

**Research Article****IMPLEMENTATION OF BRANDING ON THE PROMOTION STRATEGY OF AROMA CARE PRODUCTS AT PT. AROMA WANGI INDONESIA*****Hafizhtullah Ikbar and Tiris Sudrartono**Department of Business Management, Faculty of Economics and Business, Politeknik Piksi Ganesha,
Bandung, West Java, Indonesia**Received 18th March 2024; Accepted 20th April 2024; Published online 24th May 2024**

Abstract

This research took place at PT Aroma Wangi Indonesia with the aim of analyzing the implementation of branding and promotion strategies specifically for the company's product, Aroma Care, to increase its recognition among the public. Branding implementation is crucial in influencing consumer perceptions of products. Aromacare aims to enhance their branding through digital and offline promotion strategies. However, data indicates that their target achievements are still low. In the digital realm, despite creative content, consumer response to the product remains lacking due to human resource limitations and intense competition. On the offline front, limited participation in activities such as bazaars and exhibitions, as well as a lack of information, hinder their efforts. The researcher concludes that the implementation of Aroma Care branding is still low, resulting in the product being unknown to the wider public. Suggestions from the author include Aroma Care needing to implement branding according to their predetermined targets and providing training to their branding team to generate more creative ideas or content references to make their product known to the public.

Keywords: Branding Implementation, Branding, Promotion Strategies.

INTRODUCTION

Maintaining good health ranks high among the priorities of every individual. It has an impact on people's well-being, productivity, and productivity in society (Hanawi *et al.*, 2020). According to Putra *et al.* (2020), a healthy lifestyle consists of intentionally and consistently making choices that promote better health. Global health refers to a person's emotional, psychological, and social wellness as a whole, not only the absence of illness or disability, says the World Health Organization (WHO). Ability to coexist peacefully with one's immediate social group is also a component of social health (Windarta, 2021). Indonesia is one of the countries that still extensively uses traditional medicine. Indonesian society often resorts to traditional remedies using herbal ingredients to address various ailments that can be treated traditionally. Siswanto in (Suhery, 2022). Norhendy states in Putu *et al.* (2021) that traditional medicine is an amalgam of many culturally-grounded ideas, beliefs, and practices. For both emotional and physical wellness, it is a go-to remedy. Currently, traditional medicine widely used in Indonesia includes Aromatherapy. Aromatherapy is the use of natural oils extracted from plants with the aim of improving physical and mental health. It is believed that aromatherapy is a natural healer that can function as an antibacterial, relieve flatulence, and provide pain relief, and is trusted and used among various cultures worldwide (Ristanto, 2020). This research was conducted at PT Aroma Wangi Indonesia, a newly established export and import company in Indonesia. PT Aroma Wangi was founded in 2020 by a dedicated team with reliable experience in lemongrass cultivation and trading. Aroma Wangi is currently focusing on the development of lemongrass farming in Bangka-Belitung and West Java.

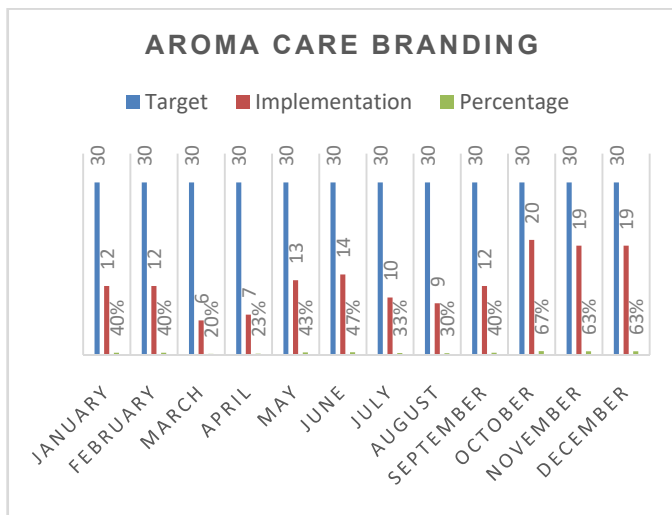
The main product is essential oils, and besides that, downstream products like roll-on wind oil are developed and sold under the brand Aroma Care (Giendhra, 2023). Branding is the essence or soul of a product that a business must build in the global era. The disappearance of boundaries makes businesses more competitive. Therefore, as business practitioners, they must have and build the brand of the business. If the brand is strong, it can easily be recognized by consumers so that the number of competitors will not affect it if the brand is strong (Shandy Narmaditya & Agustina, 2023). According to Keller Branding, a brand is formed due to differences in consumer perceptions of one brand compared to others or its competitors (Rizkiyah *et al.*, 2020). Brands may be anything that identifies a product, including names, words, signs, symbols, designs, or a mix of these (Kotler & Armstrong, 2018 in Jajang Saeful, 2018). Based on the analysis of the definitions from these experts, branding is the distinctive identity of a company or product in the form of a brand, logo, credibility, visual appearance to build brand image or awareness in the minds of the public. Furthermore, branding implementation is the action taken by a brand to effectively communicate its identity verbally, visually, and behaviorally. Branding implementation is also often carried out by companies to market their products by using social media, painting stores, or participating in exhibitions to introduce their brand. To implement branding, promotion strategies are employed. These strategies include product, price, promotion, and place strategies. According to Philip Kotler in (Sudrartono, 2019), Product is a demand that takes the form of a company to the market which includes product variety, product quality, design, brand or identity, packaging, shape, service, guarantee, and payment. A product can also be called a company's characteristic to be sold or offered to consumers to provide satisfaction to those who use it. According to (Sudrartono Tiris, 2020), price is the consumer spending required to get a product or service. To far, this element of the marketing mix

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has proven to be the only income generator for the business. The process of preparing, delivering, and monitoring messages with the purpose of persuading consumers is known as promotion (Radji & Kasim, 2020). To determine the proportion of personal selling, advertising, and sales promotion, companies or organizations use promotion strategies to introduce and market brands or products to target markets. One of the main elements that affects a product's success is its location, according to Tjiptono in Mas'ari *et al.* (2019). This is because of the strong relationship between a product's location and possible markets. Because of the strong relationship between the company's location and possible markets, the location of the business is highly correlated with the company's performance. Optimizing branding towards promotion strategies, Aromacare implements its branding for promotion strategies using two applications, namely digital branding and offline branding with the following data:

Chart 1. Percentage of Implementation Branding for Aromacare at PT Aroma Wangi 2023



Source: Processed by the Author from Aroma Care Branding

Based on Graphic 1, it is known that in January 2023, the implementation of Aroma Care branding reached about 40%. This percentage serves as the baseline for Aroma Care branding implementation in 2023. In March and April, the branding implementation decreased by around 23%. Subsequently, in the following months, from May to July, there were fluctuations, with a rise and fall from 43% to 33%. This trend continued until June, where it decreased to 30%. The momentum began to pick up in September, with an increase of about 20%, totaling 40%. Then, from October to November, there was another increase of around 27%, and by the end of the year, the implementation of Aroma Care branding began to stabilize at 60%. This indicates that the branding implementation is becoming consistently applied to Aroma Care products. However, this percentage is still not optimal and far from the planned target, presumably due to suboptimal branding implementation. Therefore, the author is interested in conducting further research on this matter.

METHODOLOGY

This research utilizes a qualitative method. According to Nasution Abdul Fattah (2023) in his book "Metode Penelitian Kualitatif," qualitative research is a descriptive type of research that typically employs analysis. The research process

and its meanings are more important in this type of research. Qualitative research analyzes and interprets facts, phenomena, and events based on the occurrences themselves. Furthermore, to explain the phenomena and their problems, descriptive methods are employed. According to Fransisca & Wijoyo (2020), descriptive methods mean evaluating field realities and linking them with theories developed by the authors to reach conclusions that solve problems. Descriptive qualitative research aims to understand the meaning of the researched object and how researchers interact with the data they gather from field notes, observation findings, and direct interviews with the founder and employees of the company. To get a clear image of what the researcher discovered during data collection, this study will utilize qualitative data analysis, which entails reporting the data in its raw form and then analysing it descriptively (Harbet, 2022). The population and sample in this study are entrepreneurs or founders and the branding team of Aroma Care products from PT Aroma Wangi Indonesia.

RESULTS AND DISCUSSION

PT Aroma Wangi currently has a product called Aroma Care roll-on aromatherapy oil under its branding. Currently, Aroma Care is undergoing branding implementation to enhance its promotional strategy. In this digital era, branding implementation is crucial as it helps to build the image of our product or brand in the minds of the public. What the company is doing in branding aligns with the research findings of Kotler & Armstrong (Jajang Saeful, 2018), stating that a company's image is the perception individuals or groups have of an organization, determining whether a brand or company is viewed positively or negatively. Product branding also serves as the business identity to make it easily recognizable by the public (Retno Dwi Astutik *et al.*, 2023). Below is an example of an Aroma Care product.

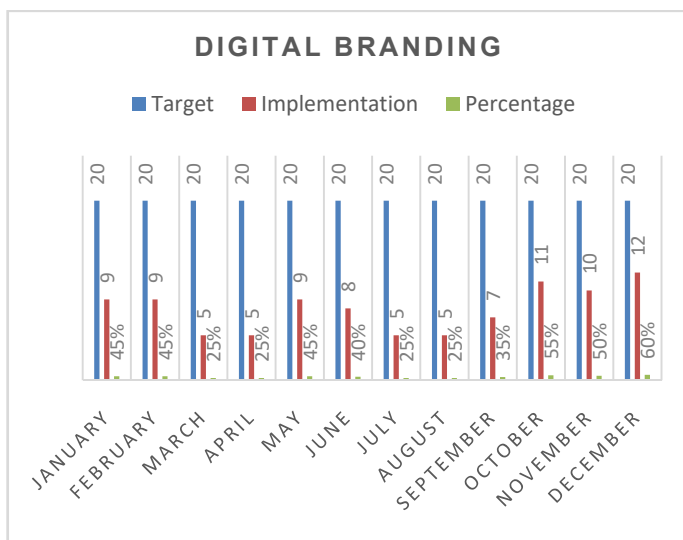


Figure 1: Aroma Care Product

The branding reflects a product, namely roll-on aromatherapy oil branded as Aroma Care. This product is primarily made from lemongrass and comes in two different aroma variants such as orange and eucalyptus. Another advantage of this product is its affordable and economical price, along with attractive, creative, and innovative packaging design. What the company is doing in branding Aroma Care products aligns with the research findings of Sulistio (2021), stating that the benefits of branding include making businesses look different and easily recognizable by the target market. Having a brand helps businesses because it makes them more recognizable to potential customers and gives them a distinctive identity. Based on interviews with the founder of Aroma Care, the way to optimize branding for promotional strategies involves implementing two approaches: digital branding and offline branding.

Digital Branding for Aroma Care

Graph 2. Implementation of Aroma Care branding digitally



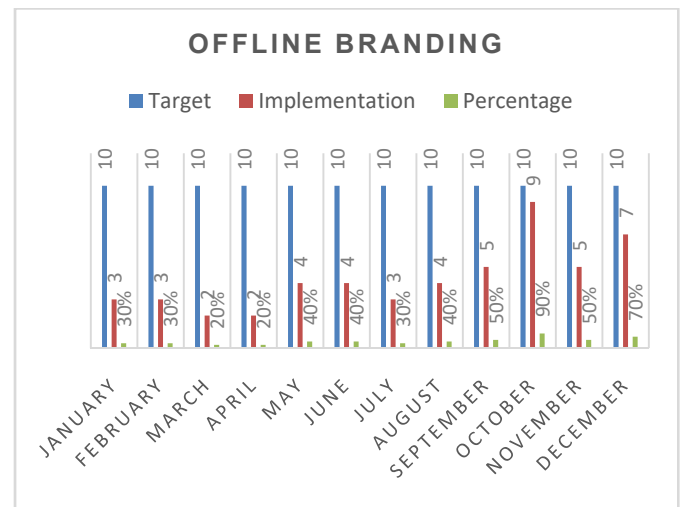
Source: Processed by the Author from Aroma Care Branding

Digital branding is crucial to implement in the current digital era as society follows the technological advancements closely. Lotta Back's study (Ferbita *et al.*, 2020) states that digital branding includes digital channels and assets as the positioning of services or goods used to promote the brand and incorporated in communication programs.

The company's branding efforts are in line with this definition. Similarly, the company creates innovative content and promotional videos to position its products in digital communication programs to the public. In Graph 2, it is noted that the percentage of digital branding for Aroma Care is still quite low, with the highest percentage being 60%, which is far from their target. Consequently, their digital promotional strategy may have limited impact or recognition among potential customers or online communities. Additionally, based on the author's observation, the content and creative ideas for Aroma Care's digital strategy are appealing but not yet optimal because consumers are not very responsive to Aroma Care products. According to interviews with the founder and branding team of Aroma Care, they implement a fairly good digital branding strategy, but face several challenges such as limited human resources for digital design, financial resources, and intense competition in their field.

Offline Branding

Graph 3. Implementation of Aroma Care branding offline



Source: Processed by the Author from Aroma Care Branding

Direct or face-to-face promotion with consumers is crucial for introducing the brand extensively. Therefore, it is important to build the brand offline or direct to consumers. Aroma Care introduces its brand directly using offline branding methods such as bazaars, exhibitions, distributing brochures, and merchandising. This aligns with the findings of research by Deva Ariyani *et al.* (2022), stating that direct-to-consumer promotion is a collection of actions or activities aimed at marketing a product, whether goods or services, to make the product known, liked, and used by the target population. In Graph 3, it is noted that Aroma Care's implementation of branding is still lacking, as evidenced by the low and inconsistent achievement of their set targets. Based on interviews with the founder and branding team of Aroma Care, the reasons for the suboptimal implementation of offline branding include the lack of participation in activities such as bazaars, exhibitions, and merchandising, as well as insufficient information about bazaar and exhibition events. Therefore, the Aroma Care team needs to increase information about local events to design and implement their products more optimally direct to consumers so that their products can be better known by the wider community. The branding implementation carried out by the company so far has not been optimal because, based on the data, the company has not implemented branding according to their set targets, resulting in suboptimal branding and lack of product recognition among the public. For the company, it is advisable to implement branding according to their set targets and seek content or branding ideas to present to the public so that their products can be known by the wider public, consequently increasing sales.

Conclusion and Recommendations

Based on the research findings, it is evident that Aroma Care's implementation of its branding is still far from meeting their target branding, both in terms of digital and offline branding. As a result, their promotional strategies have not had a significant impact on the public's perception of Aroma Care products. Additionally, Aroma Care still faces internal challenges such as a lack of human resources, capital, and information about promotional activities. Therefore, there is a need to increase the capacity of human resources and gather information about promotional activities, as well as analyze

branding data to optimize branding implementation for promotional strategies.

Recommendations that can be provided by the author include:

1. Aroma Care needs to implement branding according to their specified targets and provide training to their branding team to generate more creative ideas or content references.
2. Conduct market research to ensure that the branding is targeted appropriately.
3. Utilize trending moments in advertising for Aroma Care, such as content, vlogs, and web design, to increase product recognition among the wider community.

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