



Analysis of Integrated Marketing Communication Strategies in Building Brand Awareness (Case Study of SAMASE Brand in Bengkalis)

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ABSTRACT

Integrated marketing strategy allows brands to consistently transmit their brand message and image through various channels, which helps build strong brand awareness among consumers. This research aims to analyze Integrated Marketing Communication strategies that can be used to build brand awareness of SAMASE brand products, especially among the people of Bengkalis. The research method in this study is descriptive qualitative. Data collection was done through observation, interviews, and documentation. Data analysis techniques uses data collection, data reduction, and conclusion drawing. The research results found that Ila Jannah Moslem Store uses various IMC elements. Specifically, Advertising is done through social media channels. Sales promotions are carried out by providing discounts, while Personal Selling is through providing direct sales services. Word of Mouth is facilitated by consumers spreading positive messages about SAMASE products. Through these four IMC elements, Ila Jannah Moslem Store succeeded in building brand awareness and achieving a Top of Mind level. The conclusion of this research for Ila Jannah Moslem Store is to focus more on increasing promotions and increasing product excellence. In addition, it is also necessary to maximize the use of social media and e-commerce platforms to reach a wider target market and build strong relationships with consumer.

Keywords: Integrated Marketing Communication (IMC), Brand Awareness, SAMASE brand.

1. Introduction

The fashion industry stands as a dynamic realm, continually shaped by globalization and technological advancements, which catalyze the evolution of diverse fashion trends and consumer preferences. Within this ever-evolving landscape, the phenomenon of Muslim fashion has garnered considerable attention, particularly in regions with substantial Muslim populations like Indonesia. Amidst this backdrop, the role of Integrated Marketing Communication (IMC) strategies in shaping brand awareness and consumer engagement emerges as a critical focal point for fashion brands aiming to navigate the competitive market terrain. In Indonesia, the fashion consultancy Indonesia Trend Forecasting (ITF) has played a pivotal role in unveiling anticipated fashion trends, offering insights into the ever-changing fashion landscape. From oversized apparel to folk-themed coats, the trends forecasted by ITF underscore the eclectic nature of fashion evolution in the region. Moreover, the emergence of Muslim fashion trends within this broader context reflects the dynamic interplay between cultural influences and global fashion dynamics, presenting both challenges and opportunities for brands operating in this space.

Within this context, entrepreneurs like Mr. Ade Hendra, the owner of Ila Jannah Moslem Store in Bengkalis, Indonesia, have seized opportunities to introduce and promote brands like SAMASE to the local market. Through Integrated Marketing Communication (IMC) initiatives, including product launches, Ramadan and Eid al-Fitr promotions, and leveraging social media platforms like Facebook and Instagram, Mr. Hendra has successfully raised awareness and generated interest in SAMASE products among Bengkalis residents. Such endeavors underscore the pivotal role of effective marketing strategies in driving brand recognition and market penetration in the competitive landscape of the fashion industry.

Previous research has provided valuable insights into the implementation of Integrated Marketing Communication (IMC) strategies within the fashion industry. Studies by Lisa et al. (2023) and Cut et al. (2022) underscore the importance of optimizing communication dimensions such as influencer marketing and sales promotion to bolster brand awareness, as evidenced in the cases of ERIGO and Distro Madman Wear Sumedang, respectively. Additionally, research by Arauna et al. (2022) and Estik et al. (2022) high-

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lights successful applications of IMC strategies in building brand awareness, albeit with varying degrees of effectiveness in utilizing interactive marketing channels and SWOT analysis for planning communication activities. These studies collectively emphasize the significance of IMC in shaping brand perception and consumer engagement within the fashion industry, laying the groundwork for the present investigation into the IMC strategies of SAMASE in Bengkalis, Indonesia, and their impact on brand awareness. However, there are significant differences between previous research and the research to be conducted. This research will focus on the influence of integrated marketing communication elements on brand awareness of the SAMASE brand in Bengkalis City as the main focus of research.

Based on the above background, it is evident that Integrated Marketing Communication (IMC) plays a pivotal role in effectively communicating products to the market and building brand awareness. This article aims to identify the implementation of Integrated Marketing Communication (IMC) elements carried out by Ila Jannah Moslem Store in strengthening brand awareness of SAMASE products in the Bengkalis community. This research also aims to evaluate the level of brand awareness among the Bengkalis community through the implementation of IMC carried out by Ila Jannah Moslem Store for the SAMASE brand. By analyzing the IMC efforts carried out by SAMASE and their impact on brand awareness and consumer engagement, this research provides useful input for the owners and employees of Ila Jannah Moslem Store and other related parties in carrying out IMC implementation to strengthen brand awareness of SAMASE Brand products in the Bengkalis community.

2. Research Methods

The location of this research was Ila Jannah Moslem Store, Jl. Kelapapati Tengah, Bengkalis, Riau, Indonesia. The data sources used are primary and secondary data. Data collection techniques were carried out using interviews, observation, and documentation. The research population is the owner, consumers, and all Bengkalis people who are interested in SAMASE products. This research uses a purposive sampling design with sample characteristics, namely the owner and 10 random informants from the Bengkalis area, with an age range between 17 and 60 years, Muslim, and male. Data analysis techniques use data reduction, data display, and conclusion drawing. This type of research is descriptive qualitative.

3. Result and Discussion

SAMASE is a local brand hailing from Bandung that has garnered a significant reputation not only in various Indonesian cities but also in Bengkalis. The brand places a strong emphasis on product quality, utilizing imported materials to craft exceptionally high-quality and comfortable clothing items. Despite its relatively recent entry into the fashion scene, SAMASE has achieved remarkable success and garnered appreciation for its products. Furthermore, the brand has 35 experienced a surge in demand from international markets, including Malaysia, Singapore, Brunei, and the Middle East (SAMASE.co.id).

In Bengkalis, there is a fashion store that sells SAMASE brand clothes located on Kelapapati Tengah Street, Kelapapati Village, Bengkalis District, Riau Province. The name of the fashion store is Ila Jannah Moslem Store, and it has been open since 2019. Ila Jannah Moslem Store is open every day from 9 a.m. until 9 p.m. This fashion store sells a variety of Muslim clothing for men, from children to adults. The products sold include ghamis, koku, hoodies, vests, kurta, jubba, shirts, kemko, sirwal, prayer mats, sarongs, and caps.

3.1 Integrated Marketing Communication Strategy on SAMASE Brand in Bengkalis

Marketing is a very important tool in a company, marketing can support growth for any company. Marketing itself is the whole of business activities needed to plan determine prices, promote, and distribute satisfactory goods and services to buyers. An Integrated Marketing Communication (IMC) strategy serves as a vital tool for brands to consistently convey their brand message and image across diverse channels, fostering a heightened level of brand awareness among consumers. In essence, an effective IMC strategy becomes instrumental in elevating brand awareness, making the brand more visible and resonant in the minds of the target audience. According to Nickles in Cut et al. (2022) the Integrated Marketing Communication consists of seven elements, namely advertising, personal selling, word of mouth, sales promotion, publicity, direct marketing, and public relations. However, in this case Mr. Ade Hendra as owner of Ila Jannah Muslim Store uses four marketing strategies which consist of:

a. Advertising

Advertising is a crucial form of communication for companies to promote their products, encompassing goods and services alike. Ila Jannah Moslem Store, however, exclusively utilizes social media platforms such as Instagram, WhatsApp, and Facebook, under the usernames @samasebengkalis and Ade Hendra, respectively, lacking presence in traditional advertising channels like radio or posters. Morrisson (2015) highlights advertising's multifaceted goals, including providing product information, enhancing brand recognition, influencing purchasing decisions, and shaping consumer perceptions. Yet, shortcomings in Ila Jannah's advertising approach are evident, particularly in the lack of comprehensive information in posts, such as pricing and product details. To address these deficiencies, it's imperative to refine advertising strategies by incorporating complete product information, adopting a memorable tagline like 'It's Different,' and leveraging interactive features on platforms like Instagram to enhance consumer engagement. By enriching

content and enhancing engagement, Ila Jannah Moslem Store can optimize its advertising effectiveness and better cater to consumer needs.

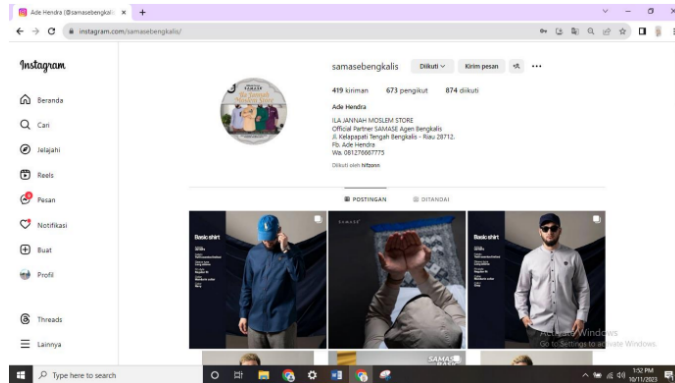


Figure 1. Instagram homepage Ila Jannah Moslem Store
Source: Data Documentation 2023

b. Sales Promotion

Ila Jannah Moslem Store implements a variety of sales promotion strategies, including discounts, vouchers, and giveaway events, with the goal of not only increasing sales but also strengthening customer loyalty and brand awareness. These promotions are carried out online through social media, leveraging status updates and private messages to achieve optimal results in a short time frame. Special offers on specific days, such as birthdays and Islamic holidays, are utilized to foster customer loyalty and prompt immediate action in purchasing. Additionally, the store offers gifts and bonuses for purchases, ranging from prayer beads to travel mats, aiming to enhance the shopping experience and build stronger bonds with customers. As Sumawidjaya & Garini (2016) suggest, such strategic practices focus on attracting potential customers and retaining existing ones through effective communication and incentives, ultimately leading to increased sales and brand awareness.

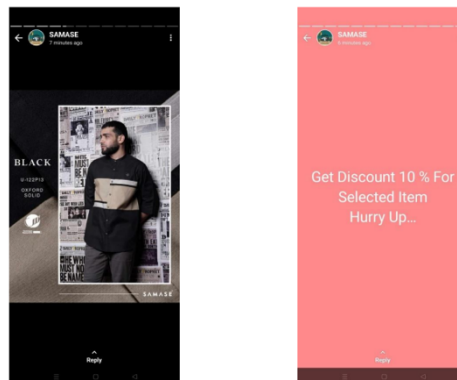


Figure 2. Promotion of SAMASE products on WhatsApp of the Owner of Ila Jannah Moslem Store
Source: Data Documentation 2023

c. Personal Selling

Personal selling at Ila Jannah Moslem Store involves direct meetings between sellers and potential buyers in a physical store, fostering intense interaction about their products and providing retail selling services (Saladin, 2007). Through two-way communication, sellers build close relationships with buyers, moving beyond mere transactions to potentially forming friendships (Priansa, 2017). Interactive communication helps understand customer needs deeply, leading to satisfaction and positive ratings (Kurriwati, 2017). Maintaining customer satisfaction post-purchase stimulates larger purchases and builds brand awareness, trust, and a positive image (Kotler & Armstrong, 2016; Wahid & Puspita, 2017). This personalized approach cultivates strong customer relationships, boosts brand awareness, and attracts potential buyers to try SAMASE products, enriching the shopping experience.



Figure 3. Ila Jannah Moslem Store at Kelapapati Tengah Street, Bengkalis
Source: Data Documentation 2023

d. Word of Mouth

The growth of Ila Jannah Moslem Store is fueled by customer-driven information dissemination, with satisfied customers expressing their contentment both in-person and on social media. Word-of-mouth marketing for SAMASE products involves various methods, including personal recommendations, social media sharing, and positive reviews. This organic exposure and strong recommendations create brand awareness and trust among potential customers, leading to increased sales and customer loyalty. As Hasan (2010) suggests, word of mouth is invaluable in building brand awareness, with positive experiences shared by reliable sources amplifying the desirability of the SAMASE brand.

3.2 Integrated Brand Awareness on SAMASE Brand in Bengkalis

Brand awareness is the level of awareness or recognition of a brand among the target audience, especially in certain locations such as Bengkalis. According to Durianto (2004: 4) in Cut et al. (2022) there are four levels in the Brand Awareness pyramid from the lowest level to the highest level, namely Unware of Brand, Brand Recognition, Brand Recall, and Top of Mind. In the context of the SAMASE brand in Bengkalis, brand awareness refers to the extent to which people in Bengkalis, especially those who are the target market of Ila Jannah Moslem Store, know and recognize the SAMASE brand.

Based on informants conducted with 10 informants who are Bengkalis people, to find out the extent to which the surrounding community remembers and knows the SAMASE brand. Informants were divided into three different age categories, namely 17-25 years, 26-40 years, and more than 40 years. Based on their age, informants in the 17-25 years old category totaled 2 people (20%), informants in the 26-40 years old category totaled 3 people (30%), while informants in the over 40 years old category totaled 5 people (50%). The age breakdown of informants can be presented in the following table:

Table 4.2 Analysis of informants by age

No.	Age	Frequency	Percentage (%)
1.	17-25 years	2	20%
2.	26-40 years	3	30%
3.	>40 years	5	50%
TOTAL		10	100%

Source: Processed data 2023

Most of the informants from this study are over 40 years old as evidenced by the resulting percentage of 50% of the total 100% of informants. This shows that informants over 40 years old know more about SAMASE products than those under 40 years old, this is because informants over 40 years old have jobs and more income so they can afford to buy SAMASE products which are quite expensive. They buy and use products from the SAMASE brand for various reasons, such as to attend congregational prayers at the mosque, attend Islamic studies, and other positive activities. After the interview stage, researchers get results that can be displayed through a Pie Diagram which can be seen in Figure 4.16 below:

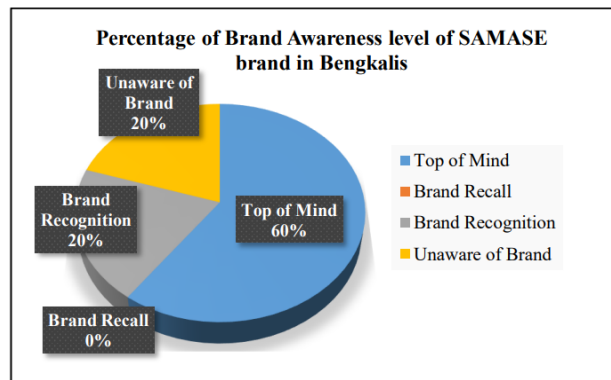


Figure 4. Percentage of Brand Awareness level of SAMASE brand in Bengkalis
Source: Processed Data 2023

Based on the diagram above, it shows that at the Top of Mind level, 60% of informants or 6 people can mention the products of the SAMASE brand for the first time. This indicates the success of Ila Jannah Moslem Store in building the SAMASE brand so that the product brand can be mentioned easily. The interview results also found that the source of information about SAMASE products came from the closest people such as neighbors and coworkers. The power of word-of-mouth recommendations can be more trusted and effective than promotional activities carried out by businesses in influencing product selection decisions (Lovelock et.al, 2010). Success can also be shown by the recognition of informants who have bought Kurta, Koko, Ghamis, and Sirwal. By prioritizing product quality and excellent service, it will attract customers to make it their first choice.

At the Brand Recall level, 0% of informants were obtained, or no informants were able to mention the brand without using assistance. This happens because efforts to make it easier for people to remember product brands are still lacking, so it is quite difficult for people to realize it. Then, at the Brand Recognition level, 20% of the informants or as many as 2 people answered the SAMASE brand after receiving assistance in the form of logos and product images. At this level, informants know the existence of the product brand but have not reached the maximum stage in memory. While at the Unaware of Brand level, 20% of Top of Mind 60% Brand Recall 0% Brand Recognition 20% Unaware of Brand 20% Percentage of Brand Awareness level of SAMASE brand in Bengkalis Top of Mind Brand Recall Brand Recognition Unaware of Brand 51 informants or 3 people who do not know are aware or recognize the existence of the brand. This result is a task that needs to be considered to expand the brand by actively developing marketing communication strategies. Supported by solid promotions, it will increase awareness and make people more attached to the product brand (Ramadayanti, 2019).

As such, the SAMASE brand has managed to achieve a very good level of brand awareness among the informants. The SAMASE logo and brand name have become so recognizable that 8 of 10 informants can easily identify the product. This indicates that the SAMASE brand has successfully reached the "Top of Mind" level, where the SAMASE brand becomes the first choice that comes to consumers' minds when they search for relevant or related products. This success is an implementation of the four elements of Integrated Marketing Communication (IMC) strategy which include advertising, sales promotion, personal selling, and word-of-mouth applied by the owner of Ila Jannah Moslem Store. In addition, impressive product quality has also been embedded in the minds of the target market.

4. Conclusion

Based on the results of the discussion that has been described in the previous chapters, the researcher can draw conclusions, namely:

1. Ila Jannah Moslem Store has integrated marketing communication strategies to build brand awareness of the SAMASE brand in the Bengkalis community. Ila Jannah Moslem Store uses elements that include advertising, sales promotion, personal marketing, and word of mouth. Advertising through social media such as Instagram, WhatsApp, and Facebook as the only advertising communication channel. The Sales Promotion concept is implemented by providing product discounts, vouchers, giveaways, and special price offers on certain days, gifts, and minimum purchase bonuses through status and private messages on social media. Personal selling is done by selling directly to buyers at Ila Jannah Moslem Store face-to-face. Word-of-mouth marketing communications for SAMASE products at Ila Jannah Moslem Store involves the various ways in which customers and brand fans share and spread positive messages about the products. Ila Jannah Moslem Store is still not fully optimal in implementing marketing communications in its business, especially in the use of social media. Ila Jannah Moslem Store needs to increase its product promotion activities through various digital platforms. In addition, improvements are needed in the detailed information of each post on social media, such as prices, shirt sizes (length, arm width, chest width), color choices, materials, recommendations based on weight and height, and other additional information. This is important so that the SAMASE brand can be recognized by all circles and embedded in the minds of consumers.

2. The success of Ila Jannah Moslem Store in building SAMASE brand awareness in the Bengkalis community can be seen from the fact that as many as 60% of informants are at the Top of Mind level. This is due to the excellent product quality and the best service provided. Meanwhile, for brand recall, none of the informants could remember the brand, but 20% of informants had brand recognition, and the other 20% did not know the brand. The SAMASE logo and brand name have become so recognizable that 8 out of 10 informants could easily identify the product. Therefore, the SAMASE brand is the first choice that comes to consumers' minds when searching for relevant or related products.
3. Ila Jannah Moslem Store implements an integrated marketing communication strategy as the main force in building brand awareness for SAMASE products. One aspect that is the main focus is the display of product posts that are consistently updated every week on social media. This is considered an effective advertising exercise to increase brand visibility. In addition, the implementation of attractive promotions is also an integral part of the marketing strategy. Ila Jannah Moslem Store pays attention to being close to all customers to ensure their satisfaction. These efforts positively impact good Word-of-Mouth (WOM), with customers actively engaging in various activities to build awareness and increase sales. While this strategy has its advantages, there are some weaknesses that need to be improved. One of them is the lack of detailed information on each post on social media, thus not providing adequate information to potential consumers. The opportunities that can be utilized by Ila Jannah Moslem Store involve a positive approach from customers to provide good testimonials to relatives or friends, utilizing business development to have a positive impact on the surrounding environment, and building strong customer trust to get loyal customers. However, there are some threats to be aware of, such as the potential influence of unsatisfactory product designs, active competition from similar competitors on social media, and the risk of products or concepts being copied by other sellers. By realizing and overcoming these weaknesses and taking advantage of existing opportunities, Ila Jannah Moslem Store can strengthen its position in the market, increase customer satisfaction, and face threats with better strategies.

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