The Socialization Mechanism of Teach for Indonesia (TFI) as an Effort to Establish the Brand Awareness Organization

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Abstract— Teach for Indonesia (TFI) is a work unit from Bina Nusantara University which is engaged in social sector, as a form of corporate social responsibility with a sustainable program. This study aims to determine the socialization mechanism of the Teach for Indonesia (TFI) team in the effort to establish brand awareness, as well as the obstacles and solutions faced in carrying out the socialization activities. The research method used is descriptive qualitative method by conducting interviews with TFI internal teams. The data analysis in this study is using coding concept. The results achieved in this study indicate that the mechanism of socialization in the effort to establish brand awareness is carried out by means of ongoing community assistance, publications, events, lobbying and making attributes that describe TFI identity. The socialization carried out by TFI as an effort to form brand awareness through publicity focuses on the use of social media and TFI's commitment in running its programs and conducting community development through the pillars of education, health, environment and improving the quality of life.

Keywords: Socialization, Organization, Brand Awareness

I. INTRODUCTION

In Indonesia today, there are many non-profit organizations with their respective visions and missions to support change in individuals or communities. In carrying out its vision and mission to achieve its objectives, non-profit organizations need large amount of funds. Other than individual donation, these organizations usually receive funds from large companies which conduct Corporate Social Responsibility (CSR). In Indonesia, CSR has become a duty of relief as stated in Law Number 40 of 2007 Article 74 paragraph 1 which regulates Social and Environmental Responsibilities that must be carried out by the Company including the Education Foundation (University).

CSR is done by giving a portion of the profits from the company to the external environment by doing various projects. Since it is a common thing to carry out a project, the company establishes a relationship with non-profit organizations as an extension or donation of these benefits directly to non-profit organizations. Thus, it can be said that the profits of the company will indirectly relate to the inclusion of the non-profit organizations. In addition to requiring material support, non-profit organizations also need volunteers to support and run their programs. Therefore, a

non-profit organization requires what is called by branding. How a non-profit organization introduces its existence with the issues they raised arouses a sense of trust in the community to join the non-profit organization in order to create positive change in the society.

Teach for Indonesia (TFI) is a unit of Corporate Social Responsibility (CSR) that was formed by BINUS since 2009 and was inaugurated in 2010. Its nature of activities has continuously developed in the community. In accordance with the TFI tagline, "Together We Can Change Indonesia", it invites all people (not only for BINUS) both individuals and groups to join TFI.

The TFI program is based on the Millennium Development Goals (MDGs) which now have been transformed into Sustainable Development Goals (SDGs) which are divided into pillars of education, environment, health, improvement in quality of life and responses to natural disasters.

In 2009 - 2015, TFI has reached a large number of volunteers consist of 10,000 people, 746 total activities, 1,100 students in the tutoring program, 43 external partners, 172 assisted schools, 11 home study partners, and 600 MSMEs. The following are several programs that have been implemented in five major pillars: (1) Educational Pillars; Learning guidance activities for elementary-junior high school students. The activities are carried out in BINUS campus; (2) Environmental Pillars; Campaigns which care for the environment and actions which care for the environment such as reforestation; (3) Health Pillars; (4) Quality of Life Improvement Pillars; Development of leprosy/ leprosy communities in Sitanala, such as tutoring, foster parents, and microfinancing; (5) Disaster & Environmental Response Pillars, for example the handling of victims of the Merapi eruption in Yogyakarta in 2010.

Starting from Keller's research concept that a non-profit organization requires strong branding and modern marketing techniques to help non-profit organizations to raise funds and to achieve their organization's goals and missiona, a good branding starts from brand awareness which is the result of brand recognition and brand recall. Brand recognition is the consumers' ability to properly confirm the brand features when they are given instructions from the brand. Brand recall is the consumers' ability to recall a brand when they are given

the characteristics of the brand as a guide to the product category, the needs met from that category or the usefulness of the brand [1].

The focus of this research departs from the curiosity to find out how TFI is carrying out the socialization mechanism as an effort to establish brand awareness in the community, given the importance of awareness in the community to be able to achieve the goals of an organization. Specifically, this study aims to explain the mechanism, constraints and TFI solutions in socializing the community in the effort to establish brand awareness.

II. RESEARCH METHODS

This research uses descriptive qualitative method which is to provide a systematic, factual and accurate description of the facts and characteristics of a particular population or object. The data comes from interview texts, field notes, photos, videotapes, personal documents, notes or memos and other official documents.

The data collection was done through structured interviews using interview guides/ schedules. The questions asked by researchers to informants had been systematically compiled. Research informants were determined purposively, which is by finding groups of participants related to the research problem. The research informants include the TFI Community Development manager, the Vice Chancellor for Student and Community Development and Student Creativity Development Specialists who have handled the branding directly for one of the TFI activities.

The supporting data of this study is also obtained through the official website of TFI's website. The visual material stores various information which is very useful for research. The data analysis was conducted through several stages starting from the presentation of data analysis using coding techniques, which are interpreted as the process of making categorical qualitative data and also to describe the implications and details of the categories [4]. In coding activities (recording), the researcher re-read the entire interview material and tried to get an outline or general description of the interview results. After that, the researcher made a transcript of the interview, and divided it into topics based on categories according to the research objectives, which covered all interview transcripts and did not overlap each other between categories. From each of these categories, the researchers began to analyze it [2].

III. RESULT

Conducting a social responsibility is applied by Bina Nusantara Foundation (Binus), which is engaged in the field of Education and also runs the responsibility known as the Tri Dharma of Higher Education. Therefore, Binus formed a new unit to carry out the community service, so that each unit that usually conducts its own community service activities is centered in one unit.

The vessel that houses the service is called TFI. This name is obtained from the results of pioneering learning to the concepts of Teach for All and Teach for America. The formation of Teach for Indonesia has received official permission from the founder of Teach For itself. TFI's main focus is education, because of the background owned by

Binus, while its internal resources are students, lecturers, and employees who play a role in education.

TFI was established in 2009 and was inaugurated in 2010. The first step for its pioneers is to find the focus that will be carried out. Although TFI learns the concepts from Teach for All and Teach for America, the focus is adjusted to the conditions in Indonesia, because TFI team sees that the social problems existed in Indonesian community could not be equated with other countries. Therefore, TFI implements some pillars in the Millennium Development Goals (MDG) which now have been transformed into Sustainable Development Goals set by the United Nations (UN).

The following are activities that have been conducted successfuly as well as still being run by TFI:

A. Environment

In dealing with environmental issues, TFI focuses on cleanliness of the environment by holding a movement through "Yuk, Buang Sampah Pada Tempatnya" campaign. TFI has demonstrated this campaign on a large scale by inviting the public and security forces with the route of Kemanggisan - Kali Pesing, West Jakarta by taking a walk while picking up trash found on every street. This action was carried out in 2012 and named as "Study on the Road". Furthermore, TFI conducted socialization in Kemanggisan area which is directly conveyed to the community, such as roadshows to schools and posters, banners, and sticker distribution. This action was joint by both the general public and Binusian (as the members of the Binus extended family). TFI's campaign and clean-up actions are still being promoted, aiming to increase public awareness about the cleanliness of their environment.

The following is one of the documentation of "Yuk, Buang Sampah Pada Tempatnya" campaign activity carried out by TFI volunteers along with the cleaning up.

Still in the environmental pillar, in addition to the movement to dispose garbage in its place, TFI also supports the "Save Water" movement. One of the activities is TFI together with the Global Compact Network, Clean Ciliwung Movement, and Indonesia Water Mandate Working Group conduct seminars, exhibitions, bazaars and storytelling, which aims to raise the public awareness and concern to use earth's water and energy wisely.

B. Health

In the health pillar, TFI has a leprosy community development program. The concern of TFI is that Indonesia is ranked first in ASEAN and ranked third in the world regarding leprosy disease (Ministry of Health, 2013). The number of people affected by leprosy is so high, however it is no longer considered in the community. Through this coaching, colleagues who have had leprosy have been trained. The programs implemented were microfinancing and education by providing tutoring in Sitanala Village.

In 2015, entering the 5th year of TFI, TFI fostered the leprosy community in Sitanala, Tangerang. In addition to the programs mentioned above, in 2014 TFI provided free counseling and published books on the spirit of life of colleagues who have had leprosy, as a fundraising action in collaboration with DKI Jakarta Government. Other actions such as seminars and socialization were also carried out by

TFI to schools with a volunteer team called "Leprosy Care Ambassadors". In the same year, TFI held a large event as an action to foster public awareness of leprosy, eliminate the negative stigma of colleagues who have had leprosy, and raise support funds, so that more leprosy communities in each region can be fostered. The event was called "Run for Leprosy".

C. Education

In the education pillar, TFI has a routine program, which is tutoring activities for children in grades 1-9 in SMP around Binus every Tuesday, Wednesday and Thursday. It begins to be held in 2012 with the initial participants were only 30. However, in 2015, the Bimbel participants had reached 1,300 children.

In addition to Bimbel community in Kemanggisan, another TFI assisted community in the education pillar, is Polres Community in the Polres Care about Unemployment program by providing computer training to the community, also motor mechanics training which is a collaboration with Astra and SCTV Charity Pundi and Sitanala Community.

D. Quality of Life Improvement

In this pillar, as explained above, TFI conducts a microfinancing program by fostering a community and giving it capital to start a business, which later should be returned in stages and without interest. This program training has an intention so that every family can live independently with the business they have started. The community that has been nurtured is "Uduk Rice Community" in Kemanggisan, "Sitanala Community", etc.

TFI belongs to a non-profit non-government organization owned by BINUS, meaning that this organization runs based on the support provided by BINUS so that it does not depend on government assistance, but open opportunities for donations from individuals, companies, organizations or government institutions [5]. Therefore, TFI requires branding so that its fundraising, goals and missions can be realized. Like a company or organization that offers profitable products or services, a non-profit organization does it too.

A brand is a set of associations which a customer has for a product or service value. A brand which has brand equity will make people know, loyal, and want to defend the brand. Brands which are well known in society so they can distinguish them from other brands are called branding.

A study explained that a brand image will have implications for the community behavior. Brand image in non-profit organizations raises four brand dimensions which are usability, efficiency, influence and dynamism. Through the brand image, the community behaviour is created by 31% for donation and 24% for making their time [7].

In building the branding, TFI conducts a socialization design to introduce and invite the general public to join TFI. In the first stage, TFI invited internal Binus community such as students, employees and lecturers. From the experience gained, the next stage was through Word of Mouth (WOM). The following are the activities that TFI has done in increasing community awareness:

Table 1. The Similarities between TFI Activities and PENCILS Strategy [3]

Activities carried out by TFI	PENCILS Strategy
Program dissemination: delivery of activity programs through social media and the official TFI website, www.teachforindonesia.org. TFI maximizes various social media activity that can help to distribute information to the public for free.	Publication & publicity. Public relation has the role of conducting publication activities, which is publishing information from the company to the public. Besides publicizing, public relation must also generate positive publicity from the perspective of the wider community.
Events: done through events to get attention from the public. Some of the events that have been successfully carried out are book re-typing for the blind, garage sales, the introduction of art and culture, as well as Run for Leprosy.	Events. Events are held to get attention from the media which will lead to public attention to the company. Public relation has the role to create and organize events both long and short term in an effort to form a positive image for the company in the eyes of the public.
	News. Public relation will produce news in the form of press releases, bulletins, and others that have news value. It will refer to the 5W + 1H writing technique (what, who, where, when, why, how) and whill be published in for public.
Continuous community assistance programs based on predetermined foundation and mapping were carried out in the field. Here are some communities which are the parts of TFI;Kemanggisan Community, Sitanala Community, Yogyakarta Merapi Community, Astra Community, Community Polres and Tanjung Duren Community.	Community Involvement. Companies need to build good relationships with communities, especially communities which are around the company or directly related to the company. This good relationship can be established by involving the community into the company or company involves in the community activities by sending representatives
Symbolic identity: red logo, volunteer uniform, and some gimmicks that have to give different characteristics between TFI and other organizations. Some of the attributes possessed by TFI are	Identity Media. All types of stationery used by companies such as business cards, paper, letterhead, envelopes, etc. must be made in such a way as to be able to

volunteer clothes, logo design, tagline, etc.	present and enhance the image of the company. In addition, vehicles, buildings, facilities and infrastructure used by companies can also be used to improve the company's image so that all must have the same meaning.
Lobbying: invites external parties to get donations or sponsorships in various programs. The lobbying aims at individuals, groups, government or the private sector.	Lobbying. Public relation has a role to negotiate and persuade various parties who are generally external parties such as the government, investors, the surrounding community, etc.
	Social investment. The role of public relation is to create programs that benefit social interests and welfare. This program is usually known as CSR or Corporate Social Responsibility.

The socialization mechanism carried out by TFI as an effort to increase brand awareness is identical to the PENCILS strategy. Departing from WOM in internal circles, until Publication, Event, Lobbying, Community Assistance and Symbolic Identity have been carried out by TFI. TFI's main strength is in sustainable community development, while the weaknesses is in media publications. TFI needs to expand its network with the media, so that every activity that will be carried out and implemented can be published. Improving the content that exists on social media also needs to be done because of the high level of use and involvement of the public with organizations through social media. Therefore, it is important to examine the content of social media messages because this is related to organizational identity. Use and focus content on YouTube channels, because many non-profit organizations use YouTube to inform and educate the public, advocacy and fundraising efforts [9].

In building a brand in organizations or social work units, it is important for organizations to pay attention to the principles of IDEA. These principles are (1) the integrity of the organization in its commitment to carry out its mission; (2) democratic to create participatory processes, transparency and access; (3) ethics are realized through commitment to values and results. How to align identity and image with the core of the organization, values and culture; (4) Affinity is realized through a commitment to collaboration and competition affinity [8].

IV. CONCLUSION

Bina Nusantara University as an educational institution has the responsibility in carrying out the Tri Dharma of Higher Education. On the other hand, Bina Nusantara University has social responsibility known as CSR. CSR is the evidence of the company's contribution to sustainable development goals by means of impact management (minimizing negative impacts and maximizing the positive impact on all stakeholders).

The seriousness of BINUS in carrying out community service is reflected through the establishment of a special unit named as TFI which acts as a non-profit unit that specifically requires strong branding and modern marketing techniques to help non-profit organizations in raising funds and achieving goals and missions of the organization. In order to create good branding, it should be started from brand awareness. Good brand awareness results from brand recognition and brand recall.

Branding activities in social organizations, especially work units such as TFI, are considered a challenge, because the marketing concept is usually only attached to the sale of products or services. However, non-profit work units or organizations need a mechanism that can introduce the brand, present their mission and remain loyal to the values and culture of their organization, so that they do not approach narrowly. In this study, it was found that in building a strong brand, TFI has brand elements consisting of work unit names, logos, URLs, taglines or brand history and slogans. Besides that, TFI's socialization mechanism can be grouped into PENCILS in its efforts to increase brand awareness.

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