

Identity Branding for Islamic University in IR 4.0 Era

Lelita Azaria Rahmadiva
 Dept. Communication Studies
 UIN Sunan Kalijaga
 Klaten, Indonesia
 lelitaazaria@gmail.com

Bono Setyo
 Dept. Communication Studies
 UIN Sunan Kalijaga
 Klaten, Indonesia
 bono_setyo@yahoo.com

Niken Puspitasari
 Dept. Communication Studies
 UIN Sunan Kalijaga
 Yogyakarta, Indonesia
 nikenpuspita@yahoo.com

Abstract - Today the world has entered an era where everything can be easily accessed through the internet, called the industrial revolution 4.0 era. In this era, educational institutions, particularly Islamic Universities, are encouraged to perform branding activities because Islamic values in curriculum and learning methods in Islamic universities received positive impression from their users. In this case, academics in Islamic universities are considered as religious people. However, the word 'Islam' in Islamic universities has hindered people from other religions to join, enrol, or participate in these educational institutions. As such, Islamic universities are considered as an exclusive institution.

Such considerations are perilous for these institutions because the fact that Indonesia has diverse cultures with many religions is indisputable. Therefore brand identity activity should be carried out by Islamic universities in order to build credibility, image and a positive reputation in the community. New media has become one of the tools that can be used to carry out branding activities of Islamic college identity optimally and effectively. This study describes how States Islamic University of Sunan Kalijaga carries out brand identity activities and significances of brand identity made through new media. This research used descriptive qualitative as its method, by conducting observations and in-depth interviews with authorized officials and public relations teams as key informants.

Keywords – *Brand Identity; Islamic University; New Media*

I. INTRODUCTION

The word "Islam" has now become a commodity in itself. As Temporal said in his book "Islamic Branding and Marketing, Creating A Global Islamic Business" that Islamic brand commodities are currently growing rapidly due to increasingly specific Muslim consumer preferences[15]. Companies or institutions follow consumer development and preferences[14]. Along with its development, the increasing of Muslim population in Indonesia, has arisen the demands of products or services according to their preferences. This is accompanied by their awareness to consume the appropriate products or services which are preferred [15]. In a global consumer culture, brands create an economy of symbolic exchange that gives deep value to the meanings consumers attach to the

brand name, logo, and product category. Brand meaning is not just a value added to the financial value goods but has material impact on financial markets themselves[10]. This intangible value is the basic foundation to build a strong brand[15]. The word "islam" that now attach on a brand is know become an common in bussines or institution managemen field.

In one hand, this phenomena become an opportunity for producers to develop products labeled "Islam". At present, everything can be labeled with Islamic institutions, ranging from halal food, halal tourism, sharia expeditions, sharia hospitals, sharia businesses, Islamic universities, and so on. Where the concept of sharia is certainly based on Islamic law, the *Qur'an*, and *As-Sunnah* [15]. the word "Islam" can be a commodity that is used as a strategy in marketing. The word "Islam" is not only embedded in products in the form of goods but also services using various terms such as "Islam" or "sharia". One of the institutions that provide services is universities. In Indonesia, there are a number of universities that label their institutions with the word "Islam" either public or private. The brand of Islamic universities is increasingly in demand because it already has its own market share.

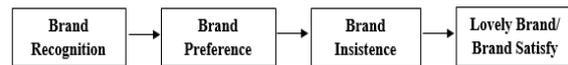
On the other hand, the word "Islam" can be a separate obstacle in marketing activities because it can give an exclusive impression. This impression arises because the real condition of Indonesia is a country that has diverse religion and culture. As an illustration, public and private tertiary institutions do not have the embedding of identity words in their brands, this is certainly not a problem. But when a high-level initiative provides the embedding of identities, this "Islam" indirectly this identity will limit people with different religions from being able to join, enroll, or participate. Embedding these terms with certain identities can trigger several problems. In addition to exclusive impressions and consumer restrictions, it will also cause limiting skates that are on the social level. This will encourage an exclusive feeling in each group. The impression that arises in the community as an exclusive tertiary institution is not compatible with the diversity of Indonesia which consists of different religion, culture, ethnicity, and ethnicity.

One of the institutions that uses the term "Islam" on its brand is universities as educational institutions. Branding of universities with the identity of "Islam" needs to be done to provide a clear understanding to the public of the brand of the college. It needs to be clarified first that branding is an attempt to give a certain impression according to the purpose of the branding to the public regarding the brand[16]. While a brand is a name, term, sign, symbol, or design, or a combination, which is intended to identify goods or services from one seller or group of sellers and differentiate products or services from competitors[13]. Brand brings the information to the community about what and how the institution is. Brand identity is the promise of the institution in carrying out and developing the brand and promises to consumers in providing in-depth value or other benefits that are worth communicating, so that the characteristics of the brand identity can be conveyed to consumers appropriately. The values, promises, and features that will be built by the universities with the identity of "Islam" are communicated to the community, so as to produce abilities that can be remembered, are meaningful, can be transferred, adapt easily[5].

So basically, strong brands are formed through brand identity and positive image of an institution and become the main attraction for advertising. So that in fact, the image is a reflection of the identity of an organization[17]. Brands influence consumer perceptions of products to be consumed, competition between companies is perceived competition, not products[19]. According to the American Marketing Association brands are names, terms, signs, symbols, designs, or combinations of these things, which are intended to identify goods or services from a seller or group and to distinguish them from competing products[12]. In this case, the brand has an identity that distinguishes it from other brands. An identity or symbol that gives the identity of a particular item or service that can be in the form of words, pictures or a combination of both[1].

Nowdays, the fourth industrial revolution is taking place. Industrial revolution 4.0 brought a lot of changes where everything became more efficient and faster[9]. in terms of digital information technology the internet becomes a media that is very much needed in various accesses. The inevitable role of the development of IT (Information Technology) at companies has transformed both working conditions and efficiency, and its importance is unquestionable[9]. By keeping abreast of the times where the world today has entered the industrial revolution era 4.0, universities with the label "Islam" are required to be able to do branding with effective steps. So that the shift in meaning that the brand wants to be given is not biased or shifted. The branding steps

of Islamic tertiary institutions need to be carefully planned so that the brand can convey the basic values that are carried right to the community. An institution or company must understand that a brand is a reflection of value. That is, if Islamic university want to get a strong and positive brand, the value must also be increased or in other words, the brand contains expectations and responsibilities that must be realized in the company's performance[6]. The branding stage approach presented by Kennedy can be used to build a strong brand, which is: Brand Recognition, Brand Preference, Brand Insistence, and Brand Satisfy[7].



This study specifically uses the brand recognition stage as a basis for reviewing the problems described previously. At the stage of brand recognition, the brand can be known by the public if the brand's meaning is in accordance with what is accepted by the community. This stage is the initial stage and it is very important to determine whether this brand will be well known and correct so that it is able to provide feedback expected by Islamic universities[7]. At this stage it can be determined whether this Islamic university will be able to provide proper meaning to its brand. Brand recognition stage discusses how brands become familiar to the public by repeatedly appearing through various media. Until it will give the results of the brand, it will be known as the characteristic, so that the characteristics of the brand identity can be attached to the community. The Values, promise, and the features that built by Islamic universities and being communicated to the audience, resulting in a memorable, *meaningful, transferability, adaptability, protectability* on a brand[5]. This Study showed how Islam education institution which is Islamic university maintains its credibility by managing recognition branding using digital media in 4.0 era.

II. RESEARCH METHOD

The case study for this research is in Sunan Kalijaga UIN as a university that carries "Islam" as a brand. This university is also a pioneer in the environment of State Islamic Universities in Indonesia. Therefore, UIN Sunan Kalijaga has become a mecca for other Islamic universities in Indonesia.

This study will look at how UIN Sunan Kalijaga branding its identity as an Indonesian Islamic tertiary institution in the era of industrial revolution 4.0, using descriptive qualitative methods and purposive sampling as sampling techniques (informants). Primary and secondary data in this study were obtained through in-depth interviews, observation and study documents.

III. RESULT AND DISCUSSION

Branding is an effort to strengthen the position of a brand that has previously been formed in the minds of consumers by adding equity from a set of products. A brand will have a high trust value along with consumer experience throughout the marketing of a product or service from that company[7]. Branding can also be interpreted as an attempt to define the identity of a brand carried by an institution. UIN Sunan Kalijaga as the oldest Islamic university in Indonesia applies the branding step as an effort to keep up with the times as described by Rama:

Because of the needs of the times that indeed public relations requires branding. Because branding is released from the promotion mix. Branding is different from marketing. Because of need.

Rama as the secretary of the Branding Team explained that branding is a necessity in the era of industrial revolution 4.0 as an effort to strengthen the brand in competition and avoid a shift in meaning. Moreover, UIN Sunan Kalijaga has brought the word "Islam" in its brand so that the branding business becomes a more effort to communicate the basic value of the actual brand.

As it is known that the basic values carried by UIN Sunan Kalijaga are integration-interconnection, dedicative-innovative, and inclusive-continuous improvement. UIN Sunan Kalijaga wants to give the impression of an inclusive Islamic college which is not hindered by anyone who can enroll, join, participate, and also collaborate with UIN Sunan Kalijaga as long as it is in accordance with the basic principles of the university. In addition, the meaning of the word "Islam" brought by UIN Sunan Kalijaga is intended as Islam which is *rahmatan lil alamin*. This statement as stated by Sodik as one of the leaders of the university :

So how exactly do we want this branding to show that the UIN Suka is then able to become a kind of institution that is strong in giving meaning to Islam that is rahmatan lil alamin in accordance with its vision, mission, goals and core values. Superior and prominent university. We continue to show this through news publications so that people know. That is to show if we are not ordinary colleges because we have Islamic aspects.

The understanding of the meaning word "Islam" in Sunan Kalijaga UIN is needed so that the exclusive impression that is contrary to the university's core value does not arise in the community. This branding recognition required to minimize misinterpretation or word "Islam". It mentioned by Kennedy (2006) that no matter how good a company is when it cannot communicate the value of a brand well to the

community of course its value will not be conveyed[7]. Because branding is a name, symbol, design, or combination of then that identifies the goods or services of the company[8]. It caused the word "Islam" in UIN Sunan Kalijaga could be interpreted as Islamic brand which is referring to any brands that seek to address the needs of Muslim market[15]. This definition much broader where its include any activity related to branding and marketing of countries, product, and services to Islamic audiences, regardless of whether or not they have derived from a Muslim-majority or Muslim-minority country or have Muslim ownership. While Indonesia has diverse cultures with many religions is indisputable. Therefore brand identity activity should be carried out by Islamic universities in order to build credibility, image and a positive reputation in the community.

The effort to communicate this brand is the first step of the branding stage, which is the brand recognition step[3]. At this stage, a brand enters the stage of introduction when the brand becomes familiar in the public eye[7]. UIN Sunan Kalijaga at this stage performs branding by showing Sunan Kalijaga UIN as it is without manipulation. By carried out promotions and news without manipulation and exaggerating facts in accordance with Temporal that a symbol that contains aspects of purity, honesty and kindness will provide a much stronger meaning not only in the view of the Islamic community itself but also the global community. This was said by Rama:

Branding that is in accordance with UIN, yes the integration-interconnection that UIN is khoirunnas anfa'uhum linnas. So that the branding is done without manipulation. So it is more true, according to Islamic teachings. Yes, so there is no fraud, there is no manipulation that is not allowed in Islam. Because branding itself can also mean manipulation.

UIN Sunan Kalijaga conducts university branding based on real Islamic law so that the meaning of the word "Islam" which is stuck on the brand of Sunan Kalijaga UIN can be fully understood. The "islam" brands are no longer intended to appeal specifically to the Muslim consumer as they are faith-based. Temporal states that there are some Islamic values that can build charisma of a brand that is not only suitable and used by Muslims, but can be used to show the good side of this brand on the market, namely purity and benefit, honesty and consistency, and the last is justice and kindness[15]. So that the concept of branding used can be interpreted universally. The same thing was conveyed by Waryono as the university leader:

Yes, this is means we are introducing UIN as a religious campus. Inclusion, you know. So this is not identical like food is halal, but

we welcome the inclusive campus so there are people with disabilities, you know, there are people of different faiths who can study here, right? That's an example.

This current of globalization has brought the world to the digital age which is inevitable[4]. Technological advancements allow for automation in almost all fields. This brought the world into the era of industrial revolution 4.0. In this digital era, digital media has become an effective tool as a publication medium. The concept of identity branding carried out by Sunan Kalijaga UIN certainly needs to be communicated through media that is effective and in accordance with the needs and development of the times. Brand recognition stage is the initial stage of branding activities or brand campaigns[3]. The basis of a brand that can be formed is through recognition by both stakeholders and society at large.

The UIN Sunan Kalijaga Public Relations Team currently utilizes online media platforms such as online, Youtube, and social media news portals such as Instagram, Twitter, Facebook in streamlining the implementation of branding. Social media is used as a means of branding because now the world has entered the industrial revolution 4.0 where everything can be accessed quickly through the internet. The change in conventional communication into modern and all-digital makes the rapid development of technology[9]. this rapid development is also increasing with increasing communication speed. The using of social media by public relations UIN Sunan Kalijaga starts from reactivating social media accounts in early 2018 as evidenced by the following table for increasing visitor accounts :

TABLE 1. COMPARISON OF VISITORS OF SOCIAL MEDIA ACCOUNT OF SUNAN KALIJAGA

No	Media	Account Name	Year Created	Followers / visitors in Early 2018	Followers / visitors in May 2019
1.	Instagram	@uinsk	2016	4.000	27.800
2.	twitter	@UINSK	2011	6000	17.800
3.	Fanspage Facebook	@UINSK	2011	16.243	23.124
4.	Youtube	UIN Sunan Kalijaga	2014	600	3.189

Fig. 1. Created by researcher

As known from the table, the increase in the number of visitors and followers has increased rapidly until 2019. The increases in number because of the previous social media accounts were not managed properly. By realizing the needed of updating media communication in this digital era, the re-management of social media is carried out and has brought good results. This increase is a result as well as a tool to facilitate UIN Sunan Kalijaga in informing its brand through digital media. It may show that UIN Sunan

Kalijaga has been successfully maintained relations with the community in general. In addition to an increase in the number of followers and visitors, improvements to social media content have also been improved such as arranging feeds on Instagram and increasing the frequency of tweets on Twitter accounts. Improved content from social media accounts is also adjusted to the needs of each social media. This was stated by Rama:

What is clear is to make material content about Sunan Kalijaga's own UIN on social media, Instagram, Facebook, everything. Then make a company profile to introduce what UIN is like.

The meaning of a good brand requires a consistent understanding of the community. for that, brand communication needs to be clarified so that it is right. behavior, values, and quality through formal media to create a solid meaning for the brand. UIN Sunan Kalijaga uses digital media to communicate values — through symbols and language – of the institutions, activities that show behavior, and achievements that show quality to society. Conformity of these aspects is able to provide the right interpretation of the Sunan Kalijaga UIN brand. The use of language is one of the things that is considered by UIN Sunan Kalijaga in its post in social media. The use of language should be adjusted by the values of UIN Sunan Kalijaga. This will be able to interpret the character of UIN Sunan Kalijaga. Through the following sample screen capture, it can be seen that content on twitter media has been better with more friendly language and the frequency of posts and interactions with followers has become more intense.

PICTURE 1. UINSK TWITTER CONTENT



Fig. 1. Created by researcher

In 2017, it can be seen that the language used to communicate with followers is still rigid and as is. Unlike in 2019 it now gives a familiar and more informative impression. There are three goals in building a brand that is forming perceptions, building trust and building love for the brand[11]. Branding recognition is an effort to build public perceptions of the Sunan Kalijaga UIN brand. As we know that branding is a significant management tool used to

achieve differentiation and create sustainable competitive advantages. Social media as a branding media certainly needs to be considered and packaged in such a way as to represent what is the goal of Sunan Kalijaga UIN. With the activation of the account and the crowd of visitors to social media accounts, this makes it easy for Public Relations of UIN Sunan Kalijaga to carry out their duties compared to the university. As stated by Nurul as a public relations staff:

UIN social media It's like it's been very good now, the number of followers is also increasing significantly the content is better and interesting. This is one way of public relations to compare UIN likes. So every time there is an event, we always post, this is our effort to show that UIN is part of the local, national and international community.

As stated earlier that UIN Sunan Kalijaga as a university with the identity of "Islam" attached, wanted to show the word "Islam" that was brought was not exclusive through the news that was sent on social media. Like a seminar that presents interfaith speakers, cooperation is carried out with various companies or media, student activities that can be attended in general. Some of the example posts are present below :

PICTURE 2. UINSK INSTAGRAM CONTENT



Fig. 2. Created by researcher

That post shows UIN Sunan Kalijaga is being the part of the society. This can be seen through one of the posts on Instagram in collaboration with the University of Gottingen in Germany. In addition, UIN Sunan Kalijaga through its Instagram account also informs the public lecture on the themes of Diversity, Inclusion, and Democracy by invited a non-Muslim speaker. It shows that UIN Sunan Kalijaga cares about those issues without mattering the identity of "Islam". This news shows that UIN Sunan Kalijaga opens itself in various activities. In this case, social media became an intermediary between UIN Sunan Kalijaga in the community.

A brand is a combination of corporate behavior and values, the technical functionality and quality of products and the intangible promise the company instills in its products for customers[18]. The

Communicating activities through social media is a part of efforts to build the brand of UIN Sunan Kalijaga as an inclusive Islamic university. The efforts of recognition branding aim to inform matters related to the university and through these activities, relations between the university and the community will be built. So the behavior and culture that develop in the university can be known by the community. Through these recognition branding efforts, the brand can be fully understood by the wider community.

IV. CONCLUSION

UIN Sunan Kalijaga conducts University branding using the branding stage approach as described by Kennedy, namely: Brand Recognition, Brand Preference, Brand Insistence, and Brand Satisfy. In the Brand Recognition stage, UIN Sunan Kalijaga as the oldest state Islamic university in Indonesia conducted a branding to keep an exclusive impression through the word "Islam" embedded in its brand by opening up in various activities, which are published through social media so that the public can understand the meaning of the whole Sunan Kalijaga UIN. The definition of the word "Islam" brought by UIN Sunan Kalijaga is not "Islam" which is exclusive but the real meaning of word "Islam" is peace. UIN Sunan Kalijaga as a Islamic University brings the label name of islam which is in accordance with the meaning of *rahmatan lil alamin* that is meaning in accordance with the vision, mission, goals and core values of UIN Sunan Kalijaga. This resulted in UIN Sunan Kalijaga being known as an inclusive and open university in the global community.

ACKNOWLEDGMENT

It is an independent study with the help of the informant and expert on the brand study. They are Dr. Waryono Abdul Ghafur, Dr. Mochamad Sodik, Rama Kertamukti, and Nurul Mar'ati Saleh. I would thank to Department of Communication Studies Sunan Kalijaga State Islamic University

REFERENCES

- [1] A. Buchari, Marketing and Service Marketing Management, Revised Edition, Bandung CV: Alfabeta, 2007
- [2] C. J. Fombrun, Realizing Value from The Corporate Image, USA: Harvard Business School Press, 1996
- [3] D. Durianto, Strategy to Conquer the Market through Equity Research and Brand Behavior, Jakarta: PT Gramedia Pustaka Utama, 2004
- [4] D. Nugraha, "Industry Revolution 4.0 System Transformation", https://puspiptek.ristekdikti.go.id/wp-content/uploads/2018/10/revolusi-industri-4.0_PIF-2018_2018-1.pdf. 2018, accessed May 30, 2019 at 08.20 pm
- [5] F. Alhasbi and Rama Kertamukti, "Creative Branding Strategi (Developing Brand Identity Strategi of Tribun Jogja)", Atlantis Press Journal, Vol. 260, 2018, pp. 281-285
- [6] H. Kartajaya, "Positioning, Diferentiation, and Brand", Jakarta: PT. Gramedia Pustaka Utama, 2004,
- [7] J. E. Kennedy and R. Dermawan Soemanagara, Marketing Communication Tactics and Strategies, Jakarta: PT Buana Ilmu Populer (Gramedia Group), 2006

- [8] J. Straub and Attner Raymond. Introduction To Business, California: Wardworth Publishing Company, 1994
- [9] J. Nagy, et. al., “The Role and Impact of Industry 4.0 and the Internet of Things on the Business Strategy of the Value, Chain—The Case of Hungary”, Sustainability Articles, MDPI Journal, 2018
- [10] L. L. Oswald, Creating Value, The Theory and Practice of Marketing Semiotics Research, United Kingdom:Oxford University Press, 2015
- [11] M. Neumeier, *The Brand Gap*, New York: New Riders Publishing, 2003
- [12] P. Kotler, Marketing Management Edition 12 Volume 2, Jakarta: Indeks, 2008
- [13] P. Kotler, Marketing Management, Jakarta: Erlangga, 2009,
- [14] P. Kotler and Kevin Lane Keller, Marketing Management, Volume 1, Jakarta: Erlangga Publisher, 2008
- [15] P. Temporal, Islamic Branding and Marketing Creating a Global Islamic Business, Singapore: John Wiley & Sons, 2011
- [16] R. Landa, Designing Brand Experiences, Thomson Delmar Learning, 2006
- [17] R. Kertamukti, “(Studi Kualitatif Komunikasi Visual dalam Pembentukan Personal Karakter Account Instagram @ basukibtp),” Profetik J. Komun., vol. 8, no. 1, 2015. pp. 57–66,
- [18] R. Juha-Peka, “Brands and Branding: Creating a Brand Strategy”, Degree Programme in International Business, 2009
- [19] T. Fandy, Service Management Realizes Excellent Service, Issue 2, Yogyakarta: Andi, 2011
- [20] Kertamukti, Rama. Praktik Prosumption Kalangan Kelas Menengah Yogyakarta di Instagram: Culture, Network Society. Warta Ikatan Sarjana Komunikasi, Vol 2 No.1, 2019.