# The Effects of User-Generated Content on Social Media Advertising Strategy in A Case Study of #Gundalafanart Campaign For The Movie "Gundala" (2019)

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**Abstract.** Both the use of UGC in the designing process of social media advertising and social media advertising itself, are two relatively new developments following the information age. Time and time again the various effects and outcomes of UGC in social media advertising, including positive and negative responses which accordingly changed audience perception of the advertised. One recent example is the use of #GundalaFanart, a call for fan art submissions to promote the 2019 Indonesian superhero movie, "Gundala". The case study method will be used to analyze the implementation of this UGC on the advertising of "Gundala", and to provide an example of how much it affects brand awareness or image. We arrive at the conclusion that the UGC #GundalaFanart received positive attention from both familiar and new audiences due to two factors; the form of the UGC itself aligns well with the film's image and core message and aligns as well with the product's position within the consumer's mind. These two factors are important to ensure effectiveness when designing and implementing UGC into a social media advertising campaign. The UGC has a significant effect on the reputation of the product or brand, which in turn affects the consumer's perception of it, subsequently also affecting the decision-making process in consuming a said product.

## 1. Introduction

Advertising is a communicating process to relay crucial information towards a certain audience, with the intended purpose of changing or affecting the behaviors of the said audience, such as introducing goods or services to a possible consumer. Advertising is also part of the marketing mix model. [1]

Developing advertisements requires effort and work from many different areas of expertise, be it to plan the message, the media, how to communicate the message, or, in other words, a strategy is needed in creating advertising campaigns. An example of an advertising campaign strategy is the segmentation of the desired market in order to pinpoint the target audience of the advertisement. As such, the communication process of the advertisement can be more effective and clear-cut. [1]

Social media, on the other hand, is the use of mobile or web technology to share information, through an interaction that is both public and collaborative. Information sharing through social media also transcends the traditional geographical, sociocultural, and political bounds. [2] According to Egan [3], social media has blurred the conventional dividing line between the advertiser and the audience, due to the nature of social media allowing almost anyone in the world to liberally comment, interact and

collaborate, insofar that conversations between an advertiser or firm with the everyday audience becomes more rapid and active. Up until the creation of this article, advertising strategies in social media platforms are still constantly being explored, following the changes and developments of social media platforms themselves. One example of this exploration is the development of the AISAS model (Attention-Interest-Search-Action-Share), in which consumers or audiences are pushed to search and share information about the advertised goods or services on their own, incentivizing increased interactivity between the product and the audience. The process of relaying information is easily accessed through search engines or even directly from one social media user to another, quite like a traditional word-of-mouth method.

Quoting Pinuji & Satiri [4], User-Generated Content or UGC works similarly to the previously mentioned word-of-mouth strategy. UGC refers to content generated not by the advertiser or firms, but still affects the masses' consumption. This term often comes up when advertising on social media platforms like Twitter or Instagram.

The use of UGC in a social media advertising campaign strategy has produced both positive and negative results for the advertiser. Two examples shall be given, one each. First, a UGC campaign that significantly raised awareness and positive brand image could be seen in the #ShareACoke campaign for Coca-Cola in 2014. This campaign asks consumers, especially younger generations, to share a Coca-Cola with the people close to and around them. The company printed more than hundreds of names or words like "BFF" and "Brother" on Coca-Cola bottles around the world. The main idea of this campaign is to share that "special moment" with another person and a bottle of Coke. As a result, the brand name of Coca-Cola becomes popular and sales of the product increased. [5]

Second, a more negative result of a UGC campaign can be seen in the 2014 #CosbyMeme campaign on Twitter, created from the official Bill Cosby Twitter account to soften the public image of the said celebrity who at the moment was going through a severe scandal. Twitter users were asked to create a "meme" or a funny image with the celebrity's face, using their own image-editing application. However, within a couple of minutes, this hashtag is filled with memes making fun of his scandal and even further broadcasted the masses about the allegations he was facing. The effort in using UGC as a public relations channel to "fix" the image and name of this actor had, instead, helped to add fuel to the fire. The team quickly shut down the image-editing application, but the hashtag was unscathed and people simply turned to edit the memes with their own software, digitally cementing the negative image generated by the #CosbyMeme hashtag.

There are, of course, various other results in the use of UGC for social media advertising. For some, the main strategy of UGC usage is simply to support brand awareness, notwithstanding whether said awareness is with positive or negative sentiments. On the other hand, quoting Pinuji & Satiri [4] some others emphasizes that positive or negative information of a product does affect consumer behavior [6][7][8] and UGC is considered to be more credible by consumers, therefore more effective in influencing their consumption pattern. However, the implementation of UGC ought to be done with care so as to properly respond to an unpredictable public reaction, or by preparing a contingency plan in case the campaign backfires and produces negative sentiments towards the brand instead. As of now, the use of UGC in the advertising strategy for social media platforms still has a lot to explore, not yet having many secure and safe formulas in developing and creating them.

In the year 2019, the Indonesian horror film director Joko Anwar, together with a fresh-faced movie studio BumiLangit, released an Indonesian superhero movie titled "Gundala". The marketing process of this film includes a social media campaign urging fans of the superhero character, old and new, to showcase their fan art with the hashtag #GundalaFanart. These fan creations would be curated and printed to be displayed in select theaters on the release date of the movie, while also regularly re-shared by the official accounts of the movie. Uploaded fan arts in multiple social media accumulated up to 700 submissions, still adding more after the release date of the movie in August of 2019. In the official

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BumiLangit Studio website, as of the writing of this article, the #GundalaFanart entries have reached 4.000 posts, one of them by a famous comic artist from the United States, David Ross, which also helped introduce the "Gundala" Character to a foreign audience.

This call for fan art submissions raised the target audience's awareness about the release of the movie itself because each individual that publishes a fanart would inadvertently advertise the movie or at least the characters to their followers and mutual friends. Besides that, the brand image of "Gundala" and Bumilangit is that of a "local genius" product or Indonesia's very own superhero franchise within the polemic of American superhero movies, and as such, the campaign provides a space for fellow local creatives and creators, in turn strengthening the previously described brand image.

This research and case study of #GundalaFanart is conducted to find out how the strategy of UGC implementation in social media marketing affects brand awareness. Henceforth, the result is hoped to be able to help developing social media advertising strategies that utilize the effectiveness and potential of User-Generated Content in raising brand awareness.

Based on the written background of this research, the main questions are as follows:
1. How does UGC implementation affect the success of social media advertising?
2. How does the #GundalaFanart campaign affect the marketing of the movie "Gundala"?
3. How would one effectively utilize the implementation of UGC in social media advertising?

*1.1 Advertising*

Advertising is a communication process that relays information for a specified audience, urging the consumption of goods or services with a persuasive message, publicized in a specific time and place through various media [9][10][11], both digital and printed.[12] Characteristics of advertising include a public presentation, massively published or shared, non-personal in nature, and consists of at least a source, a message, and a message receiver.[1]

Printed media are any kind of reading material or resources which produce or relays content to many people, through a printed product.[13][14] In addition, digital media are any kind of material or publication accessed through the internet and World Wide Web as a form of mass communication, be it through text, photos, video, or audio. [15][16]

Advertising as an activity is considered to be part of the promotional activity in the Marketing Mix model. This model is a set of variables that could be adjusted accordingly in order to properly respond to consumer feedback [17] consisting of Price, Product, Place, dan Promotion. In this marketing model, the advertising has to at least follow the AIDCDA criteria (Attention, Interest, Desire, Decision, Action) to help determine how to gain and maintain audience interest effectively. [18]

*1.1.1 Types of Advertising based on Desired Outcome [19]* include High Profile Brand Awareness and Hard Working Direct Response. The former is a long-term form of advertising, easy, and has durability in the audience's memory, not looking for an immediate call to action. The latter signifies a short-term form of advertising, tends to be urgent in tone, and calling for quick action by the audience.

*1.1.2 Types of Advertising Based on Financial Support* includes below the Line advertising (BTL) are campaigns targeted for a specific group of audience with a specified intent, usually urging an immediate response from the target audience. Acquiring the media for this type of advertising is paid for by the advertiser. While Above the Line advertising (ATL) targets the masses or a wide range of peoples, usually to raise brand awareness or shape a certain brand image. In buying media for ATL advertising, the advertiser or agency gets a commission. These are two terms popularized by Proctor & Gamble since 1954. A new term for a "hybrid" of these two categories has recently emerged, dubbed TTL or Through the Line, examples of this type of advertising are targeted ads on social media sites.

Strategies are a pattern of conscious decision making, guidelines, actions, or placement of

resources in a certain manner, with the purpose of reaching a certain end goal or achievement.[20]

It can be concluded that advertising strategies are a pattern of conscious decisions, actions, or resource allocation in a process of delivering a persuasive message to potential consumers, in an effort to gain the desired response or behavioral change in consumers. The use of Kotler's marketing mix model is a form of strategic aspect in the process of developing an advertisement campaign

### 1.2 Social Media

Social media is the process of using mobile or web-based technology to share information, by publically interacting in a collaborative manner, transcending geographical and sociopolitical borders.[2][21] Social media is also closely related to the concept of Web 2.0, an internet era allowing users to easily exchange information and contents with each other [22][23]

Examples of social media are social networking sites such as Facebook and Twitter, discussion forums, imageboards, and other application with user-based content such as Instagram and TikTok. One of the main characteristics of a social media platform is that they provide a form of active participation and interactions, not fully passive like most traditional media. These interactions can happen between acquaintances, family, friends, or even complete strangers with a shared interest or goal [24]

Advertising in social media is a process of advertising that uses a social media platform as a way to drive the message across. The use of social media platforms makes it possible for advertisers or firms to interact and collaborate freely with other firms or their own audience. This freedom of interaction may affect the decision-making process of the advertisers or firm.[3][25]

### 1.3 UGC in Social Media and Advertising

User-Generated Content (UGC) is a form of advertising in which content is generated by the users or the audience, not the advertisers, in the form of information sharing between users.[26] Advertisements in the form of UGC are different from Producer-Generated Content (PGC) in which the latter usually comes in the form of endorsements or placing a spokesperson to voice the benefits of certain goods and services. [27] According to Bahtar & Muda [26] many consumer bases has switched from the more traditional form of promotions, finding the user-generated kind more credible and trusted, as the information comes from other users, therefore assumed to be less biased since there is no clear commercial interest in spreading the information. The research also concludes that streams of information about a product in certain social media sites, such as Instagram, have a significant impact on the consumer's decision-making process relating to the consumption of that product.

### 1.4 UGC implementation in Advertising

Seen below is the UGC typology model by O'Hern & Kahle.[28]



Figure 1. A typology of user-generated content.

**Figure 1.** A typology of user-generated content.

This typology model determines UGC based on two dimensions, which are the direction of information flow, and the user contribution objective.

The direction of the information flow of a certain UGC can either be Customer-to-Customer (C2C) dan Customer-to-Bussiness (C2B). The C2C information flow can usually be seen as product reviews, information giving new perspectives, or ideas between fellow customers. On the contrary, C2B information flow usually manifests in the form of contests or competitions asking for consumer contributions.

Based on the user contribution objective, UGC can either be contributions as an effort to promote products (by explaining the benefits or disadvantages of said product), or contributions by innovating certain products with new ideas.

Based on those two specifications, UGC can be divided into 4 types.

**Informing**, UGC pushes product-related information sharing between users or consumers, therefore raising brand awareness through discussion and discourse.

**Pioneering,** UGC focuses on gaining product innovation from users, and sharing said innovations with other users.

**Co-Communicating,** UGC that product promotion from the user, and sharing that promotion to be used accordingly by the advertiser or the product's firm.

**Co-Creating,** UGC pushes product innovation from users for the purpose of later being used or utilized by the advertiser or the product's firm.

According to O'Hern & Kahle [28], using this model may help firms in pinpointing the direction and desired response from the implemented UGC in their product marketing. The development of this typology model also showcases one of the main challenges firms and advertisers must face when trying to use UGC in marketing, that is, relinquishing a certain degree of power over the information of the product or brand to the audience, something that can't be easily controlled and modified by the advertiser. [29]

In addition, to paraphrase from Bahtar & Muda [26] potential consumer's perception towards UGC is influenced by the perceived credibility, perceived usefulness, dan perceived risk of the product discussed in the UGC. Therefore, the process of implementing UGC in a product's marketing strategy ought to pay attention to certain factors such as credibility, benefits, and risk of the product that could be perceived by consumers, so their perceptions towards the UGC doesn't backfire or end up going against the desired outcome of the product's firm.

*1.5 "Gundala" (2019)*

"Gundala" directed by Joko Anwar and released in early 2019, was an Indonesian movie produced by Screenplay Films together with the current copyright owners of the character, Bumilangit Studios. This movie was also supposed to be the opening entry of the "BumiLangit Cinematic Universe" movie franchise, standing as the first in a roster of Indonesian movies adapting classic local superhero stories to the big screen.

According to the official site of BumiLangit Studios, the titular character first appeared in a 1969 comic by Harya Suraminata, aptly titled "Gundala Putra Peter" or, "Gundala the Son of Thunder". Although the influences from popular foreign superhero comics are obvious, Harya Suraminata was also inspired by the local spiritual figure Ki Ageng Sela who was purported to have the ability to catch thunder. The name, "Gundala", comes from the Javanese word "Gundolo", meaning thunder. Before the 2019 reboot, this character had been adapted to the big screen, in a 1981 film with the same name. This movie was produced by PT. Cancer Mas Film and Lilik Sudjio.

The branding and marketing of this movie put forward and foremost its identity as a classic Indonesian superhero, from its setting, characters, even to the issues and conflicts are interwoven with the

fantastical plotline. Aside from "Gundala"'s origins as a 1970s comic series, this identity is strengthened by the promotional tagline of the movie, "Negeri ini butuh patriot" (This nation needs a patriot), as well as the settings and plot conflicts involving trust between the masses and the people's representatives in the government, an issue majority of Indonesians, are familiar with. Accordingly, many reviews of the movie have described the "Gundala" character himself as a humble, unadorned "hero of the people", especially the working class peoples. These aspects create a form of relatability and closeness with the general local audience.

Quoting from the official "Gundala" accounts on various social media platforms, the movie managed to gain more than 1.000.000 watchers nationwide in just a week since its premiere on the 29th of August 2019. "Gundala" managed to gain Box Office profit up to 15 million IDR in those 7 days. Per 2020, the movie still upholds a relatively excellent score on many movie review sites, including but not limited to a 6.3/10 (IMDB), 83% freshness (Rotten Tomatoes), and 4/5 (Google Reviews). "Gundala" was also aired in the international movie event, Toronto International Film Festival (TIFF) on the 9th of August, 2019.

As a general consensus, audience feedback suggests that "Gundala" is a quite strong and competent opening for the newly rebooted BumiLangit franchise.

## 2. Method

The research method used will be in the form of a case study. To paraphrase Rashid, et al. [30] the case study method is a form of qualitative research (a form of research that tends to be descriptive, using observation or analysis). Research with the case study method helps to explore a certain phenomenon in a specific context and from a specific point of view. In the case of studies, the phenomenon is studied within the original context or boundaries it happened in.

Quoting Rashid, et al. [30] the procedural steps of a case study research is as follows.

### 3.1 Fundamental Phase

The first and crucial step of the case study. Careful considerations must be made in order to build a strong foundation to support the proceeding steps. It is also important to decide the fundamental philosophy or theory that will be used in the study, making sure on what data collecting technique would be best suited for the case (usually qualitative or quantitative), and deciding the logistical approach of the research (usually induction or deduction). For this section, the lecturer and subject of the class required the writer to specifically use a case study method.

### 3.2 Pre-Field Phase

This phase focuses on creating a clear boundary or guidelines and protocols to be enforced during the case study process. It is important to decide whether the case study method is suited for the research, and to pinpoint protocols for the case study, usually in the form of a written document recording the procedure of said case study itself. The pre-field phase of this article was discussed with the lecturer and the protocols of the case study involve observation in online spaces, such as through official websites, "Gundala" accounts, or through other cases relating to the topic of this article available on various social media spaces, such as the #CosbyMeme campaign.

### 3.3 Field Phase

It is at this phase the researcher contacts and interacts directly with the case or phenomenon being studied. It will be very useful if the researcher has a certain amount of knowledge before approaching the case or the participant, to ensure a smooth and efficient data collecting process. Interactions can be in the form of semi-structured interviews or empirically collecting data from various sources. This

study does not involve interviews due to the time limit and the writer instead collects data from publicly available sources or from previous studies relating to the topic.

*3.4 Reporting Phase*

The quality of a case study research also depends on how the empirical data collection and its analysis are reported. The structure of the report should be comprehensive and a "storytelling" style may be crucial in reporting the results of a case study. The report ought to consider certain aspects such as; case description, participant description, relations between descriptions, field protocol details, empirical data interpretation and analysis, and including a conclusion. The interpretation and analysis of this study will be reported in the following section.

## 3. Results & Discussions

UGC has a close relationship with social media. The inherent form of UGC as information sharing from consumers is a perfect fit in the context of a social media platform, which itself is characterized by participative and collaborative interactions between its users. Social media makes it possible for users to communicate almost directly, both with fellow users or with advertisers and firms. Therefore a social media platform is commonly used in implementing UGC into a social media marketing strategy.

How does UGC implementation affect the success of social media advertising? Paraphrasing from Bahtar & Muda [26], promotion in the form of UGC is perceived to have more credibility and trusted by consumers, because the source of information about the product comes from another user, and therefore is less biased, without a conflict of interest for commercial gain that could influence the information. From the advertiser or firm's viewpoint, though, this heightened credibility means a more significant degree of risk and benefit may occur. If the response or content generated by the users tarnishes the product or brand image, this negative perception will be quicker to spread and quicker to be internalized by the audience as well. This negative response can be seen, for example, in the #CosbyMeme campaign as explained before. This hashtag UGC was quickly turned into a platform for consumers to worsen the image of the celebrity related to the campaign.

Hence, the negative or positive response generated by UGC has a significant influence over the brand or product's reputation and their subsequent perception in the consumer's consciousness. Consequently, this influenced perception of the brand or product will impact the decision-making process of the consumers, particularly in whether or not they would consume the product. The role of UGC also tends to be positive in the event of stimulating discussion around a new product--- in the release of an unfamiliar product, consumers would naturally need extra credibility and proof before deciding to buy it. UGC, with its perceived heightened credibility, may be able to fulfill this need.

Now we arrive at the next question; how does the #GundalaFanart campaign affect the marketing of the movie "Gundala"? Or, what could be the reason for using the UGC form of advertising in promoting the launch of "Gundala"? The first factor is how well UGC fits with the brand identity of "Gundala" itself. One of the main selling points crucial to the brand of the movie "Gundala" is its status as a local superhero, and even as the pioneer of an entire cinematic universe franchise rivaling foreign pop culture products. "Gundala" was able to bring the typically "western" image of the superhero archetype and weave it into local, more familiar cultures.

Case in point, the titular character is explicitly someone of the working class, the conflict with the people's representation in the government, and the tagline "this nation needs a patriot". The identity projected by the movie's marketing and branding is one of closeness with the masses and the population, and as such, a promotion form that pushes inclusivity from the said population, rather than exclusivity, fits the intended brand identity nicely.

Relinquishing a big chunk of control over the product's image in the promotion to the audience

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and consumers in the form of UGC further strengthens the brand image that the "Gundala" movie seems to be going for. As previously explained, this form of promotion pushes inclusivity from the audience in the information flow about the product. The #GundalaFanart campaign also urges the audience's participation in the form of showcasing their creativity and works, also an equally crucial part of "Gundala"'s brand image as the product of local creatives, or local cultural genius, if you will. Incentives, in the form of re-sharing by the official accounts, or a chance to be exhibited to the public on the premiere day, works as a reward for participants and to further signify the "Gundala" movie as not just the product of a local creative, but as a platform for other local creatives to shine as well.

The second factor is that "Gundala", despite being the reboot of a classic superhero character, is still considered a new "product" for mass audiences. "Gundala" is supposed to be the first movie and the first character of the BumiLangit franchise. Without prior knowledge or perception about this product, the prospective audience would need extra credibility to help in deciding whether they would see this movie or not. Hence, the implementation of UGC fulfills this need, by providing a space for consumers to promote "Gundala" to other consumers, via sharing their creations about the character or the movie online.

Using the UGC typology model by O'Hern & Kahle [28] #GundalaFanart could be categorized as an informing UGC. This is because the information flow comes from consumer to consumer (one person publicly uploading a fanart of "Gundala" to their social media account) and the objective of user contribution is to promote the product (publishing their fanart would mean promoting that character or movie to their followers or mutual friends). The upload of these fanarts is not considered product innovation, as the call to publish the art wasn't in the form of a contest or challenge that urges participants to improve or modify said character. The contents are very clearly made to portray the visuals of the product, to be seen by everyone else.

The informing model of UGC has the potential to exert significant influence on the advertiser or product's reputation, be it positive or negative sentiments.

The effect of the #GundalaFanart campaign for the marketing of the movie gravitates towards a positive response. In various social media platforms, there are virtually no entries dedicated to mocking or making fun of the product. Moreover, the number of participants of the hashtag, until the premiere of the movie in August of 2019, reached 700 posts, all unique individual accounts with their own, varying audience base. These uploads, which are essentially hundreds of promotional content from one consumer to another, helped to increase awareness about the relatively unfamiliar "brand" of "Gundala" in a positive and supporting light. These positive inclinations are a result of the implementation of a UGC campaign working well with the brand identity of "Gundala" the Indonesian superhero, subsequently shaping the desired brand image of the movie.

How would one effectively utilize the implementation of UGC in social media advertising? Looking at the case of the #GundalaFanart and the previous literature reviews, it becomes apparent that the implementation of UGC ought to seriously consider certain factors. An effective UGC implementation, one that generates positive sentiments, hinges on whether or not the UGC campaign itself would fit with the desired brand image of the advertiser, as well as the characteristics of the target audience. If, for example, the audience or prospective consumers does not primarily use social media, then choosing to use a social media UGC would just be wasting resources. The previously mentioned examples of social media UGC, such as the hashtag used in #Share a Coke, #CosbyMeme, and #GundalaFanart is shown to be primarily targeted for social media sharing and interaction, thus the campaign could actually work, be it through negative or positive receptions by the users.

It's necessary to always remember that UGC hands over a great part of the authority of product promotion to the audience; a group that advertisers would not be able to fully control, especially in an online space. Is this kind of information flow beneficial for the product or brand, or does it have significant

risks in unveiling the curtain and broadcasting consumer's negative sentiments to the world? This is also an important consideration when implementing UGC into a social media advertising campaign.

Furthermore, in gauging the effectiveness of UGC implementation, the advertiser needs to pay attention to the risks, benefits, and credibility of the product in the consumer's eyes. These 3 factors would help to minimize unwanted responses or perceptions that would tarnish the product's credibility.

Additionally, advertisers have to have a backup or contingency plan as damage control for an undesired scenario. The readiness and steadfastness of the advertiser in designing the campaign will affect how the UGC campaign launches, runs and even ends. In the case of #CosbyMeme, which could be considered a negative outcome in a UGC campaign, the application which provided a way for the users to participate by editing Bill Cosby's face into the "meme" format was quickly shut down as damage control. However, since using their specific application was not the only way to create memes, the aftereffects of the campaign could still be spread by the users.

Another factor to be considered in designing a UGC campaign is how to deal with consumer's responses. The characteristic of UGC, giving a certain degree of power to the consumers to talk and promote, means a certain level of trust is needed from the consumers in order to generate a positive image for the brand or product. It is incredibly easy for consumers to look up and exchange information in this day and age--- it's no longer enough for products to say what they are, they have to be able to prove what they say they are. For that reason, UGC could be seen as a form of two-way communication between the advertiser and the *advertise-ee*. Like any other communication, in order for both to get their message across, there needs to be some level of transparency or trust from both parties.

Other than proving the trust of the consumer base, advertisers could use backup or contingency plans previously mentioned, in order to further improve this two-way communication. Examples of the contingency plan are deleting a hashtag, closing down an application or website, or even filtering certain keywords in a comment section. However, it must be noted that digital paper trails are extremely hard to destroy, especially something as "decentralized" as user-generated content. This is why, despite having a backup plan in the event of a negative response, advertisers have to seriously consider the risks and benefits of the UGC during the development process before launching it to an audience.

## 4. Conclusion

The implementation of UGC influences the success of social media advertising. This is because the heightened credibility of UGC significantly affects the consumer's decision in buying the product.

#GundalaFanart as a UGC campaign can be seen as successful implementation and had a positive effect on the marketing of the "Gundala" movie on social media platforms. This positive response is the result of using a form of UGC fit for the brand identity projected by the "Gundala" movie, which highlights itself as a local creative product, both in the contents of the movie and the promotional material. Additionally, the information flow from consumers to consumers allows raising awareness of the "Gundala" movie to have more credibility, despite being a relatively new brand or product.

An effective UGC implementation and that generates positive responses in social media advertising may be achieved through careful consideration and decision making, ensuring that the UGC model used is fit for the message or identity desired by the advertiser, and for the targeted audience. Both UGC campaigns and social media platforms put forward the interactive and participatory aspect from consumers, a concept more familiar with the digital age rather than traditional media. The influences of a UGC campaign are more prominent as a result, of this digital age, where the dividing line between the consumers and the advertisers is increasingly blurred and communication between the two parties becomes a powerful factor in each other's decision-making process.

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