

## Conference Paper

# Brand Marketing Communications Micro, Small and Medium Enterprises (SMEs) in Indonesia (Resonance Pyramid Brand Implementation Study on Radio Magno)

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## Abstract

This research focused on assessing brand marketing communication of Magno Radio using the approach of two models of Integrated Marketing Communication (IMC) and Customer-based Brand Equity (CBBE). It used descriptive qualitative approach with case study method using key informants Managing Director of Magno Radio. The unit of analysis of this research is based on the perspective of sender, namely the owner of Magno Radio, while data sources were obtained through interviews, observation, and secondary data. Results of this study illustrate how the IMC and CBBE can help establish brand equity of Magno Radio in export markets, particularly in Japan. It is also expected to contribute further study and enrich the study of brand equity in the field of applied science communication. Practically, this research can be applied in general by Indonesian SMEs in planning their brands with the aim to penetrate the export market.

**Keywords:** IMC, CBBE, brand communication, SMEs

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## 1. Introduction

Small Medium Enterprises (SMEs) are the backbone of Indonesian economy. Total number of SMEs in Indonesia until 2012 reached approximately 56 million and accounted for 60% of Gross Domestic Product (GDP) and holds 97% of the workforce. Meanwhile Indonesia is widely known in the world for their arts and crafts that are stylish and highly valuable or high quality. These lack of understanding of the competitive advantage of the potentially severe consequences for the economic growth of SMEs and Indonesia in general.

Radio Magno is one the few success stories of Indonesian SMEs in the global. Radio Magno is wooden radio with a timeless retro design from Indonesia, precisely in Kandangan village, Temanggung Region, Central Java. It has been shown to penetrate

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the markets of Japan, America, and Europe. The success of Radio Magno might come from their communication strategy by combining Integrated Marketing Communication (IMC) and Customer-based Brand Equity (CBBE). Brand marketing communications program set up by Radio Magno then assist these brands in the marketing communication process and the development of its brand image, one of them in the Japanese market. Japan has rated special in the market due to the characteristics of their electronic products which are already at an advanced level.

IMC is a form of communication between producers and consumers or prospects by engaging contacts were owned by a particular brand or company that packaged or distributed through communication channels provided. CBBE on the other hand is a model to build brand equity based on the viewpoint of the consumer. Both were considered very important in order to build a strong brand for the purpose of global competition. CBBE helps manufacturers produces strong brand equity through a pyramidal process known as 'Brand Resonance Pyramid'. IMC and CBBE can mutually support each other in the operational process of the creation of a strong brand (brand equity), so it can be applied as the basis Radio Magno to generate strong brand equity. This study identifies, describes and analyzes the measures undertaken by Radio Magno to manage their brand communication in order to penetrate global competition, which rests on the pillars of IMC of Kliatchko and CBBE of Keller especially in the online realm as the unit of analysis of research based on the sender's perspective.

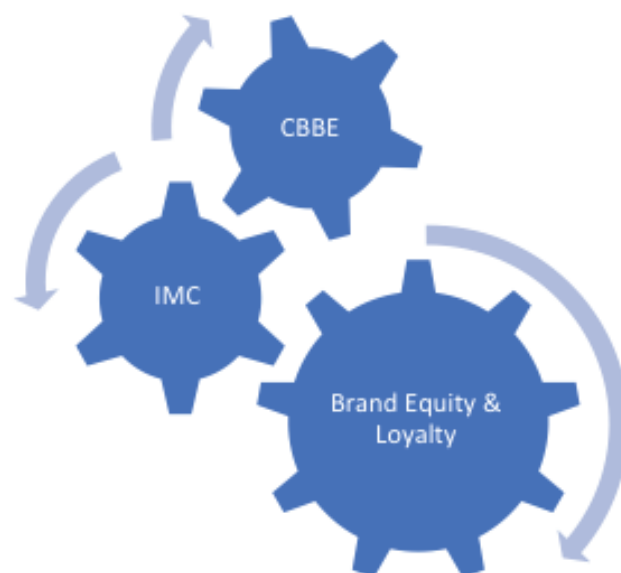
Research hypothesis: (1) IMC and CBBE model are applicable to SME's (2) Both IMC and CBBE are useful to help Radio Magno to create brand equity eventually. Research aim: To identify and analyze pillars of IMC and CBBE activities undertaken by Radio Magno positively impact their brand marketing communications in the Japanese market? Research object: IMC and CBBE implementation on Radio Magno. Research subject: IMC and CBBE model helps to create brand equity of Radio Magno. Research tasks: To analyze scientific literature and to point out the elements of IMC and CBBE are mutually beneficial for developing brand equity of a product. Research methods: Analysis of literature, in depth interview, observation, and secondary data. Review literature: The abstractive analysis of the research is based on scientific publications, articles from books, conference proceeding, etc.

## 2. Literature Review

## 2.1. Brand marketing communications

Consumers can easily find the entire information product he/she wants by using the internet. Furthermore, the determination of a brand name becomes particularly relevant for manufacturers because it involves the communication of brand they want to convey to consumers so that they can recognize it. Communications marketing of a product is different than selling a product, because marketing is basically an attempt to build a brand in the mind of consumers. American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination thereof, which are intended to identify the goods or services of a seller or group of sellers and to differentiate the goods or services from a competitor (Kotler and Keller, 2007: 332).

Brand is an intangible characteristic of a product that can make these products stand out, be different and represent a promise. Estaswara (261: 2008) explains that the brand communication is a marketing communication that is focused on building the brand toward the creation of brand equity and brand loyalty. Practically, both CBBE and IMC are a process of antecedents that influence each other



**Figure 1:** Framework concept brand marketing communications.

Brand equity according to David A. Aaker in his book *Managing Brand Equity* (1991) described as a set of brand assets and liabilities associated with a brand name and symbol which increase or decrease the value given by a goods or services to the company or the customer. Brand equity is a blend between brand strength and brand value. The strength of the brand is a set of associations and behavior as part of the customer's brand, the relationship between members and their parent companies allow the brand

to enjoy the difference a sustainable competitive advantage, while the value of the brand is the end result of the financial side of the ability of management to affect the strength of the brand through tactical and strategy in providing high profits and low risks when present and future (Mila Viendyasari, 2005: 37).

## 2.2. Customer-based Brand Equity (CBBE)

Keller (2013) defines CBBE as following: "Customer-based brand equity is defined as the differential effect that consumer knowledge about a brand has on their response to marketing for that brand". Janiszewski and van Osselar (2000) says further that the basic premise of the model CBBE is that the strength of the brand lies in the mind of the consumer and that the brand has achieved in a broad sense. Two special components of brand knowledge is brand awareness and brand image in which the brand awareness associated with the power node brand or trace in memory which is reflected in the consumers' ability to recall or recognize the brand in different conditions, while the brand image defined as consumer perceptions and preferences for brands, as reflected in the various types of brand associations in consumer memory. Strong brand associations, favorable and unique are very important as a point of difference that can serve as a source of brand equity to drive the differential effects. These effects include increase loyalty; premium price and price elasticity responses were more favorable; channels of communication and greater effectiveness; and growth opportunities through extensions or licensing (Hoeffler and Keller 2003; Keller, 2008).

CBBE specifically formed in the construction pyramid consisting of four levels. The pyramid construction also known as the 'brand resonance pyramid'. The four levels according to Keller (2013) has the following objectives:

1. To ensure identification of the brand with consumers and associates brand in the minds of consumers with a particular product or class of consumer needs;
2. Firmly establish the brand totality of meaning in the minds of consumers with a number of brand associations linking strategic tangible and intangible;
3. Bring up the appropriate consumer response in terms of valuation and feelings related brands; and
4. Change the response of the brand to create an intense, active loyalty relationship between consumers and brands.

Brand resonance pyramid is composed of six sub-sections that build the whole pyramid, where there is a duality between the sub-sections which section to the right of sub-section describe the emotional and the rational left illustrates these (Keller:2013).

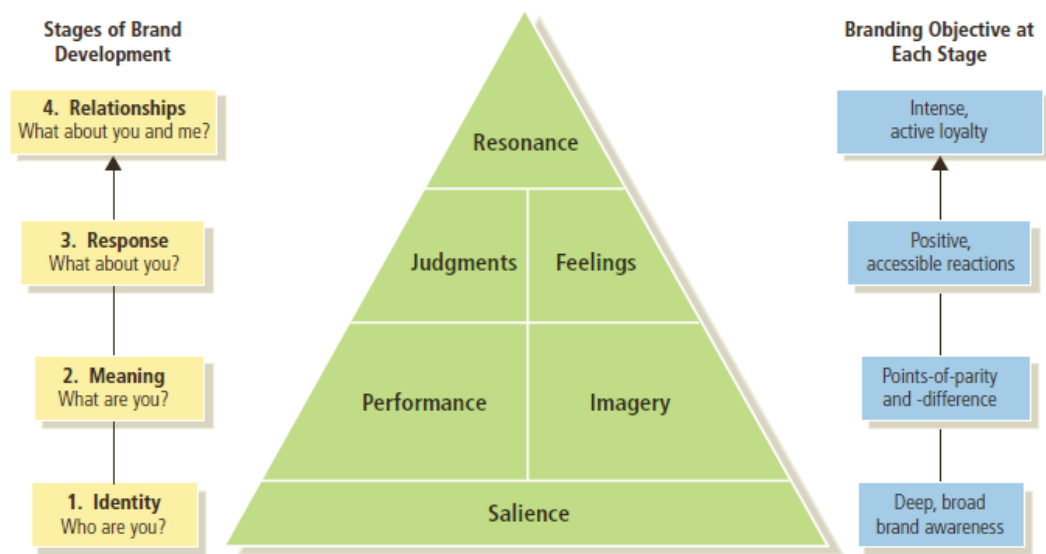


Figure 2: Brand resonance pyramid. Source: Keller (2013).

Keller then focus on the early development of a brand identity with the term ‘who are you?’ with the objective of widening and deepening of the awareness of the brand to the audience. After successfully formulate the identity of the product by promoting the ‘salience’ (unique selling proposition) of a product or brand, then the next step is to assign a meaning ‘what are you?’ So that the brand has a meaning both functional and image as a point of differentiation from other brands, Next is the level response ‘what about you’ which describes the reactions and responses of consumers to the brand in a product based on assumption of their personal judgment and their sense in using the product or service. Lastly is the level of relationships ‘what about you and me?’ Which describes the resonance that occurs in the relationship between consumers and producers as the main goal of this phase is to produce communication (relationship) intense producer–consumer and generate loyalty. According to the model CBBE (Keller: 2013) resonance is the result obtained when the manufacturer can create a first: (1) the importance of accurate and comprehensive and depth of brand awareness, (2) confidently presenting points of parity and points of difference brand, (3) positive ratings and feeling attractive in the memory and hearts of consumers.

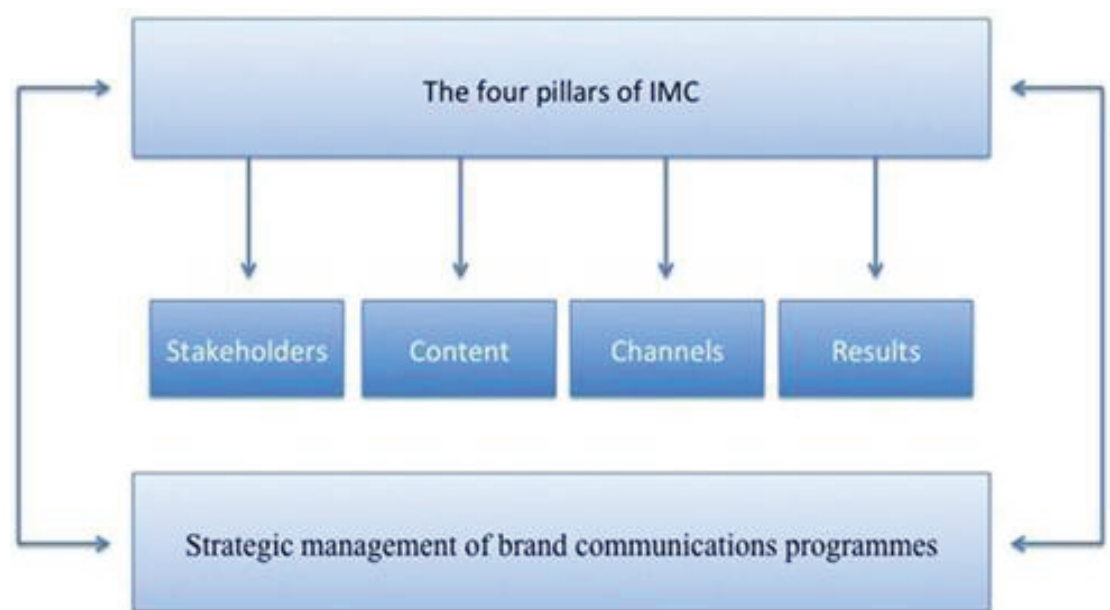
### 2.3. Integrated marketing communications (IMC)

The concept of IMC has evolved along with the changing times. Among the many experts who define the concept of IMC is Schultz & Schultz (1998: 18) which defines IMC as "A strategic business process used to plan, build, execute and evaluate coordination, measurement, persuasive brand communication programs over time with consumers, customers, prospects and other targets, internal and external audiences that are relevant." On our review of recent literature on IMC, IMC Kliatchko then proposed a definition of the framework developed by Schultz & Schultz in 1998. The definition proposed by Kliatchko (2005) "IMC is the concept and process of managing Strategically-focused audience, channel-centered, and results driven brand communication programs over time."

The definition then experienced completions in 2008 by Kilatchko on the basis of internal marketing communications approach changes that happened a few years back and how external marketing communications approach that emphasizes a focus on insight from prospects and customers. Consumers are no longer accessible to mass but can be differentiated based on the characteristics of each individual with relationship marketing approach and dialogue with consumers. It ensues is a paradigm shift in the approach to the consumer where they no longer use the concept of mass communication but with a target that is composed of the adoption of the definition of IMC and consumer behavior. IMC also provides a more soft outcome by using an indication that shifts from a marketing standpoint materialistic focus on income products from the manufacturer to a process by which manufacturers also pay attention to the psychological aspect in providing solutions and advantages for consumers. By focusing on solutions and advantages for consumers, IMC can be said emphasizing the relationship with the consumer rather than just getting new customers, in other words IMC is about building relationships and giving consumers a profit or surplus in the form of EVP (extra value proposition). Here is the definition of IMC revision Kliatchko (2008): "IMC is an audience-driven business process of managing stakeholders, content, channels, and results of brand communication programs." IMC definition given by Kliatchko consists of two main elements: (1) IMC as a business process that is driven by the power of the audience and (2) the four pillars of IMC.

If the definition in the 2005 Kliatchko emphasized the three pillars of audience-focused, channel-centered, and results driven then in 2008 the definition of IMC is supported by four pillars that support the concept of IMC theory among others: stakeholders, content, channels and results. The four pillars can be considered as good

antecedent and consequences that relate to each other in a closed loop shape as shown in the following figure:



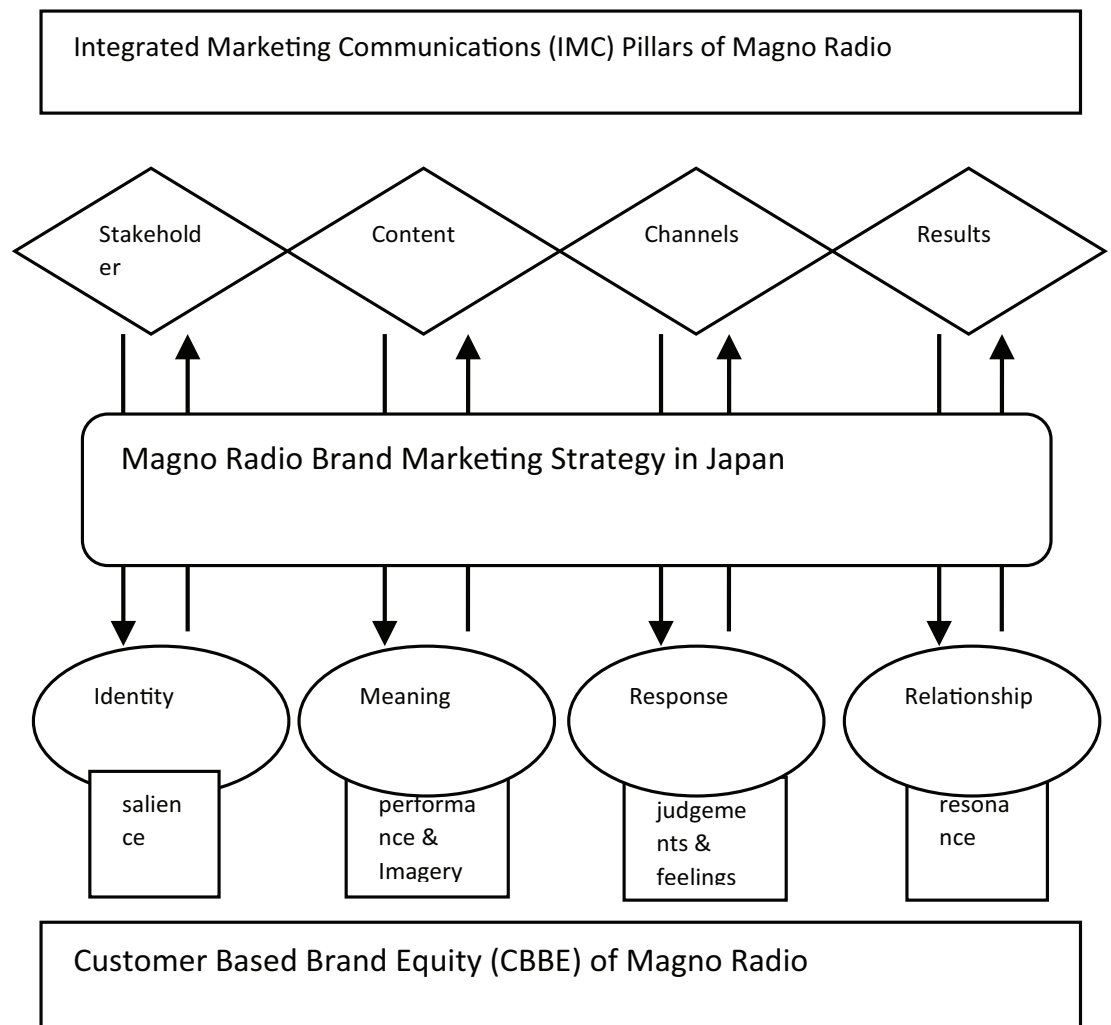
**Figure 3:** The four pillars of business processes and IMC. Source: Adapted from Kliatchko (2008: 145).

## 2.4. Brand communication in IMC

Here is a frame of mind to make it easier to understand the process of creating brand equity of brand marketing communication results through a combination of IMC and CBBE model approach, where both models are essentially mutual support and sync with each other in the form of brand equity in question:

## 3. Methodology

The paradigm used in this thesis is a qualitative methodology by analogy with the inverted pyramid that is inductive, which departs from the particular phenomenon is taken to be studied and described and mapped in general. Besides qualitative methods are also referred to as post-positivistic rooted in post-positivistic philosophy which views social reality as something holistic, complex, dynamic, full of meaning and relationship of symptoms that are interactive. Paradigm is the core of communication, while interpretation is the essence of perception that is synonymous with encryption in the communication process. Joseph A. DeVito said the more the perception is the process by which we become aware of the many stimuli that affect our senses.



**Figure 4:** Research framework. Source: Adapted from Kliatchko (2008) and Kevin Keller (2013).

In a qualitative study from a researcher position is an integral part of the data, which researchers participate actively in determining the type of desired data. In practice, the researchers went on to become a research instrument that should jump on the field. The nature of this research is more subjective and the results causality and not to generalize. This study is a descriptive study about "How pillars of IMC and CBBE activities undertaken Radio Magno positively impact their brand marketing communications in the Japanese market?" The general objective of this study is (Rachmat, 1995: 25):

1. Collecting detailed information describing the actual 'pillars of IMC and CBBE event of Radio Magno'
2. Identify a problem or check the conditions and practices prevailing in the 'pillars of IMC and CBBE event of Radio Magno'



3. Making comparisons or evaluations of brand communication Radio Magno in the Japanese market through the activities of IMC and CBBE
4. Determining what is done by Radio Magno in dealing with problems in the Japanese market and learn from the experience to set plan and a decision on the future

In this study, researchers used the design of applied research is evaluative research by evaluating two models of IMC and CBBE consisting of four pillars of IMC and Brand Resonance Pyramid. With the design of such research are expected to produce academic significance, namely how to design a marketing brand to gain brand equity associated with CBBE. To the researchers used a qualitative approach to the type of research to help find answers to the study 'How pillars of IMC and CBBE activities undertaken Radio Magno positively impact their brand marketing communications in the Japanese market?' The study was conducted in Magno – Piranti Works with address Krajan 1 RT 02 RW 07 Kandangan village, Temanggung, Central Java.

### 3.1. Data collection technique

In this study, the data used is primary and secondary data. The primary data comes from interviews and observations while secondary data is data obtained from sources that are owned by written documentation Radio Magno and literature. Researchers then plunges directly to research and create their own instruments, so the presence of the researcher is an absolute requirement in this study. In addition, researchers will also conduct correspondence with retailers in Japan via email in order to get more information about Radio Magno in Japan.

In the early stages of research, a list of concepts has been created to be used as a guideline in interviews and observations. In conducting interviews and observations in the field, the order of the concepts put forward is not a major requirement because it will depend on what the source, the orientation and the content of each answer. Research using qualitative technique begins with collecting data, analyzing, and the final stage is to make a report. The researchers also used the data written in the form of documents as well as being involved as a perpetrator (insider) in order to obtain the data honesty spoken of informants when interviewing.

Merger-depth interviews with the observation are a form of the constructivist approach which assumes that reality in mind the subject under study. With merger is expected unearthed more complete data. In observation, researchers can observe

the program in a long period but the researchers could not determine activities that have been carried out in the program. Study documentation as one of the techniques of data acquisition is used as an instrument to assess the data that is obtained from Radio Magno. Such data may include company profile, data about sales in Japan, the Japanese consumer data, news clippings Radio Magno products in Japan, and others who support the research.

### 3.2. Interviewees

The selected resource persons of this study are the party with enough information about the phenomenon to be studied, in this case the owner of Radio Magno, Singgih Kartono. Tri Wahyu as a production manager of Radio Magno also seen as an informant interviews. Selection is based on knowledge sources Radio Magno ranging from a standing start to the marketing promotion activities undertaken by SMEs to have an impact on the stretcher strong brand equity in the Japanese Market.

### 3.3. Research limitations

Studies carried out does not intend to build 'a truth' in the context of the conclusion of general application 'general law', which can apply any time and place. Broadly speaking, research is oriented toward the realm of 'descriptive' and analysis is intended only reveal 'the truth' that limits the applicability or conclusions on the context, time frame and managing other specific brand communications.

## 4. Description and Analysis

### 4.1. Magno's overview

Brand 'Magno' is derived from the English word that magnify obtained from the first product in the form of a magnifying glass. Magno itself interpreted by Singgih Kartono owner, "as a way to see the detail as a function of the magnifying glass to form small, simple and beautiful as well as attract a lot of attention for detail product produced has the value of craftsmanship is high." Interestingly Magno's product also reflected in election logo of the letter 'g' is deliberately chosen by Singgih Kartono because the shape of the letter 'g' richly carved. Temanggung region which is famous for the production of timber seen by Singgih Kartono as ample opportunity to change

the commodity products into high value products through its craftsmanship touch of science lectures. This is the added value offered by Singgih Kartono try to answer the challenges that exist in the environment.

All Magno's products are made from wood as the main material of manufacture. Wood materials selected by Singgih Kartono because he thinks in a timber can be found the strength and weaknesses, advantages and shortcomings as well roughness and tenderness. If compared with synthetic products, wood is a material that has a soul in it. Briefly, wood is the perfect material for imperfections. The character of the wood gives a lesson about life, balance and boundaries.

Singgih Kartono later suggests a term called New Craft is the process of producing the use of traditional skills as the primary means of production combined with modern management techniques to organize all their activities, so that each production process through a stage of standard operational procedures for later produce a product with a high standard of quality raw. The approach of methods and concepts New Craft has many benefits that have a direct impact to the surrounding community who has experienced a shift in the social status of agrarian society, because the process of intensification of agriculture in practice replace a lot of manpower. In turn surplus manpower can be accommodated through New Craft approach so as to produce high quality products that can meet the needs of export markets so that a systematic impact on the activity of sustainable production and provide income that could help economic development in the village Kandangan.

By having the ability high craftsmanship, the possibility to sell products at a good price (premium) and achieve market stability at a level more a realistic target, and the use of the ratio of wood materials can also be reduced because of the labor skills slick that is supported by the environment professional working. Singgih Kartono then realized that his business relies heavily on the availability of wood, for that he spawned a program called 'Tree Nursery' is where one tree is used in the production process regenerate with 10 tree seedlings. The tree seedlings were distributed for free around the village Kandangan. The program is expected to support the sustainability of wood material used in the selection process Magno who use timber with an average age of 30-50 years.

## 4.2. Magno in Japan

Principles of effectiveness and efficiency is greatly emphasized in each Magno's product who later taught by international institutions of Japan in the field of design that is

Good Design. All products of Magno are accompanied by a symbol or logo Good Design as a form of support in addition to the marketing process of their marketing tagline of "Less Wood, More Works. Cut Less, Plant More."

Recognition of these institutions is a tremendous achievement for Radio Magno because it helps establish the brand equity they have built from zero at the beginning.

By using the Good Design logo, Magno's products can be easily recognized by quality and strengthen in Japan. Because the agency Good Design has a good reputation in Japan then it helps Magno in shaping the image of the product you want to display to the Japanese audience in general, such as high craftsmanship, products with good design, and attention to detail product.

### 4.3. Magno's product

**4.3.1. Magno brand has several types of products ranging from hours, small items and radio. All products use a wide range of wood materials include pine, mahogany, and rosewood. Here are the products of Magno:**

1. Wooden Radio (IKoNO, KuBo, ReKTO, MiKRO)
2. Small Items (Desktop Stationery, STaNO, Small Functional, Toys for Soul, KLoCKU)

From all the aforementioned product lines, Radio Magno is the most popular product. Although the results of an interview held on May 6, 2015 that the information obtained for the Japanese market is not only the only radio that are excellent but there are also other products that are listed in the following interview excerpt: "Actually its small size Magno wooden functional product. Yes not only actual radio even if exposed to radio but actually ended up talking about Magno yes same if his friends (stationery). And for the Japanese radio and its small size only if the stationery products for large dimensions more products to the American market."

### 4.4. Target market characteristics in Japan

Radio Magno as a product with detailed precision and maintain the quality of their products assessed in line with the perfection of Japanese culture in general is very concerned with the details of the product. More about it, Tri Wahyu said: "Actually from the beginning we did want to enter the Japanese market first because famous of the famous designs with great craftsmanship capabilities, the design is also nice

and they really pay attention to detail. The design Pak Singgih the color tends to Japan although generally if people look like Scandinavian design.”

Since its inception Magno is targeting the main export markets and target niche market. Japan as a country with a barometer timber design and craftsmanship of high value considered suitable by Singgih Kartono as one of the major export market destination Magno Radio products. There is no specific target in targeting the Japanese market as well as demographic and psychographic because Radio Magno rated by Tri Wahyu has a marketing and communication lines typical very different than most similar products. Stories Radio Magno first entry into Japan brought by Treehugger, a community in Japan which is very environmentally friendly with attention to environmentally friendly design.

The process of brand marketing communication that ensues is the amplification of the activities that have been conducted with Treehugger be a stepping stone in Japan for the next Radio Magno marketed exclusively in Japan through Suzuki Mie figure who helped Singgih Kartono distributes its products in Japan through exhibitions of design or toko- souvenir shop in Japan. From the aforementioned presentation can be seen that the aim Radio Magno/niche very limited willing to pay a premium price for a wooden radio from Indonesia.

#### 4.5. Magno's CBBE

Radio Magni is a unique product and eye catching. As a brand, Radio Magno want to embed its brand in the minds of consumers so that the goal of marketing communications is a brand committed to brand building up the brand image as well as at the final stage produce high brand equity. This can be done through approach to the concept of Customer Based Brand Equity (CBBE) the approach process of creation of brand equity with consumers as the basis for strategic decision-makers of brand marketing communications. In principle, the brand marketing communications assist manufacturers in their product positioning, determining the content to be built, the creation of the image of the product, and also promote their products on the market. Make it different and stand out among the many products with similar categories.

With the concept of CBBE, Radio Magno builds marketing communications brand in Japan through stages that are mutually supportive of each other ranging from the identity, meaning the products, the expected response of the product and lead to the relationship between consumers and brands Radio Magno. The process is considered important because if done with a good step and properly it could positively impact the

brand equity Radio Magno in Japan, which can be started with the process of realizing the brand up to love and make purchases Radio Magno and the relationship further communication that exists post purchase product. Further destination marketing communications brand that try to explain is based on the sender's perspective, that is, from the standpoint of the owner (Singgih Kartono).

#### 4.6. Analysis of brand marketing communication event Radio Magno through IMC

**(1) Stakeholders:** Stakeholders in Radio Magno's marketing communications brand in Japan there are several parties, among others; Owner Radio Magno, distributor, the Japanese government, the Indonesian government, retailers, and consumers Japan. **(2) Content:** Storytelling of Radio Magno, Sustainable Product, Craftsmanship. **(3) Channels:** Online, Facebook, Twitter, Store, Art Event. **(4) Results:** The results of the IMC is in the sender's perspective approach to brand marketing communication Radio Magno. Radio Magno is how a brand can be received well in the eyes of Japanese consumers. From interviews conducted with Tri Wahyu as Managing Director Magno found that brand image resulting from Radio Magno in the Japanese market is a positive value Radio Magno sales volume from the year 2005-2015 which is around 500-600 units sales figures. Community empowerment through socio-entrepreneur.

#### 4.7. Analysis of brand marketing communication event Radio Magno through brand resonance pyramid

Brand resonance pyramid consists of four levels, namely; identity, meaning, response, and relationship.

##### 1. Identity (What are you?)

Radio Magno included in the category or product type electronic tool design. Radio Magno wooden radio is included retro design with a timeless concept. As for the requirement is met or satisfied from Radio Magno is a sense of belonging and contributing to something better by promoting the principle of 'do good design' so that the product Radio Magno has an impact as a product that takes into account environmental sustainability better.

##### 2. Meaning

Radio Magno has advantages and peculiarities that are not owned by competitors, namely the product design is more prominent Radio Magno (quality) compared both to promote the principles of good design is timeless is the physical advantages of Radio Magno. Another thing that is not owned by a competitor is the story behind the making of radio where Radio Magno has content marketing is more powerful than its competitors because it has a story telling that is able to bring the characters alive in it.

### 3. Response

Manufacturers Radio Magno expects consumer assessment of the quality of products is high because in practice the manufacturers implement high quality standards with precision through a standard ISO (International Standards Organization). The value, credibility and consideration Radio Magno is built through a system which they called New Craft that combines modern industrial system with craft Indonesia. Through New Craft also Radio Magno communicate to their customers that continuity between humans and nature can be maintained in a sustainable manner for New Craft using materials from nature are relatively small in volume but produces a product that has a big impact to people or consumers with minimum impact on the environment.

### 4. Relationship

Their customers are currently in various stages ranging from love the product, buy a regular basis Magno products, and purchase regularly (loyal) Magno products. The range is a form of communication results Radio Magno brand marketing that comes from brand awareness, brand knowledge, as well as the final stage in the form of purchasing (purchase) once or repeatedly.

## 5. Conclusion

1. In achieving equity of a brand strategy is needed. SMEs Indonesia, especially those that target the export market is very important to pay attention to brand marketing strategy. To support the success of a brand of SMEs in the penetration in international markets, can be used to model approach IMC and CBBE. Model CBBE an entrance early manufacturer in determining product content by analyzing the category of their products, functional ability of the product, the image of the product to be displayed, assessment related products from the consumer side,

the feeling of the consumer when consuming the product, and the interrelationship of natural between producers with consumers. If these components have been successfully formulated it will be found to be a content that can then be implemented within the framework of IMC. Within the framework of IMC give effect to the content of the message or expected from manufacturers to their customers and the impact on the end results, both outcomes in the form of ROI (Return on Investment) with an index of gain on sale or in the form of intangible that brand equity.

2. Having obtained the content more important things to run the content into marketing communication model. Marketing communications model itself is the basic form of the communication process itself consisting of sender, encoding, transmission, decoding, actions, and feedback. On the sender contains content from producers that will be delivered to the consumer where the content is then passed through the encoding process that can be encountered in practice in retailers, promotional activities and public relations. The next phase of marketing communication model is translated as a transmission channel of communication, may be the Internet, magazines, or newspapers. Message or content is then up to the consumer, and experience the decoding process inside the consumer so that the resulting response and interpretation of the content consumer side. The response generated by the consumer then ends up in the kind of action that is the nature of consumer behavior, in this case is expected to make a purchase or at least raised brand awareness and brand image. Of these actions then the consumer can evaluate the associated product or brand in the form of feedback that may be positive or negative, which is useful feedback for manufacturers to make improvements related to their products in the future. The marketing communication model applies not only to large-scale industries but also SMEs.
3. Application of brand resonance pyramid of models CBBE on Radio Magno in the Japanese market can be said to be successful because it meets the four tiers of the pyramid is Identity, meaning, response, and relationships. Identity and meaning can approach manufacturers as a creator of products with brand Radio Magno complete with the type or category of product (brand salience), product functionality (brand performance), and the brand image to be displayed to the consumer (brand imagery). While response and relationships are explored through approach or point of view of the consumer against consumer ratings on functional product (brand judgments), consumers' assessment on the fulfilment of the emotional needs of consumers for a product or brand (brand feelings), and



reciprocity natural occurring between producers consumer brand as a result of the transaction value of the communication that is exchanged (brand resonance). So it can be concluded that marketing communications brand with the application SMEs Radio Magno Brand Resonance Pyramid CBBE successful because it meets both perspectives, both originating from the sender or from consumers.

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