'ADA AQUA' CAMPAIGN AND THE RISK OF DEHYDRATION:
CIRCUIT-OF-CULTURE MODEL

Windasari Gayuh Mardatilah & Abhirama S.D. Perdana

Communication Studies, School of Humanities, President University

E-mail: winda.gm@gmail.com

ABSTRACT. AQUA as the pioneering bottled water industry in Indonesia created the Ada AQUA Campaign. Ada AQUA Campaign is an informational campaign promoting adequate water consumption to prevent dehydration that can cause lack of concentration. Ada AQUA Campaign was held as a strategic move to secure the future growth of AQUA. This research analyses how Ada AQUA Campaign is produced, circulated and consumed by people especially young people in Indonesia and then achieve its goal through Social Networking Sites (SNS) or three main social media, such as Twitter, Instagram, and Facebook. The competition among bottled water company in Indonesia is getting competitive. Ada AQUA Campaign has received good responses from a lot of people. It can be seen through the use of the hashtag #AdaAQUA in SNS. AQUA has encouraged Indonesian especially young people to join and participate in Ada AQUA Campaign. This campaign targeted 50,000 mentions and reached 450,000 mentions for the hashtag #AdaAQUA. Ada AQUA Campaign became the successful campaign that AQUA ever held. The gap in this research is that there are still a few researcher and public relations practitioner who use Circuit of Culture to analyse cultural experience. This research will contribute to the literature or journal of international public relations. Linking to the new media, this research is using Circuit of Culture as a framework to explain each moment and dig the understanding of how Ada AQUA Campaign is produced, circulated, and consumed by people especially young people in Indonesia.

Keywords: Ada AQUA Campaign; #AdaAQUA; Circuit of Culture; Social Networking Sites

ABSTRAK. AQUA sebagai perintis industri air kemasan dalam botol di Indonesia telah memproduksi Kampanye Ada AQUA. Kampanye Ada AQUA merupakan kampanye yang bersifat menyebarkan informasi agar mengkonsumsi air dengan cukup agar tidak menyebabkan berkurangnya konsentrasi. Kampanye Ada AQUA dilakukan sebagai gerakan strategis untuk mengamankan keberlangsungan AQUA. Penelitian ini menganalisa bagaimana Kampanye Ada AQUA diproduksi, didistribusi, dan dikonsumsi oleh masyarakat, terutama oleh kawula muda di Indonesia, dan kemudian bagaimana kampanye ini mencapai tujuannya melalui *Social Networking Sites* (SNS) atau tiga media sosial utama seperti Twitter, Instagram, dan Facebook. Persaingan antar produsen air kemasan dalam botol di Indonesia semakin menjadi sangat kompetitif. Kampanye Ada AQUA memperoleh tanggapan baik dari banyak orang. Hal ini dibuktikan dengan penggunaan tagar #AdaAQUA dalam SNS. AQUA telah mendorong banyak orang Indonesia, terutama kawula muda untuk turut bergabung dan berpartisipasi dalam Kampanye Ada AQUA. Kampanye ini menargetkan 50.000 twit dan berhasil melampauinya hingga 450.000 twit untuk penggunaan tagar #AdaAQUA. Kampanye Ada AQUA menjadi kampanye paling berhasil dalam sejarah AQUA. Penelitian ini mengisi konteks keilmuan bagi peneliti dan praktisi kehumasan dengan menggunakan *Circuit of Culture* untuk menganalisa pengalaman kultural. Penelitian ini berkontribusi terhadap karya atau jurnal kehumasan internasional. Dalam kaitannya dengan *new media*, penelitian ini menggunakan *Circuit of Culture* sebagai kerangka untuk menjelaskan setiap momen dan menggali pemahaman akan bagaimana Kampanye Ada AQUA diproduksi, didistribusi, dan dikonsumsi banyak orang terutama oleh kawula muda Indonesia.

Kata kunci: Kampanye Ada AQUA; #AdaAQUA; *Circuit of Culture*; *Social Networking Sites*

INTRODUCTION

Water is known as the lifeblood that people cannot live without. A lot of people in Indonesia, however, do not adequately consume water in their life since the clean water supply in Indonesia is decreasing each year. According to (UNICEF and WHO, 2014) estimates, "Indonesia is among a group of 10 countries that are home to almost two-thirds of the global population without access to improved drinking water sources". The availability of clean water in each region in Indonesia is not distributed equally and it results in Indonesian not consuming enough water.

There are 43 percent of the Indonesian populations who consume far less water than older adults, even people in the age range of 11 to 30-year olds take water for granted (Campaign Asia, 2016). Based on this research, one of the packaged mineral water producer in Indonesia, AQUA, creates a campaign to increase the awareness of Indonesian to drink more mineral water. AQUA sells more than 23 billion liters per year and it is

becoming the generic term for bottled water nationwide (Campaign Asia, 2016). As we know that water is important for people's body, this campaign highlights that if people do not consume enough water, people will suffer from dehydration and decrease concentration. There are some strategies that AQUA uses to create the campaign more interesting and can gain people's attention.

The development of technology and media also gives an impact to the company, which this campaign is served in digital using social media as the medium to promote the mineral water brand and to increase the awareness of Indonesians on adequate water consumption. Through this campaign, people may be able to know and to learn about social media as a powerful tool. Using social media as a medium for this campaign done since a lot of Indonesians, especially young people are having more than two social media accounts (Lenhart, Purcell, Smith, & Zickuhr, 2010). Social media has become one of the people's needs and it can be separated from them. Social media give a good impact towards this campaign that a lot of people become aware and join this campaign through social media.

AQUA is the biggest bottled water industry in Indonesia, which was first established in 1973 by Tirto Utomo -- known as the founder and the pioneer of bottled water industry in Indonesia. AQUA launched the first production which was glass bottle in size 950ml. Then, the second factory is built in Pandaan, East Java in an attempt to get closer to consumers (AQUA, 2017).

In 1993, AQUA made a program called "AQUA Cares". This program was launched to recycle plastic bottles of AQUA. AQUA also became the first manufacturer to apply an in-line production system in Indonesia, so AQUA became more hygienic. After Tirto Utomo passed away on 1994, the wife of Tirto Utomo, Lisa Tirto, sold AQUA to Danone in 1998, which made Danone AQUA becomes the largest manufacturer of bottled water in Indonesia. Now, AQUA has 18 factories spreading across Indonesia with the three biggest factories, PT Tirta Investama, PT AQUA Golden Mississippi, and PT Tirta Sibayakindo. There are a lot of programs that AQUA has created, such as Danone Nations Cup in 2003 and AQUA Home Service. AQUA also changed the logo in 2013 which coincided with its 40th anniversary. AQUA also collaborate with Sebastian Gunawan, a famous Indonesian designer, to create a new design for AQUA bottle, called AQUA Reflections, where the design is elegant and still shows its Indonesian style. AQUA already created some movements or campaigns, such as "Temukan Indonesiamu", "Ada AQUA", "1 Untuk 10", and many more (Danone, 2016).

Ada AQUA Campaign

It is a campaign held by AQUA about people who do not pay focus and have lack of concentration because they are dehydrated, caused by inadequate water consumption. This campaign was held from October until November 2014. The campaign was broadcasted and distributed through television, outdoor event, in store, and on digital platform. The digital here means using Social Networking Sites (SNS) as a tool such as Twitter, Facebook, and also Instagram of AQUA. This campaign also stimulates Indonesian about the on-the-go consumption of mineral water. Ada AQUA Campaign encourages people to participate by sharing their awkward moments through SNS and using hashtag #AdaAQUA.

This research analyses how this campaign, as a Public Relations product, is produced, circulated and consumed by Indonesian, then achieved its objectives using Circuit of Culture as the main theoretical framework. It contains the explanation about how Ada AQUA Campaign is circulated through new media which can make an effective campaign that can gain and sustain the attention, awareness, and credibility of its brand. The research will contribute to the literature or journal of international public relations and as a reference to other researcher in analysing an artifact, product, organisation, or campaign by using Circuit of Culture. The researcher is interested in how Ada AQUA Campaign is produced, circulated, and consumed by people especially young people in Indonesia and to evaluate whether this campaign can achieve its goal. By using Circuit of Culture because the researcher views that the culture cannot be separated from the communication. It means that culture will influence how the message inside Ada AQUA Campaign is produced, circulated, and consumed by people. Culture cannot be separated from the communication because the culture from message producer will influence how the message is produced, and the culture from the consumer or audience will influence how they make meaning out of the message (Samovar, Porter, McDaniel, & Roy, 2012, pp.27-58). That is also why public relations practioner needs to consider what kind of medium that will used to deliver the message to the audience as the way public relations practioner wants them to make meaning out of the message.

LITERATURE REVIEW

Everything that exists has a meaning. People share a lot of things, with or without realizing, also making meaning through the things that have been shared, which in this context is culture. According to William (1961, 1981) & Hall (1980), "Culture is the process by which meaning is produced, circulated, consumed, commodified, and endlessly

reproduced and renegotiated in society" (Curtin & Gaither, 2007, p.35). Therefore, culture is all about shared meaning. Culture, meaning, and language are related to each other. Language is the 'medium' for people to share anything. People shared cultural experience to each other, even each person also gives their meaning into a thing differently. People define meaning by experiencing, in other words, meaning changes over time and through use (Curtin & Gaither, 2007).

According to Hall, culture is "threaded through all social practices and the sum of their interrelationship" (as cited in Curtin & Gaither, 2007, p.37). It is not about the traditions or norms, but culture captures the whole process in things that people do, create, share, consume, and almost everything that shared-meaning.

Circuit of Culture

Circuit of Culture model was created and developed by Stuart Hall and his colleagues at British Centre for Contemporary Cultural Studies (CCCS), then firstly published on 1973. Hall developed the model and then it became the pioneer as circuit model by cultural theorist at that time. As time goes by, the culture is getting more complex and it leads to many interpretations. On 1997, Stuart Hall and a group of scholars at Britain's Open University created the circuit of culture. Circuit of culture is a tool to analyse the cultural meaning, it consists of five moments which are regulation, production, consumption, representation, and identity (Curtin & Gaither, 2007). From those five moments in the circuit of culture, it can start from anywhere because there is no beginning. Each moment is continuous and related. Those moments serve as a cultural process that can be implemented in order to find the meaning of a phenomenon, product, campaign, movie, brand, and organisation. The sections below discuss the explanation for each moment in the Circuit of Culture.

Regulation

Curtin & Gaither stated regulation comprises the controls on cultural activity, from formal and informal area of control (Curtin & Gaither, 2007). They further explain that the formal area here means the law and regulation from the government or the bureaucracy. While the informal area control means the norms or local control that exists in the surrounding. The regulation serves to control or limit the social, moral, and cultural norms about what is acceptable and permissible in the society.

The process of regulation is a kind of conditions expected to perform in a culture. In every country or even in an organization, there must be several things that are expected to do by

the people and for them to abide to. This is to keep regulating the people in the society.

Representation

To know the meaning of an artifact or culture, people need the medium or media which in this context is language. There are signs or symbols in the language; it can be an image, sound, or word. Through language, people represent things by giving ideas, feelings, others. Representation is where meaning created and constructed by audiences when they consume it (Curtin & Gaither, 2007). The things distributed by people have some meanings and those meaning is representing to what its distributed.

People give meaning by experiencing it, then translate the culture into meaningful to the others. How people represent a thing through what they say, think, or even feel will be encoded by others. For example, when people consume coffee in the Starbucks, the Starbucks itself is represented by the fine coffee drinks and cozy place with nice music. Therefore, in the next time, when people drink Starbucks, they will remember those things which represents Starbucks.

Identity

Identity is the meaning that is constructed by people to represent a thing, a brand, a product, or a person. Woodward (1997b, p.1) contends, "Our identity gives us our place in society; to informs us "of who we are and how we relate to others in the world in which we live" (as cited in Curtin & Gaither, 2007, p.169). People like to be noticed so that it is why people create identity, to make it easier to remember. Identity is created to achieve something and it is consumed differently by others.

An identity can be in positive or negative way, depending on the needs and the importance of a person, a certain groups, or even an organization. Identity is created based on the characteristics, the values, and the meaning behind it. Those things create an identity and attach to a product, brand, organisation, campaign, or community which makes people easier to remember. . For example, pink ribbon is the symbol that is used in a campaign or to commemorate world breast cancer day. When people see a community wearing the pink ribbon, people will notice that pink ribbon represent the cancer breast.

Production

Production is where meaning is produced and disseminate through some ways of activity (Leve, 2012). The production consists of the whole process, whether it is process of planning, creating, or executing. There must be a shared meaning inside the process, which it will make it more

valuable. An example is a legal organisation in the campus will put big effort to create an event, communicating well as a bridge between the student and the board of director. That organisation will put big effort in communicating well which will create an organisational value. The meaning of production will rise from its organisational value.

Consumption

Consumption is an important because in this moment, audiences or consumers decode the message (Curtin & Gaither, 2007). In other words, as an active consumer, they create meaning of what they consume every day in their lives. In this moment, the consumers create an identity of themselves; they are what they consume. The more people who consume a product, the more valuable it is.

Every culture has different meaning. Meaning is changing every time and people define meaning through the cultural experience. In order to dig the understanding of a cultural meaning, Circuit of Culture is used as tool of cultural analysis. Circuit of Culture is a paradigm shift from RACE (Research, Action, Communication, and Evaluation) model practice in public relations. RACE is the familiar model practice in public relations that has been used since a long time ago. Following the era of new media, an audience is not always passive, but the audience can be active. As cultural intermediaries that means as the mediator between the producer and audience who creates meaning, public relations define the audience as a meaning makers in cultural activity. Circuit of Culture is the most current model of international public relations practice; the cultural-economic model which embraces all the functions of public relations and place the culture at the center (Curtin & Gaither, 2007). Each moment in the Circuit of Culture constructs different meaning. As the most current model of international public relations, Circuit of Culture is still less used for the public relations in Indonesia. Researchers and public relations practitioners still do not apply it as a model to analyse the cultural meaning, which makes this study to have a contribution in enriching the relevant literature in Indonesia.

Uses and Gratifications Theory

The media has already existed and given a lot of functions since a long time ago. People and media are dependent to each other. People use media in an activity that they do every day. The existence of media itself, of course, gives an effect

to people and both of them can influence each other. According to Lasswell (1948), this theory is about "What does an active audience do with the media, why, and with what effect?" (as cited in Lineberry, 2012, p.11). People as an audience enjoy the media and the content based on their selection, means that people will select the media based on their needs also to fulfill their needs. Wang, Fink & Cai (2008) said that people are viewed as an active audience because people can examine and evaluate the types of media in order to reach the communication goals (as cited in West & Turner, 2010).

Nowadays, the engagement of people and media are getting closer. People cannot be separated from the media. People using media in almost their activities to fulfil their needs, which through media people can get information, knowledge, pleasure or maybe to escape. People are also using media in order to connect with or to disconnect from others (West & Turner, 2010). According to Kaltz, Blumler, & Gurevitch (1974), this theory have five assumptions which are "the audience is active and the goal oriented is the media use; the initiative in linking need gratification to a specific medium choice rests with the audience member; the media compete with other sources for need satisfaction; people have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use; and value judgments of media content can only be assessed by the audience" (as cited in West & Turner, 2010, p.397). As an active audience, people can select media types that they want in order to reach the gratification itself. People using and choosing media based on their initiative about what they want to get from that media, as a tool from escaping, learning, or even maintain a relationship. Media and people are developing and influenced by the society. Here, to get need satisfaction, media compete with other sources. On the other hand, people have the self-awareness of their interests, motives, and of course in using media which it gives benefit to the researcher to analyse towards people who as an active audience. But, it is only the audience that can assess the value of media content because the people as audience who decide the media content that they want.

Linberry (2012) has concluded that this theory is suitable in describing the use of media and the consequences and already implemented in the studies of many kinds of media such as newspaper, radio, television, and internet which able to illustrate how people as audience use SNS for some purposes. This theory supports in explaining how people use media in this research, especially in the moment of consumption which

means how people use media to participate, join, and give responses toward Ada AQUA Campaign.

Media Convergence Theory

The growth of technology rapidly has brought a huge improvement in many things. One touch or one click with technology in our hands, we could get any kind of information easily. It also gives impact to the media from the old media to the new media. As the most powerful tool, media cannot be separated from almost all people activities. Media as a tool, not only give a lot of information, but also the tool to shape and influence people.

From old media to new media, it proves that media is evolving through the era. On the other hand, the old media is not fading but the functions are changed by new technologies, while media convergence here contains the process of whole technological shift and the flow of media in people's life (Jenkins, 2006). How people consume the media is not the same from time to time. It is a part from the development of technology itself. Convergence here tends to cultural shift, which audiences or consumers are encouraged to dig a lot of information through media. The culture of how people consume media is change because of the development of technology. People slowly move from the old media to the new media. But, there are people who still use the old media. The old media is not just gone in a day, it just slowly fading and people transfer to the new media.

The new media here is social media. Social media is getting popular day by day. Almost all people have a social media account, even more than one. People nowadays tend to do interaction and even find information through social media. In this era, the using of social media is increasing and causes a lot of people go online and the internet activities is dominated by young adults (Lenhart, Purcell, Smith, & Zickuhr, 2010). Social media has become the centre point in this era. A lot of things can be done through social media, such as campaign. The information or the content that is shared in the social media is spreading faster by one click. People from anywhere can access and can get the information from social media. In the media convergence, every information or contents can be reached through media platform which in this context is social media.

Media convergence also relates to participatory culture and collective intelligence. Participatory culture means people as the media producers and consumers, they interact with each other and as a participant who give information and dig the information in the media (Jenkins, 2006). Nowadays, Indonesians is not only as a consumers, but they also as the producers. They create and deliver the message, also influence each other based on the culture that they belief. Every person has their own way to interpret an information and how they deliver the information to others, through media or directly. Information can be consumed and become the top buzz if a lot of people consume that information often within the adjacent time. The way we collect any kind of information is called collective intelligence. The information that are collected by people can be a strong tool in people's interaction every day (Jenkins, 2006, p.2-4).

METHODOLOGY

This research is qualitative research which analysing about Ada AQUA Campaign in Indonesia. The methodology of this research is case study, to see the case of Ada AQUA Campaign is produced, circulated, and consumed by people. The research question is to identify how Ada AQUA Campaign is produced, circulated, and consumed by people especially young people in Indonesia and then achieve its goal. Ada AQUA Campaign is chosen because it is one of the successful campaign that AQUA ever held and the continuation of using hashtag #AdaAQUA which becoming the part of AQUA's identity itself, and it has become a trend until now. This research will contribute to the literature or journal of international public relations. There is still a few researchers, especially in Indonesia, who using Circuit of Culture as a framework in doing the research. Therefore, this research will help the future researcher as a reference in doing research using Circuit of Culture as a framework.

Applying Circuit of Culture as theoretical framework in this research can help to examine the meaning and how Ada AQUA Campaign is produced, circulated and consumed by people. As culture cannot be separated from the communication, culture will influence how the message inside Ada AQUA Campaign is produced, circulated, and consumed by people. How people consume and make meaning of Ada AQUA Campaign will be influenced by the culture. Circuit of Culture is one of the current model of international public relations practice; the cultural-economic model which embraces all the functions of public relations and place the culture at the center (Curtin & Gaither, 2007). The cultural-economic model as an approach, in order to penetrate a market, so that Ada AQUA Campaign, can be evaluated whether this campaign is successful entering its market by paying attention to the culture from its market.

Each meaning inside Circuit of Culture is interconnected and related to each other. In public relations world, people know the RACE practice model, which is the linear model. RACE stands from Research, Action and Planning, Communication, and Evaluation. In applying

RACE model, public relations practitioners identify a campaign from the first until the end and. Due to the globalization, there is new model that more suitable to be applied in analysing and examine a campaign which is the Cultural-Economic Model of International Public Relations Practice. According to the Curtin & Gaither (2007), the RACE model presumes that the audience as passive of information receiver. While in the Cultural-Economic Model, audience creates and shapes their own meaning. By using this model, public relations practitioner as the cultural intermediaries can make communicative relations towards the audience.

Ada AQUA Campaign is one of AQUA Campaigns that uses Social Networking Sites (SNS) to promote knowledge of dehydration for Indonesians. Here, AQUA is also using New Media to reach the people especially Indonesian young people through three main media platforms, such as Twitter, Instagram, and Facebook. As the theoretical framework, circuit of culture here to explain about Ada AQUA Campaign through five moments related to the New Media and what people do the media in this era. This research collected the data from various channels, which are published data, media, and organizational reports including Google search engine and official website of Ada AQUA Campaign to analyse Ada AQUA Campaign. Those materials were examined through circuit of culture for each moment to get better understanding about the process and the goals that already reached by the AQUA for Ada AQUA Campaign.

Analysing this research started with moment of regulation. Although, Curtin and Gaither stated that the starting point can be from any moment (Curtin & Gaither, 2007), this research need to understand from the moment of regulation in order to get the better understanding about the environment, laws, norms, and the reason behind Ada AQUA Campaign that will relate to other moment in the Circuit of Culture.

FINDINGS AND DISCUSSION

This chapter will analyse Ada AQUA Campaign using Circuit of Culture as theoretical framework to dig the understanding of each moment in Ada AQUA Campaign which is interrelate. This chapter explains the process of Ada AQUA Campaign is produced, circulated, and consumed by the people and how each moment in Ada AQUA Campaign is created and shared meaning.

Regulation

Based on the Regulation of the Minister of Industry of the Republic of Indonesia No. 96/M-IND/PER/12/2011, bottled water is water that has been processed, with no other food materials and food additives, packed, and safe to drink (B., 2015). This regulation is made on year 2011 because of the increasing of bottled water growth in Indonesia since 2005. There are three types of bottled water in Indonesia, which are mineral water, demineralized water, and dew drinking water. AQUA is included the category of mineral water which means bottled water that contains minerals in certain amount without mineral addition. The regulation here is created to ensure the quality of mineral water and to maintain the business competition among bottled water industry which is not against the regulation.

The rise of technology also gives a good impact in bottled water industry in Indonesia, which causes a lot of varieties of bottled water brand in the society. The growth of Indonesian population also becoming one of the reason and it pushes the bottled water industry in Indonesia to compete each other. AQUA as the big bottled water brand in Indonesia is continuing the market to reach the high profit and to expand all over Indonesia. The Regulation of the Minister of Industry of the Republic of Indonesia No. 96/M-IND/PER/12/2011 contains about the definition, types, standard that is used, the specification of water that can be produced, expired date, and anything that relates to the bottled water production. The Regulation of the Minister of Industry of the Republic of Indonesia No. 96/M-IND/PER/12/2011 is created in order to improve the quality and competitiveness of bottled water industry in accordance with technology development.

AQUA's first product was launched with 950 ml in glass bottle on 1974. The first packaging was glass bottle with price quite expansive in that time. But then, there was new development of bottle packaging in order to make bottle packaging safer to be consumed. This regulation was made on 1985, AQUA changed the bottle packaging from glass bottle into PET bottle with size 220 ml. This development affects the products of AQUA to be better in quality and safer to be consumed. To keep the better quality of product, on 1995 AQUA created new system which applied the in line production system. In line production system is the processing of water and the making of AQUA's bottle are done in the same time. The new bottle of AQUA can be filled water at the end of production process. AQUA was the first bottled water industry that applied this system. The in line production system can make AQUA's product more hygienic.

Bottled water industry in Indonesia is getting competitive nowadays. The quality of bottled water is becoming a concern in bottled water industry in Indonesia. This quality of bottled water includes quality control of water and production technique because it will influence to

the result quality to the bottled water itself (B., 2015). The bottled water growth is increasing which according to ASPADIN (Association of Indonesia Bottled Water Company), the consumption of bottled water growing 12.5 percent for each year from 2009 until 2014, the sell volume on 2014 was 23.1 billion litres (2015). There are 500 companies in bottled water industry in Indonesia. Despite the fact that AQUA dominates the national bottled water market as many as 46.7 percent, AQUA still creates the strategy to secure the future growth.

Production

Indonesia is a big country that has a lot populations and becoming the fourth largest population in the world. The country has the potential of water source dissemination of each region is different. In some regions, the quality of water source is in critical condition and also some people cannot access the clean water to be consumed and used every day. The number of rural household without access to drinking water is around 30.88 percent in year 2003 and 36.04 percent is without access to sanitation, while there are 45 million of clean water supply system or 40 percent of urban population and 7 million or 8 percent of rural population (Nugroho, 2009). It indicates that the increasing Indonesian population is unequal with the clean water resources. In several locations in Indonesia, the availability of water resources is getting limited and in critical conditions. Not all Indonesian can access and drink the clean water. AQUA as the biggest bottled water industry in Indonesia always makes programs, campaigns, and Corporate Social Responsibility (CSR) not only to get the profit by targeting and increasing the sales; but also to inform, communicate, and socialize about the mineral water and the function for the people; and also to help some regions in Indonesia get the clean water access. The condition where Indonesian does not consume enough water is becoming one of the reasons of Ada AQUA Campaign because lack of drink water can cause lack of focus and concentration also dehydration. The campaign that AQUA spread is reflecting the condition of Indonesian.

As the biggest brand of bottled water in Indonesia, AQUA is always make a new strategic in doing their campaign to strengthen their brand and of course to remind people about their brand. The competition between water bottled in Indonesia becomes tougher, AQUA has a lot of competitor such as Ades, Amidis, Le Minerale, Vit. Not only from the bottled water, the competition also comes from other brand types which are from multiple non-alcoholic beverages, including ready-to-drink teas, carbonated drinks, juices, and isotonic beverages.

AQUA as the pioneer of bottled water in Indonesia that market the product starts with door-to-door, has a lot of campaigns in order to strengthen the brand and asking the society to join and participate in AQUA's campaign. Based on Worldometers (2015), Indonesian population on 2015 was 257,563,815. The increasing of Indonesian population also gives impact to the SNS user in Indonesia that approximately 85.4 million on 2015 (Statista, 2017). According to Flew (2008), those statistics mirrors the development of Web 2.0 from two main reasons which are the quality of participation will increase if the number Internet users also increase and the principles of Web 2.0 as the basic of the growing websites in the 2000s (as cited in Perdana, 2016).

AQUA has already done several campaigns in order to secure the future growth of its brand which targeting young audience because AQUA wants to create a strong engagement from an early age on. There are 43 percent of Indonesian populations that consuming less water than older adults and young population with age 11 to 30-year old tend to waste the water in their life (Campaign Asia, 2016). On the other hand, through the campaign that held by AQUA is to show to young people how life without water is. One of AQUA campaign that popular is Ada AQUA Campaign. It is an informational campaign that promoting enough water consumption to prevent dehydration that can cause lack of concentration. Ada AQUA Campaign was released in year 2014, started from October and November. Ada AQUA Campaign was broadcasted on TV, outdoor, in store and on digital. AQUA is using various of media platform such as television, magazine, poster, also social media (Twitter, Instagram, and Facebook) to reach a lot of people. AQUA creates the content in fun ways through various media platform. AQUA is using media platforming in delivering the content. AQUA delivers the same content through media platforms that they use. Delivering the same content through various media platform is called media platforming (O'Shaughnessy & Stadler, 2012). Meanwhile, people nowadays can consume a campaign through many platforms, it is because the convergence of media which the merges of media where old media sources can be consumed through new media (O'Shaughnessy & Stadler, 2012).

According to Alan Rubin (1981), there are some categories why people watch television, such as to pass the time, escape, enjoyment relaxation, social interaction, and to learn about certain content (as cited in West & Turner, 2010). It is one of the reasons why AQUA delivers the content which is the advertisement through television as a platform. There were several advertisements about Ada AQUA Campaign which AQUA created and

published it on television so that many people especially the Indonesian family can watch it. Ada AQUA Campaign also made a series of TVC that can be seen also in YouTube. The TVC (Television Commercial) is showing an awkward scenario of a person that made silly mistake because of dehydration. However, for some TVC is not only show up on year 2014, but also in year 2015. The TVC that AQUA made is to reach a lot people because there are some even many Indonesian families that watch television. Ada AQUA Campaign also created a unique label design for the bottle. This is the first interactive packaging. The design was only made for 600ml bottle. The label design contains two same pictures, but people have to spot the differences. In those two pictures, there are usually four details which are different. The label designs created to test the concentration of people who see it. In other words, AQUA wants to people consume AQUA in fun ways.

AQUA is broadening its way to do the campaign, not only through TVC, outdoor, or in store but through media especially new media. Perdana (2016) stated that new media is powerful tool and it can reach out a lot of people. The development of technology and globalization has a huge impact for new media especially social media for the people. Social media is becoming the new tool to do the campaign effectively for people especially for young people in Indonesia. Based on Statista, Indonesia has 12 million users for Twitter on 2014 (2017). It proves that the internet users in Indonesia especially in using Twitter, is high and also getting high each year. Using hashtag #AdaAQUA, AQUA encouraged people to share their awkward experience when they get dehydration through Twitter.

AQUA also created Instagram photo hunt in their Instagram. As we know that Instagram getting more attention from young people nowadays. The popularity of Instagram is caused by young people becoming the most active users and Instagram getting more popular as a marketing platform in business industry (Lim & Yazdanifard, 2014). AQUA using Instagram (@sehatAQUA) to promote the game about a scavenger hunt to help Toni Soehari who is the character from Youtube story to find his way around the planet Mars and find the variety objects to finish the challenge from AQUA itself. AQUA created good content through its social media in order to deliver the message about people can get more focus and concentration by drinking AQUA. According to Jenkins, convergence is telling that people as audiences or consumers can build a connection through media content and bringing the multiple media functions in the same devices (Jenkins, 2006). AQUA creates the innovation through this campaign and leveraging media platform to deliver the message about lack of water mineral can cause lack of focus and concentration.

Representation

AQUA as the first bottled water industry in Indonesia has emotionally attached to Indonesian since years ago. To some people, drinking bottled water becomes the life style because it is practical. Talking about bottled water, Indonesian will always easily remember AQUA. The popularity of AQUA makes AQUA as the generic trend mark for bottled water industry in Indonesia. Indonesian especially young people will easily remember the logo of AQUA itself. AQUA has renewed its logo for several times as the rejuvenation of the face of AQUA itself. On year 2013, AQUA celebrated the 40th anniversary and renewed the logo. The purpose of renewing the logo is to raise enclosure with more AQUA's stakeholder.

Nowadays logo has delivered the visual identity that communicates the products into every day's life (Danesi, 2004). The transformation logo of AQUA is not really significant. AQUA's logo is dominated by blue color which means the purity of mountain water. There is Danone logo above the AQUA text in the logo that it tells AQUA product is under Danone Group. Mountain symbol and water flow represents water springs, power, and life. That is why AQUA keeps the shape of mountain in logo. The significant differences can be seen from the images of mountain. The differences are seen in the shape of mountain which represents more energetic. The new logo of AQUA represents its brand becoming fresher than before.

As the world's most sold bottled water, AQUA wants to secure the future growth by creating several campaigns, which one of the campaign is Ada AQUA Campaign. AQUA as the pioneer of water bottled industry in Indonesia wants to be perceived as the trusted water bottled and good for health.

Based on the Indonesian population which is dominated by youth under the age of 14, AQUA wants to make a strong engagement to young people in Indonesia. The strong engagement aims to make young people in Indonesia becoming more awareness of AQUA brand itself. AQUA as the water bottled water industry strives to stimulate young people to always consume AQUA because the packaging of its product reflects the on-the-go consumption itself.

This campaign, Ada AQUA Campaign, was created based on awkward moments of people who get a bit too dehydrated (Campaign Asia, 2016). It is one of Indonesian habits that they are still lacking of consuming water in daily life. This campaign is including digital campaign because it

was spread through media of television (TV Commercials) and social media (Twitter, Instagram, and Facebook). This campaign, Ada AQUA Campaign, was created based on awkward moments of people who get a bit too dehydrated (Campaign Asia, 2016). It is one of Indonesian habits that they are still lacking of consuming water in daily life. This campaign is including digital campaign because it was spread through media of television (TV Commercials) and social media (Twitter, Instagram, and Facebook).

The rise of new media is also becoming one of the reasons why AQUA presents the Ada AQUA Campaign to young people in Indonesia. Young people nowadays as an active audience can be reached and stimulated through new media. New media as the channels of communication is perceived as effective tool that can stimulate young people to join and participate in Ada AQUA Campaign.

Consumption

The development of technology and SNS has big impact to the bottled water industry in Indonesia, especially for AQUA itself. AQUA has broadened its way in introducing and exposing the campaign. The using of SNS is one of effective ways to deliver the key message of a campaign due to the condition nowadays where a lot of people, especially young people, using SNS in their daily life. Lineberry (2012) stated that the participation and interaction of Internet users can be stimulated by SNS itself. On the other hand, people as an individual or active audience select and using media differently. AQUA stimulates young people to participate and join Ada AQUA Campaign through their gadget using SNS. AQUA is not only embracing the young people to consume the mineral water to make them getting more focus and concentration, but also encouraging the young people as an active audience to take a participation in their campaign.

Katz, Blumer, and Gurevicth (1974) stated that people as an audience is categorized active and the goal is its media use (as cited in West & Turner, 2010). Through social media account of AQUA which is Twitter, AQUA encouraged young people to share their awkward moment that occurred as a result of dehydration. Here, people as an active audience giving their participation in Ada AQUA Campaign. Surprisingly, AQUA got good responses from a lot of people especially young people on social media in Twitter. It is proved by the total hashtag of #AdaAQUA reached 450,000 mentions, which not only through Twitter, but also other social media. As Lineberry stated that the interactivity of new media users is higher than traditional media users, the new media here means Internet, blogs, and SNS (Lineberry, 2012). The

target of hashtag #AdaAQUA was only 50,000 mentions, but it reached 450,000 as the evidence that this campaign got big attention from the society.

Although Ada AQUA Campaign started from October until November 2014, AQUA made another program which is #AdaAQUA Mindwave Vending Machine. This program is a part of the campaign which people can test their concentration through this vending machine. There are a lot of people who participate in trying the Mindwave Vending Machine which was held in the Blitzmegaplex Central Park Mark Mall, Jakarta. AQUA also created hidden camera 'reality' style TVC prank. One of Indonesia celebrity, Acha Septriasa, acted as a shopkeeper who pranked consumers. This prank is to test consumers' concentration and spot the celebrity to win prizes.

AQUA has made a lot of people became familiar with Ada AQUA Campaign. Based on the book Media and Society, "Audience use the media in unpredictable ways (through selection, interpretation, and integration with other everyday activities) to please themselves, not necessarily as media producers intend to be used." (O'Shaughnessy & Stadler, 2012). The way people consume Ada AQUA Campaign not only by participating in share their awkward moment through SNS, but also by generating memes, stories, and parody. The sophisticated technology also makes people become more active that there are a lot of people created meme using famous hashtag that put into the meme. A lot of parodies about Ada AQUA Campaign has been made by the audience as one of the responses. People also input hashtag #AdaAQUA as a joke in their conversation in daily life because of lack of water which cause lack of focus.

Ada AQUA Campaign successfully delivers the key message that gives huge impact to the AQUA itself. People become more aware to AQUA as the bottled water industry in Indonesia. The existence of Ada AQUA Campaign has brought AQUA exceed the sales target more than 30 percent. The value of Ada AQUA Campaign is reflected by the more people who consume AQUA's mineral water in daily life. As a trusted bottled mineral water industry in Indonesia, AQUA encourages people to buy its product by doing campaign.

Identity

Established on 1973 by Tirto Utomo, AQUA firstly launched its packaging with glass bottle. Becoming the pioneer of bottled water industry was not easy because on that time, Indonesian still did not know about the benefit and goodness of botteld water itself. AQUA was produced by PT Golden Mississippi which now

becoming the PT Aqua Golden Mississippi. The first factory was built in Pondok Ungu, Bekasi. The first name was not "AQUA", Tirto Utomo named it with "Puritas". It was changed because the pronouncing of "AQUA" was easier and easily remembers by the people. "AQUA" comes from Latin word means "water". AQUA was also distributed by putting it in the bus stations and small shop, and then AQUA saw that more Indonesian was interested to buy AQUA bottled water because it was more practical and the need of clean bottled water was increasing. AQUA has been through the ups and downs as the pioneer bottled water. Then on year 1994, Tirto Utomo passed away. Time by time, there were a lot of bottled water brands which made the competition becoming tougher. Several strategies were made in order to save AQUA from the tight competition. Lisa Tirto who is the wife of Tirto Utomo sold AQUA to Danone Group in order to save AQUA from competitor threat on 4th September 1998. After the acquisition, the quality of AQUA product was increasing and making AQUA as the biggest bottled water industry in Indonesia.

As the pioneer and biggest bottled water industry in Indonesia, AQUA has a place in Indonesian's heart. The popularity of AQUA makes AQUA as generic trend mark of bottled water in Indonesia. After AQUA was sold to Danone Group, it did not change people of its brand. People still remember "AQUA" as bottled water in Indonesia. The generic trend mark label makes AQUA is always said when people want to buy bottled water. In other words, people always say "AQUA" when they want to buy bottled water anytime. "AQUA" itself is becoming the identity of bottled water in Indonesia.

AQUA is identified as the biggest bottled water industry in Indonesia which becoming more intensively in engaging towards Indonesian through media. AQUA reaches Indonesian through any kind of media, such as television, radio, Internet, etc. Media as a tool to spread and maximize the campaign, using SNS, AQUA has the idea to create campaign with the currently issues that happen beyond Indonesian society.

One way to engage Indonesian in all age is through campaign itself. The campaign, Ada AQUA Campaign, is targeting the young audience by AQUA. The purpose is that AQUA wants to be perceived as the brand that familiar in all ages especially the young people. Young people is so close with the SNS, it is becoming AQUA reason to use SNS as the tool to do the campaign.

The beneficial of SNS for Ada AQUA Campaign is to encourage young people to join and participate. AQUA is using hashtag to make people easier to identify and remind Ada AQUA Campaign which is #AdaAQUA. AQUA encourages people to share their awkward moment with using hashtag #AdaAQUA through their social media especially Twitter. Hashtag #AdaAQUA means "(Have you) got water?" reflects the campaign which means if you do not drink water, you will get dehydration which cause lack of focus and concentration. The hashtag #AdaAQUA is still used until now although the campaign has already done. Indonesian especially young people are so easily recognize the identity of AQUA through hashtag #AdaAQUA.

CONCLUSION – COMPLETING ADA AQUA CIRCUIT

From the reflections of five moments in Circuit of Culture, AQUA's way in securing future growth through Ada AQUA Campaign has successfully exceeded the target. How Ada AQUA Campaign is produced, circulated, and consumed by people especially young people in Indonesia is explained in the Chapter Four and it reflects in the use of SNS to do the campaign is effectively works towards young Indonesian. The development of globalization which causes using SNS become the efficient way in engaging with people, especially young people nowadays. From the first establishment until now, AQUA has been through many ups and downs and still manages to be the biggest bottled water industry in Indonesia.

The acquisition by foreign company which is Danone Group does not make Indonesian forget about its brand. As the pioneer of bottled water industry, AQUA has a place in Indonesian's heart that makes AQUA becoming the generic trend mark of bottled water in Indonesia. The improvement that AQUA has been done in creating in line production system and follows the era makes AQUA as the biggest bottled water industry that dominates the bottled water market in Indonesia. Through Ada AQUA Campaign, AQUA made a strong engagement the strong engagement to young people in Indonesia which aims to make young people in Indonesia becoming more awareness of AQUA brand itself. The using of hashtag #AdaAQUA as the identity of its campaign which encourages people to share their awkward moment caused by dehydration through SNS especially three main social media such as Twitter, Instagram, and Facebook towards people got good responses. The target of mentioning hashtag was 50,000 but it reached 450,000 hashtag #AdaAQUA. The impact of Ada AQUA Campaign can be seen by how people consume Ada AQUA Campaign with generated many memes, stories, and parodies. Although Ada AQUA Campaign has ended, the hashtag #AdaAQUA is still used until nowadays, and it becomes the part of identity of

AQUA itself. The analysing using Circuit of Culture on Ada AQUA Campaign shows that the development of globalization and media especially SNS gives a huge impact into many aspects, the case here is to bottled water industry, AQUA. Ada AQUA Campaign has become one of successful campaigns for AQUA.

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