



The Implementation of Brand Strategic Elements in Marketing Communication on Local Small Medium-sized Enterprises in West Sumatra

Tuti Widiastuti^{1*}

¹Communication Department, Faculty of Economics and Social Science
Bakrie University

Jl. HR Rasuna Said Kav C-22, Jakarta – Indonesia

^{1*}Corresponding author's email: tuti.widiastuti@bakrie.ac.id

Submitted: November 16, 2018, **Revised:** June 16, 2019 **Accepted:** June 26, 2019

Accredited by Kemristekdikti No. 30/E/KPT/2018

Abstract

This study provides a general overview of how to manage brand strategy elements in developing Small-and Medium-sized Enterprises (SMEs). This research focuses on the *Kapuyuak* brand, a local brand that comes from Bukittinggi, West Sumatra. One of the things learned in this study is the use of attributes in the *Kapuyuak* brand that give the public a positive perception of the brand. This study uses a qualitative descriptive method to obtain more in-depth information about the strategies applied by *Kapuyuak* to its customers. The results of the research show that *Kapuyuak* has the power to identify brand values based on consumer insights and market insights. In communicating its brand, *Kapuyuak* uses local cultural values by making integrated marketing communication approaches through the internet and social media to distribute the values.

Keywords: Brand Elements, Marketing Communication, Consumer, Small and Medium Enterprises, *Kapuyuak*

Abstrak

Penelitian ini memberikan gambaran umum tentang bagaimana pengelolaan elemen strategi merek dalam mengembangkan bisnis Usaha Kecil Menengah. Penelitian berfokus pada merek *Kapuyuak* yang merupakan merek lokal dari Bukittinggi, Sumatera Barat. Hal yang dipelajari adalah atribut yang digunakan oleh merek *Kapuyuak* sehingga publik memiliki persepsi positif terhadap merek tersebut. Penelitian ini menggunakan metode deskriptif kualitatif untuk memperoleh informasi yang lebih mendalam tentang strategi yang digunakan dari *Kapuyuak* kepada pelanggannya. Hasilnya menunjukkan, *Kapuyuak* memiliki kekuatan untuk mengidentifikasi nilai merek berdasarkan wawasan konsumen dan wawasan pasar. Dalam mengkomunikasikan mereknya, *Kapuyuak* menggunakan nilai-nilai budaya lokal dengan upaya pendekatan komunikasi pemasaran terpadu melalui internet dan media sosial dalam mendistribusikan nilainya.

Kata Kunci: Elemen merek, Komunikasi Pemasaran, Pelanggan, Usaha Kecil dan Menengah, *Kapuyuak*

Introduction

Any business undertaking has a goal to sell the resulting product to get optimum results. To make

the product a best-seller in the market, entrepreneurs do branding to create an image of the business they are running. Branding in a product is a very vital,

because that image will always be remembered by the public. This is done in order to remain able to compete with the number of similar brands in the market. The strategy of naming or the term Brand Name is very influential on consumer attitudes (Jain, Roy, & Kumar, 2010). Foreign language brands in Indonesia have become a trend since the last few years. The products on the market use foreign brand names but actually these products are made in Indonesia. The use of foreign brands is more appropriate if used for products that target the upper middle segment (Miswan, 2010). Then an important aspect of what a company and brand is looking for is a story. Stories are a useful medium for marketers because they can help consumers make bonds with products. In addition, they build, which means certain brands. Storytelling has changed over the years with the advent of social media (Singh & Sonnenburg, 2012) and because of this, there is a need for companies to integrate consumers into stories (Deighton & Kornfeld, 2009 in Singh & Sonnenburg, 2012).

If the company has good quality and targets high-end consumers and targets to penetrate the international market, the use of brands with foreign names can improve the image. This is no exception for brands in the region. Although it is not yet a great brand but branding is also very necessary because of the number of similar businesses that exist. So, it is considered important to research about how the Implementation of Brand Strategic Elements in Marketing Communication on Local Small-Medium Business and how to apply local cultural values to products that are oriented to the global market.

At the present time many local brands have dared to compete with various other leading brands. This becomes a phenomenon that can be found in various regions of Indonesia (Berto, 2018). This local brand brings the concept of regionalism to create uniqueness with other brands. The concept of branding made by local brands is still following the trends in the community but they do not forget to keep highlighting the identity of their respective regions. Most of these local brands move in the clothing line as the core of the business run. Not only does it produce clothes but this local brand also provides various products such as accessories, sandals, bags and others. To reinforce the impression of local brand locality hooked various local wealth owned to create a strong identity. Wealth is a culture that is believed by local people such as words or

habits that characterize the area. The uniqueness is a weapon for each brand to compete with other brands.

To attract more attention, the brand is embedded in the minds of consumers of each brand to implement brand strategy elements in marketing. Brand elements determine the success of a brand because the elements that exist in the brand will become known by consumers and will always be remembered. Elements or attributes that exist in a brand are not directly found in the face of the brand itself and will create an image in the community. Similar approaches focusing on colors, shapes or other experiential stimuli have been used by many other global and local brands in all sorts of product categories (Schmitt, 2010: 75). This element aims to identify the product resulting from the business being run. A perception formed in the minds of consumers influenced by this element depends on what kind of image will be built by the brand.

One of the local brands that still exist today is *Kapuyyak* from Bukittinggi, West Sumatra. This brand is a business engaged in the clothing line. One of the *Kapuyyak* weapons in producing its products is using traditional words and displaying various Minang figures on various products. These traditional words and figures are visualized into clothing and other products. Here in building its brand *Kapuyyak* uses various elements to remain known by the community and become a popular brand in the realm of Minang. This is very important to be implemented by the *Kapuyyak* brand because there are many local competitors, and the element applied by *Kapuyyak* is successful because it is still ongoing. And also Bukittinggi is a tourist city visited by many tourists from various regions. Here, the role of brand elements acts as a good image builder in the community.

Based on the background above, this study seeks to find out how the *Kapuyyak* brand elements are applied. This study wants to contribute to the science of the strategy of communicating a brand using the brand element concept. This research can be used as a reference by other researchers on the same topic. This research is expected to be able to help small-and medium-sized entrepreneurs in local businesses to develop their business using brand element strategies. This research is also expected to give new insights to local small and medium entrepreneurs to be able to build an image that is expected and acceptable to consumers.

Theoretical Framework

Brand element is the identity owned by a brand. It becomes the characteristic that makes the brand known by the public. The brand element basically consists of name, URL, symbol, logo, slogan, character, jingle, packaging, etc. Brand element is used by a marketer to increase public awareness about the brand to be promoted. This brand element reinforces the image of a brand in society by presenting uniqueness and ultimately creating a feeling to form a perception of the consumer. Whatever the product or service, when it becomes a brand, it promises a particular level of quality, trust-worthiness and distinctive position among a dizzying array of choices (Farhana, 2012: 223).

On its brand element must complement the various criteria to be able to enter the minds of the community well. These criteria must be owned by a brand in order to compete with other brands and eventually become the winner in the marketing competition (Keller, 2013), such as: Memorability, Meaningfulness, Likeability, and Transferability, Adaptability, and Protect ability.

The first thing that must be owned by brand element is that the element must be easy for the society to remember. By relying on the uniqueness of a brand, it is expected that the resulting attributes can be attached to the public warning. This is intended to enable people to easily recall a brand when they want to buy a product. Brand elements are used to draw the attention of the community so that they can soon remember the brand directly.

Brand elements are required to have a strong meaning and refer to the brand itself, be it content that contains the description or by way of persuasion. With the various elements used by a brand, the elements are expected to be interpreted directly by consumers. There are two important criteria that must be applied by a brand in delivering its brand elements, namely: Convey basic information about the function of a product or service. Here is presented how a brand can keep its promise to consumers and provide an explanation of how the product can provide an advantage for consumers. And with this brand element, consumers can easily identify the categories and types of products. Convey information about the attributes and uses of a brand. Brand elements are required to have a meaning that can persuade the public and provide advice about the product. The attributes used in this element must

have a uniqueness of the competitors in the same category.

All elements used in a brand must be in accordance with the image of the brand, ranging from visual, verbal and others. All elements can be created in such a way so as to suit the consumer but basically have to keep in touch with the product issued by the brand (Henderson, Cote, Leong, and Schmitt, 2003).

Transferability means that the elements used by a brand can always be used in different conditions. Whether in terms of consumers or in various regions, the elements can be applied. As such, the brand can be accepted by consumers in various regions. The less specific name, the more easily it can be transferred across categories" (Keller, 2013). This means that the elements of a brand are expected to be interpreted by consumers in various categories so that the brand can be embedded well in the minds of consumers.

The elements used by a brand must be accepted from time to time. These elements are expected to follow the time and still exist in society. This is because humans are dynamic and always change. They expect a brand to continue to follow the behavior that exists in the consumers. The more flexible the element of a brand, the easier it is for the element to be updated.

This is needed by the element of a brand, because a brand element must be protected with the presence of copyright and legality. There are several things that must be done to keep the elements of a brand in order to be protected, namely: (1) choose a brand of recognized and internationally recognized element, (2) register the element to the authorized body that already has a strong legal foundation, and (3) register the element with an agency that deals with copyright so as to prevent it from being plagiarized by irresponsible people

The name of a brand becomes something that is most basic because the name is one of the keys to know a product. The name of a brand is something that is very effective to communicate a brand. To make the name of a brand meaningful is the main thing to be considered. So, the name will be easy for consumers to say and remember.

Guide to making names is choosing a name for a product. There are some basic criteria that must be considered to form consumers' awareness. The criteria are: Simplicity and Ease of Pronunciation and Spelling, Familiarity and Meaningful, and Differentiated, Distinctive, and Unique.

A simple name can provide convenience for consumers to identify the brand. A short name makes it easy for consumers to recall a brand and store it in their memory. But a long name can also be done with word shortening or having own call for easy to remember. The name of a brand must be familiar and have meaning that can enter into the minds of consumers with ease. When it is in the minds of consumers, they will find it easy to remember and will not need much time to understand the brand. The choice of a simple and easy-to-say name can improve the memory of the brand. On the other hand, the name of a brand must be unique and different from other brands with the same category to create the brand identity.

Naming procedures is to get a name that suits a brand. There are several procedures that must be done to get awareness from consumers, (1) define objective, this is the first thing that a marker should do in naming a product and leading to the product itself, (2) generate names, at this stage the selection of the concept of a name to be applied to the brand, (3) screen initial candidates, screening after obtaining some names for the brand and do elimination, (4) study candidates' name, after obtaining several names to be applied, then research is done internationally to get the name's legality, (5) research the final candidates, after knowing the most effective name for the brand, then the name is further investigated to be accepted by the public, and (6) select the final name by selecting the name to be used as the product's logo.

Uniform Resource Locator (URL) becomes the main page of a brand. This URL is accessible to consumers who want to know about the brand. This URL is used as the domain of a brand as an identity on the internet. This URL is also used to introduce various products issued by the brand.

Logo's and symbol are used by a brand to identify a brand and become the hallmark of a brand. The logo of a brand can be in the form of a unique writing or symbol. Using an abstract logo can make the brand more unique but also has its drawbacks because if the logo looks complicated it will be difficult for consumers to identify. Logo brand has more advantages because with a unique logo, the brand will be easily remembered by consumers and quickly sticking in the minds of consumers.

Characters represent a special symbol of a brand that can take the form of a person or another living thing. These characters are usually introduced or used in product advertising and have a major role

in the brand campaign. This character has an advantage because it has a striking color and encourages consumers to become more imaginative. In addition, the character also helps the perception of a brand because it is more entertaining. The character must also be in accordance with existing trends in order to adjust to the market.

Slogan is a descriptive or persuasive phrase about a brand. Slogan is a powerful way of a branding because it attracts consumers to better understand about the brand vision. Slogan can also be a motto or phrase that uses a sentence that is easily embedded in people's thinking. The slogan used in a product campaign becomes a weapon for the brand to be better known by its customers because with a short and easy to remember word.

Jingle is a message that is assembled by a brand in the form of music. Jingle is based on the needs of the campaign of a brand and usually involves music writers and singers. This element is more easily remembered by consumers because it uses a nice rhythm heard, not infrequently people better remember jingle a product because it is often played in a certain place. Consumers now provide brand-related content all the time to everyone, which is still a great opportunity for other consumers to get user information directly. In addition, user-generated content enables brands to strengthen their relationships with the public and their online brand community. In addition, this has a big impact on traditional advertising, which has lost a lot of its strength (Smith, Fischer & Yongjian, 2012).

Packaging is one important element that must be owned by a product, because it is associated with the function of the product. The packaging of a product must have the uniqueness of other brands ranging from the forms, materials, colors, writing and graphics on the packaging. The packaging should attract the attention of buyers because it can affect the point of purchase for consumers. This packaging should also be updated in accordance with the development of existing trends in the community so that the product is not inferior to new products entering the market.

Material and Methodology

This study used a qualitative approach with analysis descriptive data. Qualitative descriptive research means that the data obtained will be collected and manifested directly in the form of a description or an overview of the atmosphere or state of the object as a whole and what existence in the

form of oral or written words from people or behavior that observed (Moleong, 2010: 3).

In this study, researchers used a qualitative research to discuss the phenomenon. Qualitative research is selected to explore more about the meaning of an element of a brand. In this study, the researcher conducted an analysis of element used by *Kapuyyak* brand in communicating its brand. It is expected that with this qualitative method the audience gets an understanding of the strategies used by small-and medium-sized enterprises (SMEs) to stay competitive.

Primary data is obtained directly by the researcher. Data is obtained through interviews and observations. Data or information is also obtained through written questions using an oral questionnaire using interviews (Moleong, 2010: 175). The primary data source in this study was *Kapuyyak's* small and medium business. In this study, the researchers extract information from the key informant and discussed brand strategy elements used by local brands. This research is done to producer that interacts with the local brand and sees that the elements of a brand can interact with consumers. This research relies heavily on the interpretation given by the informants and is related to the conceptual frameworks.

Secondary data sources are indirect sources that are able to provide additional and strengthening research data. Secondary data sources were obtained through documentation and study of literature with the help of print media and electronic media. In addition, secondary data sources can be archives and various additional data sources that are appropriate.

In this research, the information needed for the interest of the discussion was obtained from the primary data and secondary data (Moleong, 2010). The data used is qualitative data, such as sentences and perspectives derived from the informant, the results of observation, researchers' detailed and descriptive experience in accordance with the context. This data is obtained through interviews, observation and literature study.

Primary data is data obtained directly from the field by researchers. In the study of primary data, the study was done by interviewing participants and doing observations. Both techniques were used to obtain information about the audience's perception of elements of a brand. The two techniques are intended to find consumers' perspective about the elements communicated by *Kapuyyak* brand.

Interviews in this research were conducted on *Kapuyyak* brand owners. Interviews were done by semi-structured interviews. The interviews were done by preparing the topic to be discussed but it is flexible. This means that it can arouse new questions that are not in the interview material to get more in-depth information but still they remain in the same topic. By conducting interviews, researchers get a deeper understanding. Interview on brand owners was done by chatting because the speakers live outside Jakarta and interviews with consumers were done face to face.

The observation made in this research is aimed at observing and understanding how is the application of brand elements to *Kapuyyak* brand. This observation allows researchers to gain a broader understanding or broader picture of it than doing interviews. So, it can be matched or compared to each other. The observations included comments, outlets and other issues related to the *Kapuyyak* brand and became part of the elements in this study.

The literature study is a collection of information from previously-published sources, including books, previous researches, journals, articles and more. The literature study conducted in this study plays a role in strengthening the data analysis in the research. In addition, it also provides additional information that the author cannot get from the field, while at the same time it gives another perspective of the analysis obtained. A source used from this technique comes from various forms, both print and online material.

Qualitative data analysis is an effort done by processing data, organizing data, and sorting data into units that can be managed, searched, and found. The next is to find what is important to learn and decide to inform others. In analyzing the data already obtained, the author showed and proved the fact through the data obtained to find how the elements of the brand *Kapuyyak* can be communicated to consumers so that it forms a perception in the community.

Result and Discussion

1. The Role of Brand Elements in Building Consumers' Perceptions

Kapuyyak is a local SME brand from West Sumatra, which was established in August 2010. This brand carries Minangkabau culture as its uniqueness. *Kapuyyak* is headquartered in the West Sumatra city of Bukittinggi and names its outlets "Sarang Kapuyyak" which means a hive or serves as

a warehouse for the production of this *Kapuyuak* brand. At this moment, *Kapuyuak* nest has two outlets in Bukittinggi city, one at Jl. Sudirman No. 19D and the other at Jl. Panorama No. 4. *Kapuyuak* brand has developed as one of the pride brands of Minang cultural entities because all items produced with *Kapuyuak brand* accord with the local culture of Minangkabau. All items produced with *Kapuyuak* brand are very close to the daily life of Minangkabau people, including words of the Minang people to express emotions and words of Minang's

custom advice full of meaning and imitated by Minang society.

After doing research, the next is deepening information about the brand elements of *Kapuyuak* SMEs. Although this brand carries the concept of the region and has no broad scope, these brand elements still perform various strategies in the marketing. In developing its brand, *Kapuyuak* applies some of brand elements to create an identity and image in the eyes of consumers. The elements are applied by the brand *Kapuyuak*, starting from the name, logo, tagline to URL.

2. Brand Name



Figure 1. *Kapuyuak* Brand Name
(Source: <https://kapuyuak.id>)

Name is a very vital element for a brand, because it becomes the image of a consumer about a product. Unique name tends to be more easily remembered by consumers and each name mentioned will quickly appear in the minds of consumers. The name *Kapuyuak* is basically the Minang language which means cockroach. The name "Kapuyuak" is taken because it is easy to pronounce and cockroach is easily found everywhere. The name is taken in the hope that this brand would be available anywhere and available to all consumers. In addition, the name "Kapuyuak" is taken because Minang people also often use it as a joke in the association. There were some considerations when the name "Kapuyuak" would be used because the cockroach is also associated with a dirty place and is feared to also cause a negative image. But through observation that the habit of Minang people who used to make the word

"Kapuyuak" as a joke, then the name was chosen to be more easily remembered and pronounced by consumers.

3. Uniform Resource Locator (URL)

In running its businesses *Kapuyuak* also uses the website on the internet. This is done by *Kapuyuak* to keep abreast of the times. *Kapuyuak* official website displays the various prides by *Kapuyuak*. With the website, the consumers can also directly buy products on the website. The website that has domain *Kapuyuak.id* offers products, profiles and some contact customer service to serve consumers. On its website *Kapuyuak* still relies on Minangkabau impression as proven by the use of Minang language on the content. *Kapuyuak* website uses a simple design but it still follows the trend. The website design is so simple that consumers do not have any trouble using it.

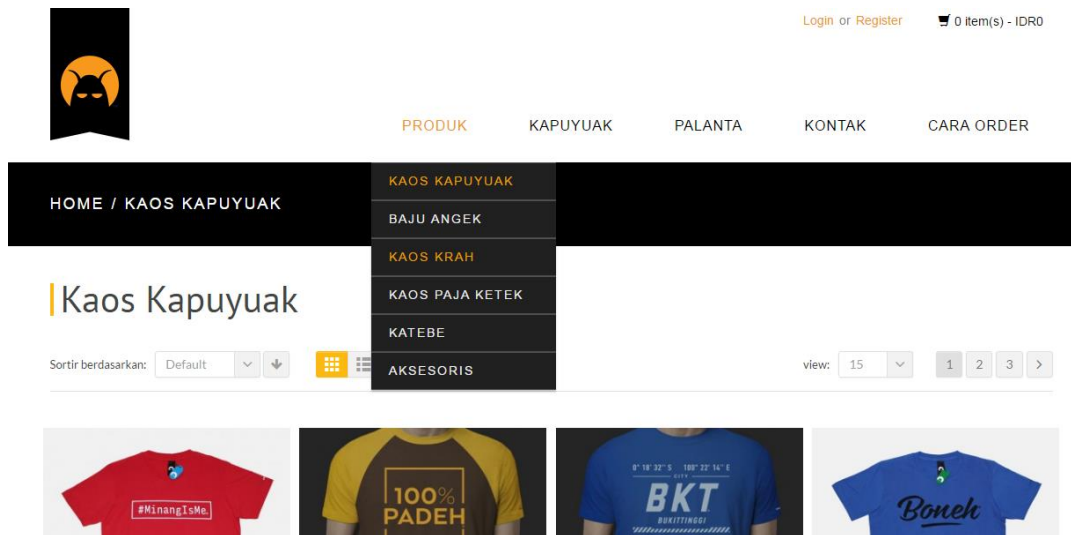


Figure 2. Kapuyyak URL
(Source: <https://kapuyyak.id/product-category/>)

The dominant color of the website is white, with *Kapuyyak* logo on the top left corner. It aims to grow a simple impression but still looks nice. This is apparently to make consumers unsaturated when accessing the website. It also makes consumers more comfortable when choosing a product without

feeling there is a visual that makes them saturated. White background also has a purpose for consumers to focus only on the design of *Kapuyyak* products. So, when they want to find a product they can see it more clearly.

4. Tagline



Figure 3. Kapuyyak Tagline
(Source: <https://kapuyyak.id/product-category/>)

Slogan is a descriptive or persuasive phrase about a brand. Slogan is a powerful way of branding because it attracts consumers to better understand about the brand's vision (Keller, 2013). This concept is implemented by *Kapuyyak* to better strengthen the positioning to its customers. The tagline is used by *Kapuyyak* because it follows a very dynamic market development and requires something that can increase consumers' awareness.

"Unique shirt raso Minang" is tagline carried by *Kapuyyak* brand. The tagline is very thick with the image of Minangkabau. The phrase is very close to Minangkabau not only because it carries the word "Minang" but also it shows Minang words that have deep meaning. This tagline itself has the meaning of *Kapuyyak* products trying to lift the cultural values of Minangkabau that are so dynamic,

unique, full of metaphor and full of messages. This unique shirt raso Minang also means that *Kapuyyak* produces shirts that are different from those of other brands by raising "raso Minang" which means the taste of Minang or lifting aspect that comes from Minang culture.

5. Logo



Figure 4. *Kapuyyak* Logo
(Source: <https://kapuyyak.id/product-category/>)

Logos are used by a brand to identify a brand and become the hallmark of a brand. The logo of a brand can be in the form of writing or a unique symbol (Keller, 2013). To be identified by consumers, *Kapuyyak* has a logo that has become its trademark. This logo is shaped with a character that representative of the name "Kapuyyak" ie cockroaches. Cockroach-shaped logo is chosen because it can represent *Kapuyyak* brand well without anyone asking what symbol means. This logo is already known by the Minang community especially because of its distinctive shape and very striking color that is yellow. This color is chosen not without reason. The color yellow represents a crowd and *Kapuyyak* is expected to be recognized by the entire community and of course, its products are sold in the market.

Kapuyyak uses a simple logo design and only has a single color that is black. This simple logo has various advantages where it is very easy to put the logo on various backgrounds. This logo is very easy to modify without eliminating its meaning. This logo has the strength of cockroach character and is easily attached to the minds of consumers. For example, the logo on *Kapuyyak* website. The logo of the website is not displayed in full, but the meaning of the logo is not lost.

The research object used in this research is the elements used by *Kapuyyak* brand and the audience's perception of the element. This study will discuss audience's perception of the elements used

by *Kapuyyak* brand and the effectiveness of these elements in communicating the image to be built. Brand element itself is a variety of attributes used by a brand to build a perception and known by the public. A brand element used by this *Kapuyyak* brand refers to the culture of Minang that becomes its own uniqueness.

Brand element used by *Kapuyyak* has its own value on the part of its customers because the attributes that exist in *Kapuyyak* are very relevant to the target situation. *Kapuyyak* consumer target is that the majority of young people feel with *Kapuyyak* and can express them in an interesting way and keep abreast of the times. This way *Kapuyyak* consumers can express themselves as genuine Minang people by using *Kapuyyak* products that suit young fashion.

One of the appeals for *Kapuyyak*, according to its customers, has to do with logo; *Kapuyyak's* logo is more simple and looks solid. They feel a glow of pride when using the logo *Kapuyyak* in the form of a cockroach in the middle. The impression of this cockroach is like slang but there is a sense of pride because everyone knows the logo. Logos that are not complicated can be used by consumers in various places, previously in marketing *Kapuyyak* spread stickers, *Kapuyyak* logo, to young people. It is also based on the target consumers of young people who like to collect a variety of stickers that can be placed on the place that they find interesting. Although it has the same product with competitors, the logo becomes the main reason for consumers to choose *Kapuyyak*.

The name is also another reason for consumers to choose *Kapuyuak* brand because the name is familiar with and often spoken by Minang people. The word "Kapuyuak" is very often a local pride of Minang children and almost every day the word is spoken. This familiar word encourages consumers to choose *Kapuyuak*, apparently because Minang people like to joke and laugh with friends. By using *Kapuyuak*, they feel there is a message to be conveyed.

In issuing its products *Kapuyuak* not only relies on Minang culture as its brand strength, but is also supported by presenting items that follow the trend in the community. The main product of *Kapuyuak* brand is T-shirts that read customary words Minang and are available in various variants, ranging from short sleeves to long sleeves. To better attract consumers in choosing their products, *Kapuyuak* comes up with an attractive design to fit the tastes of society, not to mention a design that follows the trend in the community at that time. Not only does it offer T-shirts, *Kapuyuak* also produces various other accessories to support its dressing business. Other items produced by *Kapuyuak* are hat, sandal, bracelet and totebag bag. The bag produced by *Kapuyuak*, is unique although it has the same shape as other totebag bags. The bag is called "kampia" which means traditional Minang bag commonly used by Minang mothers to go shopping in the market.

In marketing its products, *Kapuyuak* has quite a lot of rivals in the field of clothing with the basic culture Minang. This is because the type of business is quite successful and that many people follow suit. In addition, the increasing number of tourists who visit Bukittinggi and buy souvenirs is the other reason for the growing business.

Conclusion

Kapuyuak is a SME that is able to apply branding strategy in developing its brand value. In marketing its products *Kapuyuak* is aware of the need to apply branding strategy to its business. All *Kapuyuak* branding activities are carried out strategically and relevant to the target customers. It started from the attributes used by the *Kapuyuak* brand to fulfill the wishes of the target consumers. With the brand strategy *Kapuyuak* can embed the elements of its brand in the minds of consumers well and make them proud of using it.

Although it has yet to use all the elements mentioned in the theory, *Kapuyuak* has been very

successful in shaping its customers' strong perception of its brand. *Kapuyuak* relies its elements on the culture and habits of Minang people and this becomes its own appeal for *Kapuyuak* in communicating its brand. This causes *Kapuyuak* to edge ahead of its competitors because it already has a very strong concept. This concept is strong because it is familiar with Minang culture and is suitable to the habits of Minang people.

In building a business, one should start from customers. A concept that is familiar with target consumers will be easier for them to accept. A strong concept can be emphasized by using brand strategy elements aimed at communicating the brand through various attributes. The attributes can be built by the brand itself. These elements are the face of a brand when meeting with its customers. These elements will later build consumers' perception. Thus, in forming the elements there must be a mature consideration and the elements must be tested again on consumers. Elements that successfully build consumers' perception will make them feel pride when they are in contact with the brand.

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