INSTAGRAM CONTENT ANALYSIS OF #BANGGAILUSTRATORLOKAL CAMPAIGN ON BUILDING THE BRAND IMAGE OF SOVLO

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ABSTRACT

A local brand called Sovlo collaborates with local illustrators to create illustrated fashion products, such as bags and t-shirts. In order to support Indonesian illustrators, Sovlo started a campaign called #BanggailustratorLokal, which is carried out both offline and online on Instagram since 2021. As it is known, content is crucial to the success of any social media campaign because everything shared on social media, including photos, videos, captions, comments, etc., contributes to how people think about a brand and eventually shapes the brand image. Therefore, as a brand, Sovlo needs to develop good content to create a positive brand image. The purpose of this study is to see how Sovlo’s brand image is shaped by the Instagram content of the #BanggailustratorLokal. This study is a qualitative descriptive study that uses the concepts of good social media content characteristics which are educative, entertaining, persuasive, telling a story, sharing, and finding. According to the findings of this study, Sovlo's brand image has developed as a brand that empowers and supports Indonesian illustrators as a result of the #BanggailustratorLokal campaign's use of phrases associated with local illustrators, products made in collaboration with local illustrators, and/or mention of local illustrators in the visual and/or caption.

Keywords: content analysis; brand image; campaign; illustrators; Instagram content; Sovlo.

INTRODUCTION

The government of Indonesia has been encouraging people to buy and use local products rather than imported products. They have issued a number of regulations, campaigns, training programs, and other initiatives. The Ministry of Communications and Informatics, or Kominfo, initiated a campaign named Gerakan Nasional Bangga Buatan Indonesia or GERNAS BBI. This campaign is being held to invite and encourage the public to recognize and appreciate the work of Indonesians (Viska, 2020). This is due to the fact that many individuals prefer to buy and use imported products because they believe they are of superior quality. According to Ali, Chair of the Indonesia Fashion Chamber, most Indonesian people prefer to buy and use imported products, including fashion. Ali believes that the fashion industry in Indonesia has not been able to become a trendsetter because it is lagging behind both in terms of price and quality (Yulistara, 2018). Local products are believed to be of inferior quality when compared to other brands (Mayasari, Haryanto, Hutagaol, Ramadhan, & Amir, 2023). In addition to competing with imported products, the COVID-19 pandemic has become a challenge that local brands must face. Many small businesses were unable to survive the pandemic and in 2021, over 30 million small companies were forced to shut down (Sembring, 2021).

However, as a result of the pandemic, people are required to adapt to using technology. Many conventional media are being replaced by new media, notably the internet, which
includes everything from online news to e-commerce and social media. Luik (2020) mentioned that media is a platform where people can receive information in written, audio or audio-visual form. However, in this sense, the term “media” can also directly refer to the content. The term “new media” refers to digital media in which connections and interactions can occur between media producers and consumers. One of the new media is social media. Nasrullah (2021) defines social media as an internet platform that allows users to express, share, connect, and collaborate with other users, as well as develop virtual relationships. Even before the pandemic, Indonesia had a large number of social media users, with 160 million active social media users among its 272,1 million population in January 2020 (Kemp, 2020). As the pandemic worsened, this number grew to 191,4 million active social media users of the 277,7 million population, with Instagram being the second most popular social media platform (Kemp, 2022). Instagram (n.d.) is a social media that allows users to share photos and videos. Not only that, Instagram has various features that allow users to express themselves freely and interact with other users. Instagram features include posts, reels, stories, direct messages, shopping, live, hashtags, mentions, and so on.

Talking about local brands and Instagram, there is one local brand that is trying to survive the pandemic called Lotus Group. Founded by Lidya Valensia, Djohan, and Afra Viena in 2010, Lotus Group is a company that provides souvenir-making services (Hardum, 2021). However, in June 2020, Lotus Group launched a new brand, Sovlo, with Lidya Valensia as the Chief Executive Officer (CEO) and founder, due to a 70% decrease in turnover (Silfia, 2022). Sovlo, which stands for Souvenir Lokal, is a fashion company that makes bags, masks, hats, card holders, clothes, and accessories. To pique the public’s interest, each Sovlo’s product has been designed with illustrations created in partnership with Indonesian illustrators. Since Sovlo was founded during the pandemic, Sovlo can be found on online platforms such as Instagram and e-commerce platforms, such as Shopee and Tokopedia. However, as Sovlo grows and becomes more popular, it expands its business and up until now, Sovlo has 14 offline stores throughout Indonesia. Sovlo, with the username @sovlo.id, is active on Instagram with over 72.1K followers and 2.028 uploads as of November 29th, 2023 (Sovlo, n.d.).

Nowadays, it cannot be denied that there are numerous local brands that express their love for Indonesia and help the public to understand that Indonesian products are just as good as imported products, however, there are still few local brands who focus on supporting local illustrators. Sovlo is one of the brands that support local illustrators and the desire to help local illustrators in times of pandemic by creating #BanggallustratorLokal campaign. Prior to this campaign, Sovlo had done a small-scale collaboration with local illustrators with #SovloXIllustratorLokal since February 2021, in which Sovlo collaborated with 4 local illustrators (Sovlo, 2021). Due to the great interest from both local illustrators and public, #SovloXIllustratorLokalVol2 was held (Sovlo, 2021).

#BanggallustratorLokal was inaugurated at the Virtual #BanggallustratorLokal Campaign Lauch Press Conference on November 9th, 2021 by Dr. H. Sandiaga Salahuddin Uno, B.B.A, M.B.A as the Minister of Tourism and Creative Economy (Firafiroh, 2021). Lidya aimed to collaborate with 500 local illustrators by the end of 2022 with the hope that this campaign could be a platform for local illustrators to showcase their work as well as a source of income, especially in the middle of pandemic (Firafiroh, 2021). Not only that, Sovlo also hope that it can help the development of Indonesia’s local goods industry and instilling the spirit of #BanggaBuatanIndonesia (Sovlo, 2021). As of July 8, 2022, there are approximately 33 local illustrators collaborating with Sovlo, and more than 100 illustrations have been realized into a variety of products such as bags, clothing, and accessories (Sovlo, 2022). During the #BanggallustratorLokal campaign to date, Sovlo continues to use various themes that encourage people to remain united, such as, Grateful Indonesia, Indonesian Strong Woman, Indonesian Brave Kids, and many more (Kristiani & Nurcahyani, 2021).

Sovlo, which can still be said to be a new brand, needs to make itself known to the public and establish a strong image in order to be trusted and chosen by the public, and to do that Sovlo can use Instagram. Instagram can be used to not only communicate with the public, but it can also be utilized to show brand image (Karim & Yulianita, 2021) since everything that is uploaded on social media,
including photos, videos, captions, etc., contributes to how people think about a brand (Kim, 2021).
The #BanggallustratorLokal campaign is carried out on Instagram which not only increases the awareness of Bangga Ilustrator Lokal and sales, but also contributes to Sovlo’s image as a brand that supports and empowers local illustrators. Therefore, as a brand, Sovlo needs to develop a good content and according to Diamond (2015), a content is considered good if it possesses the following characteristics: educative, entertaining, persuasive, telling a story, sharing, and finding. Based on the aforementioned, the problem in this study is how does the Instagram content of #BanggallustratorLokal campaign builds the brand image of Sovlo?.

**METHOD**

This is a descriptive qualitative study in which researchers are vital because they gather and analyze inductive data (Sugiyono, 2016). The method used is content analysis, which is a research method used to gather and analyze material, such as writing, images, symbols, ideas, themes, sounds, colors, or anything with a communication or message element (Neuman, 2014). Through content analysis, the researchers aim to examine how Sovlo developed the content of their #BanggallustratorLokal campaign (including feeds and captions) and how this content contributed to the creation of Sovlo’s brand image.

The object of this study is Sovlo’s Instagram account, @sovlo.id, and the data was collected by observing the feed content and captions uploaded using the hashtag #BanggallustratorLokal from November 9th, 2021 to October 31st, 2022. The observation method used in this research is non-participant observation, conducted online, focusing solely on Instagram. Additionally, secondary data was gathered through documentation study techniques from various pre-existing sources such as books, previous publications, and other supporting sources.

The collected data is analyzed using the Creswell model data analysis technique, which comprises 6 steps. The first step involves organizing and preparing data for analysis, where researchers group it according to its source, type, etc. The second step is reading the data, where researchers examine the data to discover patterns and themes, while also reducing and classifying the data. The third step is coding the data, which involves assigning codes to the data to facilitate data search and analysis (Sugiyono, 2021). In this research, the coding of data will refer to the characteristics of good content as outlined by Diamond (2015), which include:

**Table 1. Data Coding**

<table>
<thead>
<tr>
<th>No</th>
<th>Characteristic</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1  | Educative     | Content that educates the viewers about a subject they were previously unaware of (Diamond, 2015) or can include information related to the business (Helianthusonfri, 2019). If applied to this research:  
  a. Ways to become local illustrators at Sovlo  
  b. Benefits of Sovlo’s product  
  c. There are illustrations made by Sovlo’s local illustrator |
| 2  | Entertaining  | Content that is presented in a way that attracts attention (Diamond, 2015). Sweeney (2022) mentioned that it can be quiz, games, competitions, trends, etc. If applied to this research:  
  a. Quiz/games, such as puzzles, find words, find the way, etc.  
  b. Competition/contest/giveaway |
| 3  | Persuasive   | Content that capables of dispelling people's uncertainties and/or concerns about a particular topic (Diamond, 2015). If applied to this research: content that uses persuasive words, such as special offers, discount, free, “yuk”, “cek”, etc. |
| 4  | Telling a story | Content which is told as a narrative which can elicit the desired emotional response from the audience (Diamond, 2015). If applied to this research: content that includes story about #BanggallustratorLokal campaign from the
beginning to the present, such as how local illustrators join Sovlo, etc.

| 5 Sharing | Content can be shared to other people (Diamond, 2015). Nowadays, social media already has the feature to share to other users, such as share to direct message, copy link, etc. If applied to this research: the availability of sharing features on Instagram. |
| 6 Finding | Content can be found on search engines (Diamond, 2015). Thomas (2016) stated that people frequently use hashtags to look up posts they are interested in. If applied to this research: content that use hashtags, such as #BanggaIllustratorLokal, #SovloIllustratorLokal, etc. |

Source: Researchers’ Processed Data, 2023.

The fourth step is summarizing themes where the researchers need to make a systematic explanation of the existing themes. The fifth step is connecting themes, where researchers examine whether there is a relationship between each theme. Lastly, the sixth step is interpreting themes, where the researchers provide an interpretation so that it can be understood by others (Sugiyono, 2021).

To ensure the reliability of the data in this study, triangulation techniques were used. Triangulation is a technique for testing the validity of data by using something other than the data obtained as a comparative tool (Samsu, 2017). Therefore, in addition to observation, the researchers also used documentation study and interviews. The interviews were conducted with 2 of Sovlo’s followers who were familiar with the #BanggaIllustratorLokal campaign where the researchers would like to understand Sovlo’s followers’ perception of the campaign and how the content influences Sovlo’s brand image.

RESULTS AND DISCUSSION

There are approximately 605 uploaded contents that use hashtag #BanggaIllustratorLokal from November 9th, 2021 until October 31st, 2022. These figures are then classified into the six characteristics indicated by Diamond (2015).

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educative</td>
<td>3 contents</td>
</tr>
<tr>
<td>Entertaining</td>
<td>47 contents</td>
</tr>
<tr>
<td>Persuasive</td>
<td>210 contents</td>
</tr>
<tr>
<td>Telling a Story</td>
<td>16 contents</td>
</tr>
<tr>
<td>Sharing</td>
<td>605 contents</td>
</tr>
<tr>
<td>Finding</td>
<td>605 contents</td>
</tr>
</tbody>
</table>

Source: Researchers’ Processed Data, 2023.

1. Educative

Educative content posted by Sovlo are mostly contents about how to be a part of Sovlo local illustrator family, how to submit their works, and sharing the result of people’s support for local illustrators.
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It can be seen that Sovlo explains the steps to register as an illustrator at Sovlo. In the post, Sovlo shows screenshots with guides (circles and arrow) to help the audience understand the steps. The same kind of content can also be found in picture 2 where Sovlo mentioned that #BanggailustratorLokal has been inaugurated and everyone can join. Sovlo uses various illustrations drawn by local illustrators, most of which represents Indonesia, for example R.A. Kartini, Tuanku Imam Bonjol, someone who holds Indonesia’ flag, ondel-ondel,
and Indonesian flora and fauna. Furthermore, Sovlo uses colorful colors that are a reflection of the characteristics of illustrators. In the caption, Sovlo often mentions that by continuing to use local SOVLO products, you have contributed to appreciating the work of local illustrators and tailors.

Through educative content, Sovlo shows the audience that they can help local illustrators by supporting them. In addition, it shows that Sovlo is genuinely providing opportunities for anyone who wishes to join the Sovlo local illustrator family by explaining the procedures for becoming a local illustrator. With its educative content, Sovlo builds an image as a brand that supports and empowers local illustrators, where they always encourage their local illustrators to join them and encourage the audience to support local illustrators. However, Sovlo’s educative content does not provide as much explanation about local illustrators in general, such as a specific explanation regarding the importance of supporting local illustrators. The educative content uploaded by Sovlo is more directed at ways to become part of the Sovlo local illustrator family or simply informing the public that buying Sovlo products is the same as supporting and appreciating local illustrators. This is also supported by one of Sovlo’s followers’ statement, which she said that Sovlo has more sales content and for the educative content, it is limited to telling the audience that they have to be aware of local brands and illustrators (D. N. Widyaningsih, personal communication, April 15, 2023).

2. Entertaining

Apart from educative content, Sovlo also uploads entertaining content such as puzzles, bingo, and giveaways. From Sovlo’s 605 posts on Instagram, 47 of them contain entertaining content characteristics and of these 47 posts, 12 posts are in the form of quizzes/games, 12 other posts are in the form of giveaways and giveaway announcements, 23 other posts are mix and match content and also tips.
Sovlo frequently uses easy-to-play games for entertaining contents like word search, find a way out, guess who, guess the word, organizing pictures, bingo, roulette, crosswords, and many more. Also, all entertaining content in the form of quizzes/games is use Sovlo’s collaboration products with local illustrators as ornaments or part of the quizzes. For example, in picture 3, Sovlo posted a find the difference content, and it can be seen that the model in the photo is wearing a t-shirt by @ch.artillustration and there is also an illustration of si Mbok, a character made by @ch.artillustration. However, this not only applies to games contents, but also giveaways. For the giveaway, the product being give away are Sovlo’s collaboration product with local illustrator. For example, in picture 4, Sovlo held a giveaway in relation to Valentine Day where Sovlo asked the audiences to convey their love to local illustrators. Sovlo uses this moment to let the audience share their appreciation to the local illustrators. Then, there would be 3 people receiving 3 packages of the newest collection of Sovlo x Illustrator Lokal. Furthermore, like the educative content, Sovlo also uses colorful colors for its visuals, matching them to the products or theme. For instance, in picture 4, Sovlo uses pink as the primary color because the topic is Valentine's Day, which is associated with the color pink. For the caption, Sovlo always mentions the local illustrators and product used. As an instance, in picture 3, Sovlo includes the product name, Brea shirt, as well as the illustrators, @ch.artillustrations.

Sovlo’s entertaining content is not only created just to entertain and play, but it also serves a purpose by directly mentioning the local illustrators or using the product made by local illustrators as a part of its content, indirectly inviting the audience to continue to support local illustrators and continue to appreciate every work they have produced. This is also supported by Widyaningsih’s statement that the entertaining content still talks about local illustrators and their works. In the end, Sovlo is telling us that every product is local illustrators’ (D. N. Widyaningsih, Personal Communication, April 15th, 2023). Not only that, according to Faujian, entertaining content also builds interaction and relation with the audience (W. Faujan, Personal Communication, May 10th, 2023). Therefore, based on the explanation that has been given, it can be concluded that by using games and giveaways that always mentions local illustrators and their works, Sovlo slowly forms its image as a brand that supports local illustrators.

3. Persuasive

The third characteristic is persuasive. The persuasive content that can be found on Sovlo’s Instagram can be said to be more of a promotion to buy Sovlo’s collaboration products with local illustrators. It is important to remember that Sovlo’s products are the result of collaboration with local illustrators and from purchasing these collaboration products, local illustrators will get a share of the profits, so one way to support Sovlo’s local illustrators is by purchasing collaboration products with Sovlo.
Not so much different from other characteristics, Sovlo’s persuasive content uses products or illustrations created by illustrators as the elements in the visual. This is also reinforced by the statement of Faujian, she mentioned that Sovlo shows the illustrations created by local illustrators. They want to introduce and promote the work as well as the illustrators to the public by using them as the elements of the content (W. Faujan, Personal Communication, May 10th, 2023). For example, in picture 5, in its visual there is a man wearing Sovlo’s product, who is the illustrator of that t-shirt, @alienswer. Then, it can be seen that the visual is bordered by illustrations that can be found on the t-shirt. What makes it different from other characteristics is the use of persuasive words, such as lets, check it, right now, and many others. For example, in picture 5, Sovlo mentions makin #BanggailustratorLokal or prouder of local illustrators and encourage the audience to check out e-commerce or Sovlo’s offline stores if they want to own the same t-shirt that @alienswer wears they can check the e-commerce or offline store. Another example, in picture 6, Sovlo says “Yuk ambil bagian jadi keluarga ilustrator lokal Sovlo! Dapatkan passive income per bulan dari ilustrasimu! #BanggailustratorLokal”.

Based on the explanation that has been given, it can be concluded that through content with persuasive characteristics, Sovlo uses persuasive words such as “come on”, “convey”, “check”, and so on to invite the audience to see the Sovlo and local illustrators’ collaboration products. Several things that Sovlo does through persuasive content indirectly leave an impression where Sovlo continues to encourage audiences to buy Sovlo products while supporting local illustrators.

4. Telling a story

Researchers found 16 contents that can be determined as tells a story content where these contents tell the story of the launch of #BanggailustratorLokal from the beginning, such as the progress of the campaign from its inception to the present, production process, introduction of local illustrators, their works, and how many illustrators are there that have joined Sovlo.
From this content, Sovlo demonstrates how they truly support and empower tailors who faced layoffs as a result of COVID-19 and provide local illustrators a platform to showcase their works and interact with the audience. Sovlo uses photos in the carousel to tell the stories and more explanation in the caption. For example, picture 7, Sovlo share a couple of photos that shows the production process of Sovlo’s, including sewing, cutting materials, and the tailors. In the caption, Sovlo shows their gratitude to the production team that make Sovlo’s collaboration product with local illustrators possible. Sovlo also thanked the audience for their continuous support. Not only that, through this kind of content, the audience can see
directly the illustrators that they have been supporting. For example, in picture 8, the audience can know the illustrators more, such as their name, their Instagram account, what are their objectives, and their works. Through this kind of content, Sovlo can prove to the audience that it has been successful in becoming a platform for local illustrators. This is supported by Widyaningsih’s statement that she believes that Sovlo has succeeded in collaborating with local illustrators who may not be as well-known (D. N. Widyaningsih, Personal Communication, April 15th, 2023).

Based on the explanation that has been given, it can be seen that through content with the characteristics of telling a story, Sovlo shows the audience its #BanggaIllustratorLokal campaign journey and demonstrates the fact that illustrators and tailors are actually being supported during this campaign. By showing it to the audience, Sovlo’s image as a company that supports local illustrators gradually forms.

5. Sharing

The next characteristic is sharing. The contents analyzed in this study are posted on Sovlo’s Instagram account. Basically, nowadays, social media allow their users to share content with others through various features. Therefore, every Sovlo’s contents uploaded on Instagram can be instantly shared with other Instagram users, or even non-Instagram users, using sharing features, such as send to direct message, add to your story, copy link, save, mention, and share with other apps. This is also reinforced by the statement of Widyaningsih, who said that Instagram features are very useful in building an image (D. N. Widyaningsih, Personal Communication, April 15th, 2023). One of the reasons is that customers can share content with friends or family by using the “share to story” feature. This could increase the content of the #BanggaIllustratorLokal campaign’s reach as more people learn about Sovlo’s initiatives to support local illustrators.

6. Finding

Sovlo always uses hashtags in each post and these are Sovlo’s most used hashtags between November 9th, 2021 and October 31st, 2022.

**Table 3. The use of hashtags on @sovlo.id**

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>#BanggaIllustratorLokal</td>
<td>605</td>
</tr>
<tr>
<td>#BanggaBuatanIndonesia</td>
<td>593</td>
</tr>
<tr>
<td>#SovloXIllustratorLokal</td>
<td>315</td>
</tr>
<tr>
<td>#RepostSovlo</td>
<td>151</td>
</tr>
</tbody>
</table>

Source: Researchers’ Processed Data, 2023.

In this study, the contents analyzed were contents that use hashtag #BanggaIllustratorLokal and it was discovered that there were 605 posts that used this hashtag. In addition to the 4 hashtags mentioned above, Sovlo also makes use of a number of other hashtags, like #BanggaBuatanIndonesia, #SovloXIllustratorLokal, #KeluargaIllustratorLokal, and #KenalanIllustratorLokalSovlo. Furthermore, Sovlo frequently uses these hashtags to subtly remind the public about the campaign. This is supported by Faujan’s statement that says at first, she did not know Sovlo has a campaign, however, since Sovlo frequently expose their hashtag #BanggaIllustratorLokal, for example on Sovlo’s
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Instagram bio, she becomes aware of it (W. Faujan, Personal Communication, May 10th, 2023). On top of that, the use of hashtags makes it easier to find Sovlo's campaign contents. For example, Sovlo use a variety of hashtags in their captions, which, when clicked, display all of their posts that also contain these hashtags. This is also agreed by Widyantingsih which she said “In captions, they also write their hashtags. So, when someone clicks on the hashtags, all Sovlo posts or even Sovlo’s customers’ posts, will immediately appear” (D. N. Widyantingsih, personal communication, April 15, 2023).

The aforementioned explanation makes it clear that the usage of hashtags associated with local illustrators is gradually forming Sovlo's image as a company that support local illustrators through its #BanggailustratorLokal campaign.

CLOSING

Based on the findings of the analysis and discussion presented above, it can be concluded that the Instagram content of #BanggailustratorLokal campaign forms Sovlo’s image as a brand that supports and empowers local illustrators, where every characteristic of Sovlo’s social media content works together to form this image. According to the findings, each content of Sovlo’s #BanggailustratorLokal campaign with the characteristics of educating, entertaining, persuading, telling a story, sharing, and finding always uses words related to local illustrators, collaboration products with local illustrators, mentions of local illustrators, and hashtags related to local illustrators, such as #BanggailustratorLokal and #SovloXIlustratorLokal, both in visuals and in captions. In addition to that, every image used in each post always contains illustrations created by local illustrators. Moreover, the use of a variety of colors make Sovlo’s feed colorful, reflecting the characteristic of illustrators. These things are gradually establishing Sovlo’s image as a brand that supports and empowers Indonesia’s local illustrators.

However, since this campaign is a product-oriented campaign, the majority of the uploaded content is persuasive content to promote and persuade people to buy its products rather than educative content regarding Banggailustrator Lokal. Therefore, Sovlo can add more educative contents, such as the condition of local illustrators in Indonesia. This aims not only to invite the audience to support local illustrators, but to make them really understand the importance and impact of supporting those illustrators. Aside from that, Sovlo can regulate the amount of content posted regarding the #BanggailustratorLokal campaign, as there has been over 600 postings with a frequency of 1-2 posts per day from November 9th, 2021 to October 31st, 2022. This is to ensure that the audience does not become overly exposed to the content of the #BanggailustratorLokal.

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