



Strategy to Develop Brand Image Nadjani Indonesia by Using “Nadjani Covid19 Vaccinate Sale” Program

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Abstract. Brand image is an important thing on marketing communication process. As one of brand component, brand image used for described consumer imagine about our product and company. Many strategies and event do to give some description about image some brand. One of them, is Nadjani Indonesia. As one of hijab fashion brand, Nadjani Indonesia already born for ten years ago. Nadjani still make some strategy and do events which can support their brand image. Even though now, when covid19 pandemic hit the world. One of their brand image events is “Nadjani Covid19 Pandemic Sale”. On behalf this program, we expect that can bring some positive brand image for Nadjani Indonesia.

Keywords: brand image covid19 · Adjani

1 Introduction

Pandemic has changed the world, everything running slow, also with the business. Because of rules about limitation of human traffic in every country. It makes many aviation bankrupts. There also stayed at home rules, business going down, many shopping mall empty, there's only plenty people in restaurant, it also happens with fashion business. The needed of fashion, also going down. There are no one can predict how long this pandemic will be going on. So, the society postpone they're not so important expense.

Nadjani Indonesia, also feel this situation. During covid19 pandemic, sales of Nadjani going down for about 40 percent. It was the impact of pandemic rules like A big social distancing rules. Because of this rules, majority of workers has to work from home, so they dont need so many formal clothes to work. Not only that, because of that rules, Nadjani's store on several location have to closed. Nadjani don't have any choice besides have to find new way to make the sales and their brand image Stabil.

1. Brand Image

Since 2012, Nadjani already doing sales by online on Instagram and on their website on 2017. So, when this pandemic came, online can be relied tools to stabled the sales. Many promotion Nadjani's do on online channel, from giving the discount till giving giveaway, beside have to find how to make the sales stable, Nadjani also have to develop their brand image. Howard (2009) said that brand image is a whole picture that describe consumer's mind about the product. Meanwhile, Rangkuti [1] said, brand image is a whole of brand associate that formed and stay on consumer's mind.

1.1. Nadjani Covid19 Vaccine Program [2]

During this pandemic, many programs launched by Nadjani. One of that programs is Nadjani Sale Covid19 Vaccinate. This program running for one month and have purposed to raise the sales and also develop Nadjani's brand image. This program, running on online like Instagram, website, and marketplaces and also offline stores.

2 Research Objectives

Nadjani start their business on Instagram simply, one person which is the owner act as the photographer and run the social media and one person as the admin which handled sales and customer. When new product finished and ready on the warehouse, the photographer takes pictures for that new product and then uploaded on Instagram. After that, customers can ask about the product and also buy it. But along with the times, and then many new brands present the hijab business in Indonesia, Nadjani cannot use Instagram for only doing business, but has to further than that.

On 2014, Nadjani involved on Indonesia Fashion Week. Nadjani used the Instagram to presenting all their activities during their preparation for the show and also IFW activities itself [3]. Nadjani share many photos, start from the first meeting with IFW committee, nadjani design which will present on the show, the rehearsal, the show and also after show. We can saw the enthusiastic of the followers when Nadjani upload the video during the show. Many views and comment that we had on Instagram, most of them gave positive feedback. After the show and still on the IFW location, the customers can meet hijabers selebgram (celebrities on Instagram) which support nadjani's show on IFW and they can take photos with them. Nadjani made these activities to bring the customer into nadjani's booth, and it was successful to raise the sales. Instagram also used by Nadjani to introduces their website which made on 2017. By posted about Nadjani's Website on Instagram, they hope Nadjani followers on Instagram knew about Nadjani's website.

March 2020, when covid19 pandemic has declared as a global pandemic, business changed [4]. Most people got scared to travelled or even going out from their house. Stores closed or opened with restricted business hours. Students has to study from home and also workers. It decreased the sales, because people held to buy some stuff which not important. Besides that, because of work from home, workers don't buy working dress a lot. So, nadjani realized that our business had to changed quickly.

3 Literature Review

Title of research	Content of Research	Writer	University
Strategi Branding Salvadore Dalam Membangun Brand Awareness Melalui Instagram	<p>Branding Strategy from Salvadore how to build a Brand Awareness through the Instagram. This purpose study is to find message, media, and creative how can build the brand awareness in consumers. This research used method qualitative approach with descriptive research, with the selection informants using with purposive sampling techniques. The result from this studied, Salvadore used strategy branding by component strategy message, strategy media, and strategy creative to build brand awareness with media social Instagram. Outcome from this result is providing brand information, a service provided and the right media to apply the information by instagram, which is creatively will be build brand awareness by consument. Salvadore at the level brand recognition, is brand through assistance under certain conditions. So that strategy used must be further, enchanced so that will be a brand awareness can reach the level consumption.</p>	Rakha Haidar	Universitas Komputer Indonesia

4 Methodology

This research is descriptive qualitative research. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the what of the research subject than the why of the research subject. The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on why a particular phenomenon occurs. In other words, it describes the subject of the research, without covering why it happens. The aim of this research is to get actual data, which focus on research result by do some interview, observations, and documentations.

5 Results

On July 2021, Nadjani made a program that named Nadjani's Vaccine Sale Program. This Program, scheduled for a month. This system of this program was giving some discount to their customer which already do covid19 vaccine, either it just did on doses 1 or already 2 doses. This program was acceptable on online shop like instagram, website, and marketplace like Tokopedia, Shopee, Lazada, and also acceptable on offline shop like at Toko Ranggamalela, and few Nadjani's stores in Jakarta.

Besides to increase the sales, this program also made to support government and also world program about covid19 vaccinate. As we know, corona has been haunting this world for almost two years. Every country in this world being upside downs to fight the pandemics. This earlier year, Indonesian Government announced that they are ready to distribute and give vaccinate for public. To make this program more interested, especially for Nadjani's consument, Nadjani make Covid19 Vaccinate Sales program.

Nadjani also made this program to build the brand image of Nadjani. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. With this program, Nadjani hope that the customers enthusiastic to participate on covid19 vaccinate program.

This are the advertise of sale vaccinate program and its insight. Advertising that already uploaded 2 weeks before the event, has delightful result. Many likes and comments that given from the customers for this advertise. Most of them ask for the term and condition for joining this event. This are the advertise and insight (Picture 1 and 2).

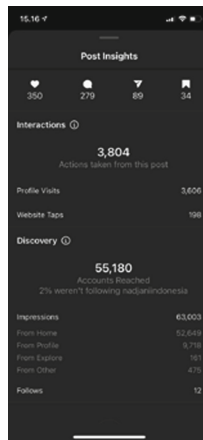
And this are the describe of the insight (Table 1).

If this result compared with other instagram advertise, we will find sizeable differences. This are the examples (Pictures 3 and 4).

From the Sales Covid19 Vaccinate Program insight, we can look that the respond was increase 150 percent. It showed that this advertising can attract many customers to take some action to this program. And the program was not common program, it was a special program that the entire world has been doing. From this enthusiastic, Nadjani hope the brand image can raise equally with sales.



Picture 1. Nadjani Advertising. Source: Instagram



Picture 2. Nadjani Insight Advertising. Source: Instagram

Table 1. Nadjani Instagram Advertising Insight

Content	Reach	Impression	Likes	Comment	Saved
Nadjani Covid19 Vaccine Sale Program	55.180	63.003	350	279	34



Picture 3. Nadjani Tokopedia Advertising. **Source:** Instagram



Picture 4. Nadjani Lazada Advertising. **Source:** Instagram

6 Methodology

As an experienced brand that have been doing business for almost 10 years, Nadjani have purpose not only to get good balance, but also good on branding. For 5 backwards years, many hijabs fashion brand that grow fast in Indonesia, especially in Kota Bandung. Besides that, along with the times and enforcement of the free trade market, a company should have to compete to raise the brand on customer’s mind. Keller [5] said that brand image is consumer perception about the product that they been use.

Brand image has two main factors:

1. Physical factor, as design, packaging, logos, brand, function, and the use of that brand.

2. Psychological factor, that formed by emotion, trust, value, and personality that can described the brand of that product. Brand image related with what consumer's mind, feels about some brand. So, the psychological factor more takes the roleplay than physical factor.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools. By using vaccinate program as tools, Nadjani already do some positive campaign to develop their brand image. So, with this strategy, Nadjani hope that can give best impression on customer's mind.

7 Conclusion

Pandemic bring many changes and its run so fast. Not only for business, it's also for the economic in general. Pandemic makes the economic running slow and it makes the businessman/businesswoman cannot used old style for doing their business. Besides that, the company also find new strategy that can keep the brand image of the product stay excellent. The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant.

Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc. Unique program can be one of appropriate promotional tools to develop the brand image, as Covid19 Vaccinate Program. With use this program, Nadjani can reach their goals, be one of care brand about pandemic. Because many of their customers do care about this pandemic situation. So, this program was the right program to do by Nadjani Indonesia, to keep their brand image nice.

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