

The Role of Online Community indorunnersbdg in Building the Brand Equity

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Abstract—The advancement of internet, mobile and networking technologies has transformed the world into an area that is no longer geographically insulated. People can connect to each other directly and constantly form a community. The community is formed because of our willingness to interact with people who have common interests. In relation to the intense competition in the business world, business people are looking for communication marketing strategies that involve online communities as a strength that has advantages such as loyalty of members, product knowledge and quality of tight relationships among members make the community as a significant role in determining the increase image and brand equity of a product or service without geographical boundaries. The purpose of this research is to know the role of indorunnersbdg as online community in building the brand equity. This research used descriptive qualitative method by taking data through in depth interviews with the management of indorunnersbdg and observation to their online members and communities. Based on the result of study revealed the role of online community in Building the Brand Equity are creator the message, builder expectation, developer trust and affirmation of integrity.

Keywords—brand equity; indorunners; online communities; marketing communication; role

I. INTRODUCTION

Community is formed by several people because of the same interests, hobbies, desires that can be directly encountered in real life or through social media. Offline community offers face-to-face meeting for their members. Stated to Salmiyah and Wahyuni, offline community allows the transfer and exchange of knowledge and experience that increasingly give positive value for community members themselves. In this new media era, community can move online, which we can call online communities [1]. Online community is a place for members to exchange information, ideas, and to get along. Through online community, people or members can easily access and get information from social media anytime and anywhere by online or connected to the internet. The most important element in a community is a mutual bond among members. This bond is the strength and identity of the community. One of the preferences for forming a community is a brand.

Social media is a social networking site such as a web-based service that allows individuals to build public or semi-

public profiles within a constrained system, list other users with whom they are connected and view also browse their list of connections made by others with a system. One of the social media companies use to make consumers become loyal is Instagram. Instagram is a social media that have many features; upload videos, photos and stories from the users, therefore Instagram is the top 10 social media based on wearesocial.com [2].

Nowadays, online communities prefer Instagram because it can provide locations, photos or images, and videos that can be shared to users who follow the online community account. Instagram can be used for groups or communities becomes a good social media for companies and brands to promote their products or brands, including the image, price, or promotion of a brand.

According to Chikal Silvani, Indorunners Community is Indonesia's largest running community open to amateur and professional runners [3]. In the beginning, the indorunners consisted of several individuals who loved running sport and 'unintentionally' met through the social networking platform) [4]. Supported by the social networking platform, the ties between the indorunners community and the brand were tighter, one of which is the top of mind one of the apps. With this application the members of indorunners are able to get or feel more value from the brand they use. In the application there is a feature to measure the distance that has been made in the run, but also the brand has hashtag feature (#) and also photos that are favored by members of indorunners.

The community was originally formed in 2009 with the concept that Indonesians can get friends through running. After 3 years doing running, this community began to use social media to promote their community, which means that Indorunners has become an online community that is interested by various circles, especially teenagers and adults.

After running for 3 years in social media and off-line community indorunners make community in other Indonesia region like indorunners Bandung, indorunners Jakarta, indorunners Bogor and others. Especially in Bandung, based on gathered data in May 2018, the number of followers indorunnersbdg were 3033 accounts, the amount is sufficient to make indorunnersbdg becomes medium and research material

for entrepreneurs, company and brand especially in the field of sports and health to promote their products.

II. LITERATURE REVIEW

A. New Media

Nowadays, Social media is the right place to provide product information, in addition to the right target social media is also quite effective to attract consumers to buy products. Many companies are directing their product marketing to Instagram application that can provide stories, photos, and pictures. With Instagram application, online community can share their stories, take pictures with the brand used and exchange information. Therefore, the use of Instagram online community indorunnersbdg application in strengthening the brand.

The emergence of social media provides a new direction towards redefining media relationships [5]. Character of an interactive social media, open in the creation of content also to wide network. The media institutionally provides tools and applications that can be arranged on the internet; on the other side, audiences that fully create content and utilize media tools to suit their own needs [5]. The audience is no longer passive, not centralized and isolated, but active in producing content and at the same time they also distribute the content as well as consumers. This continuous consumer-producer turnover is forbidden to be encountered in traditional media practices, even the presence of social media together with the internet involves audiences up to the creation of a new, more universal or global language than traditional local media [5].

B. Online Community

Online community is a place where a group of people gather to share their similar interests, in an internet site that offers several online services, including some access to the social environment, community services, official information, and e-commerce services to residents [6].

The network pattern in cyber media directly or indirectly connects users in various places. Interactions that occur between these users ultimately enable the formation of a cyber-network or community [7]. Stated in Nasrullah, there are several conditions necessary for an online community [7]:

- Environment or place for communication - interaction;
- Relationships between members occur and are managed electronically or online;
- A sense of ownership or awareness of members as part of the community;
- Internal structure in the community; and
- A shared symbolic space that is interpreted in the presence rules, values, norms, to interest.

The online community is generally formed from the incarnation of an existing community in the offline world, and this community uses cyber media to continue the activities of its community in the virtual world, usually this happens due to

time constraints and place among fellow members of the community.

C. Social Media

Social media can be seen from the development of how the relationship of individuals with media tools [8]. Social media can be defined as a form of electronic communication where users interact as they wish, and the freedom to share or exchange and discuss information, ideas, personal messages and other content about each other and about their lives using a variety of multimedia tools it's a personal sentence, image, video or audio that utilizes the online platform when they can connect to the internet.

1) *Social media characteristics*: According to Nasrullah, the characteristics of social media are below [8]:

a) *Network*: Social media has the character of social networks. Social media is built from social structures formed on the network or the internet. The character of social media is to form a network between users and provide a medium for users to connect in a technological mechanism.

b) *Information*: Information becomes an important entity from social media, because social media users create representations of their identity, produce content, and interact based on information on social media. In social media, information becomes a commodity consumed by its users.

c) *Archive*: The archive becomes a character that explains that information has been stored and can be accessed at any time and through any device. The presence of social media provides exceptional access to storage. The user no longer stops producing and consuming information, but also the information has become part of the stored document.

d) *Interaction*: The basic character of social media is the formation of networks between users. This network is not just to wide friendship or follower (follower) on the internet alone, but also must be developed by interaction among users.

e) *Social simulation (Simulation of society)*: Social media has the character of a medium for the society in the virtual world.

f) *Content by users (user-generated content)*: Other characteristics of social media are content by users or more popularly called user generated content (UGC). This term indicates that in social media, content is wholly owned and based on the contributions of users or account owners.

g) *Distribution (share / sharing)*: The main character in social media is sharing (sharing / sharing), because this medium does not only produce content that is built from and consumed by its users, but also distributed as well as developed by its users. The audience actively distributes content while developing it.

2) *Types of social media*: Nasrullah concluded that there were six broad categories to see the distribution of social media types, namely [8]:

a) *Social networking media (social networking)*: Social networking media is a tool that can be used by users to

conduct social relations, including the consequences or effects of these social relationships, in the virtual world. Each user forms a network of friends, both to the users that known and is likely to meet frequently in the real world (offline) and establish new networks of friends.

b) Online journal (blog): Blogs are social media that allows users to upload daily activities, comment on each other, and share, both other web links, information, and so on.

c) Simple online journal or microblog (microblogging): Microblogging is a type of social media that facilitates users to write and publish their activities and opinions.

d) Media sharing (media sharing): Media sharing sites (media sharing) are a type of social media that facilitates users to share media, ranging from documents (files), videos, audio, images, and so on.

e) Social bookmarking: Social markers are social media that works to organize, store, manage, and search for certain information or news online.

f) Shared media content or Wiki: A shared content medium is a site whose content is the result of collaboration from its users. There is collaboration or joint work of all visitors to fill content on the site.

D. Instagram

Understanding Instagram quoted from the official web, "Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone and then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos [9].

E. Brand

A brand is a name, a term, a symbol or a design or a combination of both, which is intended to denote the goods or services of a seller or a group of sellers to distinguish them from competitor competitors [10].

A trademark is a distinguishing name or symbol (such as a logo, stamp or pack) for the purpose of identifying the goods or services of a seller or a particular seller group that recognize them from the goods and services produced by competitors [10]. A core brand is for the customer to position the brand that is the process by which the company offers the brand to the consumer.

1) Brand benefits: The benefits of the brand as a guidance that makes consumers easy to choose to remain valid today. Consistency in giving product messages through brands to the target market is very important to be done so that the value of the products and brands can be known. Communication as a relationship between consumers and this brand becomes a long-term strategy so that consumers can offer the brand benefit and the positive image that they get to the next generation. For consumers, brands provide three benefits as below:

- Brand allows product quality to be more secure and consistent
- Brands can increase the efficiency of buyers because the brand always provides information about the product and place of purchase
- Brands can increase new product innovations to prevent imitation of competitors.

2) Brand equity: According to Aaker, brand equity is a set of brand assets and liabilities associated with a brand, name or symbol, which add or subtract the value provided by a good or service to a company or its customers [10]. In order for assets and liabilities to underpin brand equity, they must relate to the name and symbol of a brand. If brand names and symbols are changed, some or all assets and liabilities may be affected and incurred losses, even if they have been redirected to new names and symbols. Grouping the context of assets and liabilities that are the basis of brand equity is divided into 5 categories.

a) Brand awareness: Aaker stated brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a particular product category. The role of brand awareness in the overall brand equity depends on the extent to which level of awareness is achieved by a brand. The level of brand awareness in is divided as below:

- Not aware of the brand (unware of brand): consumers are not aware of a brand.
- Brand Recognition: consumers recall with the help of certain brands.
- Brand recall: consumers mention a product brand of a particular category without a reminder
- Top of mind: consumers call certain product categories for the first time without any tools.

b) Brand associations: According to Aaker their association is anything that is directly or indirectly related to the consumer's memory of a brand [11]. Added by Susanto other important issues in brand associations are associations that show the fact that products can be used to express lifestyles, social classes, and professional roles; or, expressing associations requiring the application of the product and the types of persons using the product, the shop that sells the product or the salesperson [12].

c) Quality impression: Aaker said the impression of quality can be defined as the customer's perception of the overall quality or high quality a product or service with respect to intended purpose [11].

d) Brand loyalty: Stated from Ford, brand loyalty can be seen from how often people buy the brand compared to other brands. The following explanation Susanto about the level of loyalty to the brand are [12]:

- The most basic level is the unlucky buyer, who is not at all interested in the brand and for them any brand is

considered adequate so the brand plays a small role in the purchase decision.

- The second level is the buyers who had experience with the product or at least do not have experience dissatisfaction, this type can be referred to as habitual buyer (habitual buyer).
- The third level contains satisfied people, but they bear switching costs as well as the cost of time, money or performance risk with regard to brand switching actions, this group can be called customers who are loyal to the transition costs.
- The fourth level is those who really love the brand, its preference may be based on an association like
- Symbol, the experiences in using or high-quality perception.
- The top level is a loyal customer, they have the pride of being a brand user, the brand is very important to them both in terms of function and as their self-expression.

III. METHOD

This research used model of consumer-based brand equity was adapted from the marketing literature and combined in-depth interview as the process of obtaining information for research purposes by asking questions and answers face to face between the interviewer and indorunnersbdg community members.

Interviews are part of qualitative methods. In this qualitative method there is known as in-depth interview. Understanding of in-depth interviews (In-depth Interview) is the process of obtaining information for research purposes by means of question and answer while meeting face-to-face between the interviewer and the respondent or the person being interviewed, with or without using the interview guide where the interviewer and informant are involved in social life [13].

The research used in-depth interview in order to find out the role of online community- indorunnerbdg in constructing the brand equity by taking data through 3 times interviews with the management of indorunnersbdg and observation to Indorunnersbdg members, online members and communities.

IV. RESULTS AND DISCUSSION

Based on the data obtained from interviews with members of indorunnersbdg Community as informants and observations through activities conducted indorunnersbdg Community Bandung, the author will describe the results of research on the role of online community indorunnersbdg in building the strength of brand.

In the weekly event held by indorunnersbdg Community, every member of the community has a sporty style that is diverse, function- without forgetting also the comfort factor and personality of each diverse individual. Regardless of the diversity, brand that is often used and emerged as a sponsor in the activities indorunnersbdg Community. In line with the aim to increase brand awareness that is presented through the brand

element that represents the name, logo that attaches to clothing products and brand character. Brand characters that appear in the minds of the informants are stylish, youthful, comfortable to use and keep the function precedence in every model with value for money. Along with that directly or indirectly, whether consciously or unconsciously, the presence of brand in the indorunnersbdg community builds a positive image and involves many people who have a similar impression and feel a sense of comfort when using the clothing brand. This process helps to develop engagement in the social interactions between members, as well as the social interaction between the customer and the brand itself. The users per account representations of their identity, produce content, and interact with others member through Instagram.

At the brand association level, most members of the community associate the brand with the middle to up class, judging from the fairly affordable price and the much-awaited model for the youth segment that also prioritizes attractive models and vibrant colors. They also often associate through public figures they know using a shirt or apparel that can be found on the outlet. This sense reinforces the role of the community as a developer of involvement in social interaction through social media. This activity explains that information has been stored and can be accessed at any time and through any device, meanwhile part of stored document.

The well-established brand association leads the formation of a brand image that is maintained positively in the eyes of customers through the impression and experience they feel when visiting outlet to either buy or just look at the current trend model. The good communication skills of the outlet officers, the ability to provide information, and the ease of transactions into values in perceived quality. This highly subjective assessment of Perceived Quality shows, although not all informants agree with this opinion, but generally informants show a positive image as consumer perception with additional info of certain outlets favored by an accessible and wider location and willingness products that are more updated and diverse. A similar experience when dealing with brands brings more social relationships between members and fosters equality and similar image. This experience shows the role of the community has a great influence in building brand strength, especially at the subjective rating level of each member especially in the virtual world. The content distributed as well as developed by its users. The audience actively distributes content while developing it.

On the other side, the experience associated with the brand that is generally excavated from members of the indorunnersbdg community still requires time to become a strong brand loyalty. Based on the results of interviews and observations, community members still provide great opportunities for other sport brands because so many brands that enter in the same market segmentation with brand. In general, community members mention some other brands that they consider attractive and have similar brand characteristics. So that in this stage still allows members of the community to move on other brands as long as they feel the same experience with the brand. Some members of the community see that the use of products is more due to buying habits in an easily accessible place, one stop shopping, a shopping mall that can

be a place to hang out with friends, meeting and lunch or dine together, so it feels more comfortable. When the same experience can also be found in other brands, they are likely to easily switch to other brands. Customer satisfaction in this case is the community members of the brand does not mean the level of loyalty to the brand is very strong because there are other factors that make customers use other brands, such as variations of existing models, competitors who also offer various models and colors and friendly service as well as the competence of employees of higher outlets. Based on this information, the role of community members as a confirmation of the essence of the brand itself needs to be built so that they have a very significant reason continuing to increase the power of brand. Brand needs to make sure that the Brand messages they communicate through the community remain relevant to be strong and well received by members.

Based on the analysis obtained, it can be understood that the role of community in building brand equity is formed as follows:

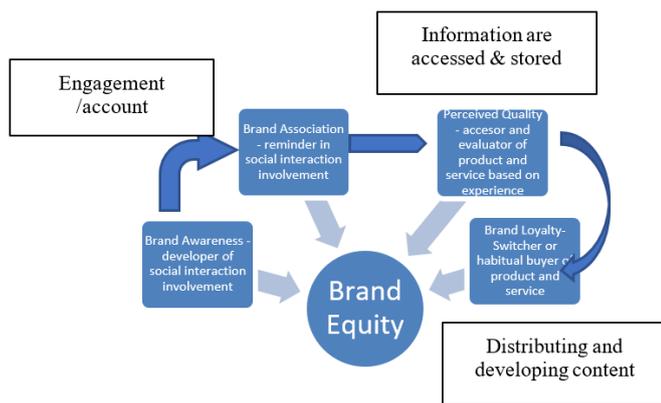


Fig. 1. The role of online community indorunnersbdg in building brand equity.

V. CONCLUSION

The conclusions that can be drawn from the research about the role of indorunnersbdg Community in building the strength of brand as follows:

At the brand awareness stage, the role of community members is as a participant of the process of developing engagement in social interaction. The users per account through Instagram. While at the level of brand association the community plays the role as a reminder in social interaction involvement among the members. This activity explains that

information has been stored and can be accessed at any time and through any device, meanwhile that information become part of stored document. At perceived quality stage, the role is increasingly becoming an accessor or evaluator of product and service based on their experience whereas if they have good assessment about the product so that the role become adhesive between members and with Brand itself. The content distributed as well as developed by its users. The audience actively distributes content while developing it. At the level of brand loyalty that has just reached the level of Satisfied Buyer, the role of the community is increasingly influential because the community can be switcher or habitual buyer which is the essence of the brand itself. At this stage the role can be switched as accessor, reminder or loyal buyer.

ACKNOWLEDGMENT

We would like to thank the management and members of the indorunners community for their assistance and cooperation in this study.

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