Public Perception of ITB STIKOM Bali Kampus Jimbaran's Brand Image

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ABSTRACT

ITB Stikom Bali is considered a product that can be branded through the image of a company (company branding). This is increasingly realized, seeing the development of the campus not only from a physical perspective but also from a non-physical perspective. ITB Stikom Bali has 2 faculties and 5 departments. ITB Stikom Bali has 3 campuses: Renon, Jimbaran, and Abiansemal. Jimbaran is one of the areas in Bali that is a tourist attraction. Jimbaran is famous for beach tourism and the Garuda Wisnu Kencana Statue. In addition, Jimbaran is very close to the airport, so foreign tourists have no trouble visiting Jimbaran. Technological developments in the tourism sector have made ITB Stikom Bali, especially the Jimbaran Campus, open a concentration in the tourism sector with e-tourism. The concentration of e-tourism will combine the concept of tourism packaged with technology. This research was conducted to determine the public's perception of the Brand Image of ITB STIKOM Bali, especially at the Jimbaran Campus after the opening of the e-tourism constellation. The population in this study is the community in Jimbaran village, amounting to 50 people. This research uses a descriptive qualitative approach. The data collection technique used is the method of observation, interviews, and documentation. The results showed that almost all respondents described a positive perception of the opening of the e-tourism construction at ITB Stikom Bali, Jimbaran Campus because it provided new job opportunities in the tourism world.

Keywords: Public Perception; ITB Stikom Bali; E-tourism, Brand Image, Brand Association

1. INTRODUCTION

Institut Teknologi dan Bisnis Stikom Bali is a public university that became Institute in 2019[1]. ITB Stikom Bali can be seen as a product or brand and must create its company branding [2]. The development of a university is not only physical development but can also be seen in the unphysical aspect [3]. Many new universities in Bali can be seen as ITB STIKOM Bali's competitors.

Marketing Communications Orchestra stated, "It is not creative unless it sells," meaning innovation has to benefit others [4]. As a university, ITB STIKOM Bali has to increase its student number. ITB STIKOM Bali Jimbaran promotes itself by using marketing communication tools such as advertising, public relation, personal selling, sales promotion, and direct selling. ITB STIKOM Bali Jimbaran conducts some research to create its promotional strategy. ITB STIKOM Bali Jimbaran promotes the message and has become one of Bali's most famous IT universities [5].

Brand image highly impacts the buying decision of a buyer. A better buyer perception of brand image can affect the buying decision. More of that, the identity of a product can be seen from its brand image [6].

The consumer tends to buy from a famous brand as it is more familiar. There is this assumption that famous brands are easier to find and better in quality. That is the reason many believe more in the famous brand.

Webometrics stated that ITB STIKOM Bali ranked 7077 as the best world university. ITB STIKOM Bali's vision, stated on the first page of stikom-Bali.ac.id is to become a preeminent international university [2]. In Indonesia, ITB STIKOM Bali ranked 117 and it is the moment to increase its rank in Indonesia and internationally.

In 2015, ITB Stikom Bali opened its second campus, which is located in Jimbaran Bali. ITB STIKOM Bali Kampus Jimbaran has a unique selling point: e-tourism concentration [7]. E-tourism has become a concentration and positioning strategy for ITB STIKOM Bali Jimbaran. E-tourism means electronic tourism. This concentration will give student information about tourism combined with information and technology. There is much e-commerce that specializes in tourism. Bali needs

information and technology-specialized people to create modern tourism and promote Bali using digital marketing tools [8]. (Chamidah, Guntoro, dan Sulastri 2020). Many Balinese are aware of the importance of information and technology in tourism, and it has become a demand among the Balinese. E-tourism concept will combine tourism and technological information concepts. E-tourism is an introduction of digitalization into the tourism industry. To differentiate itself from other information and technology (IT) universities in Bali, ITB STIKOM Bali Kampus Jimbaran uses E-Tourism as its brand image. ITB STIKOM Bali Jimbaran has not reached its target number of students as a university. Based on this, ITB STIKOM Bali Jimbaran needs to analyze its brand image to create an integrated marketing communication strategy. This research analyzes the public perception of ITB STIKOM Bali Kampus Jimbaran's brand image.

2. LITERATURE REVIEW

2.1. Perception

According to Tantrisna and Prawitasari, perception is an assumption that arises after observing the surrounding environment or seeing the overall situation to get valuable information about something. Perception is also created shortly after people feel things. In many cases, when consumers experience a service, consumers will conceptualize the condition of the service. If the service is thought to be more profitable, consumers will form a sense of satisfaction to get the product or service [9].

According to Horovitz, perceptions are influenced by three factors, they are: 1) psychological factors, 2) physical factors, and 3) formed images [10].

2.2. Brand Image

Boush and Jones explain that brand image has multiple functions, such as market entry, the source for the added value of products, value storage for the company, and can be a force in the distribution of products (channel power) [11].

The combination of a positive image and exciting experiences that give good meaning and unique feelings ultimately strengthen the brand's position in the minds and hearts of consumers, so that the brand has good equity and tends to be favored by consumers. A good brand association can lead to a positive brand image. Therefore it is essential to research brand association from a consumer perspective.

The dimensions of the brand association consist of Favorability, Strength, and Uniqueness [11]

1) Favorability: favorable associations are those that are desirable to consumers- convenient, reliable, effective, efficient, colorful-successfully delivered by the product, and conveyed by the supporting marketing program

2) Strength: The more deeply a person thinks about product information and relates it to existing brand knowledge, the stronger the resulting brand associations will be. Two factors strongly associated with any piece of information are its personal relevance and consistency with which it is presented over time.

3) Uniqueness: All brands need a unique selling proposition (USP) that will give consumers a compelling reason to buy it. The company may base its USP on product-related or non-product-related attributes or benefits. In some categories, non-product-related attributes more easily create unique associations.

3. METHODS

This research is qualitative. Qualitative research is descriptive research in which the data is collected in words or pictures rather than numbers. Data in the form of quotes from documents, field notes, interviews or videotapes, audiotapes, or electronic communications are used to present the study's findings.

In this kind of research, the researcher is the key instrument that reads the literature thrifty, the research is done descriptively and elaborated in the form of words or pictures than numbers, and the process is more priority than the result because literature establishes interpretations.

In this research, we used the descriptive method, which is a method of research that attempt to describe and interpret the objects following reality. The descriptive method is implemented because the data analysis is presented descriptively.

Based on the explanation above, this study is attempted to analyze the public perception of ITB STIKOM Bali Kampus Jimbaran by using a qualitative approach since the description of the analysis is in the form of research words.

To gather the data, we interviewed 50 respondents that lived in the Jimbaran area and questioned them about ITB STIKOM Bali Kampus Jimbaran's brand image.

4. RESULTS AND DISCUSSIONS

The result of this interview is based on the gathered data. To gather the data, the researcher interviewed 50 respondents that lived in the Jimbaran area and questioned them about ITB STIKOM Bali Kampus Jimbaran's brand image.

Table 1. Public Characteristics Based On Gender

No	Gender	Quantity	Percentage (%)
1	Male	27	54
2	Female	23	46

Based on the Table above, most of the respondents consist of males that are 27 respondents. Its percentage was 54%, followed by female respondents at 46%.

Table 2. Public Characteristics Based on Age

No	Age	Quantity	Percentage (%)
1	<20	6	12
2	21-30	26	52
3	31-40	10	20
4	>40	8	16
	Jumlah	50	100

Based on Table 2, most of the respondents ranged from 21-30 years old.

4.1. *Public Perception* of *ITB STIKOM Bali Jimbaran's Brand Image*

Brand Image is a perception that the consumer creates. There are 3 components of brand image: corporate image, user image, and product image. The researcher asked the respondent to identify the ITB STIKOM Bali Jimbaran's brand image in this research. There are the results of the interview :

1. Muhammad Nurfaa'iji stated that ITB Stikom is a good university that had created many competent human resources. It creates a modern generation that has capability in Information and Technology field.

2. Jose Cornellius stated that ITB STIKOM Bali Jimbaran is one of the IT Universities that provide excellent and complete facilities. Facilities are one of the most critical points of IT University. It is essential as a utility to help the student learn about IT.

3. I Made Dharma Putra Jaya state that ITB STIKOM Bali Jimbaran is one of the best IT universities that created a creative generation.

4. Amanda Priscilla Hariadi stated that ITB Stikom Bali Kampus Jimbaran is the second campus of ITB STIKOM Bali, which is located in the Jimbaran area. ITB STIKOM Bali is the best IT University in Bali.

5. I, Gede Rama Wahyudana, stated that ITB Stikom Bali Kampus Jimbaran is the second campus of ITB STIKOM Bali. It has a vast building and complete IT facilities. Some facilities, such as parking areas, restrooms, and café, have been structured and comfortable since 2021, ITB STIKOM Bali Jimbaran, in cooperation with EVOS E-Sport Indonesia. It is beneficial for students that specialize in games major.

6. I Wayan Arya Surya Dentha stated that ITB STIKOM Bali Jimbaran help students develop their IT capabilities. ITB STIKOM Bali Kampus Jimbaran provides good facilities such as a computer laboratory and wifi. The tuition fee can be afforded by Balinese and provide many kinds of scholarship.

7. Komang Suwima stated that ITB STIKOM Bali Jimbaran provide prime facilities and services. It also has IT major that Kampus yang memiliki fasilitas dan pelayanan yang baik, serta jurusan mengenai teknologi yang banyak diminati

8. Aldeva Triatmaja stated that ITB Stikom Bali Jimbaran is a good university in the Jimbaran area.

9. Aris Ananta stated that ITB Stikom Bali Kampus Jimbaran is one of the best IT universities in Bali that provides complete facilities and is located in the Jimbaran area.

10. Putu Dian Viona Mahartana Dewi stated that ITB Stikom Bali Kampus Jimbaran is an IT university in the Jimbaran area. It is a university that can help society to learn about IT majors.

From the interview, it can be concluded that the respondents think of ITB STIKOM Bali Jimbaran as one of the best IT universities in Bali. Respondents think of ITB STIKOM Bali Jimbaran as an incubator to learn about IT. Respondents also give credits to ITB STIKOM Bali Jimbaran facilities such as the computer laboratory, parking area, and free wifi. The collaboration between ITB STIKOM Bali Jimbaran and EVOS E-Sport Indonesia also created a particular image among gamers in Bali.

4.2. *Public Perception* **of** *ITB STIKOM Bali Jimbaran's E-Tourism*

ITB STIKOM Bali Jimbaran created e-tourism as its positioning to differentiate itself from other IT universities. The researcher asked the respondents about their knowledge of e-tourism as ITB STIKOM Bali Jimbaran brand image. Here are the interview results :

1. Luh Kade Diah Rahayu stated that e-tourism could be an alternative for students to learn about IT and tourism.

2. I Gede Putu Purnaya stated that e-tourism is a powerful knowledge for Balinese, especially the ones who live in the Jimbaran area, the center of Bali tourism area.

3. Made Dharma stated that ITB Stikom Bali Jimbaran collaborate with the Balinese to create a new kind of tourism combined with IT. Tourism can be developed by using IT as a tool.

4. Izul Mahbubil Bagus stated that e-tourism is suitable for Bali's tourism development.

5. Zakarias Malo stated that e-tourism could be his first choice to study at university. ITB STIKOM Bali Jimbaran is the first IT university in Bali.

6. Ngurah Hadi Permana stated that e-tourism can be a brand new knowledge for Balinese to develop Bali tourism. Especially after the Covid 19 pandemic, Bali still tries to build its tourism sector.

7. Vicky Sugianto Putra stated that e-tourism could greatly help students working in the tourism business. New knowledge that collaborated in IT is essential in this era.

8. I, Gusti Ngurah Bagus Jnana Wiweka, stated that e-tourism is a major that teaches about tourism and combines IT. It will affect the tourism industry's development in Bali.

9. Ni Wayan IIn Maharani stated that among her friends, many think of learning e-tourism.

10. Mas Astu Dharma Putra stated that e-tourism is a knowledge that has to be learned by Balinese as Bali is well known for its tourism business.

Based on the interview, it concludes that many respondents have a good idea of e-tourism. Respondents think of it as new knowledge and suitable for Balinese as Bali is well known for its tourism aspect. Many Balinese works in the tourism business. E-tourism created a positive image for ITB STIKOM Bali Jimbaran.

4.3. *Public Perception* **of** *ITB STIKOM Bali Jimbaran analyzed* **by** *brand association dimension theory.*

1. Favorability: Based on the interview, all respondents know or have heard about ITB STIKOM Bali Kampus Jimbaran. It indicates that the marketing program went well in increasing the product's brand awareness. Covid 19 pandemic influenced the respondent to learn new subjects other than tourism. It increased their interest, especially in an information technology subject.

2. Strength: Based on the interview, most of the respondents know ITB STIKOM Bali as the first information and technology university in Bali. They also know the ITB STIKOM Bali's tagline, "Always The First". As for it, it indicates that the campaign is successful in consistently promoting the idea. The respondents also state that ITB STIKOM Bali Kampus Jimbaran's strengths are the facilities and the lecturer.

3. Uniqueness: Based on the interview, most respondents are unfamiliar with the E-Tourism concept. However, they consider it a unique selling point because Bali is well known for its tourism. Many Balinese decided to work in the tourism sector, but they also realized we welcome industry 5.0. It increases their interest in learning about e-tourism, which will be helpful in tourism.

5. CONCLUSION

Based on the explanation of the results of the research analysis and discussion, the following conclusions can be drawn :

1. Based on the interview, all of the respondents have a high awareness of the existence of ITB STIKOM Bali Kampus Jimbaran. Their first impression is the first information and technology university in Bali. It implies that the public has a great impression of ITB STIKOM Bali Kampus Jimbaran's existence.

2. Brand image is critical in influencing customer buying behavior. ITB STIKOM Bali Kampus Jimbaran are succesfuly create a positive image in Jimbaran area. The public associated it with many positive aspects, such as suitable facilities and competent lecturers. They are not familiar with the e-tourism concept but consider it a unique selling point. They are excited to learn more about it and

consider it a good concept for ITB STIKOM Bali Kampus Jimbaran. It implicated that ITB STIKOM Bali Kampus Jimbaran needs to increase its campaign to promote its e-tourism concept.

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