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Analysis of the Think Globally, Act Locally Approach in Acer Brand Digital Communication

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Abstract

This study analyzes the application of the "Think Globally, Act Locally" digital communication strategy in the global technology brand, Acer. The focus of the research is on how Acer balances the consistency of its global brand identity with the adaptation of messages at the local level through social media channels (Instagram) and its official website. Using a comparative qualitative content analysis method, this study compares the digital content of Acer Global, Acer Taiwan (country of origin), Acer Indonesia, and Acer India (market countries) accounts. This study analyzed a total of 120 Instagram posts (consisting of the 30 most recent uploads per account) and 7 official Acer website platforms across the Global, Taiwan, Indonesia, and India levels. Data collection was conducted to represent current digital communication practices through the early 2026 period. The findings show that Acer applies standardization to core visual identity elements such as logos and signature green colors, but selectively adapts language, communication style, use of local brand ambassadors, and content context according to the cultural characteristics and market needs of each country. Acer Indonesia shows a strong local orientation through the use of the Indonesian language and the involvement of local public figures. In contrast, Acer India uses English as a bridge of communication amid national cultural diversity. This study concludes that flexibility in cross-channel digital communication enables global technology brands to maintain international credibility while building emotional relevance with local audiences.

Keywords: brand communication, brand identity, digital communication, glocalization, think globally act locally

Introduction

Globalization and the development of digital technology have encouraged multinational companies to manage their brand communication across countries in an integrated manner (Kotler et al., 2022). In global marketing communication, the challenges faced are not only related to market expansion but also to maintaining brand identity consistency while adapting messages to the cultural characteristics, language, and preferences of local audiences (Keegan & Green, 2020). Therefore, companies need communication strategies that not only focus on global standardization but are also capable of adapting to local contexts so that brand messages can be understood and accepted as relevant by people in various countries (Noris et al., 2025).

A commonly used approach to bridge global and local interests is the concept of Think Globally, Act Locally, which is closely related to the idea of glocalization. Glocalization explains how a brand's global identity, values, and messages are adapted to the local context through the use of relevant language, symbols, and visual styles, without losing the brand's overall identity (Robertson, 1995). In the development of marketing communication studies, localization is no longer understood as merely a technical adjustment, but rather as a communication strategy that consciously balances global consistency with cultural proximity so that brand messages can be more effectively received by the audience (Noris et al., 2025).

This condition is reflected in digital marketing communication practices, where the application of the Think Globally, Act Locally principle is increasingly evident through the use of various digital channels by global brands. Social media and websites not only serve as a means of distributing information, but also as a strategic space to build brand meaning, strengthen visual identity, and create connections with cross-cultural audiences. Each channel has different communication characteristics, so global brands are required to manage message consistency across channels while adapting their communication style to local market needs (Keegan & Green, 2020).

In practice, the principle of Think Globally, Act Locally is applied in various ways by global brands, depending on the nature of the industry, organizational structure, and market context. One global technology brand that is interesting to study in this context is Acer, given its cross-border scale of operations and intensive use of digital channels in brand communication. In line with the development of global marketing communications, Acer is a global technology brand from Taiwan that was founded in 1976 and is engaged in computing devices and information technology. As a global technology company, Acer is present in more than 160 countries with a product portfolio that includes laptops, desktops, monitors, projectors, and gaming devices for various market segments (Acer Indonesia, 2026).

As a global brand, Acer manages its product operations and marketing in various countries with different market characteristics. In several countries, including Indonesia, Acer has established a long-term presence since the late 1990s through product distribution, after-sales service, and support for the development of technology and education ecosystems. The diversity of market contexts requires communication strategies that are not uniform but tailored to the needs and preferences of local audiences (Acer Indonesia, 2026).

In global marketing communication practices, digital media has become the primary channel for Acer in building cross-border communication. Communication challenges are not only related to market expansion, but also to maintaining the consistency of the brand's innovative identity in various countries, while adapting messages to the characteristics of local audiences. In the digital era, Acer's glocalization communication practices are reflected through the use of Instagram as a medium for visual communication and engagement, as well as its official website as the main source of information and comprehensive representation of the brand's identity (Kotler et al., 2022).

Several studies show that brand identity consistency and digital communication ecosystem management play an important role in shaping brand meaning and audience engagement. Recent studies confirm that the integrated use of social media and websites enables global brands to convey consistent messages while building closeness with cross-cultural audiences (Parveen et al., 2024; Shams et al., 2024). Visual elements, message structure, and narrative consistency across digital channels have been shown to influence audience perceptions of brand credibility and image. Thus, digital communication is no longer understood as merely a tool for distributing information, but as a strategic space in shaping global brand identity.

Other studies emphasize the importance of localization strategies in global brand communication, particularly in the context of digital media. Adapting communication elements—such as visual style, color, symbols, and message framing—is seen as a strategy that can increase a brand's relevance in local markets without losing its global identity (Huang, 2025; Konka & Kurani, 2025). Cross-cultural studies also show that the balance between global standardization and local flexibility is at the core of the Think Globally, Act Locally approach in international marketing and communication (Kader et al., 2025).

Although various studies have discussed global brand communication and localization practices in the digital context, most studies still focus on a single platform or a specific region, and have not yet

systematically examined comparisons between levels of brand communication. Studies that simultaneously analyze global accounts, countries of origin, and market countries for technology brands, through a combination of Instagram and website channels, are still relatively limited. Additionally, research using content analysis as the primary approach to examine the application of the Think Globally, Act Locally principle in the context of visual communication and brand narratives has also not been widely conducted. Therefore, this study analyzes 30 Acer Instagram posts on the global account, Acer Taiwan as the country of origin, and Acer Indonesia and Acer India as comparison countries, to see how global communication strategies are adapted to the local context through social media and websites. This cross-channel and cross-country comparative approach is expected to provide a more comprehensive understanding of Think Globally, Act Locally practices in global technology brand communication.

Based on the theoretical background description of global marketing communication, the principle of Think Globally, Act Locally, and the role of digital communication in building brand identity, several previous studies have shown the importance of brand identity consistency and localization strategies in the digital context. These studies generally discuss global brand communication through a specific digital channel or focus on a single country context. Comparative studies that analyze brand communication across digital channels, particularly Instagram and websites, and differentiate communication levels between global accounts, country of origin, and market countries for technology brands are still relatively limited.

Therefore, this study aims to fill this gap by analyzing Acer's digital communication from a Think Globally, Act Locally perspective. This study aims to understand how Acer's global brand identity consistency is managed and adapted to the local context through visual communication and narratives on Instagram and Acer's official website. Using a cross-channel and cross-country comparative approach, covering global accounts, Acer Taiwan as the country of origin, and Acer Indonesia and Acer India as market countries, this study is expected to contribute to the study of digital marketing communication, particularly in understanding the practice of glocalization in global technology brands.

Theoretical Framework

Think Globally, Act Locally and Glocalization

The concept of Think Globally, Act Locally is a strategic approach in global communications and marketing that emphasizes the balance between brand identity consistency at the global level and flexibility in adapting messages at the local level. This principle is relevant in the context of cross-cultural communication, where global brands need to ensure that their values, positioning, and core identity are maintained, while also communicating in a way that is appropriate to the cultural characteristics and preferences of local audiences (Keegan & Green, 2020).

This approach is closely related to the concept of glocalization introduced by Robertson (1995), which explains that global practices cannot be separated from the local context in which they are interpreted. From a communication perspective, glocalization is not merely understood as a compromise between global and local, but as an active process of translating global messages into local expressions through culturally relevant language, symbols, visuals, and narratives. Recent communication studies emphasize that glocalization enables global brands to maintain identity coherence while building meaningful connections with local audiences (Schuiling & Kapferer, 2019).

In the context of digital communication, the principle of Think Globally, Act Locally has become increasingly crucial because brand messages circulate across countries through the same platform but are interpreted differently by local audiences. Digital media enables the uniform distribution of global messages, while also providing space for local adaptation through variations in visual content, language, and the context of the issues raised (Rowles, 2022). Therefore, in this study, the concepts of Think Globally, Act Locally, and glocalization are used as the main framework to analyze how Acer maintains its global identity through digital channels, while translating it into local communication practices on the Acer Taiwan, Acer Indonesia, and Acer India accounts.

Standardization and Adaptation in Global Brand Strategy

The debate between standardization and adaptation remains central to global marketing strategy. Vrontis and Trivellas (2023) argue that in the current global digital economy, the "Think Global, Act Local" approach is no longer optional but a necessity for maintaining brand relevance across diverse digital landscapes. While standardization ensures international credibility through consistent visual identity, technology brands must integrate a "humanistic" side to be accepted by local societies. As emphasized by Kotler et al. (2021), global technology entities like Acer must balance high-tech innovation with high-touch local engagement to resonate with human emotions and cultural values.

In global marketing and communication studies, brand strategy is often explained through the dialectic between standardization and adaptation. Standardization refers to the delivery of consistent messages, visual identities, and brand values across global markets to maintain consistency of image and communication efficiency. Conversely, adaptation emphasizes tailoring messages to local market conditions to make communication more relevant and easily accepted by local audiences (Kotler et al., 2022).

However, contemporary studies in marketing communication show that extreme approaches, whether fully standardized or fully adapted, tend to be less effective. Successful global brands combine both approaches through a selective adaptation framework, where the core brand identity is maintained, while communication elements such as language, visual symbols, message tone, and cultural context are adapted locally (Kotler et al., 2022). This approach allows global brands to appear consistent in identity, yet remain contextual in communication.

In the realm of digital communication, flexibility in adaptation is increasingly possible because digital platforms provide formats and features that can be tailored to local market needs without having to change the global brand identity structure. Thus, the concepts of standardization and adaptation become important analytical foundations in this study to identify the extent to which Acer's Instagram and website content shows global message consistency and forms of local communication adaptation at the global account, country of origin, and market country levels.

Cultural Context and Market Diversity in Digital Communication

The implementation of standardization and adaptation strategies in digital communication is not a monolithic process; rather, it is heavily moderated by the socio-cultural and linguistic nuances of each target market. At the Global level, the communication strategy emphasizes a "brand anchor" approach, where standardization is prioritized to maintain international credibility and a cohesive premium identity that transcends geographical boundaries (Walker, 2022). This global presence provides a consistent benchmark of technological excellence that supports the brand's reputation in every local subsidiary.

However, when moving into specific regional markets, the "Act Local" dimension becomes more prominent. In Taiwan, as the brand's country of origin, digital content is deeply intertwined with the local vibrant creative industries. The adaptation here is characterized by expressive visual rhetoric and bold aesthetic choices, reflecting the innovative spirit and artistic preferences inherent in Taiwanese consumer culture (Wei et al., 2022). Meanwhile, the strategy in Indonesia presents a distinct contrast, where localization is driven by the cultural necessity for high-touch and personalized interactions. Indonesian digital engagement often requires a conversational approach, leading to the strategic integration of localized messaging and direct communication platforms like WhatsApp to cater to the high-context and relational nature of the domestic audience (Alindri et al., 2024).

Furthermore, the complexity of the Indian market necessitates a "bridge" strategy. Given India's immense linguistic and ethnic diversity, English is often utilized as a neutral medium to navigate cultural fragmentation, allowing the brand to maintain a unified and professional image while reaching a broad, multi-ethnic demographic (Rao & Gupta, 2023). By understanding these diverse cultural underpinnings, a global technology brand can effectively balance its universal identity with the specific emotional and functional expectations of local consumers across different regions.

Brand Identity in Cross-Channel Digital Communication

In the digital era, brand identity is no longer built through a single medium, but through the interaction of various communication channels that form a digital communication ecosystem. Brand

identity is constructed through visual consistency, communication tone, and brand narratives that are repeated and interconnected across various digital platforms (Shams et al., 2024). According to Parveen et al. (2024), this cross-channel consistency ensures that regardless of the platform, the consumer perceives a unified brand personality, which is crucial for global technology firms to maintain international credibility. Therefore, digital communication serves not only as a promotional medium but also as a space for the formation of meaning and symbolic relationships between brands and audiences.

Social media such as Instagram allows brands to convey their identity visually and emotionally through short content, visual storytelling, and direct interaction with audiences. In contrast, websites serve as formal communication channels that display information structures, product explanations, and more comprehensive official representations of brand identity (Rowles, 2022). As noted by Foroudi (2020), while Instagram functions as a high-engagement visual storyteller that builds emotional proximity through lifestyle imagery and local influencers, the official website serves as the "source of truth" and technical validation. The differences in the characteristics of these channels indicate that brand identity needs to be managed across channels so that the message conveyed remains consistent, even when expressed in different formats.

From a brand communication perspective, cross-channel consistency does not always mean uniformity of content, but rather alignment of meaning that allows audiences to recognize brand values and character sustainably (Shams et al., 2024). In a glocalization context, this synergy is achieved when the global brand guidelines provide the structural framework—such as logos and core values—while the specific channel allows for flexible execution to meet local consumer journeys. Therefore, in this study, the concept of brand identity in cross-channel digital communication is used to analyze how Acer builds and maintains its global brand identity through Instagram and its website, while adapting its communication expression to the local context in various countries.

In this study, the concept of brand identity in digital communication is used to analyze how Acer builds and maintains its brand identity through Instagram and website content, both globally and locally.

Methodology

This study uses a qualitative approach with a comparative qualitative content analysis method to examine Acer's digital communication strategy as a global brand in the perspective of Think Globally, Act Locally. Qualitative content analysis is used to understand the meaning, patterns, and strategies of messages conveyed through digital media content, both in text and visual form, with an emphasis on interpretation of social and cultural contexts. This approach allows researchers to explore how brand communication messages are constructed and compared in cross-border communication practices (Sugiyono, 2022).

The object of this research is Acer's digital communication represented through Instagram accounts and official websites, namely: Acer Global @acer, Acer Taiwan as the brand's country of origin with @acer_taiwan Instagram and <https://www.acer.com/tw-zh> website, Acer Indonesia @acer_id, and the website <https://www.acer.com/id-id>, and Acer India as a @acer_india market country and <https://www.acer.com/in-en> website. The selection of this object is based on Acer's character as a multinational technology company that manages brand communications globally, but is implemented in a different local context.

Data and Data Collection Technique

Research data was obtained from two main sources, namely digital content data and interview data. On Instagram, the data consisted of the 30 most recent posts published on each of the Acer Global, Acer Taiwan, Acer Indonesia, and Acer India accounts. The 30 most recent posts were selected based on the order in which they were uploaded, without any specific thematic selection, with the aim of representing Acer's most up-to-date and current digital communication practices. This approach allowed for a more objective analysis of the communication patterns being implemented by each account.

In addition to Instagram, this study also analyzed Acer's official websites in Taiwan, Indonesia, and India at the country levels. The analysis focused on the homepage and product pages, as these pages

represent the brand identity, information structure, and communication strategies aimed at audiences in each region.

To strengthen the results of content analysis, this study was supplemented with in-depth interviews with the Corporate Marketing Manager of PT. Acer Indonesia, Anandita Puspitasari. These interviews aimed to obtain the company's internal perspective on global communication strategies, local adaptation policies, and considerations for selecting digital channels in building Acer's brand identity in Indonesia, as well as its views on the application of Think Globally, Act Locally at Acer in Taiwan and India. The use of interviews serves as a form of data triangulation to enhance the credibility and depth of the analysis (Sugiyono, 2022).

Data Analysis Technique

Qualitative content analysis was conducted using the qualitative content analysis approach, which emphasizes understanding the meaning, themes, and patterns in text data. This method not only looks at the frequency of elements but also interprets how messages are constructed and how visual elements and narratives contribute to the overall meaning (Komor & Grzyb, 2023). In this study, Acer's Instagram and website content were analyzed descriptively and interpretively, paying attention to brand identity consistency and local adaptation as manifestations of the Think Globally, Act Locally strategy.

During the analysis stage, Acer's Instagram and website content were analyzed by comparing brand communication elements across countries and channels. On Instagram, the analysis focused on visual elements, message themes, and representations of local culture. Meanwhile, on the website, the analysis focused on the structure of information presentation, brand narrative, visual identity consistency, and content adaptation to the local audience context.

To ensure systematic categorization, the content analysis in this study is conducted by evaluating each digital post based on two primary dimensions: Standardization (Think Global) and Adaptation (Act Local). Content is categorized under the standardization dimension if it consistently employs universal brand identifiers, such as the 'Acer Green' color palette, the official logo, and high-fidelity product photography that emphasizes global technical specifications. These posts typically utilize English and focus on universal brand values. Conversely, the adaptation dimension is identified through specific indicators of local relevance, including the use of local languages or dialects to build emotional proximity, and the inclusion of local influencers or culturally specific visual symbols, such as holiday-themed aesthetics. Additionally, adaptation is observed through channel-specific features, such as the integration of localized call-to-action (CTA) links or regional customer service tools like WhatsApp. By utilizing these specific criteria, this study provides a systematic framework to measure the balance between global consistency and local relevance across Acer's digital platforms.

The analysis process was conducted comparatively, by comparing content from global accounts, country of origin, and market countries to identify patterns of global consistency and variations in local adaptation. Comparative analysis in qualitative research allows researchers to systematically find similarities and differences in communication strategies in different contexts (Pickvance, 2005).

Data interpretation was conducted by linking empirical findings with the theoretical framework of Think Globally, Act Locally, the concept of globalization, and the principles of standardization and adaptation in global brand communication strategies. To enhance the credibility of the analysis, findings from content analysis were compared with the results of in-depth interviews with the Corporate Marketing Manager of PT. Acer Indonesia as a form of data source triangulation (Flick, 2018).

Result and Discussion

Acer Instagram Content Comparative Analysis

As a global technology brand, Acer utilizes Instagram as one of its main channels for building communication with audiences across countries. Through this platform, Acer not only showcases its technology products but also builds a brand narrative related to innovation, productivity, and digital lifestyle. The presence of Instagram allows Acer to convey its brand message visually and concisely, while forming an emotional connection with its audience through the representation of activities, experiences, and product usage contexts.

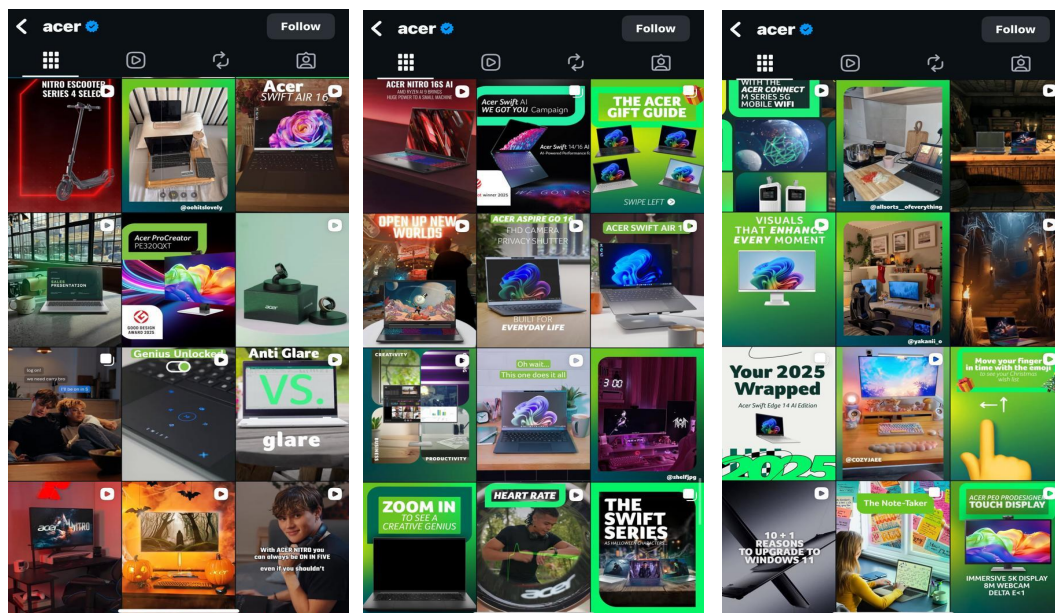
Observations of Acer's Instagram accounts at the global, home country, and market country levels show consistency in brand identity, reflected in visual style, logo usage, and modern and futuristic design nuances. This consistency plays a role in maintaining Acer's image as an innovative and relevant global technology brand in various regions. However, behind this uniformity of identity, there are variations in the communication approaches used on each account.

Differences begin to appear in the use of language, the focus of the message, and the local context raised in Instagram content. Some accounts emphasize the technological aspects and product performance, while others highlight the connection with lifestyle, community, or issues relevant to the local audience. This variation reflects how Acer's communication strategy is not implemented uniformly but is tailored to the market characteristics and communication culture in each country.

The combination of global identity consistency and local message flexibility demonstrates the application of the Think Globally, Act Locally principle in Acer's digital communication practices through Instagram. Understanding this pattern provides a basis for further examining how each account—Acer Global, Acer Taiwan, Acer Indonesia, and Acer India—implements this global-local communication strategy through the content they publish.

Acer Global Instagram Content Analysis

The @acer Instagram account, as a representation of the global account, displays brand communication that is oriented towards an international image and cross-border audiences. The content displayed is dominated by visuals of technological products such as laptops, monitors, and other supporting devices, with an emphasis on innovation, performance, and modern design. In general, Acer's global account does not specifically show a particular cultural context and values, but rather presents a universal message that can be accepted by a global audience.



Source: Instagram @acer

Figure 1. Acer Global Instagram Account

In terms of visual identity, Acer Global's Instagram account shows consistency in the use of Acer's signature green color combined with contrasting colors such as black, gray, and neon to reinforce a futuristic and aspirational impression. The visual layout tends to be neat, minimalist, and focused on the product as the center of attention. The use of modern graphic elements, dramatic lighting, and screen-based visuals and digital interfaces reinforces Acer's positioning as an innovative and future-oriented technology brand.

Content on global accounts also features narratives based on product features and benefits, such as AI performance, visual quality, productivity, and user experience. Messages are conveyed concisely through visual text and captions in English that are informative and persuasive. The style of language used is relatively neutral, professional, and not overly emotional, so that it can reach a global audience without the risk of cross-cultural misunderstandings.

In addition to product content, Acer Global accounts also feature digital lifestyle themes that illustrate the use of Acer devices in various activities, such as work, study, entertainment, and creativity. These lifestyle representations are generally presented generically without reference to specific local cultures, for example, through modern workspace settings, minimalist homes, or global entertainment atmospheres. This approach reinforces the impression that Acer products are relevant to various contexts of modern life around the world.

According to Anandita Puspitasari, Acer's global account is designed to represent the image of an innovative technology brand that is acceptable to audiences across countries and cultures. The choice of English, future technology themes, and culturally neutral visuals is maintained to ensure that the brand message remains inclusive and relevant to global users, both technology professionals and the international gaming community.

Content analysis findings on Acer's global Instagram account also show a high level of consistency in visual identity and brand narrative across all posts. This consistency is not only evident in the uniformity of visual style and message themes but also in the tone of communication that emphasizes technological innovation, productivity, and a global digital lifestyle.

However, even though the brand foundation is mandatory and uniform, local accounts are still given the space to adapt their communication to suit the characteristics of each country's market. This flexibility allows national accounts to adjust the language, message context, and specific visual approaches without losing Acer's core identity as a global brand. Thus, Acer's global account communication strategy serves as the main blueprint that represents the "think globally" aspect, while also serving as a reference for the implementation of "act locally" communication at the country level.

Anandita Puspitasari explained that Acer Global has global brand guidelines that serve as the main reference for all local accounts in various countries. These guidelines cover visual identity settings, such as the use of logos, color systems, visual layouts (grids), and typography; a communication tone that emphasizes innovative, confident, and human-centric characteristics; and key brand messages formulated in the narrative of technology that empowers people. All national accounts are required to comply with this global brand foundation as a basic communication standard. Anandita further emphasized that although local accounts are required to follow this global foundation, they are still given adequate room for adaptation to align their content with the context of each country's market, so that local relevance can be maintained without sacrificing the consistency of global brand identity.

Furthermore, Anandita emphasized that certain elements must be kept consistent globally, both on social media and on Acer's official websites in various countries. These elements include the logo and visual branding system, brand values such as innovation, reliability, and human-oriented technology, as well as Acer's positioning as a global technology brand. Additionally, visual quality and storytelling standards have been established to ensure consistency in brand representation across different market contexts. According to Anandita, the consistency of these elements serves to ensure that global brand recognition remains strong, even as local contexts may differ across countries.

There is no global brand ambassador because, according to Anandita, Acer emphasizes brand-driven value rather than celebrity-driven value, allowing for greater flexibility in adapting to local cultures and maintaining cross-cultural relevance. She added that this approach strategically provides Acer with the flexibility to adapt to the cultural values of various countries without being tied to a single figure who may not be universally relevant. Acer also gives each country and region the freedom to choose local brand ambassadors according to the brand's needs in order to be closer to their respective markets. In certain campaigns, Acer collaborates with regional brand ambassadors (in several countries in the Asia-Pacific region), such as Sarah Geronimo and SB7, given their popularity that transcends national borders.

Based on an analysis of 30 Acer Instagram posts, there was no explicit representation of social campaigns or global corporate campaigns, such as sustainability, education, or digital inclusion issues.

The content was dominated by narratives of product innovation, future technology, and digital lifestyle, which reinforced Acer's positioning as a global technology brand.

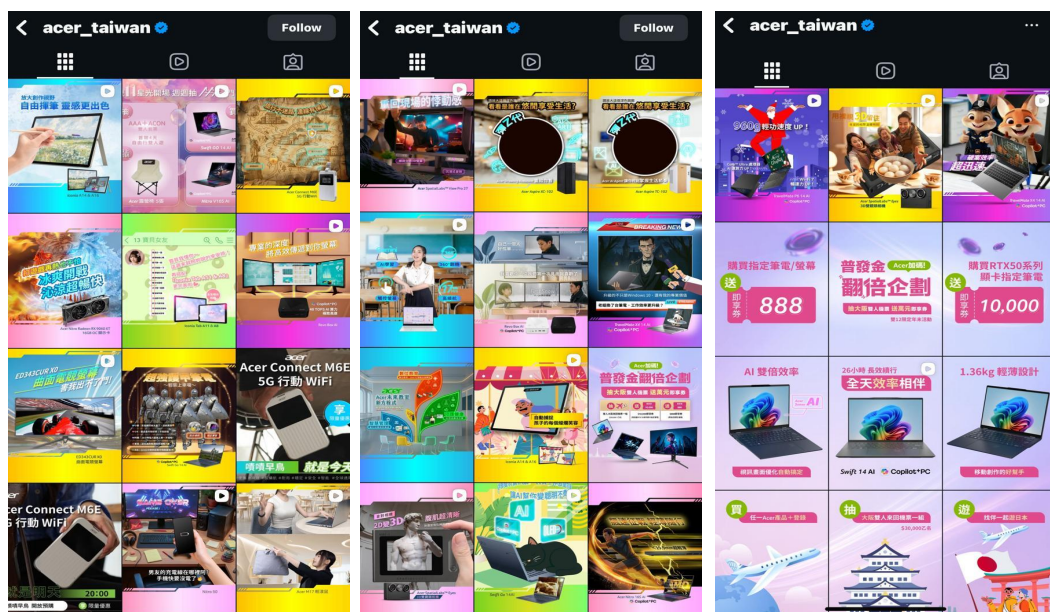
These findings were later clarified by Anandita Puspitasari, who explained that Acer globally has a campaign framework in a number of strategic areas, including sustainability, education, and digital inclusion. One of the sustainability campaign frameworks developed at the global level is "Earthion," while the education campaign initiative is through "Acer for Education." However, the execution of these campaigns is not always displayed uniformly across all channels and countries, but is tailored to the issues, momentum, and local relevance in each market. Anandita emphasized that the global campaign framework is conceptual and centralized in nature, but its implementation at the local level is carried out selectively in accordance with the relevance of issues and momentum present in each country.

The difference between the content analysis findings and the sources' explanations shows that not all global campaign frameworks are always explicitly expressed in Instagram content. This indicates that Instagram is used more as a channel for product promotion and image reinforcement of innovation, while social and sustainability campaign narratives can be placed on other channels or at certain moments. Within the Think Globally, Act Locally framework, this practice reflects the flexibility of global communication, where campaign strategies are conceptually centralized but selectively translated in local implementation.

Overall, Acer Global's Instagram represents a communication strategy that emphasizes consistency in global brand identity, both in terms of visuals, language, and message themes. This account serves as the main benchmark for Acer accounts at the country level, showcasing core brand values such as innovation, technology, and productivity, without much local adaptation. This communication pattern reflects a strong think globally orientation, which then becomes a point of comparison in the analysis of Acer accounts at the country of origin and market country levels.

Acer Taiwan Instagram Content Analysis

The @acer_taiwan Instagram account represents Acer's brand communication strategy at the home country level, which lies between a global orientation and closeness to the domestic market. Unlike the global account, which displays universal communication, the Acer Taiwan account shows a more contextual approach through adjustments to language, visuals, and message themes, without abandoning Acer's global identity as a technology brand.



Source: Instagram @acer_taiwan

Figure 2. Acer Taiwan Instagram Account

In terms of visual identity, Acer Taiwan's account retains the main elements of the Acer brand, particularly the use of green and the visual prominence of products as the center of the message. However, compared to the global account, Acer Taiwan's visual appearance is more diverse and expressive through the use of bright colors such as yellow, purple, pink, and blue. These colors are used alternately according to the theme of the content, such as technological innovation, creativity, digital lifestyle, and product promotion. Nevertheless, Acer's signature green color is retained as a marker of global identity, so that the visual adaptation does not eliminate brand identity consistency. This pattern reflects the flexibility of visual communication as part of a global marketing strategy (Kotler et al., 2022). Based on interviews with Anandita Puspitasari, this more expressive visual approach is related to the character of the Taiwanese domestic market, which is considered to have a creative orientation and openness to visual exploration in marketing communications. Anandita explained that this difference in visual approach is shaped by audience character, market maturity, and local brand personality, which are then translated into an expressive and creative visual approach that aligns with the character of the Taiwanese market.

These findings are in line with recent studies showing that Taiwan's cultural context and creative industry contribute to visual design and marketing practices that tend to be flexible and rich in expression. The study by Wei et al. (2022) confirms that Taiwan's visual culture and local creative elements play an important role in shaping cultural marketing design strategies, including the use of dynamic colors and visual styles to build rapport with audiences. Thus, the visual variations on Acer Taiwan's account can be understood as a form of visual communication adaptation that is in line with the characteristics of the local market, while remaining within the framework of Acer's global brand identity.

In addition to the visual aspect, Acer Taiwan's Instagram content also shows a strong emphasis on local marketing activities, such as sales promotions, discounts, raffles, and prize campaigns associated with specific moments. Product information is presented in more detail, including technical specifications and feature advantages, which indicates that communication is oriented not only towards brand image building, but also towards encouraging purchasing decisions in the domestic market. This is consistent with Anandita's explanation that Taiwan's communication approach tends to be more to-the-point, informative, and product-driven compared to Acer accounts in other countries.

In terms of style, Acer Taiwan's account uses Mandarin as the main language with persuasive and informative messages. Captions and visual texts often contain direct invitations and explanations of promotional mechanisms, reflecting Acer's efforts to tailor its communication style to the needs of a local audience that requires clear information.

Regarding the use of human figures, Acer Taiwan displays local figures and varied visual characters, such as individuals in daily activities and supporting illustrations. These figures are not positioned as official brand ambassadors, but rather as representations of the audience and product usage context. Based on interviews with Anandita, Acer in Taiwan has brand ambassadors, but the collaboration is shorter in nature, namely, during the annual Acer Day campaign period. Anandita added that the decision not to maintain a permanent brand ambassador in Taiwan is influenced by a local marketing strategy that is more oriented toward product-based and moment-specific campaigns, making brand ambassador collaborations more flexible and situational in nature.

In the Think Globally, Act Locally approach, Anandita mentioned that as the country of origin, Acer Taiwan's account has a strategic role in building and strengthening Acer's brand credibility and technological innovation legitimacy. The communication approach on this account is designed to be more technical and informative in order to reinforce Acer's position as a research and innovation-based technology company, while remaining consistent with the brand's visual identity and global narrative. Thus, this approach demonstrates how the role of the country of origin is leveraged to strengthen the global image through relevant local contexts.

Overall, Acer Taiwan's Instagram shows a communication strategy that is in a transitional position between thinking globally and acting locally. Acer's global identity is maintained through visual consistency and a focus on technology products, while adaptation is carried out through local language, thematic color variations, and an emphasis on domestic promotion and context. This pattern

confirms the role of the country of origin account in bridging the global values of the Acer brand with the characteristics and needs of the local Taiwanese market.

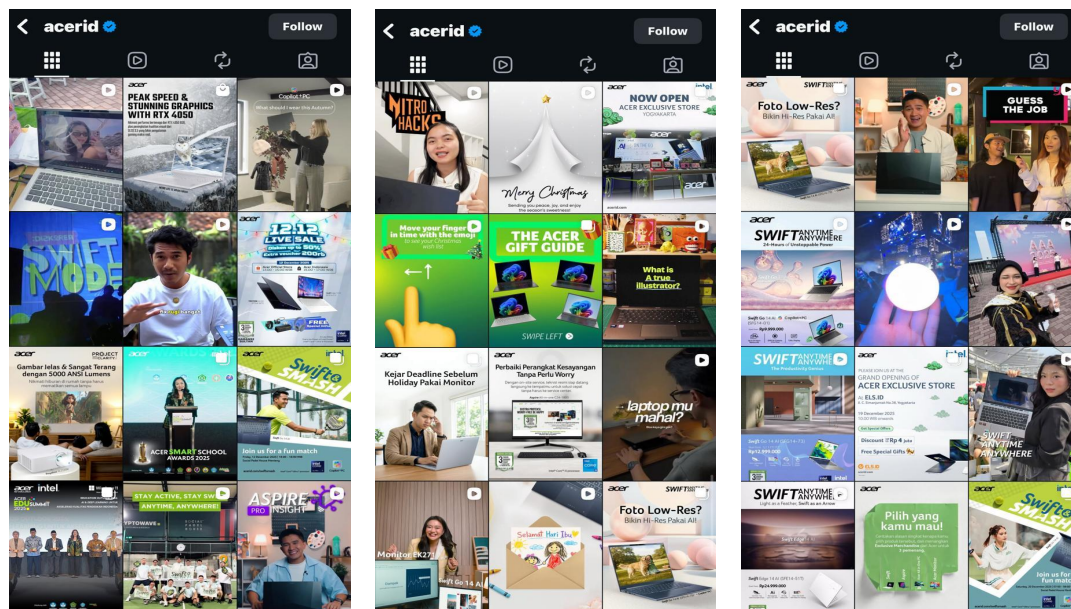
Instagram Content Analysis of Acer Indonesia

The Instagram account @acerid represents Acer's communication strategy at the country market level, with a strong emphasis on a local approach that is relevant to the needs and characteristics of the Indonesian audience. Compared to global and home country accounts, Acer Indonesia's account features communication that is more communicative, persuasive, and contextual to the daily lives of Indonesians. This approach reflects the dominant local orientation in brand communication management.

In terms of visual identity, Acer Indonesia's account maintains green as the main color of Acer's global brand identity, combined with white and a neutral palette. This color combination creates a clean, warm, and accessible visual impression. Unlike the global account, which tends to be futuristic and minimalist, Acer Indonesia's visuals are designed to be more contextual to the daily situations of the audience, such as workspaces, homes, learning activities, and urban lifestyles. This visual approach reinforces the impression of closeness and relevance of the product to the practical needs of Indonesian consumers.

According to Anandita Puspitasari, the choice of green, white, and neutral tones for Acer Indonesia's account is not merely an aesthetic decision, but rather strategically represents the values of trust, sustainability, and accessibility that the brand seeks to communicate to Indonesian consumers. This visual approach also takes into account the Indonesian audience's preference for warmer and more relatable visuals, as well as cultural sensitivity and a more personal communication style.

In terms of content character, the Acer Indonesia account uses Indonesian as its main language, which, in some content, is combined with English terms or phrases. This mixed language usage reflects Acer's efforts to remain modern and global, while still being easily understood by local audiences. The style of language used is solution-oriented and educational, with an emphasis on the benefits of products in supporting productivity, creativity, and daily digital activities. Anandita explained that this language adjustment is a deliberate form of local adaptation, considering Indonesia's vast and heterogeneous demographics, making the use of Bahasa Indonesia a key element in building emotional closeness with a diverse audience.



Source: Instagram @acerid

Figure 3. Acer Indonesia Instagram Account

The themes covered on Acer Indonesia's account are quite diverse, ranging from product promotions, feature and specification information, device usage education, events and product launches, to corporate programs such as sustainability, education, and social programs. This diversity of themes shows that Acer Indonesia's account not only functions as a promotional channel but also as a corporate communication medium that builds a responsible and socially relevant brand image. In the context of Instagram's overall role, Anandita affirmed that Instagram serves as a means of brand engagement, lifestyle storytelling, light technology education, product promotion, customer service information, and ongoing event updates. This function is complementary to the website, which plays a greater role in comprehensive product information, brand credibility, and sales conversion, so that both together form a digital communication ecosystem that balances emotional connection with rational consideration.

Acer Indonesia has a public figure as its brand ambassador, namely Denny Sumargo. Denny Sumargo's presence in Acer Indonesia's Instagram content serves as a representation of a local figure who has a close relationship with the Indonesian audience. Based on the interview results, the selection of Denny Sumargo as a brand ambassador was based on considerations of social proximity and broad public acceptance. Denny Sumargo is seen as a public figure who has cross-segment appeal among consumers, both in terms of age and socioeconomic background. The persona that Denny displays in public is considered authentic and easily accepted by Indonesian audiences, which is in line with Acer's efforts to build emotional closeness with local consumers. Anandita specifically noted that Denny Sumargo possesses an authentic persona that is relatable to consumers from various backgrounds, across generations and economic classes, making him a strategic choice for reaching Indonesia's heterogeneous market.

Furthermore, Anandita explained that Denny Sumargo's background as a former basketball athlete who later developed into a podcaster and content creator also strengthens the image of credibility and resilience that Acer wants to communicate. This career transformation represents the values of growth, consistency, and reliability, which are in line with Acer's brand values as a technology company that supports user productivity and self-development.

In digital communication practices, Denny Sumargo's presence plays a role in humanizing the Acer brand in Indonesia. According to Anandita, Denny Sumargo's personality and creative approach to social media content effectively help bridge the gap between the technology brand and general consumers, and make the brand's messages — whether related to technology products or campaigns — feel more personal and closer to the everyday lives of the audience. Denny's personal style and creative approach in social media content help bridge the gap between technology brands and general consumers, making Acer's product and campaign messages feel more personal and relevant. Within the framework of Think Globally, Act Locally, the use of local public figures as brand ambassadors reflects a communication adaptation strategy that allows Acer's global identity to be translated into a form of communication that is closer to the culture and character of the Indonesian audience.



Source: Instagram @acerid

Figure 4. Brand Ambassador Acer Indonesia

Based on interviews and observation of 30 Instagram posts, the implementation of social campaigns has not been explicitly displayed in the main Acer Indonesia account. However, Anandita explained that Acer globally has a strategic initiative framework in the areas of sustainability and education, which is adapted at the national level to the context and needs of the local market.

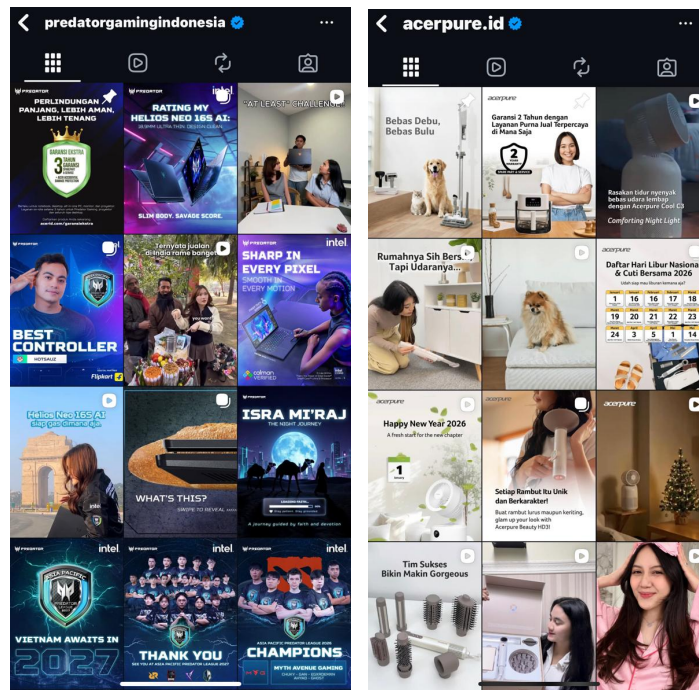
In the context of sustainability, Acer Indonesia adapts global sustainability initiatives through a local campaign titled #SayangBumi. This campaign is a translation of Acer's sustainability values, adapted to environmental issues and public awareness in Indonesia. However, not all campaign activities are realized in the form of regular content on Instagram, but are carried out through programs, collaborations, and other communication channels in accordance with the momentum and relevance of the issue.

Meanwhile, in the field of education, Acer Indonesia is participating in the "Acer for Education" initiative, which is Acer's global program in the education sector that is also being implemented in Indonesia. This program focuses on supporting the education ecosystem through the provision of technological devices, digital solutions, and collaboration with educational institutions. The sustainability of this program shows that some of Acer's global initiatives are long-term and are not always communicated in the format of short-term social media campaigns.

The audience representation in Acer Indonesia's content is dominated by young workers, students, and consumers with practical needs, who require technological devices to support their work, study, and entertainment activities. The visuals and narratives of the content are directed to show how Acer products can be solutions in everyday life, not just as technological products with technical specifications. Anandita added that the visual contexts chosen for Acer Indonesia's content reflect storytelling narratives that are relevant to the everyday lives of Indonesian consumers, such as college activities, mobile working, running a business, and family entertainment — all of which are everyday situations that are easily identifiable by the local audience.

In the Indonesian market, Acer not only operates as a computing technology brand but also develops several sub-brands that have different product focuses and audience segments. One of them is AcerPure, which is positioned as a line of technology-based lifestyle and household products, such as air purifiers, air fryers, and other home living devices. AcerPure presents a brand image that is closer to the realm of health, home comfort, and quality of life, so its communication style tends to be light, functional, and relevant to the needs of urban families. This digital communication strategy is realized through the separation of social media accounts based on sub-brands, namely @acerid, @predatorgamingindonesia, and @acerpure.id. This separation is done to target different consumer segments more specifically, while maintaining the clarity of each brand's positioning within Acer's digital communication ecosystem in Indonesia.

Based on the interview results with Anandita Puspitasari, the strategy of separating Instagram accounts based on sub-brands was implemented as part of a more segmented digital communication management approach. The interviewee explained that the separation between the main Acer Indonesia account (@acerid) and sub-brands such as @predatorgamingindonesia and @acerpure.id was based on significant differences in product categories. Predator Gaming focuses on high-performance gaming devices and ecosystems, while AcerPure is a consumer electronics line that includes personal care products and small home appliances. These differences require a communication approach that cannot be unified under one main account. Anandita further emphasized that differences in target audience and consumer journey across each sub-brand also constitute a primary consideration. Each sub-brand has its own DNA and communication tone that cannot be fully represented by a single overarching brand narrative.



Source: Instagram @predatorgamingindonesia and @acerpure.id

Figure 5. Instagram accounts @predatorgamingindonesia and @acerpure.id

In addition to product category differences, the separation of accounts is also influenced by differences in the target audience and consumer journey of each sub-brand. Anandita emphasized that each sub-brand has a different character, information needs, and consumer interaction patterns, requiring specific communication strategies and content approaches. In other words, each sub-brand has its own DNA and communication tone that cannot be fully represented by a single main brand narrative.

In terms of positioning, the @acerid account is positioned as the representation of the Acer Indonesia brand for a broader market segment, with a focus on education, productivity, and technology solutions positioned in the realm of lifestyle, home, and wellness, targeting general consumers who want to improve their quality of life through the use of technology-based household appliances. The @acerpure.id account also features key opinion leaders (KOLs) in some of its content to expand its audience reach and tailor its message to specific segments. The use of public figures and KOLs strengthens the persuasive and social relationship-based communication style that characterizes brand communication in the Indonesian market. Meanwhile, @predatorgamingindonesia is specifically positioned for the hardcore gaming and esports segment, with a target audience that includes enthusiast gamers, professional gamers, content creators, as well as students in STEM and the digital creative industry.

Anandita also explained that this account separation strategy based on sub-brands is not applied in all countries. Acer Global does maintain a separate channel for the Predator Gaming sub-brand through the @predatorgaming account. However, at the country level — such as in Taiwan and India — the decision not to separate accounts is influenced by market scale considerations, where Taiwan's market is considered relatively smaller, as well as differing market penetration and marketing strategies across countries.

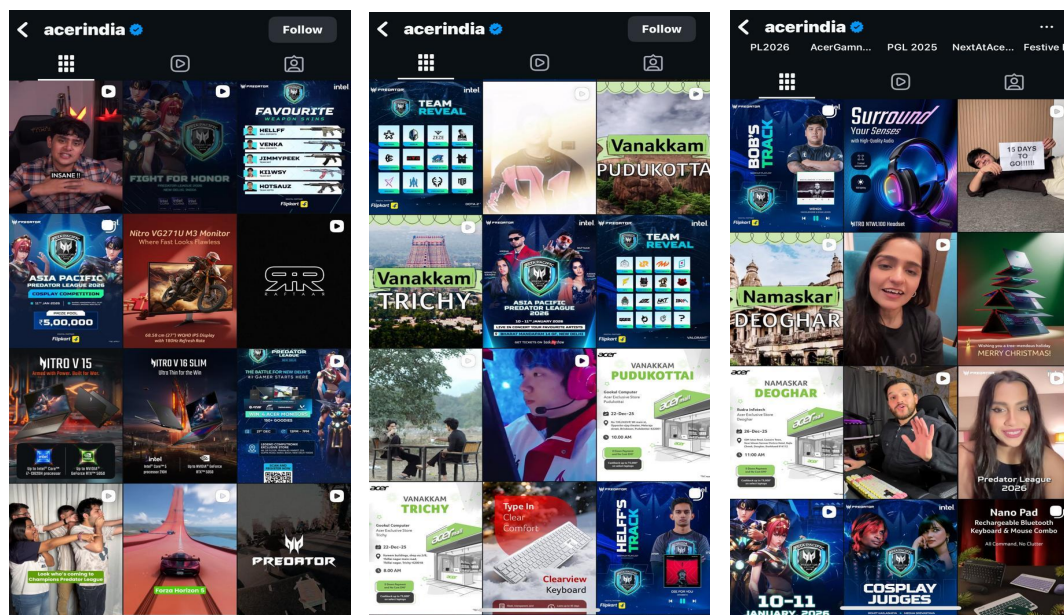
This strategy of separating Instagram accounts based on sub-brands reflects Acer Indonesia's efforts to manage digital communication in a more focused and relevant manner for each market segment. Within the framework of Think Globally, Act Locally, this practice demonstrates how Acer's global identity is maintained through consistent brand values and quality, while also being translated

into communication strategies tailored to the characteristics of local products and audiences in Indonesia.

Overall, Acer Indonesia's Instagram account demonstrates a strong implementation of the Think Globally, Act Locally strategy. Acer's global identity is maintained through consistency in color, logo, and focus on technology products, while local adaptation is achieved through the use of the Indonesian language, visual contexts that are close to everyday life, and the utilization of local brand ambassadors and KOLs. This strategy demonstrates how global brand communication is effectively translated to be relevant to the needs and culture of the Indonesian audience. Anandita Puspitasari affirmed that Acer Indonesia stands as a concrete example of how the Think Globally, Act Locally principle is implemented in a balanced manner, where brand and technology standards are upheld globally, while language, visuals, storytelling, and campaigns are adapted locally to ensure relevance and closeness to Indonesian consumers.

Instagram Content Analysis of Acer India

Acer India's Instagram account features a communication style that lies between a global and local approach. English is the primary language used in all content, serving as a national–global bridge language in India. According to Anandita Puspitasari, English is relevant to the Indian context as a country with a high diversity of local languages and the dominance of English in higher education, technology, and professional sectors. With this strategy, Acer India is able to reach a wide national audience without being tied to a specific ethnic identity or local language.



Source: Instagram @acerindia

Figure 6. Acer India Instagram account

In terms of messaging themes, Acer India's content heavily emphasizes technological innovation and product performance, with a strong focus on AI, productivity, and the future of computing. Unlike the global account, which tends to present abstract futuristic narratives, the Indian account grounds these technological issues in real-world contexts, such as the needs of students, professionals, and digital skills development. This approach is also evident in educational content targeting students and young professionals, ensuring that the technological message is not only aspirational but also functional and applicable to the daily lives of the Indian audience. Anandita described Acer India's communication approach as informative, warm, and creative, distinguishing it from Taiwan's more to-the-point approach and Indonesia's emphasis on everyday relevance and human-centricity.

Gaming and e-sports are very dominant elements in Acer India's visual communication, reflected in the intensity of the Predator Series' appearance in Instagram content. The visuals used tend to be modern and futuristic, with a predominance of dark colors, high contrast, and a red-black-neon palette that is synonymous with the gaming world. This visual approach reinforces Acer India's positioning as a technology brand that is relevant to the competitive culture, high performance, and rapidly growing esports community in India. According to Anandita, the dominance of dark and bold colors in Acer India's content reflects a local brand personality that is performance-driven, which is consistent with the character of the gaming and esports audience that is rapidly growing in India.

Visually, Acer India's content appears clean, informative, and product-oriented, with an emphasis on the interaction between devices and users. Interestingly, traditional Indian cultural symbols are relatively minimal. According to Anandita, this can be understood as an inclusive communication strategy, given India's cultural heterogeneity, which encompasses hundreds of ethnicities and languages. By avoiding certain cultural symbols, Acer India builds a more universal and aspirational brand image, especially for urban audiences.

The audience represented in Acer India's content includes students (particularly in engineering, IT, and design), young workers in the technology sector, the gaming and e-sports communities, and the urban middle class. This group reflects the character of emerging-market tech users, namely audiences who are not entirely global but have strong aspirations for technology, social mobility, and productivity. This is also reinforced through large-scale local campaign content, such as tournaments, e-sports leagues, and national giveaways, which confirm Acer India's involvement in the local technology ecosystem and community.

In line with Acer globally, Acer gives each country and region the freedom to choose local brand ambassadors according to brand needs in order to be closer to their respective markets. Acer India is collaborating with Jahnvi Kapoor for the 2024 period as its brand ambassador. Anandita explained that the decision regarding brand ambassador selection at the country level is entirely tailored to the brand's needs in each local market, as part of the flexibility granted by Acer Global to teams in each country.

Under the framework of Think Globally, Act Locally, Acer India's account demonstrates efforts to maintain Acer's global identity through language, innovation themes, and visual consistency in technology, while also adapting locally through messaging tailored to the educational, work, and digital entertainment needs of the Indian audience. This approach positions Acer India as a representation of a global communication strategy adapted to the dynamics of emerging markets.

Acer Brand Communication Strategy through the Website

In addition to Instagram, Acer utilizes its official website as a digital communication channel that serves as a center for information, brand narratives, and product references. Unlike social media, which emphasizes interaction and brief visuals, websites provide a more structured and in-depth communication space, thus playing an important role in building credibility and brand identity consistency. In the context of global brand communication, websites are a strategic medium for maintaining message coherence while conveying the company's core values more comprehensively.

In practice, Acer does not manage a single global website that is completely separate from the context of specific countries. Although it uses the main domain acer.com as the company's global identity, the user experience on the Acer website tends to be directed to regional pages according to the geographical location of visitors. This indicates that Acer's website strategy is designed as an integrated global-local communication ecosystem, where the global brand identity is maintained consistently, while the content structure, language, and message focus are tailored to the characteristics of each market.

Therefore, the website analysis in this study focuses on Acer's websites at the country level, namely Taiwan as the brand's country of origin, as well as Indonesia and India as market countries. This approach allows for a more contextual observation of how Acer's global identity is translated into visual structures, brand narratives, and locally relevant product and program emphases. The analysis was conducted by comparing visual elements, language, content focus, and the role of the website in supporting Acer's overall digital communication strategy. Anandita Puspitasari emphasized that the website functions not merely as a sales channel, but as a decision enabler that facilitates consumers in

continuing their purchase journey through e-commerce or the retail sales network in each country. Acer's websites across countries are also connected to the checkout feature on the Acer eStore at the backend, making their function more comprehensive than simply serving as a product showcase.

Acer Taiwan Website Analysis

The Acer Taiwan website displays a unique digital communication strategy compared to other countries, marked by the existence of two official website platforms, namely [acer.com/tw-zh](https://www.acer.com/tw-zh) and acerland.acer.com.tw. The existence of these two websites reflects Acer's efforts to differentiate between corporate communication functions and communication functions that are more oriented towards consumer experience.



Source: Acer Taiwan official website. <https://www.acer.com/tw-zh/>

Figure 7. Interface Display Acer Taiwan Website

The [acer.com/tw-zh](https://www.acer.com/tw-zh) website serves as the main website that formally and structurally represents Acer's brand identity. This website displays product information, device categories, technical specifications, and technological innovation narratives with a visual appearance that is relatively consistent with Acer's global identity. The use of Mandarin and a neat navigation structure indicates that this website is intended as an official source of information for Taiwanese consumers, while maintaining the coherence of the Acer brand as a global technology company.

On this website, LINE is also used as a channel of communication with customers. Acer Taiwan's use of LINE as a chat service channel reflects a form of digital communication adaptation that is in line with the media habits of the local community. In Taiwan, LINE is the most widely used instant messaging app and has become part of daily communication routines, whether in personal, business, or public service contexts. Various reports show that the majority of Taiwanese people actively use LINE as their primary means of communication, making this platform more effective than other media such as email or conventional web forms (National Communications Commission, 2025). The high frequency and duration of LINE usage in users' daily lives also reinforce its role as a responsive and easily accessible communication channel in the context of customer service (Digital Marketing for Asia, 2025). Within the framework of Think Globally, Act Locally, Acer Taiwan's use of LINE shows that even though brand identity and communication systems are managed globally, the choice of interaction channels with consumers is tailored to local media preferences so that communication can be more relevant and effective.

Meanwhile, acerland.acer.com.tw takes a more experiential and engagement-oriented approach to communication. The website features lighter content, more expressive visuals, and diverse themes, such as digital lifestyle, creative campaigns, and experiences of using Acer products in everyday life. This approach positions Acer Land as a brand narrative space that resonates more closely with the local audience, particularly younger generations and consumers seeking brand experiences rather than just technical information.

Based on the results of the interview with Anandita Puspitasari, the existence of more than one official Acer website in Taiwan—namely acer.com/tw-zh and acerland.acer.com.tw—is part of the marketing strategy and management of digital communication that is tailored to the needs of the domestic market. This website separation is based on considerations of ease of management and flexibility of content updates, especially since website platforms built and managed by local teams are considered more adaptive for dynamic marketing and communication needs. Anandita added that platforms built by local teams are considered more adaptive and flexible in responding to the need for dynamic content updates, so that this website separation provides operational advantages while also enabling faster and more contextually relevant content adaptation to meet the needs of the Taiwanese domestic market.

In practice, the main website serves as a representation of the global brand identity and the information center for Acer's products and technologies, while the supporting website is managed as a more flexible platform to support local marketing activities, thematic campaigns, and engagement with domestic audiences. This strategy allows Acer Taiwan to maintain the consistency of its global identity while providing space for more contextual communication adaptation in accordance with the character of the Taiwanese market.

The difference in the functions of the two websites shows the separation of the role of digital communication in the Acer Taiwan ecosystem. The main website (acer.com/tw-zh) maintains the consistency of global identity and brand credibility, while Acer Land reinforces emotional closeness and local relevance through a more flexible visual and storytelling approach. This strategy is in line with the principle Think Globally, Act Locally, where Acer's global identity is maintained but expressed through communication formats and styles tailored to the characteristics of the domestic Taiwanese audience.

Thus, the existence of two official websites in Taiwan shows that Acer not only adapts language and content but also adapts the structure of its communication ecosystem to reach audiences more effectively. This practice strengthens Taiwan's position as the brand's country of origin, as well as Acer's more experimental digital communication adaptation laboratory compared to other market countries.

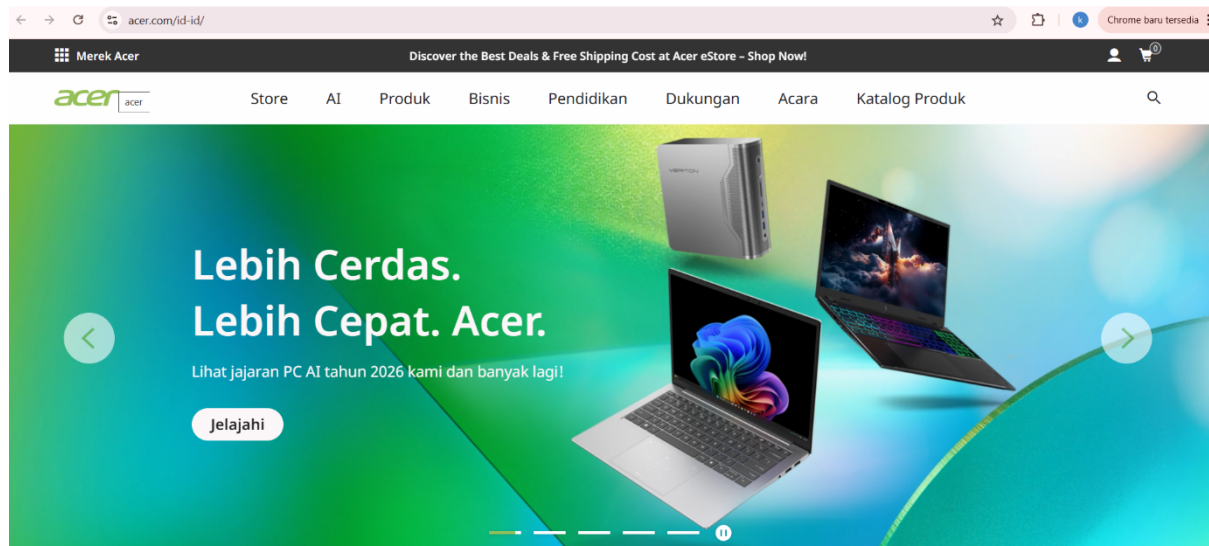
Analysis of the Acer Indonesia Website

The Acer Indonesia website is used as one of the main digital communication channels to strengthen Acer's brand presence in the domestic market. In the context of brand communication, Acer Indonesia presents two official website platforms, each with different focuses and functions, namely <https://www.acer.com/id-id/> and <https://www.acerid.com/>. The existence of these two sites reflects a segmented and targeted digital communication strategy in line with the needs of the local audience, while maintaining the consistency of Acer's global identity.

The website <https://www.acer.com/id-id/> is the official page adapted from the global domain acer.com, but tailored to the Indonesian context through language adjustments, regional navigation, and content relevant to the Indonesian market. This site displays product information, device categories, after-sales services, and comprehensive technical resources. The content structure is designed so that consumers can search for product information in an informative and comprehensive manner, while understanding the offers available in Indonesia. The tone of the language used is Indonesian with a mixture of English technical terms, reflecting the balance between Acer's local character and global orientation.

Meanwhile, <https://www.acerid.com/> serves as a web line that focuses more on marketing interactions and customer loyalty, including promotions, events, educational programs, and local community campaigns. This site highlights a more communicative brand narrative, with a visual

approach and message context tailored to the character of Indonesian consumers. Its main focus includes promotional information, community activities, and content that strengthens digital communication between the brand and users in their daily lives. The dominant use of Indonesian on this site aims to strengthen emotional connections with local audiences and make the user experience more intuitive and relevant.



Source: Acer Indonesia official website. <https://www.acer.com/id-id/>



Source: Acer Indonesia official website. <https://www.acerid.com>

Figure 9. Interface Display Acer Global website (Indonesia version: [acer.com/id-id](https://www.acer.com/id-id/)) and Acer Indonesia local marketing website ([acerid.com](https://www.acerid.com)).

Based on interviews with Anandita Puspitasari, the management of two official websites, [acer.com/id-id](https://www.acer.com/id-id/) and [acerid.com](https://www.acerid.com), is part of a digital communication strategy that distinguishes between brand representation and consumer engagement functions. She explained that [acer.com/id-id](https://www.acer.com/id-id/) functions as a global brand hub that consistently displays Acer's identity in line with global standards. This website focuses on presenting information about Acer's products, technology, and innovations as a

global technology company, thus serving as a product and technology showcase for various audience segments.

Meanwhile, acerid.com is managed as a local conversion hub that is oriented towards the needs of the Indonesian market. This website not only displays product information, but also functions as a promotional channel, customer service, and a communication center that is closer to consumers. Through acerid.com, Acer Indonesia presents more contextual content, such as local promotions, official blogs, and information relevant to domestic consumer needs, positioning this website as more consumer-facing than the main website. Anandita emphasized that the division of functions between the two websites is not merely a duplication of platforms, but rather a deliberate digital communication strategy designed to simultaneously fulfill two distinct needs: maintaining the consistency of global brand identity through acer.com/id-id, while building closeness and relevance with local consumers through acerid.com.

On <https://www.acerid.com/>, there is a communication channel with customers using WhatsApp. The use of WhatsApp Business as a communication channel on the acerid.com website indicates that Acer Indonesia has chosen a medium that is widely used by the Indonesian public as a means of interaction between the brand and consumers. Studies show that WhatsApp Business is widely used by entrepreneurs to communicate with customers, due to its features that support more personal, efficient, and relevant interactions with consumers in the context of digital marketing (Alindri et al., 2024). This platform allows businesses to manage messages, display product catalogs, and build closer relationships with customers, so that interactions are not only functional but also capable of increasing customer loyalty and satisfaction (Alindri et al., 2024). Within the framework of Think Globally, Act Locally, the selection of WhatsApp as a communication channel at Acer Indonesia illustrates the adaptation of digital communication media in line with the characteristics of the local market, where Indonesians tend to be more responsive and familiar with instant messaging applications for interacting with brands.

Anandita Puspitasari explained that direct communication channels with consumers, such as WhatsApp, are specifically implemented on acerid.com. This is based on the function of acerid.com as a more agile and responsive platform to support customer engagement and after-sales communication needs. Anandita emphasized that the decision to place direct communication features such as WhatsApp exclusively on acerid.com — rather than on acer.com/id-id — is a strategic decision to ensure that each platform maintains its designated role: acer.com/id-id is preserved as a formal and informative representation of the global brand, while acerid.com is positioned as a more agile and responsive platform in supporting customer engagement and after-sales communication needs. By placing direct communication features on the local website, Acer Indonesia can respond to consumer needs more quickly and contextually, without interfering with the role of acer.com/id-id as a more formal and informative representation of the global brand.

From a Think Globally, Act Locally perspective, the separation of the two websites' functions reflects a digital communication strategy that maintains Acer's global identity consistency through acer.com, while allowing for more flexible local adaptation through acerid.com. This practice demonstrates how Acer manages a cross-channel digital communication ecosystem to meet the needs of global brand positioning and local consumer interaction in a balanced manner.

The existence of these two official website platforms shows that Acer Indonesia's digital communication strategy does not simply follow a one-size-fits-all pattern from the global level, but also implements structural adaptations specific to the needs of the domestic market. The acer.com/id-id website serves as the gateway to official product and service information, while acerid.com functions more as a medium for local engagement and marketing. This division of roles is consistent with the Think Globally, Act Locally approach, where Acer's global identity is maintained, but the presentation of content is adapted to remain culturally relevant and communicative in the Indonesian market.

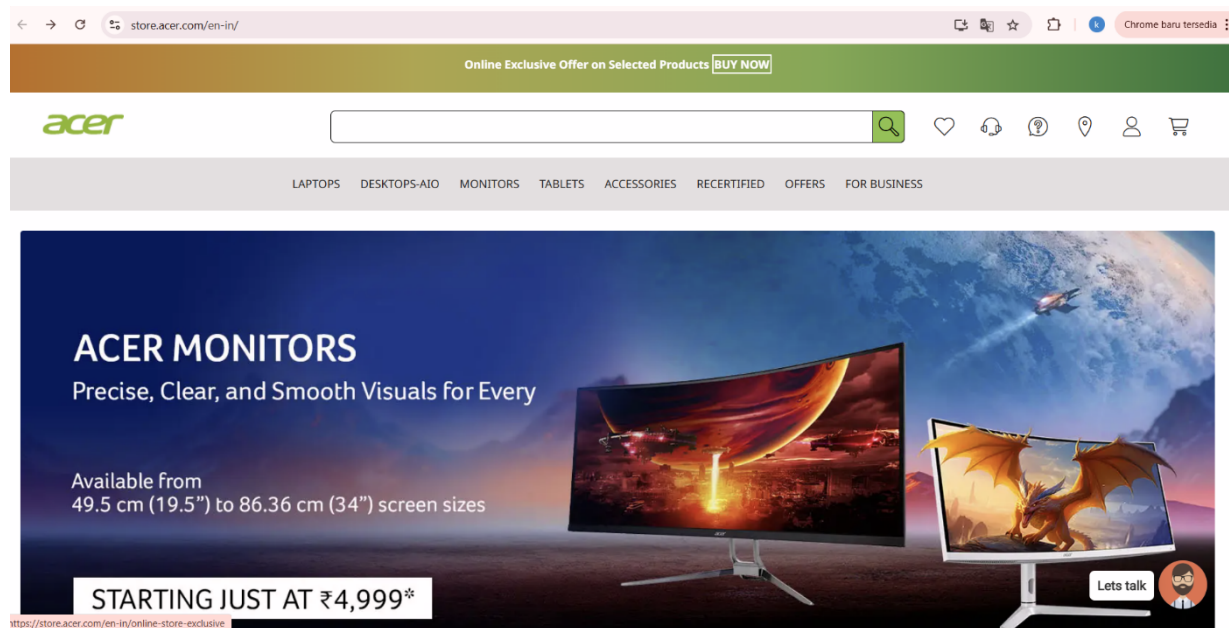
Analysis of Acer India's Website

The website <https://www.acer.com/in-en/> is a regional adaptation of the global domain acer.com, designed to serve the Indian market. Visually and structurally, this website shows a very high level of consistency with Acer websites in other countries. The page layout, design style, navigation structure,

and product visual placement follow a uniform global template, reinforcing Acer's identity as a global technology brand.

The main difference between the Acer India website and those in other countries lies in the use of language and the adaptation of content, rather than visual aspects. English is used as the primary language because it serves as the national lingua franca in India, particularly in the contexts of education, technology, and professional life. This choice allows the Acer India website to reach a linguistically diverse audience without having to adopt a specific regional language.

In terms of content, the Acer India website displays product information, after-sales services, and offers tailored to the local Indian market. Although it does not explicitly display Indian cultural symbols or visuals, adjustments are still made through the focus of the message, such as an emphasis on performance, productivity, and gaming lines that are relevant to the needs of users in the Indian market. Thus, the local adaptation on Acer India's website is functional and informational, not visual.



Source: Acer India official website. <https://www.acerid.com>

Figure 10. Interface Display Acer India Website

Unlike Taiwan and Indonesia, Acer India manages one main website, [acer.com/in-en](https://www.acerid.com), as its national digital communication hub. According to the source, this approach was chosen to facilitate information centralization and maintain content management efficiency. Anandita explained that India's decision to maintain only one main website is based on the consideration of ease of information centralization, given the large scale of India's heterogeneous market where clarity of information structure and consistency of messaging are the top priorities. Unlike Taiwan and Indonesia, which chose to separate website platforms based on differing communication functions, India opted for a more centralized approach to ensure that all national audience segments can be served through a single, integrated communication hub.

With one main website, Acer India can convey product information, technology, and brand positioning in an integrated manner to a broad and heterogeneous national audience. This website's centralization strategy is considered appropriate for the large and diverse Indian market, where clarity of information structure and consistency of messaging are top priorities. The main website serves as the meeting point for all brand communications, without the separation of channels based on additional websites, as is done in Taiwan or Indonesia.

These findings show that Acer's website serves as a highly standardized global communication medium. Within the framework of Think Globally, Act Locally, Acer India's website represents the

think globally aspect through consistent design and visual identity, while the act locally aspect is realized through language, content, and information tailored to the Indian market context.

Conclusion

This study shows that the *Think Globally, Act Locally* principle is consistently applied in Acer's digital communication strategy through the management of Instagram and websites at various account levels, namely global, country of origin, and market country. Acer's global brand identity is represented through the consistency of its core values, its positioning as an innovative technology brand, and uniform visual and narrative quality standards. This consistency is the main foundation that ensures Acer's brand recognition and credibility remain strong across countries.

At the global account level, Acer reflects the aspect of *thinking globally* through the use of culturally neutral visuals, English as the global *lingua franca*, and an emphasis on universal technological innovation. The study concludes that the "local" adaptation in each research object manifests through distinct socio-cultural characteristics and strategic priorities:

1. Taiwan (Country of Origin): The local adaptation is rooted in a "Culture of Technical Heritage and Innovation." The communication emphasizes Acer's legitimacy as a home-grown pioneer, blending high-tech pride with sophisticated visual aesthetics that reflect the innovative spirit of the Taiwanese creative industry.
2. Indonesia: The adaptation is driven by a "High-Context and Relational Culture." This is manifested through a conversational "bestie-vibes" tone, the selection of culturally relevant brand ambassadors to build emotional proximity, and the use of interactive content that aligns with the communal and social-centric nature of the Indonesian audience.
3. India: The cultural adaptation reflects a "Diverse Urban-Aspirational Culture." The strategy navigates India's vast diversity by using English as a professional bridge while employing bold, high-contrast visual styles (darker tones) that appeal to the prestige-seeking and performance-oriented mindset of the young professional and gaming communities in urban centers.

In addition to social media, analysis of Acer's website shows that cross-border digital communication is managed through channel function differentiation. The main website in each country serves as a center for brand representation and a "source of truth" for technical information, while supporting websites—such as those in Taiwan—function as more adaptive platforms for local marketing needs.

The in-depth interview with the Corporate Marketing Manager of PT Acer Indonesia reinforces these findings, confirming that the cultural adaptations observed are intentional strategic choices. The interview reveals that while the "Global Brand Guidelines" provide the structural backbone (Standardization), local offices are granted the flexibility to adjust their "Local Expression" to ensure the brand remains accessible and relatable to the unique psychological and social fabric of each market. Thus, this study confirms that the application of *Think Globally, Act Locally* in technology brand digital communication is dynamic, selective, and contextual, successfully balancing international authority with local relevance.

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