

### 3. CONCLUSION

From all two chapters above, I will make the conclusion of those two chapters. The conclusion is that to promote the products, advertising is the way to do it. People can make advertisements to be spread in the media or through public relations. Advertising has been done since in the past. It means advertising is done from time to time. Therefore, each product has its own old advertisement and new advertisement. However, an old advertisement and a new advertisement have differences in content and purpose. It is because there are cultural innovations in the advertisement such as cultural orthodoxy, social disruption, ideological opportunity, source material, cultural strategy, and cultural tactics. According to Holt and Cameron (2010), cultural orthodoxy is the conventional cultural expression. In order to find the cultural orthodoxy, Hill (2021) states that it should have the dominant way the industry markets its products, on what terms, the ideological, myth and cultural code of the content, and codes that reaffirm about a particular social construct. While social disruption is the existing ideology that makes people intolerable. Social disruption should contains of the fuel that drives cultural innovation are social disruptions that destabilize the category's cultural orthodoxy, social, technological, economical and cultural forces are shaping how the target market thinks about themselves, the way of these forces are transforming their desired identities and taken-for-granted assumptions about society, and the industry orthodoxy specifically, and sociological analyses that show broader scale changes in demographic attitudes (Hill, 2021). After that, ideological opportunity is the release of new ideology. Next, source material such as subculture, myth, or cultural codes or brand assets to create the cultural innovation. Finally, cultural strategy, which is organizing the strategy and cultural tactics which means to apply the tactics. In this thesis, I discuss the cultural innovation of Levi's.

Levi's uses cultural innovation as well. Levi's had faced a number of challenges ahead in the past. Levi's has existed since 1853. Denim sales are growing slowly in the U.S., and it appears that denim may not be as popular among consumers as in the past. In 1934, Levi's was getting on because Levi's created jeans for women to make a contribution in the journey toward gender equality. After that, during World War II, Levi's jeans targeted employees in the defense industry, including veterans. After the war ended, veterans wore Levi's jeans during college and it increased in popularity. That time, World War II veterans were considered as heroes and jeans were considered as suitable casual wear. Levi's targeted young people and placed the product as "cool". Then, people demanded the change from durability of jeans to fashion of jeans. Levi's

became the world's largest jean manufacturer in 1977. Levi's had ever experienced failure. Levi's had lower profits and no monopoly power anymore because of the effect of the new competitors that threatened Levi's. Levi's competitors are Calvin Klein, Gap Jeans, VF Corp (Lee, Wrangler) and Tommy Hilfiger. Competitors successfully were able to take from Levi's market due to heavy advertising and branding. Although Levi's jeans may be physically the same as its competitor's, consumer preferences are affected by brand name. This strengthened the idea that other brands appeal to younger consumers. The most popular strategy for price competition is to subcontract jobs. Despite the fact that this alliance was a success, Levi Strauss continued to lose money since it was unable to counteract the general slowdown in the denim jean market. In order to maintain sales, the firm introduces the iconic Levi's jeans. Levi Strauss & Co. introduced their Eco apparel line in 2006. The creation of jeans using only organic cotton and completely sustainable practices is certified. This includes cotton produced at sustainable facilities without chemical or carbon emissions. The packaging for the jeans is made entirely of recyclable and reused materials.

Project F.L.X. (future-led execution), has been used by Levi's since 2018, is a new operational paradigm that ushers in the digital era of denim finishing. Delivering a cleaner jean that complies entirely with Levi's standards of craftsmanship, quality, and authenticity is Project F.L.X. The use of source material, ideological opportunity, cultural orthodoxy, social disruption, and cultural strategy and tactics by Levi's is also evident from this. From that, it is clear that Levi's also used cultural orthodoxy, social disruption, ideological opportunity, source material, cultural strategy and tactics. The cultural orthodoxy of Levi's old advertisement is in the influencers and the purpose of the promotion. In fact, there are some issues that must be solved. So, the social disruption of Levi's is what happens to people that choose Levi's. As a result, the benefit of wearing Levi's is the ideological opportunity. The source materials are more to the clothes materials. The cultural strategy is the application of new influencers. The cultural tactics are choosing the right place as the location and the right people. To do the analysis of the thesis, I use two different Levi's commercial types. The two adverts are the current one, which explores the ideological opportunities and techniques of the advertisement, and the old one, which explores the cultural orthodoxy. I view the YouTube advertisement and evaluate the graphics and voiceover. I look through the article or other resources on the Levi's product for the secondary data. I get information about the Levi's source through compilation, which involves combining it with data from other sources, and interpretation, which involves analyzing the

visuals of the promotional video. I also use Holt and Cameron's (2010) six-step cultural strategy theory.

In chapter two, I began to analyze the cultural orthodoxy, social disruption, ideological opportunity, source material, cultural strategy, and cultural tactics. For two Levi's old advertisements, I chose *Camera* by Brad Pitt and *Great Deal* by Angie Everhart. These advertisements were played in 1990. The reason why Brad Pitt and Angie Everhart were chosen to be Levi's influencers is because they look elegant and it is good enough to show their confidence. I can tell that wearing jeans is for fashion and that it is appropriate for American workers. A nation. It developed into orthodoxy. In the past, Levi's has made a point of emphasizing that its products are intended for grownups, such as men and women who are employed and who want to demonstrate how stylishly Levi's jeans can last. The focus of the two vintage Levi's commercials was on how well the jeans worked. I've noticed that the main way Levi's marketing its goods is by appointing a stylish ambassador who highlights how unique Levi's is. Durability is what makes Levi's a status symbol. The ideology is interesting. The fashion of Levi's is then expressed by this ideology. So, fashion is the Levi's myth. Then, the cultural code of Levi's is fashionable awareness. What the code reaffirms is that people have the right to be fashionable no matter who they are. It is proven in those two old advertisements that the ex-prisoner and the working lady wear Levi's to show their coolness, and confidence. However, because of this fashion, Levi's came up to social disruptions. The social disruptions of Levi's are environmental problems such as reduction of natural sources, waste, climate change, and global warming. These environmental problems due to overconsumption. When it comes to overconsumption, just think of how much energy is needed and wasted, and how much emission carbon is released that causes global warming. For the ideological opportunity, first is to apply 3R (reuse, reduce, and recycle), and live in style yet to have sustainability. By applying 3R, there will be no clothes waste, people can repair their clothes creatively, they can save much money, and they will gain charity. Another opportunity is that Levi's can be stylish yet it is sustainable. Because Levi's is a sustainable product, people can wear it longer, which means that they can live in fashion and style for a long time. Levi's actually can share that it can save the planet because it is sustainable. With this ideological opportunity, besides being sustainable, people, especially youngsters, can be stylish, free, and creative without overconsuming clothes.

The source materials of Levi's are youngsters and activists wear Levi's while showing the environmental condition. First, the fabric of Levi's is being produced with less chemicals and

water. Secondly, the story of Levi's new advertisement placed in the environment. Finally, the influencers of Levi's are change makers and climate activists. Also, in source materials, the subcultures are youth, activists, and future generation, the myth is being sustainable, and the brand asset is Levi's tagline, "Live in Levi's". For the cultural strategy, it has an ideology which is to live in style. The myth of new advertisement is being sustainable. The cultural code of Levi's new advertisement is to change for good. What the code reaffirms is that Levi's can change how people consume clothes better to make a better planet. Thus, the strategy of Levi's, in my opinion, is remythologizing the company. The cultural tactic is choosing the activists and youngsters as the Influencers. With Levi's tagline "Live in Levi's", I think the reason why Levi's hires activists and youngsters and chooses the environment as the shooting location is because to emphasize why people should wear Levi's. Then, the activists explain what is the impact of Levi's and its sustainability for the environment and future generation. Levi's emphasizes that its product is great. Even Levi's does not only manufacture jeans and denims, but also shirts and other clothings. To make it more reliable and convincing, Levi's hires activists, certain models, and young people who are the change makers. For Levi's new advertisements, I choose three advertisements. One is with the ordinary teenagers as the influencers, one is presenting Jaden Smith, an activist and an actor, and another is Emma Chamberlain, the model. The teenager explains how the influencer Jaden Smith speaks about how to reduce carbon footprint by being sustainable. Emma Chamberlain discusses how thrifting can play a role in life.

In this thesis, I can make the conclusion that Levi's indeed uses cultural strategy and innovation to make advertisements. In the 90's, Levi's hired elegant and attractive people such as Brad Pitt, Angie Everhart, Lady Diana, and Winona Ryder to promote the product in order to show that people will be cool and confident. However, because of this, people began to assume that they must wear nice clothes to look cool and fashionable. This people's assumption led to clothing overconsumption. Then, clothing overconsumption has caused the increasing of waste, decreasing of natural resources, and the increasing of greenhouse gasses and carbon footprint. It is because the demand of people for clothing has increased and the manufacturers must work really hard and it needs so much energy and substance to produce more clothes. The excessive greenhouse gasses and carbon footprint cause climate change and global warming that disrupt society. Therefore, society needs clothes which are sustainable and environmentally friendly. Levi's can take this opportunity to create sustainability and eco-friendly clothing. For the source materials, Levi's fabric is made of cottonized hemp. For the advertisement, Levi's uses activists and youth as the influencers. The cultural strategy of Levi's is to re-mythologize the company.

The tactics are done by hiring the activist and youth as the ambassador and choosing the environmental condition as the place of shooting. Levi's has many advertisements that are supported by activists, models, and other people. However, in this thesis, I choose Jaden Smith and Emma Chamberlain. I think that Levi's is successful in applying the cultural strategy and innovation because Levi's responds to the environmental problems that make people disrupted. Levi's produces jeans and other clothes with less or free chemical and natural resources from cottonized hemp. With cottonized hemp, Levi's saves some water. Therefore, Levi's is indeed an eco-friendly clothing.