


Resonance Marketing 5.0: The Voice Of Young Urban Consumers in the Integrated Marketing Communications Landscape

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Article Info	ABSTRACT
Keywords: Generation Z, Marketing 5.0, Integrated Marketing Communication, emotional engagement, consumer participation, digital communication.	Marketing communication strategies applied to young urban consumers from Generation Z need to respond to emotional expectations and social values more meaningfully. Using a qualitative approach, constructivism paradigm, and phenomenology method, this study explores the experiences of five informants who actively interact with brands through digital media. The findings reveal that the resonance of marketing communication is greatly influenced by emotional involvement, participation in brand narratives, and consistency of values between brand messages and actions. Marketing 5.0, which combines technology and human empathy, has proven effective when applied authentically through integrated communication. The informants responded positively to personalization and collaboration-based strategies, but showed a critical attitude towards the mismatch between social messages and actual practices. IMC that is able to convey cohesive messages across channels, and encourage two-way interactions, has a greater chance of building consumer trust and loyalty. The results of this study show that the success of brand communication in the digital era is not only determined by the sophistication of technology, but by the authenticity, consistency, and collaborative values felt by the audience. The implications of these findings underline the importance of developing marketing strategies that are sensitive to the social and emotional dynamics of Generation Z.
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INTRODUCTION

The development of digital technology has revolutionized the global marketing landscape, encouraging companies to adopt more adaptive and integrated strategies. The concept of Marketing 5.0, introduced by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, emphasizes the importance of using advanced technologies such as artificial intelligence and predictive analytics to create more personalized and meaningful customer experiences, while

maintaining a human-centered approach (Kotler et al., 2021). This approach aims to address the increasingly complex needs of consumers in the digital era.

Along with that, Integrated Marketing Communication (IMC) has become an important strategy in delivering brand messages consistently through various communication channels. IMC aims to create a cohesive and integrated brand experience for consumers, which is increasingly important amidst media fragmentation and diverse communication channels (Schultz & Kitchen, 2000).

Amidst the dynamics of the digital economy, companies are required not only to reach the market but also to build authentic and sustainable relationships with consumers. Today's consumers, especially the younger urban generation, are increasingly critical of the marketing messages they receive. They not only assess the quality of the product, but also the authenticity of the values brought by the brand. Research by Smith (2022) confirms that Gen Z consumers show a high affinity for brands that have a strong social narrative and communicate consistently across digital platforms.

The big challenge in this digital era is how companies use technology ethically and effectively to build emotional closeness with consumers. According to Lee and Carter (2020), although technology enables personalization and efficiency of communication, without a deep understanding of the consumer's social context, the message delivered is at risk of losing relevance. This is where the important role of Integrated Marketing Communication comes in—unifying various channels and messages into a meaningful and continuous brand experience.

Furthermore, the Marketing 5.0 approach challenges conventional marketing practices by combining cutting-edge technology and human empathy (Chaffey, 2022). This concept is not just about adopting AI or big data, but how technology can be used to understand consumers' deepest needs and respond to them with sensitivity. In the context of Indonesia, which has a very large digital native demographic, understanding the resonance of communication messages is very important. Therefore, exploring the voices of young urban consumers is key to assessing the effectiveness of IMC practices in the Marketing 5.0 era.

Generation Z, born between 1997 and 2010, is a consumer group that grew up amidst technological advancements and has unique characteristics in their consumption behavior. They are known as digital natives who are highly connected to technology, have high social awareness, and demand authenticity and social values from the brands they support (McKinsey & Company, 2018). Their preference for personalized experiences and meaningful interactions requires companies to design more human-centric and integrated marketing strategies.

The drastic changes in consumer behavior after the COVID-19 pandemic have also accelerated digital adoption by young people. A study conducted by Deloitte (2021) shows that the majority of Gen Z trusts social recommendations and interactive communication more than traditional advertising. This means that one-way communication strategies are increasingly being abandoned, and dialogue-based approaches and emotional engagement are the keys to marketing success. Within the IMC framework, this phenomenon demands

integration between informative, emotional, and participatory content in order to reach the hearts and minds of young audiences as a whole.

In addition, the development of social media as the main channel in the lives of the younger generation also presents new challenges in brand management. The ever-changing digital algorithms, the expectation of instant interaction, and the dynamics of viral trends create a complex and rapidly changing communication field. According to Tuten and Solomon (2017), marketing success in the digital era is determined by the brand's ability to utilize consumer data to create relevant and adaptive communication experiences. In this context, research into consumer perceptions of the integration of technology and brand messages becomes very strategic.

Previous studies have highlighted the importance of technology integration in marketing strategies. Kotler et al. (2021) emphasized that Marketing 5.0 combines technology with human empathy to create value for consumers. Meanwhile, a study by Pearson and Malthouse (2024) proposed expanding the scope of IMC into the sustainability dimension, covering profit, people, and planet, reflecting the need for a more holistic marketing approach.

However, there is still a gap in the literature on how Generation Z responds to Marketing 5.0 strategies implemented through IMC. Most previous studies have focused on quantitative aspects and have not explored in depth the perceptions and experiences of young urban consumers towards integrated and high-tech marketing strategies. This gap suggests the need for a qualitative approach to understand the meaning and resonance of these marketing strategies in the eyes of young urban consumers.

This study aims to explore the perceptions and experiences of young urban consumers towards Marketing 5.0 strategies in the context of IMC. With a qualitative approach, this study will explore how elements of Marketing 5.0 and IMC shape brand trust among Generation Z. The results of this study are expected to provide in-depth insights for marketing practitioners in designing more effective and resonant communication strategies with the values and expectations of young urban consumers.

Literature Review

Marketing 5.0 as a Modern Marketing Paradigm

Marketing 5.0 is the latest evolution of the contemporary marketing approach that emphasizes the integration of advanced technology with a humanistic approach. This concept was first introduced comprehensively by Kotler, Kartajaya, and Setiawan (2021), who stated that Marketing 5.0 aims to combine artificial intelligence (AI), big data, the Internet of Things (IoT), and other advanced technologies in an effort to create more relevant and personal value for consumers. Unlike previous approaches that focused on digital channels or communities, Marketing 5.0 emphasizes "technology for humanity" as the main principle.

Lemon and Verhoef (2016) in their study on customer experience also emphasized the importance of holistic interactions between brands and consumers across digital touchpoints. They pointed out that companies are no longer sufficient to rely solely on products and promotions, but must also understand the social context and digital behavior of consumers as a whole. This is in line with the idea in Marketing 5.0 that marketing success is not only

determined by technology, but by the extent to which technology is used to enhance the human experience.

In a more applied perspective, Chaffey (2022) added that Marketing 5.0 demands the ability of organizations to manage digital transformation strategically, including integrating analytical data in marketing decision making, adopting automation tools, and designing predictive communications. The ability to understand consumer behavior in real-time is a major advantage in this era. Therefore, Marketing 5.0 is not just about technological innovation, but also how technology is used to strengthen the relationship between brands and individuals.

This approach is increasingly relevant in the context of young, digital-savvy consumers, such as Generation Z, who demand authentic, fast, and value-oriented experiences. Therefore, understanding Marketing 5.0 in depth is an important foundation in explaining how marketing strategies can be formed to meet the needs and expectations of the new generation in the technology era.

Integrated Marketing Communication (IMC) in the Digital Era

Integrated Marketing Communication (IMC) is a strategic approach in marketing communications that emphasizes message consistency across multiple communication channels. In the digital era, IMC not only serves as a coordinating framework between media, but also becomes a key tool in building a holistic and personalized brand experience. As digital technology advances and consumer behavior becomes increasingly complex, the role of IMC becomes increasingly central to modern marketing strategies.

Kliatchko and Schultz (2020) stated that IMC has evolved from merely a promotional integration effort to a managerial philosophy that encompasses all aspects of corporate communication. IMC in the digital era is required to manage adaptive and measurable messages through digital channels such as social media, websites, email marketing, and mobile applications, and integrate them with offline communications. Companies need to understand that today's consumers do not see brand communications as separate elements, but as a unified experience.

Luxton, Reid, and Mavondo (2015) in their research emphasized that the effectiveness of IMC is greatly influenced by the organization's ability to carry out consistent brand relationship management, including in managing digital content and narratives. Consistency is not only about the logo or brand color, but also the values communicated and the narrative built at each point of contact. This is important when faced with a Gen Z audience that is very sensitive to message inconsistencies or inconsistencies.

In the Indonesian context, IMC digitalization also requires more adaptive communication skills to local culture and more precise audience segmentation. Kumar and Kaushik (2022) stated that technology-based IMC needs to be combined with micro-segmentation strategies and the use of consumer data to create personal, relevant, and interactive campaigns. This is in line with the spirit of Marketing 5.0 which emphasizes "technology-enabled yet human-centric marketing".

Thus, IMC is not only a communication instrument, but also a key in building the resonance of marketing messages in the era of digital society. Integration between channels,

personalization of messages, and deeper consumer involvement are the main benchmarks for the success of IMC strategies in the context of a dynamic and digital native young generation.

Young Urban Consumer Behavior (Gen Z) and Digital Engagement

Generation Z, consisting of individuals born between 1997 and 2010, is a consumer group that has unique characteristics as digital natives. They grew up and developed in an era of high connectivity, mobile technology, and fast-paced information culture. A study by Fromm and Read (2018) showed that Gen Z is more responsive to interactive, visual, and socially valuable messages compared to previous generations. They also value brands that show their support for social and environmental issues.

Smith (2022) states that Gen Z's consumption behavior is heavily influenced by trust, transparency, and brand credibility. They tend to be skeptical of traditional promotions and trust recommendations from peers, influencers, or online communities more. In this context, it is important for companies to not only rely on one-way communication, but also create an active dialogue space with young consumers through various digital channels.

According to a report by McKinsey & Company (2018), there is a fundamental shift in how Gen Z views the relationship between consumers and brands. This generation sees themselves as partners in creating shared value, not just marketing objects. Therefore, brand engagement does not only mean emotional involvement, but also active participation in shaping the brand narrative. This creates a new challenge for marketers to design communication strategies that not only convey messages, but also open up space for collaboration.

In the context of urban Indonesia, Gen Z plays a significant role in shaping digital opinions and trends. They are not only a large demographic target market, but also agents of change who are able to influence the consumption behavior of other generations. A study by Deloitte (2021) revealed that this generation shows interest in brands that prioritize sustainability values, openness of information, and technological innovation that supports their dynamic lifestyle.

With a deep understanding of Gen Z characteristics, companies can develop more relevant, contextual, and value-based communication strategies. This is crucial in implementing the Marketing 5.0 and IMC approaches effectively, because the success of communication is determined not only by the content of the message, but also by how deeply the message is able to resonate with the values and aspirations of the younger generation.

Convergence of Marketing 5.0, IMC, and Generation Z

The convergence of Marketing 5.0, the Integrated Marketing Communication (IMC) approach, and the characteristics of Generation Z creates a new strategic landscape for companies to reach and build strong relationships with young urban consumers. The three are dynamically interrelated: Marketing 5.0 provides a technological and humanistic framework, IMC provides a consistent and integrated communication approach, while Gen Z is the main target that drives the transformation of the approach with their expectations of value, openness, and participation.

A study by Pearson and Malthouse (2024) shows that the effectiveness of a digital marketing strategy is largely determined by the extent to which an organization is able to

combine advanced technology with a personal, emotional approach. They emphasize the importance of creating communications that are able to build "emotional resonance"—the brand's ability to touch the core values and personal aspirations of consumers, especially among Gen Z. In this case, IMC becomes the main orchestration tool for delivering messages that are aligned across channels and platforms.

Deloitte's report (2021) reinforces that Gen Z expects a seamless brand experience that reflects their values, such as inclusivity, sustainability, and authenticity. To address this challenge, companies must develop communication strategies that are not only data-driven, but also empathy-driven. This is the essence of Marketing 5.0: using technology to deeply understand human emotions and needs, then implementing them through integrated communication designs that fit the context of Gen Z's lives.

Lee and Carter (2020) suggest that the key to successful IMC in the digital age is creating meaningful engagement, not just message exposure. This indicates that a successful communication strategy is one that encourages active participation, allowing Gen Z to become part of the brand narrative, not just a target audience. Thus, companies that successfully converge these three aspects can form a brand ecosystem that is not only known, but also trusted and loved by the younger generation.

This convergence also has significant managerial implications, namely the need for collaborative strategy development across departments—technology, marketing, and communications—to design a holistic and responsive brand experience. The readiness of the organization in terms of structure, digital culture, and analytical capabilities will greatly determine how effectively the integration of Marketing 5.0, IMC, and orientation towards Gen Z can be realized.

RESEARCH METHODOLOGY

This study uses a qualitative approach with a constructivist paradigm that views reality as a result of social construction from individual experiences, interactions, and interpretations. This paradigm is in line with the research objective which is to understand how young urban consumers interpret marketing communication strategies based on Marketing 5.0 and IMC in a digital context. In this approach, the subjectivity of the informant is considered important as the main source of data, because it provides an in-depth understanding of the brand message resonance process.

Methodologically, this study is based on the theory of integrated marketing communications (IMC) and the concept of Marketing 5.0 as the main foundation in explaining the strategic communication process of brands with consumers. IMC is used to understand how message consistency and integration are managed by companies, while Marketing 5.0 is used to examine how technology and human values are applied in contemporary marketing practices. The theory of young consumer behavior (Fromm & Read, 2018) and digital engagement theory are also used to enrich the analysis of Gen Z characteristics.

The research approach is phenomenological, namely trying to capture the subjective meaning and life experiences of the informants in responding to the communication strategies they receive from brands. Through this approach, researchers can dig deeper into how brand

messages are perceived, interpreted, and felt by young urban consumers on various digital platforms.

The subjects of the study were individuals from Generation Z who live in urban areas and actively interact with brands through social media and other digital platforms. The object of the study was the meaning constructed by the subjects based on their experiences with brand communication strategies that integrate elements of Marketing 5.0 and IMC. The informant determination technique was carried out by purposive sampling, with the following criteria: aged between 18–25 years, active on social media, and highly involved in a particular brand.

Data were collected through semi-structured in-depth interviews to allow for free exploration but still focus on the research theme. The interview process took place in an informal atmosphere so that the informants could express their thoughts openly. In addition, additional data were obtained from observations of the subjects' online activities and analysis of the social media content they consumed and shared.

Data analysis was conducted using thematic analysis techniques, which include data reduction, categorization, and interpretation processes to find patterns of meaning that emerge from respondents' narratives. Each interview result was manually coded, then cross-compared to identify similarities and differences in experiences between informants. Researchers examined the data reflectively to find the relationship between personal meaning and the social context that shapes it.

To ensure the validity of the data, this study uses triangulation techniques of sources and methods, namely by comparing data from various sources, and combining interviews with observations and documentation studies. In addition, member checking is carried out by asking sources to review the interpretation of the interview results made by the researcher.

With this methodological design, it is hoped that the research will be able to produce a rich and in-depth understanding of how Generation Z interprets marketing communications based on Marketing 5.0 and IMC, and the extent to which these messages resonate in forming trust and engagement with brands in the digital era.

RESULTS AND DISCUSSION

Early Exposure and Response to Marketing 5.0 Strategies

Five interviewees representing young urban consumers from Generation Z showed varying forms of initial exposure to brand communication strategies that reflected Marketing 5.0 principles. The majority of interviewees first encountered a particular brand through social media such as Instagram and TikTok, rather than through traditional advertising. They generally did not immediately recognize that the communication approach was part of a technology-based and personalization strategy, but acknowledged that there was a “different nuance” in the way brands interacted with them.

Interviewee 1, a 21-year-old college student, stated that she was first impressed by a local skincare brand because their campaign “felt like a real conversation, not just a sales pitch.” She highlighted the use of a friendly and responsive chatbot as something that made her feel more valued as a consumer. Interviewee 2, a 24-year-old freelance designer,

emphasized that she felt like the sneaker brand she follows was able to “read her personality” because the product recommendations she received were very much in line with her design tastes. This indicates the predictive element and use of data that are hallmarks of Marketing 5.0.

Interestingly, two of the five interviewees said they were not particularly aware that the digital strategies they experienced were the result of the use of advanced technology. Interviewee 3 said, “I thought it was just a coincidence that the ads were appropriate, but it turned out that it was arranged using an algorithm?” This suggests that exposure to technological elements in marketing is not always explicitly recognized by young consumers, but still influences their perceptions.

Meanwhile, informants 4 and 5—both active as content creators—revealed that they directly noticed a shift in the brand approach towards being more empathetic and contextual. Informant 4 said that now “brands understand our problems and concerns better, not just discount promos.” He feels that current brand communication strategies are more oriented towards solutions and experiences, rather than just products. This reinforces the finding that Marketing 5.0 has begun to shape the way brands build emotional and social connections.

From these findings, it can be concluded that Gen Z’s initial exposure to Marketing 5.0 approaches occurs unconsciously but leaves a strong impression on the quality of brand interactions. Technological elements such as AI and recommendation systems are starting to be accepted as normal and even expected, as long as they are delivered in an empathetic and non-invasive manner. This early consumer response shows that the success of Marketing 5.0 strategies lies in their ability to seamlessly integrate into the everyday digital experiences of young consumers.

Perceptions of Brand Message Consistency and Integration (IMC)

Consistency and integration of brand messages are one aspect that is quite considered by the interviewees in their experience interacting with brands. Five interviewees shared their opinions on how brands build identity through cross-platform communication—from social media to email, from digital ads to interactive campaigns. The majority of interviewees assessed that they could distinguish brands that have consistent messages that are relevant to their lifestyle, compared to brands that deliver messages disjointedly or inconsistently.

Interviewee 2 gave an example of how one of the clothing brands she follows on Instagram, TikTok, and YouTube consistently delivers the same message—“fun, inclusive, and youth-oriented.” According to her, “they seem to know how to talk to young people, and it’s the same tone everywhere.” In contrast, interviewee 3 mentioned a mismatch between the campaign displayed on social media and the shopping experience on e-commerce: “On TikTok they say they’re eco-friendly, but when you shop, the packaging is all plastic.” This shows that IMC is not only judged by the content of the message, but also by the actual experience that is consistent with the brand promise.

Interviewees 1 and 5 highlighted the importance of a brand’s “story unity.” They like brands that have a strong and ongoing story, such as a local brand that raises the issue of women’s empowerment and continues to relate it to every campaign. Interviewee 1 said, “I like brands that don’t just sell, but have a story that connects from beginning to end.” This

shows that for Gen Z, message integration is not just about visual appearance or slogans, but also involves values and meanings that are conveyed consistently.

In the context of IMC, these results show that the younger generation has a high sensitivity to dissonance in brand communication. They expect brands to be not only consistent in delivering messages, but also authentic in their implementation. This confirms that communication integration is not just cross-channel coordination, but creating a single narrative that is coherent and accountable.

Overall, the interview results indicate that the success of IMC in the eyes of Gen Z depends not only on how sophisticated the technology used is, but on how it is used to maintain message integrity, build authentic brand stories, and establish ongoing emotional connections. Therefore, effective IMC integration must be strategically designed and sensitive to the expectations of young urban consumers who are highly dynamic and critical.

Emotional Engagement and Resonant Values

One important aspect of the effectiveness of marketing communications in the Marketing 5.0 era is its success in creating emotional engagement between consumers and brands. Findings from the interviews showed that all five informants responded very positively to brands that were able to touch on their personal and social values. This is in line with the findings of Kotler et al. (2021) that one of the keys to the success of Marketing 5.0 is value resonance that unites technology and human empathy.

Interviewee 1 said that she feels closer to brands that not only offer products but also voice issues that she cares about, such as body positivity and mental health. "I feel like the brand understands what I feel, not just selling soap," she said. Meanwhile, interviewee 4 stated that she likes brand campaigns that invite consumers to discuss social issues through online forums or comment columns. This shows that social values that are packaged interactively can strengthen consumers' emotional involvement.

Furthermore, informants 3 and 5 explained that they are more likely to follow and support brands that are consistent in fighting for their values, even outside of certain campaign momentum. According to them, many brands only speak up when it's trending, but are not really consistent in their follow-up. Informant 5 said, "If the brand just follows suit when it's popular, it makes you feel disgusted." This statement emphasizes the importance of authenticity in value communication, as also emphasized by Chaffey (2022), that young consumers increasingly demand cohesion between brand messages and their actual actions.

Overall, these results suggest that emotional resonance in marketing communications does not occur automatically, but is built through authentic and ongoing value connections. IMC that is able to articulate these values cohesively across digital channels will be more effective in building young consumer loyalty. This is in line with the findings of Lemon and Verhoef (2016) that consumer experiences are formed not only through direct interaction with products, but also through the involvement of strategically communicated values and meanings.

Thus, emotional engagement is not only the result of a communication strategy, but also an indicator of the success of the integration between the technological and empathy

approaches in Marketing 5.0. For Gen Z, this engagement is the foundation of long-term trust in a brand.

Consumer Participation in Brand Narratives

Consumers' active participation in shaping and spreading brand narratives is becoming a new trend in digital communication strategies. In the context of Gen Z, this participation is not only in the form of responding to campaigns, but also includes their contribution in creating content, providing direct feedback, and interacting with brands creatively on social media. Interview results show that the informants feel they have a bigger role than previous generations in influencing the image and direction of brand communication.

Interviewees 1 and 4 shared that they felt involved when brands asked for their opinions through polling features on Instagram, or invited them to create collaborative content. Interviewee 4 said, "I like it when I'm invited to create content with brands—it feels like I'm considered important." This shows that participation is not only an engagement strategy, but also builds emotional closeness that strengthens the relationship between brands and audiences.

Source 2 added that he felt proud when the brand reposted his content and responded to it personally. This, according to him, gave a sense of exclusivity and made him feel like he was part of the brand community. This phenomenon is supported by a study by Lemon and Verhoef (2016) which stated that consumers who are involved in brand narratives tend to have higher levels of loyalty and advocacy.

However, informants 3 and 5 said that they tend to be less interested in participating if the brand seems manipulative or pushy. According to informant 5, "If the brand seems like it just wants to go viral and is not sincere, then I don't bother participating." This indicates that authenticity remains key in inviting participation, and forced participation can actually damage a brand's credibility.

Thus, the success of Marketing 5.0 and IMC strategies in the context of Gen Z participation lies in the brand's ability to open up dialogue, value consumer contributions, and create a collective narrative that resonates with audience values. Consumer participation is not just a promotional tool, but becomes part of a strategy to build community, trust, and sustainable brand experience.

Dynamics of Brand Trust in the Digital Age

Consumer trust is one of the main indicators of the success of a marketing communication strategy, especially among Generation Z who are very selective in choosing the brands they support. Findings from the interviews show that trust in a brand is not only built through claims or promotions, but also through consistent experiences, aligned values, and ongoing emotional engagement.

Interviewees 2 and 5 stated that they only trust brands that can prove their commitment in real terms, both in terms of service and social action. Interviewee 2 said, "I can tell which brands are just talking, and which ones really care about consumers." According to him, transparency of service and speed of response from customer service are the earliest indicators of brand credibility. This is in line with the view of Tuten and Solomon (2017) that trust in the digital era is formed through direct experience and two-way interaction.

Meanwhile, informants 1 and 3 highlighted the importance of a brand's track record in maintaining commitment to social values. They felt disappointed with brands that were inconsistent in their social actions after the campaign ended. Informant 3 gave an example, "There are brands that campaign about the environment, but still use plastic. That's crazy." This shows that a mismatch between messages and practices can undermine established trust.

In general, brand trust for Gen Z is not just a perception, but the result of a continuous evaluative process. They observe, assess, and compare how brands act on issues they consider important. This creates pressure for companies to maintain consistency in brand values and ethics in the long term. As explained by Pearson and Malthouse (2024), the younger generation now treats brands like social partners, not just providers of products or services.

In terms of communication strategy, these results show that the Marketing 5.0 and IMC approaches will only be effective in building trust if both are implemented sustainably and in harmony. The use of impressive technology will be in vain without moral clarity and consistency of action. Therefore, brand trust in the digital era is not only the result of sophistication, but also integrity that is maintained in real terms in all aspects of brand communication and action.

CONCLUSION

The success of strategic communication between brands and Generation Z is largely determined by the extent to which brands are able to create authentic emotional closeness, meaningful participation space, and consistency of values in every message delivered. Brands that are able to touch consumers' personal and social values through empathetic and integrated messages will form deep and sustainable emotional resonance. Active consumer involvement in brand narratives not only strengthens loyalty, but also changes the consumer's position from message recipients to collaborators in shaping brand identity. Shared narratives built through participation, co-creation, and digital communities make marketing communications more human and socially relevant. Trust in a brand is born from actions that align with the message. Gen Z shows a high sensitivity to the discrepancy between claims and reality. They judge brands not by the packaging of words, but by the sustainability of actions and integrity. Therefore, the success of the Marketing 5.0 and IMC approaches is not only measured by the sophistication of the technology, but by how deeply the strategy can be translated into the context of honest, open, and valuable relationships. By understanding these dynamics, organizations and marketers are expected to be able to design a more collaborative communication strategy, rooted in social values, and able to answer the emotional and existential needs of the digital generation. This approach will strengthen the brand's position in an increasingly complex communication landscape that demands high sensitivity to consumer experience. Future marketing communication strategies need to prioritize the integration of values and meaning, not just technology and exposure. Participatory spaces must be designed as a form of recognition of consumers as brand partners, not just market targets. Open, responsive dialogue and building a collective narrative

will be key assets in building a relevant brand. On the other hand, consistency between promises and actions must be maintained as a form of brand moral commitment to critical and socially conscious young audiences. Value-based campaigns must be supported by real practices that can be felt and measured by consumers. Further research development can be done by expanding the demographic scope and adopting mixed methods to explore the complexity of consumer behavior in cross-generational and cross-cultural contexts. This can open up new space in understanding the contemporary marketing communication landscape more broadly and deeply.

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