

WAHYOO COMPANY BRANDING ACTIVITIES

Joy Jones¹, & Septia Winduwati^{2*}

¹Faculty of Communication Science, Universitas Tarumanagara, Jakarta

²Faculty of Communication Science, Universitas Tarumanagara, Jakarta

Email: septiaw@fikom.untar.ac.id

*Corresponding author

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ABSTRACT

Branding is the process of brand formation by the company to the public. Each company must have their own branding activities according to the excellences of each company. In start-up companies, branding activities are important to help achieve the demands of start-up companies. This study, the focus is on branding activities carried out by Wahyoo company. The aim is to describe Wahyoo's company branding activities. This research is a descriptive qualitative research with a case study method. The results of this study are that in general Wahyoo has implemented a branding strengthening strategy, namely making sales as the main actors in introducing Wahyoo from one stall to another, distributing banners and merchandise, using taglines, holding event gatherings from small to large scale, become a sponsor with artists in certain projects, make Wahyoo founder and CEO Peter Shearer a resource person in various activities, carry out activities that have a direct impact on Wahyoo partners in particular and the wider community in general. And based on the results of interviews with Wahyoo's partners, it can be concluded that Warteg Galih have experienced Wahyoo's promotions when strengthening branding. In this case, the Wahyoo company continues to associate branding activities with Wahyoo's company tagline, namely loyal friends of food stalls, by utilizing Wahyoo's company branding, partners also get special promotional benefits, namely Warteg Galih by promoting their stall and in general MSMEs stall because it is under the spotlight that food stall has changed to be neater, cleaner, and more.

Keywords: Branding, start-up, company branding

1. PREFACE

A brand can be defined as a name, term, sign, symbol, or a combination of them which is intended to identify the goods and services of competitors and to differentiate them from competitors [1]. Brands have six levels of understanding, namely Attributes, brands remind certain attributes of a product, both from after-sales activities, services, and advantages and companies use these attributes as their advertising material [2]. Benefits, buyers not only buy the attributes of the product but the benefits. Value, the brand also describes the value of the product. Culture, a brand represents a certain culture Personality, a brand like a person reflects a certain personality. Users, the brand indicates the type of consumer who buys or uses a product. Brand is defined as an image or personality created by advertising, packaging, branding [3]. One company that pays special attention to branding activities is Wahyoo Company. Wahyoo Company is a start-up company. Start-up companies are people who come together to form an organization as a start-up company with technology as a product. By utilizing internet technology in a digital era, start-ups are asked to be able to enter the free market using the internet which can reach all consumers in increasing market share by means of very large market expansion [4].

Wahyoo company is engaged in the food and beverage industry that partners with food stalls, one of which is Warung Tegal (Warteg). by using the application. The Wahyoo company is not only concerned with business but also has a goal to improve the quality of food stalls from various

sides, ranging from the shopping system, financial administration, shop cleanliness and the system for shopping for necessities in food stalls. Based on the definition, start-up companies are asked to be ready to compete in a free market with the internet, which can reach buyers in increasing market share by enforcing a very large market expansion. Therefore, start-up companies are disrupting technology on a large scale, without being limited by distance and time in digital form from conventional models. From that, it causes start-up companies at the beginning of the company to have large consumer growth targets [5]. One of the authors' references in this research is previous research, one of which is PACKAGING REDESIGN IN IMPROVING BRAND AWARENESS PRODUCTS of CILODONG BERKARYA SMEs. Based on this background, the researcher wants to dig deeper into how Wahyoo's branding activities are. From the formulation of the problem, it can be determined that the purpose of this research is to describe Wahyoo's branding activities.

Related Work

Branding Strategy PT. Blessings of Nusantara Catering in Sidoarjo

The repositioning process of branding is carried out by outreach to the public and the image attached to Berkah catering which is used to build public brand awareness. While in the process of forming the identity of PT. Berkah Catering Nusantara is carried out by the President Director who is also assisted by several trusted teams, but in terms of naming it is also adjusted to the target customer or target audience

Analysis of The Effect of Start-Up Business Characteristics on Investment Decisions

This study uses quantitative methods with data collection techniques through questionnaires distributed to start-up investors who are domiciled in Yogyakarta with a sample of 100. The results of this study indicate the influence of founder characteristics, founder characteristics, market characteristics on business angel investment decisions.

Tobacco Product Branding Strategy on Campus (Study on LA Lights Promoter Area Marketing University of Muhammadiyah Malang)

The main target of LA Lights is young people who are slang, dynamic, strong and elegant. The branding strategy applied is a pull strategy and a push strategy. For the pull strategy, LA Lights established a cooperative relationship with the Student Activity Unit at the University of Muhammadiyah Malang. In the field of music, LA Lights collaborates with UKM IKABAMA (Student Band Activity Association), in the field of basketball in collaboration with CIBBM (Civitas Basketball Muhammadiyah), and in the film sector with UKM Kine Klub. The three SMEs are institutions under the auspices of UMM in accordance with the positioning of LA Lights.

Sesepacul Branding Through Instagram Social Media Around Youth In Bandung City

The method that has been done by sesepaculture is so that teenagers in the city of Bandung know about the existence of sesepaculture brands by collaborating with other brands with the theme of football (Simamaung, MyPride, Bobotoh Dines), giving discounts during harbonas (national holidays), and participating in clothing exhibition events. One way the sesepaculture brand introduces its products is by creating an Instagram account to make it easier for potential consumers to know the sesepaculture brand and help consumers to decide on product purchases (choose a brand before buying a product directly to an offline store, consumers can open a sesepaculture account first).

Wahyoo's Social Enterprise Start-Up Business Strategy in Facing Covid-19 Pandemic Situation
Wahyoo Social Start-Up Enterprise Business Strategy steps that have been implemented through #Rantang Hati, New Warteg normal and the opening of new units can deal with the COVID-19 Pandemic Situation

Our Contribution

Through this, it is hoped that it can provide insight in communication science, to increase branding activities in companies and through this, it is hoped that it can be taken into consideration to improve Wahyoo's company branding activities

Paper Structure

This paper contains about Wahyoo's company branding activities. In the first part there is an introduction that explains about Wahyoo companies as start-up companies that need branding. For the second part there is a background that explains the origin of the problem or the basis of the research problem. In the third section is the method, there is an explanation of the selection of the method we use. The fourth section contains findings and discussions that explain the findings and results of this study. Then the fifth part is the conclusion which contains an explanation of the conclusions from the research results.

2. BACKGROUND

Based on the definition, start-up companies are asked to be ready to compete in a free market with the internet, which can reach buyers in increasing market share by enforcing a very large market expansion. Therefore, start-up companies are disrupting technology on a large scale, without being limited by distance and time in digital form from conventional models. Instead, it causes start-up companies at the beginning of the company to have large consumer growth targets [5].

3. RESEARCH METHOD

The research method used in this research is the case study method. Creswell conveys several characteristics in one of the case studies, namely: identifying a "case" for a study, the case must be a "system bound" by time and place, Case studies have many sources of information at the time of data collection in order to get a detailed and in-depth picture about the response to an event, and using a case study approach, the researcher will "spend time" in the setting for a case. In addition, Creswell also added that if there is a study for a case that we have, it can be selected from a study program using many sources of information including: observations, interviews, audio-visual materials, documentation and reports [6].

From the statement above, it can be said that a case study is a search of one case or many cases within a certain time frame by using in-depth data collection and also using various sources of information in one context. This system is bound by time and place while cases can be studied from a program, event, activity or an individual.

4. RESULT AND DISCUSSION

In the interview session regarding the branding activities carried out at the beginning of Wahyoo's establishment, the researcher asked two questions. The key informant response by Wahyoo's company in branding activities is to use sales as the main actor in this strategy, they are tasked with introducing Wahyoo from one shop to another and distributing banners and merchandise. Wahyoo uses the tagline, namely loyal friends of food stalls to strengthen branding and company image that Wahyoo is a company that supports food stalls and distributes banners for food stalls that have become Wahyoo's partners to mark that the stall has become a partner of Wahyoo's company.

Figure 1

Wahyoo's Birthday Event in Dufan



Next, the researcher asked for information from key informants regarding what obstacles were in the implementation of the strategy carried out by the public relations team in order to introduce Wahyoo to potential customers. The key informant's response was that the existing obstacles were caused by a very manual strategy, the limited number of sales, and at that time Wahyoo was classified as a new company with limited financial conditions.

When conducting every event, the public relations team always involves the media and makes it as content on every social media that Wahyoo has, so that the event is not only an event but is used as material to expand public awareness of the Wahyoo brand.

Wahyoo also sponsors artists in certain projects and utilizes existing websites and social media to publish content. the content created also remains related to the value of the existing tagline.

Next, the researcher asked for information from key informants regarding any obstacles in implementing the strategy carried out by the public relations team in order to increase consumer awareness, to the point that consumers have the ability to remember the Wahyoo brand when talking about food ingredients suppliers as for the key informant's response. is the obstacle to being a sponsor and making an event is quite a lot of costs. While the weakness in the content on social media and events attended by Mr. Piter is that most of the audience who see it are not Wahyoo's target market.

Through activities that have a direct impact on Wahyoo partners in particular and the wider community in general, such as social activities in collaboration with the media or influencers. One of the activities carried out is warteg sharing in the framework of Metro tv's birthday.

Wahyoo collaborated with Metro tv to distribute free food to the public. Wahyoo in this program plays a role in providing warteg and is responsible for running the program assisted by the Sumber Berkat Mandiri Foundation.

Figure 2

“Provocative Mindset” Event Flyer



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Branding that was carried out at the beginning of Wahyoo

When the Wahyoo company was just formed, the strategy carried out by the Wahyoo company in brand recognition was to use sales as the main actor in this strategy, they were tasked with introducing Wahyoo from one stall to another and distributing banners and merchandise. Using sales as the main actors is an effective strategy because sales directly meet and offer Wahyoo to Wahyoo's target partners, by distributing banners and merchandise aimed at increasing branding this is also effective because this strategy benefits shop owners because they get free banners and merchandise. This strategy is also appropriate because at this time Wahyoo company is in the brand recognition stage.

The branding that was carried out at the beginning of Wahyoo's establishment also used the tagline of loyal friends of food stalls to strengthen brand awareness and form a corporate image, that Wahyoo was a company that sided with food stalls and distributed banners for food stalls that had become Wahyoo's partners to mark that the stall had become a food stall. partner of Wahyoo company. The branding carried out at this stage also has how many obstacles. The obstacle that occurred was that the costs incurred in this strategy were quite large considering that Wahyoo at that time was a new change. An effective tagline is a tagline that can increase brand awareness, which is in line with the purpose of advertising, which is to introduce and remind the brand [7]. In line with this statement, Wahyoo has created and used the tagline, loyal

friend of a food stall as an effort to increase branding at the beginning of Wahyu's establishment.

One of the benefits of a brand (Brand) is that it makes it easier for consumers to see certain products they like or don't like, which in turn will make it easier for buyers to buy products that meet their purchase needs and shorten the time they need to buy purchasing process [2]. In line with the implementation of Wahyu's strategies such as distributing banners and merchandise, this makes the Wahyu logo often seen and as a result the public is able to recognize the Wahyu brand and Wahyu has a tagline of loyal friends in food stalls which also strengthens branding.

Branding activities that was carried out when Wahyu had partners

When Wahyu already had quite a number of partners, Wahyu began to hold gathering events from small to large ones. When conducting every event, the public relations team always involves the media and makes it as content on every social media that Wahyu has. In addition, Wahyu is also a sponsor involving artists in certain projects and utilizing existing websites and social media to publish content. the content created also remains related to the value of the existing tagline. The popularity of Wahyu's founder and CEO, Peter Sharer, is also included in the strategy to increase branding with the presence of Mr. Piter in webinars and certain events as a strategy to increase the introduction of Wahyu.

The strategy carried out by Wahyu's company in branding also has obstacles, including the high cost of holding events and becoming sponsors. While the weakness in the content on social media and events attended by Mr. Piter is that most of the audience who see it are not Wahyu's target market.

Through activities that have a direct impact on Wahyu partners in particular and the wider community in general, such as social activities in collaboration with the media or influencers. One of the activities carried out is warteg sharing in the framework of Metro tv's birthday. Wahyu collaborated with Metro tv to distribute free food to the public. Wahyu in this program plays a role in providing warteg and is responsible for running the program assisted by the Sumber Berkat Mandiri Foundation (YSBM).

Figure 3

Documentation of Rantang Hati Activities



Branding activities perceived by warteg owners

At first Wahyu sales came and introduced the Wahyu application to Galih and then invited him to join as a Wahyu partner and received a banner and a wall clock as a sign that he had become a Wahyu partner. Wahyu improved the appearance of the warteg galih by installing a more

modern banner, painting the warteg, improving lighting and cleanliness. Galih feels grateful to have partnered with Wahyoo because he received assistance that Galih had not thought of before. Wahyoo once invited BUMN minister Erick Thohir to eat directly at warteg galih. And this was published by Erick Thohir on his Instagram account.

Promotion is an element of the marketing mix that aims to inform, persuade, and remind consumers of the company's brands and products [8]. In line with the statement above, Wahyoo's partner, Warteg Galih, has experienced Wahyoo's promotions when strengthening branding. In this case, the Wahyoo company continues to associate branding activities with Wahyoo's company tagline, namely loyal friends of food stalls, by utilizing Wahyoo's company branding, partners also get special promotional benefits, namely warteg galih by promoting their warteg and in general MSMEs warteg because it is under the spotlight that warteg has changed be neater, cleaner, and more.

5. CONCLUSIONS AND RECOMMENDATIONS

In general, Wahyoo has implemented a branding strengthening strategy, namely making sales as the main actors in introducing Wahyoo from one stall to another, distributing banners and merchandise, using taglines, holding event gatherings from small to large ones, sponsoring artists in certain projects, making Wahyoo founder and CEO Peter Sharer a resource person in various activities, carrying out activities that have a direct impact on Wahyoo partners in particular and the wider community in general. And based on the results of interviews with Wahyoo's partners, it can be concluded that warteg galih have experienced Wahyoo's promotions when strengthening branding. In this case the Wahyoo company continues to link branding activities with Wahyoo's company tagline, namely loyal friends of food stalls, by utilizing Wahyoo's company branding, partners also get special promotional benefits, namely Warteg Galih by promoting their warteg and in general MSMEs warteg because it is under the spotlight that warteg has changed be neater, cleaner, and more.

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