

STRATEGY TO DEVELOP BRAND IMAGE NADJANI INDONESIA AS A CARING BRAND FOR COVID19 BY USING “NADJANI COVID19 VACCINATE SALE” PROGRAM

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Abstract

Covid19 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 aviations bankrupt. There also stayed at home rules, business going down, many shopping mall empty, there's only plenty people in restaurant, it also happen 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 their not so important expens.

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 decrated the sales, because people held to buy some stuff which not important. Beside that, because of work from home, workers don't bought working dress a lot. So, nadjani realized that our business had to changed quickly.

To make business run, businessman have to find new ways that adapt from the situation. Some innovative flexible ways have to develop, so in this uncertain situation, business still able to make enough income for the company. Beside making enough income, the new way also can support the brand image keep on their path. At the end, the collaboration of them can make business and brand established.

Keywords: brand image covid19 vaccinate nadjani

Introduction

Pandemic has changed the world and no exception with local business. Nadjani Indonesia, as a local hijab brand which run their business on 2011, 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 dont 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

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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 are a whole picture that describe consumer's mind about the product. Mean while, Rangkuti (2012) said, brand image are a whole of brand asociate that formed and stay on consumer's mind.

1.1 Nadjani Covid19 Vaccine Program

During this pandemic, many programs launched by Nadjani. One of that program 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.

Methodology

This research is a 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.

Results and discussion

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's program about covid19 vaccinate. As we know, corona has been haunt 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.



Picture 1. Nadjani Advertising
Source: Instagram

And this is the advertising and its comment about supporting government's program, from Nadjani's customer.



Picture 2. Nadjani Advertising
Source: Instagram

From the comments, we can looked that this program can 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. So, by running this

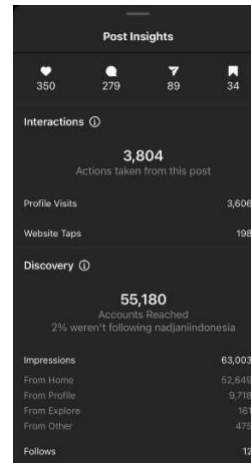
program, Nadjani wants to build a brand which has high concern about covid19, especially government's program covid19 vaccinate program.

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 3. Nadjani Advertising

Source: Instagram



Picture 4. Nadjani Insight Advertising

Source: Instagram

And this are the describe of the insight:

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

Table 1: Nadjani Instagram Advertising Insight

If this result compared with other instagram advertise, we will find sizeable differences. This are the examples:



Picture 5. Nadjani Tokopedia Advertising

Source: Instagram



Picture 6. Nadjani Lazada Advertising

Source: Instagram

From the Sales Covid19 Vaccinate Program insight, we can look that the respon was increase 150 percents. 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 have been doing. From this enthusiastic, Nadjani hope the brand image can raise equally with sales.

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 hijab 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 (2000) said that brand image are consumer perception about the product that they been use.

Brand image has two main factor:

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 take 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.

Limitation and study forward

Pandemic bring many changes and its run so fast. Not only for business, its also for the economic in general. Pandemic makes the economic running slow and it makes the businessman/businesswoman can not used old style for doing their business. Beside 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 oandemic situation. So, this program was the right program to do by Nadjani Indonesia, to keep their brand image nice.

Acknowledgements

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