Community Branding Kopi Anjis #Anjisforgood

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Abstract

Brandtouchpoints is any points of contact that describe the positioning. Kopi Anjis is one of the coffee shops in Bandung that branding their brand using the community campaign. Community campaign is considered to be one brandtouchpoint that differentiate with other coffee shops.

Coffee shops in Bandung are growing fast. The coffee shops not only compete among fellow local coffee but also the top brand coffe shop. Unique Selling Point (USP) is the uniqueness point of brand is that forming differentiation with other brands.

The community branding is used to engage community as a representation Kopi Anjis's target market. Some communities that work with Kopi Anjis are Potads Bandung, Bandung Clean action (fun educational community that campaign reduced garbage in Bandung area), Sedekahbuku.com (community that collects books to distribute throughout the country), berbaginasi .com, and Rumah Cemara (community that cares about HIV / AIDS).

Keyword: Community Branding, Unique Selling Point, Positioning

I.   INTRODUCTION

The power of community supports branding process. Communities consist of offline and online communities. Location is not an obstacle to engage the community's aspirations and discussions. The emergence of digital media enables brand to build spontaneous non-geographic brand community engagement in cyberspace. Now marketers are increasingly realizing the importance of the virtual brand community as a tool for build brand consumer relationships. Marketers are also interested in creating and managing online communities. (MIX Marketing Communications magazine edition 10 / XII / October 19, 2015).

Branding is one of the processes of forming the customer perception through brandtouchpoints. Kopi Anjis is one of the coffee shops in Bandung that using community branding. Community branding considered the brandtouchpoint that differentiate with other coffee shops. Coffee

shops in Bandung are growing fast, Kopi Anjis is not only compete with among local coffee shops but also the top brand.

The community branding is used by Kopi Anjis to enggage the Target Market. The Communities that collaborate with Kopi Anjis are Potads Bandung, Bandung Clean action (fun educational community that campaign reduced garbage in Bandung area), Sedekahbuku.com (community that collects books to distribute throughout the country), berbaginasi .com, and Rumah Cemara (community that cares about HIV / AIDS).

II.   MATERIALS & METHOD

2.1 Brand and Marketing Communication

Brand supported by marketing communications strategy become a strong brand. The complicated relationships between brand and marketing communications can be elaborated through a communication view that create brand content. The complexity of brand remains a message in the marketing communication process. (Rossiter and Bellmin in Bungin 2015), describe the brand touchpoints with marketing communication are as follows:

Sumber: (Bungin, 2015)

As described above, marketing management is product that closely related to the brand and differentiation. (Kertajaya in Bungin 2015) said that the most important element of marketing is brand, positioning and differentiation. Hermawan proposed nine marketing elements to criticize Kotler's marketer concept, but according to him, the three elements are the most important in modern marketing. When described, the position of brand, positioning and differentiation are as follows:

Sumber: Hermawan Kertajaya in Bungin, 2015

2.2 Brand Communication

Brand communication is not defined by geographically society specific. It can be based on structured social relationships among brand. The key characteristics of the brand community is no barriers entry for communities to become new members of communications (Muniz and O 'Guinn in Mix Marketing Magazine 10/ XI/19 Oktober - November 2015). Individuals can be directly part of a community through purchasing a brand product without requiring authorization from other members of the community.

2.3 Community Marketing

Based on the level engagement, there are five patterns of co-creation cooperation between brand and community defined prof. Agus W. Soehadi in (MIx Marketing magazine in Mix Marketing Magazine 10/ XI/19 Oktober - November 2015), professor of Prasetiya Mulya Business School. These five patterns are co-learning (each member of the community and the various company from different baground , experiences and skills enhancing the members' capability), co-enriching (doing various experiments to find new ways or different experiences when consuming products), co- involving (the consumer community join the corporate research and development activities), co-developing (develop products, finding ideas, product planning, manufacturing until product distribution), and the highest level of co-innovating (developing together not only community concerns, but also to consumers significance).

2.4 Branding Rules

a) Perception is a reality

Branding is creating customer perception. What the mind thinks right is the truth, and you do not deny it. Perception is reality. Branding is not a fight to determine the better brand (although it helps). Branding is a battle to determine who can create better perceptions.

b) Lucky way to pioner brand

Being first is better than being better. This is important, though not a guarantee of success. Being the first gives you the opportunity to solidify your brand in the minds of customers before there are competitors.

c) Create the new categorize

If you are the first or second brand in the market, there is still hope for you to be the first to remember. You will need to promote aggressively, but your brand will grow as the category grows. You will be seen as a champion brand because of the promotions made.

d) Focused

When focused, brands will be strong. People remember with the one center idea message from the brand.

e) Create the differentiation or sale with the cheaper price

You cannot build a strong brand without differentiation. If the customer cannot differentiate your brand with your brand competitor's product , customer prefer to with the cheaper price.

f) Public Relations content to develop brand publicity

Advertising is what you say about yourself, and tend to say the right thing. Therefore, advertising has very little credibility. PR is what media say about your brand. Because the media is a third party, their opinions will more trusting. Public Realtions have credibility that not owned by advertising, but we still need advertising to maintain the brand.

g) Create the great name for your brand

The business is already complicated without being the brand name that easy to forget. So work hard to make sure you have a unique and memorable brand name. After all, your brand is just a long term name. The great name that you have will be prompted by competitors.

h) Consistent

The consistency brandtouchpoints create the customer perception. To create brand awareness, the brand used expose with the cosnistency message.

i) Create the competitive atmosphere

To build a strong brand, you need to provide the existence and prove its appropriateness to remain.

j) Find the right right time to create the second brand

You need to become a top brand, yet to create the second brand
(Chew &Tai, 2012)

2.5 Differentation

The livestock owners needed a way to recognize their cows, and to find a simple but clever solution. They make an iron stamp with the owner's logo. After that, livestock owners can recognize their cows easily, simple but effective. Branding is not only recognizes logo design, but at that time the logo serves as a differentiator. Branding is not a logo, but how to create customer perception.

The form may be changed, but its function remains: to distinguish your cow from your competitors. It's just that, "cow" is currently the company's tangible, service products, even people also require branding. From that point of view, differentiation can be regarded as the process of turning commodities into brands. The cow is a cow. What distinguishes our cow from your cow is a logo , and what the logo represents. Evian sells water, and iar is not a limited commodity, the surface of the earth is covered with water. Evian turned into a great brand because Evian drinking water is processed through natural filtering of the Alps. This process enriches water with essential minerals. Water is water unless it is deferred, and Evian's drinking water is deferred because it comes from the Alps. (Tai, Chew 2012).

The Unique Selling points (USP) and differetiation are very important to create positioning. Positioning is decribe that our brand want to know as what? or "What to say". Than the tagline is the derivative from Positioning that easy to remember or "How To say". Brandtouchpoints is the anypoint of contact than describe the positioning. It can be tangible or intagible
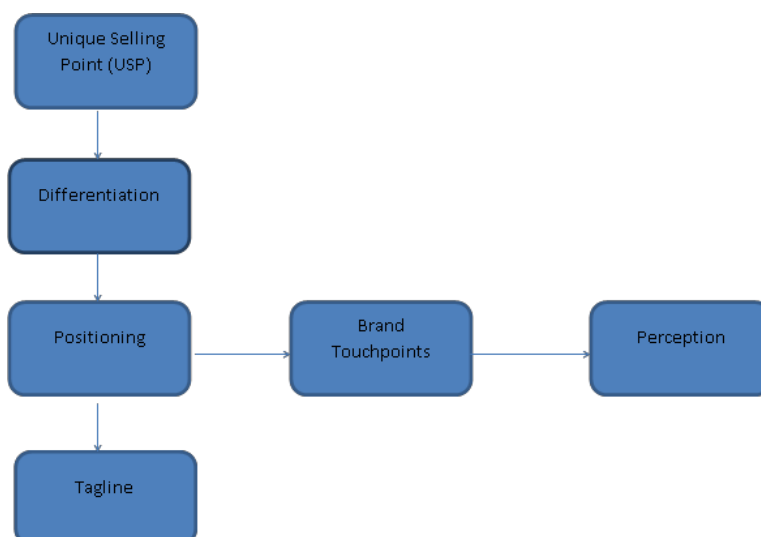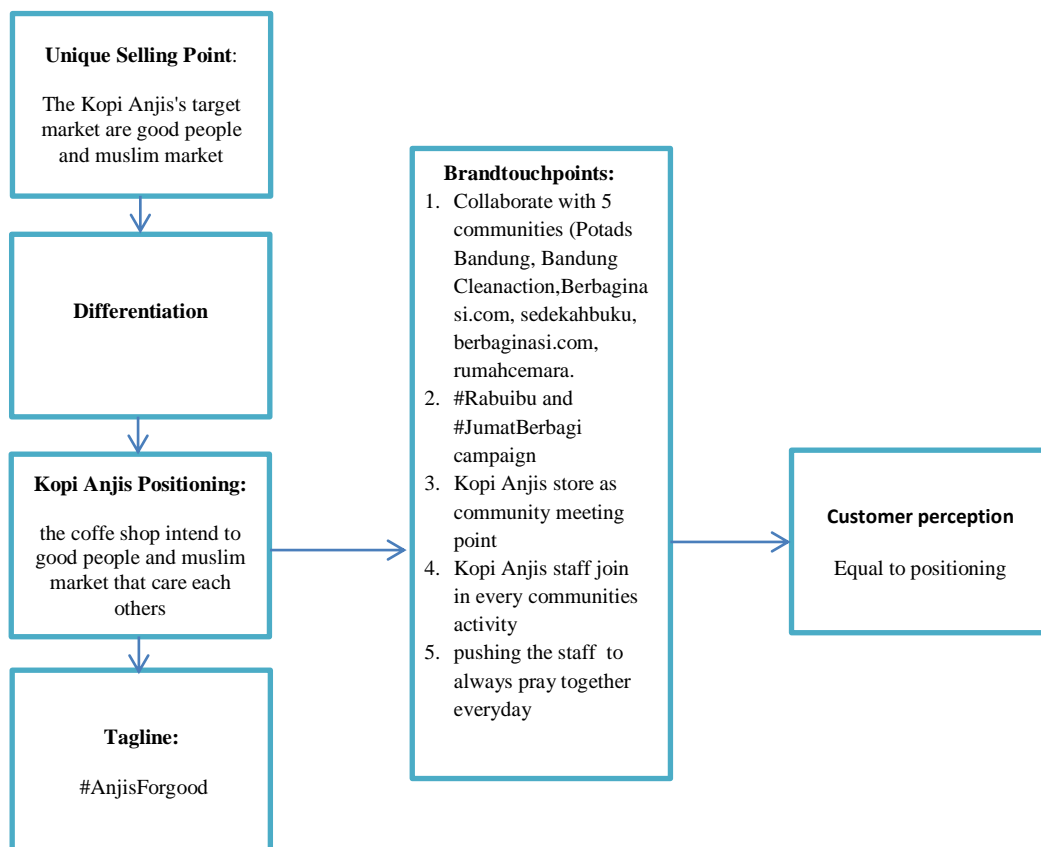

(Wahyuni,2017)

III. PARADIGM RESEARCH

Research paradigm is a framework that explains how the researchers think about the facts of social life and the science or theory treatment. The research paradigm also explains how the researcher understands issue, as well as the criteria answer the problem. The research need clear idea besides the paradigm. Paradigm is the basis of research beliefs that conducted the researchers. (Pambayun, 2013: 20). This research uses post positivist paradigm. The Post positivism previwed the probabilities issue.

Post positivist characteristics are reductionist, logical, empirical, causally-oriented, and deterministic. This paradigm is seen as a series of logically connected steps and believes rather than a single reality. It supported by precise and thorough data collection analysis (Creswell, 2014: 31).

IV. RESULT AND CONCLUSION

Unique Selling Point:

The Kopi Anjis's target market are good people and muslim market

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Differentiation

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Kopi Anjis Positioning:

the coffe shop intend to good people and muslim market that care each others

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Tagline:

#AnjisForgood

Brandtouchpoints:
1. Collaborate with 5 communities (Potads Bandung, Bandung Cleanaction,Berbaginasi.com, sedekahbuku, berbaginasi.com, rumahcemara.
2. #Rabuibu and #JumatBerbagi campaign
3. Kopi Anjis store as community meeting point
4. Kopi Anjis staff join in every communities activity
5. pushing the staff to always pray together everyday

Customer perception

Equal to positioning

Unique Selling Point is the specility of the brand compared with competitor. The Kopi Anjis's Unique Selling determined by the target market. The Kopi Anjis's target market are good people and muslim market. This Unique Selling point

describe Kopi Anjis's positioning is the coffe shop intend to good people and muslim market that care each other. This Positioning describe with the #Anjisforgood tagline.

Based on Anjis Coffee Positioning, the brandtoucpoints selected by Kopi Anjis are collaborate with 5 communities that match the target market characteristics of Kopi Anjis target Market (young and good people). The communities that collaborate with Kopi Anjis are Potads Bandung (community of parents who have down syndrome children), Bandung #Cleanaction (fun and educational community that try to reduce garbage campaign in Bandung area), Sedekahbuku (community that collects books), berbaginasi.com, and Rumah Cemara (people who care about HIV / AIDS).

Almost all community volunteers who collaborate with Kopi Anjis are young and good people, some of them as volunteers in social activities that are not profit-oriented. Beside collaborate with 5 communities by formal agreement, Kopi Anjis also engages with other communities such as the Pemuda Hijrah community. The agreement made by Kopi Anjis and the community is Kopi Anjis provides information on community activities on Kopi Anjis Media Sosial as instagram, youtobe, and twitter.
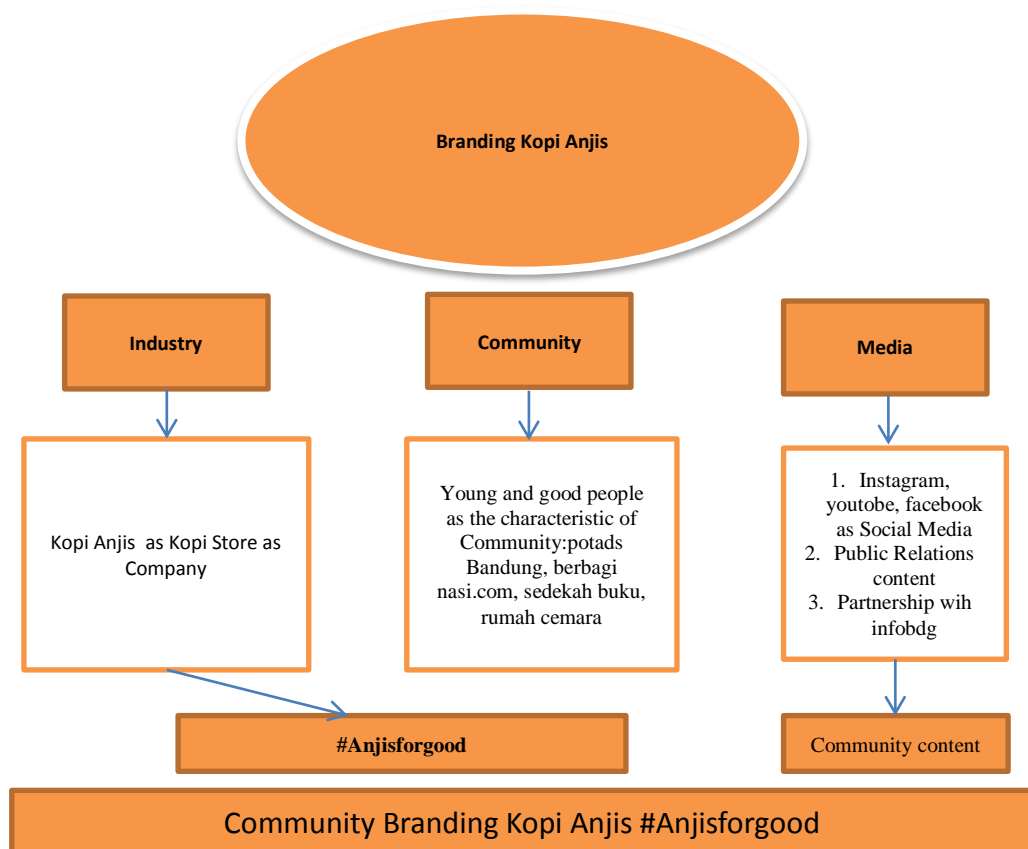
With the selected Kopi Anjis target market and the collaboration with communities make Kopi Anjis more popular as the other kopi store. Kopi Anjis share about communities and the activity event make people aware of community existence that wants to know about community action. for example is somebody want to share food with other people, they can join the sedekah nasi to sharing food together with the other volunteers. Kopi Anjis store became a gathering place for community activities and the Kopi Anjis staff always join in community activities all the time.

Community volunteer that collaborate with kopi Anjis is getting increasing day by day. Kopi Anjis contibute with other people although they are not a doctor or health worker but the information can help many people. For example, someday there is a mother that getting that his child suffered downsyndrome and he got information from Potads Bandung community from Kopi Anjis Instagram posting. And she says thanks because the information is very usefull.

According to Eka Setiadharma, owner and conceptor of Kopi Anjis, the community chosen by any characteristic. There are non a profit orientation and does not organizational structure or not NGOs. the community have social movements orientation. This is to avoid any clash of interests with an initial goal as a social community. the head of community volunteers usually work and have other activities.

In addition to collaborating with the community, there are also campaigns that made by Kopi Anjis such as # Rabuibu and #Jumatberbagi. #Rabuibu is a campaign to love mother. Beside the #Rabuibu , there is another campaign , #Jumatberbagi.This campaign to sharing with other people. The other Kopi Anjis brandtouchpoints are adzan sound during prayer time and the waiters also remind the customers by sign saying " Praying time". The community branding and other campaign strategy used by Kopi Anjis to mantain loyal customers.

Kopi Anjis also builds its brandtouchpoints by pushing the staff to always pray together everyday, and following the other ibadah. Kopi Anjis is only open half a day on Fridays to maximize prayer time, so when store opens in the daytime, the staff is more fresh and give excellent service. The all brandtouchpints develop to create the customer perception that equal with the Kopi Anjis Postioning.

Branding Kopi Anjis

Industry	Community	Media
Kopi Anjis as Kopi Store as Company	Young and good people as the characteristic of Community:potads Bandung, berbagi nasi.com, sedekah buku, rumah cemara	1. Instagram, youtobe, facebook as Social Media 2. Public Relations content 3. Partnership wih infobdg

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Community content

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