtube has 6.41K followers, while Syngenta Rumah Tani Indonesia's Youtube account has 3.17K. The SyngentaIndonesia TikTok account has 1.12 thousand followers, while the Syngenta Rumah Tani Indonesia TikTok account has 112 thousand.
- iv. SyngentaIndonesia account communicates corporate information without mentioning products or brands. Meanwhile, Syngenta Rumah Tani Indonesia account is used for marketing communications. The strategy of separating accounts on social media into corporate accounts and marketing communications accounts is an effort to provide precise information regarding the expectations of brand communication targets.
- v. For Podcasts on the YouTube channel, Syngenta manages the Obsesy Podcast (Syngenta's successful farmer chat) which contains content about cases of agricultural challenges and how to overcome these challenges using Syngenta Indonesia technology.
- vi. Syngenta develops and manages content in the form of testimonial videos, technical videos for the AmistarTop brand. Meanwhile, in Podcasts, there is no single brand content, likewise for the AmistarTop brand, but crop wise. The types of videos developed consist of short videos (short videos & reels) which contain user experience and entertainment videos, while videos regarding technical information and education are developed in the form of videos that are longer in terms of duration.

Table 3. Content mapping of video on demand

Content Type	Youtube	Tiktok	PodCast
Education: Product Knowledge	-	-	1
Activation: Special Events Highlights	-	-	-
Activation: Product Promotions	-	8	-
Entertainment: Quiz and Entertainment	-	-	-
User experience: Testimonial	1	-	-
<b>Total</b>	<b>1</b>	<b>8</b>	<b>1</b>

Source: Researcher (2024)

- vii. tanyapakar is a chatting platform provided for customers, where customers can ask about the Syngenta brand in product information. This is promoted during farmer meetings in the field or becomes a landing page for more technical and detailed questions on social media. Communication about AmistarTop on tanyapakar chat platform generally consists of customers seeking to find out more information about the brand such as how to dose AmistarTop or when to apply it.
- viii. Digital advertising via banner ads is carried out for several brands including the AmistarTop brand. Digital advertising via banners is usually carried out in the form of types of images according to the intended content, such as educational content, activation content, and testimonial content from farmers who use AmistarTop.
- ix. Cropwise is a mobile application that farmers can download on the Android system on Playstore. Cropwise has features that farmers can use in developing cultivation in the form of diagnosing plant diseases and pests and Syngenta's solutions for dealing with them, weather forecasts, planting calendars and applications, as well as other features. There is a notification that users can receive regarding AmistarTop as a solution that can be used by farmers when using the pest and disease diagnosis feature.

## Discussion

AmistarTop brand communication through Rice is Life has a purpose that is connected to the purpose of the brand. The three pillars are the crop, the farmer and the community. In Rice is Life, Syngenta Indonesia is building a brand communication campaign ecosystem for Amistartop for each target, namely: farmers, retailers, and media & digital. This is in line with and supports the results of previous research where brand communication functions to convey the values and propositions of companies and products to target audiences and getting positive reciprocal reactions is a mandatory step to outperform market competition (Miao, 2019). This underlines one of the functions of the brand communications to offer purposes, values and propositions of the brands.

“Rice is Life” also provides a differentiator from other products in the market which provides meaning in the consumer's view, thus providing added value for the brand in building strong awareness and influencing consumer behavior change. This is in line with Chinomona (2016) where brand communication is an idea or image of a product or service that is marketed so that its distinctiveness is identified and recognized by many consumers. Moreover, AmistarTop brand is more than just a name and symbol or logo, but considered as an important asset for farmers' markets where the organization exercises control over the meaning it wants to build in the eyes of consumers (Schultz & Barnes, 1999).



The activities for the AmistarTop in building the brand are very tailored to the characteristics of the intended target audience. Several activities carried out in building the AmistarTop brand were executed in different areas at different times. This is in accordance with what was explained by Schultz & Barnes (1999) that brand communication is considered as all investments made by the organization in the form of media and all promotional activities that support the brand. It is designed and aimed at conveying messages and incentives to consumers and prospects to influence current and future consumer behaviour towards the brand. This AmistarTop strategy can be considered as pioneer of the promoting crop protection beyond technical approach through emotional and values offers. Implementation of mass media activity for AmistarTop is limited to billboards, while other types are not implemented. The billboards is intended as a brand builder (in a long-term context). This could be caused by the typical segmented target audience. Advertising is often also seen as building and managing brand identity elements that encompass target consumer groups (Schultz & Barnes, 1999)

In mass media activity, two types of big ideas are distinguished seeking to adjust the level of awareness in the different geographical targeted area. The big ideas are divided into two main messages, namely technical big ideas and emotional big ideas. It is depicted through visual humanism, the figure of a user farmer with increased crop yields for emotional ideas and visuals of quality rice crop for technical ideas.

The big idea describes the reality of what the market expects, namely an increase in grain weight. In line with what was conveyed by Schultz & Barnes (1999) big ideas at that time were developed simply and brought realism to understanding the market, and having empathy with the targeted market so that advertising could skyrocket and reach the target audience. This geographical-targeted visual principle is also in line with the theory where advertising is often seen as the creator or builder and guardian of brand identity elements, which encompass a smaller target group of consumers in marketing communications which can further be developed into groups more specific consumers (Schultz & Barnes, 1999). Billboard is selected based on specific target area of operation, however, limited in covering bigger audience.

In public relations, the definition of society (public) is given to growers which use of traditional segmentation based on geography, demographics and psychography as well as a range of other issues including those who have influence and have the power to make decisions (Schultz & Barnes, 1999). Special events or activities are carried out by designing events that suit the criteria of the farmer audience with the hope of more precise results (Schultz & Barnes, 1999). This is the main approach because it is driven by a very technical type of product that requires technical proof. There are several creative activities carried out such as Plant Doctor, Video on Wheels, and Harvest Festival. This activity demonstrated a variety of creative activities as one of the advantages of special events (Schultz & Barnes, 1999) where the designed event can present an important differentiator compared to competitors. This is aligned with the role of public relation which aims at attracting customers, making added value in the market competition, and creating impact on investment and return on financial side (Nuji & Sulaiman, 2015).

Community relations for AmistarTop is involvement with expertise-based relationships which focus on providing facilitation, motivation, training and empowerment (Turner, 2015). Its management has not yet reached maintenance and organization phases. As Ganiem & Kurnia (2020) explain, carrying out community relations needs to have a unified nature of involvement, maintenance and organization (Ganiem & Kurnia, 2020). Media release content was developed in accordance with several models of media release activities based on the publicity model and public model (Schultz & Barnes, 1999). The release provides educational information on how to control fungi and increase yields as well as providing propaganda for readers to change their views on pesticide products to something that provides benefits to the agricultural community.

The types of activities carried out in the public relations approach adopt three types of models, namely the publicity model, public information model, and two-way asymmetric model. In the mapping table, the analysis of the types of public relations activity models carried out by Syngenta Indonesia for AmistarTop adopts three types of models except the Two-Way Symmetrical Model. However, this condition is not yet in the theoretical position presented by (Schultz & Barnes, 1999) where brand communication, from a strategic perspective, will have a lot of contact with public relations, especially public relations in a two-way symmetrical model.

The concept of every digital media activity is mostly interactive, one of the keys to digital interactive media (England & Finney, 2011). This approach is implemented with the purpose of changing the behaviour of the growers as customers and building relationship with them (Simsim in Alsubaie & Lyndon, 2020). Website developed by Syngenta including AmistarTop uses strategies with the aim of creating credibility and trust as a source of official information, presenting products, and attracting and protecting consumers with appropriate information exposure.

Content developed for AmistarTop consists of informative, interactive, collaborative and loyalty concepts.

This types of contents for AmistarTop in social media offers growers to fulfil their information, entertainment and mood management needs (Shao in Ohajionu & Mathew, 2015). Facebook, Youtube, Tiktok and mobile applications are the types that have content concepts other than informative and interactive. This content development is in line with the results of research by Lou & Xie (2021) that content development techniques are aimed at generating customer profits and creating customer-brand engagement and loyalty (Lou & Xie, 2021). The types of content developed for digital interactive media channels for the AmistarTop brand consist of educational content; such as product usability information, activation; such as special marketing event highlights and product promotions, entertainment; such as quizzes and entertainment, and user experience; like testimonials. This is in line with the content marketing strategy of Holliman & Rowley (2014) with relevant and interesting content with educational and entertaining content to attract and adopt an inbound approach.

Content distribution on digital interactive media channels carried out for AmistarTop based on the findings is conditional or ad-hoc. Several conditions that cause content to be developed and distributed cannot be mapped consistently, only one condition has been identified, namely the planting season, but this is not strongly reflected in the execution in digital channels. Distribution of relevant content both in terms of publication time will be valuable for attracting, acquiring and connecting with the appropriate target audience so that it can be well understood (Lou & Xie, 2021). This multi-channels digital interactive media is one of the richest implementation among the players within industry. Social media account of Syngenta Indonesia is the highest in term of audience compared to other entities within industry. However, the numbers and patterns of distribution of content are still behind other industry such as FMCG.

## Conclusion

The AmistarTop brand communication strategy to increase awareness has implemented an integration of (i) a brand building, including mass media advertising, public relations marketing; and (ii) a brand-business approach, including digital interactive media. It was developed and executed under the communication umbrella "Paddy is Life" representing the approach beyond technical aspects instead of values, principles and aspirations. The mass media advertising category targets audiences through outdoor media (billboards) which with technical and emotional big idea concepts and different applications based on specific geographic and psychographic target audiences. This supports targeted specific audience yet is limited in covering broader target audience.

The public relations category is carried out through three types of activities, namely special marketing events, media relations and community relations. Marketing events are the most frequent one and these are creative activities specifically designed based on product nature and target audience profile. Activities in public relations approach are significantly using a public information model, but these activities have not been continuously escalated as media feeding in media relations activities. Public relations activities for AmistarTop expose growers and seen as a way more to educate growers and to prove the technical value brands are provided. Community relations activities are the only activities with a type of asymmetric two-way model, with an urge the needs to be developed both definitively, conceptually and maintained.

The digital interactive media category is carried out through various media channels with a dominant interactive concept but limited collaborative and loyalty. Website is developed as a credible search point while social media Facebook and Instagram have a separate focus between corporate communications and brand marketing communications. Digital interactive media channels that are more than just informative and interactive concept are Facebook, YouTube, TikTok and mobile applications. Content development

management is carried out through educational, activation, entertainment and user experience content types. However, distribution management has not yet received a comprehensive scheduling pattern and plan so that it is continuously exposing awareness relevant to the target audience.

Recommendations for developing the AmistarTop brand communication strategy include: (i) exploring activities in mass media advertising such as radio and local television stations, in areas where intervention has not yet been carried out, (ii) increasing public relations marketing activities with a two-way symmetrical model with development more conceptual, impactful and sustainable community relations, and (iii) development of media channel selection strategies that provide collaborative and loyalty media supported by intensification of digital interactive media content with patterned and scheduled content uploads as well as initiation to involve influencers as endorsers for brand communication and promotional activities to increase brand awareness.

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