

# Implementation of Brand Promotion Strategy of the Faculty of Education, State University of Malang

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## Abstract

This research explores the branding strategy implemented by the Faculty of Education (FIP) of State University of Malang (UM) to build a strong image and reputation among prospective students, the community, and industry. In the current era of digitalisation, an effective branding strategy is very important for educational institutions to attract public attention and increase trust. FIP UM uses the tagline 'FIP ASIEK' (Active, Smart, Innovative, Educative, Creative) as an effort to form positive perceptions and increase attractiveness. This research uses an observational approach with several stages, including literature observation, field observation, benchmarking, brainstorming, and visual design. Data were collected from various sources such as the vision, mission, and characteristics of FIP UM consumers, as well as brand identity models from local and national campuses. The results show that the branding of FIP UM through the tagline 'FIP ASIEK' packages the values conveyed by the faculty among the community. The branding strategy implemented is not only through digital media and mass media, but also through merchandise products designed to strengthen the identity and core values of the faculty. This strategy is considered successful in building a positive image that is relevant to today's technological developments. In conclusion, a holistic and sustainable branding strategy is needed to maintain the competitive position of FIP UM in the world of higher education.

**Keywords:** Branding Strategy; FIP UM; Brand Promotion

## 1. Introduction

Changes and advances in digitalisation are important in the modern era like today, from various levels of society, the thing that cannot be separated is information, because it is a basic part of establishing communication, finding relationships and building synergies. The development of digital information management has seen books and television become the main source of information until the presentation of information in the form of digital media. Everyone's need for information results in behavioural changes, this relates to changes in the way people consume information digitally.

Brand is the perception that arises in the audience about a company, figure or idea. Brand Identity is a unique set of associations owned by the brand that must be formed and maintained. These associations represent what the brand represents and imply a promise to customers from the organisation. Brand identity is needed in building loyalty which will have its own value that is able to become consumer opinion, which aims to be more effective and interact so as to form perceptions in the minds of consumers, and become the basis of further promotional strategies.

According to Muhammad Lutfi Lazuardi and Iwan Sukoco from the phenomenon of congestion that occurs, PT Aplikasi Karya Anak Bangsa (Gojek) has produced various kinds of solutions that were previously only in the form of online-based transportation applications, but now Gojek also creates various kinds of services needed by the community from a good design thinking process (Lazuardi, M. L., & Sukoco, I. 2019). According to Diarta, et al. (2016),

branding strategies are very feasible to be applied to agricultural products just like branding strategies for other manufactured products and services with adjustments following the characteristics of the agricultural products concerned Branding is the process of creating, managing, and developing the image or identity of a product, service, or company.

The branding process involves various elements such as brand names, logos, slogans, colours, and other visual styles that are used consistently in all communications and interactions with consumers. With an effective branding strategy, companies can strengthen relationships with customers, build trust, and increase their brand value. Faculty branding in higher education involves efforts to build the image and reputation of that faculty among students, alumni, industry, and the general public. The aim is to increase the attractiveness of the faculty to prospective students, attract research funds and sponsorship funds, and improve the faculty's reputation and ranking in higher education rankings.

Promotion is one of the four elements in the marketing mix, which includes various activities carried out to inform, influence and encourage consumers or potential customers to buy or use certain products or services. The main objective of promotion is to increase awareness, interest, and purchase of products or services, as well as build a positive brand image.

The use of brand identity is expected to be a well-managed digital media optimization step and can provide quality, FIP State University of Malang is expected to be able to meet consumer expectations in order to have a good reputation, therefore consumers will have trust, like, and consider FIP UM as a symbol of the Faculty that produces graduates of Educators and Education personnel in accordance with the needs of society and the development of today's technology.

## **2. Method**

This research was conducted in several stages, as follows.

1) Observation of literature, at this stage is the initial stage in the formation of brand promotion for the Faculty of Education, data is needed as the main material such as history, vision and mission of the Faculty of Education UM.

2) Field Observation, this data collection technique is used to collect research data through observations of the behaviour of human life, work processes within the scope of the UM Faculty of Education, and collect data digitally between outside universities and within the scope of the UM Faculty of Education.

3) Benchmarking, the next stage is to compare the data that has been collected, then filter the data adjusted to the data of the Faculty of Education UM.

4) Brainstorming, is a stage of data processing, exploration of ideas, experimenting with design styles, shapes, colours in forming brand promotion concepts.

5) Rough Layout, Making branding concepts using rough sketches starting from layout, text and illustration experiments.

6) Comprehensive Layout, After the rough layout process is complete, the results will be applied to various supporting communication media so that they match the concept of the branding strategy carried out.

7) Production, The results of the design are continued into the process, namely the editing process which will produce a visual design.

Data collection in this study was carried out by collecting data related to FIP UM such as history, vision and mission, and consumer characteristics of FIP UM. In addition, collecting data in the form of references to design and build a brand identity of an educational institution such

as journals and other theses. The author also collects references by looking at brand identity models from local and national campuses.

The data analysis technique used is quantitative data analysis. Data analysis is carried out by conducting several analyses needed in forming the brand identity of FIP UM. This activity is carried out by analysing information related to FIP UM such as history, vision and mission, consumer characteristics and analysing the condition of FIP UM digital media.

### **3. Results and Discussion**

#### **3.1 Result**

To become a quality education service provider, universities must place the quality of education and services as a key factor in building public trust. Facing increasingly fierce competition, universities need to understand the target market in order to determine the right segmentation in carrying out branding strategies. One approach that can be taken is to analyse the Organizational Positioning of the institution (Amiruddin, 2021). According to Nurjanah (2021) Positioning is an innovative step taken by companies in designing products and marketing strategies to form a special impression that will be remembered by the public.

From the results of literature observation and field observation, the use of branding at the State University of Malang has been implemented in each faculty using a new tagline. Branding at the Faculty of Economics and Business uses the FEB BISA tagline, the Faculty of Sports Science uses the FIK CARE tagline, the Faculty of Social Sciences uses the FIS SAE tagline, the Faculty of Psychology uses the FPsi SPARTA tagline, and the Faculty of Education uses the FIP ASIEK tagline. ASIEK itself stands for Active, Smart, Innovative, Educative and Creative. The FIP ASIEK tagline is a manifestation of the FIP UM Brand Image which packages the vision and mission of FIP UM into a tagline that forms a special message that is easy to remember.

The word 'Active' refers to one of the visions of FIP UM which has the ambition to become a leading institution and become a reference. This confirms the commitment to continue to play an active role in advancing education in Indonesia. The mission to expand cooperation with various parties, both at the national and international levels, also illustrates the activeness in establishing partnerships that can strengthen contributions in the field of education. The word 'Active' also reflects FIP UM's commitment to creating a dynamic and participatory environment for all academicians. FIP UM applies this value through various activities involving students, lecturers, and alumni. Active participation in these activities shows that the tagline 'Active' is not just a word, but also part of a faculty culture that encourages collaboration and initiative.

The word 'Smart' describes the faculty's focus on developing the intellectual and emotional intelligence of its students. FIP UM has adopted modern learning technologies and pedagogical approaches that challenge students' critical and analytical abilities. The implementation of an efficient academic information system and strong online learning support demonstrate the faculty's commitment to becoming a smart and forward-looking education centre. The high quality of education that is relevant to the needs of society as stated in the first mission shows that FIP strives to produce graduates who are smart and able to compete globally. Innovative and applicable research also illustrates a smart approach in the development of education science.

In line with the achievements of the State University of Malang (UM) as the best campus in the field of educational science, namely occupying the first position at the national level according to the results of the 2024 Scimago Institutions Rankings (SIR) assessment. The word 'Innovative' is one of the main pillars in FIP UM branding. As the Faculty of Education on the Education Campus, this is also in line with the slogan of the State University of Malang which

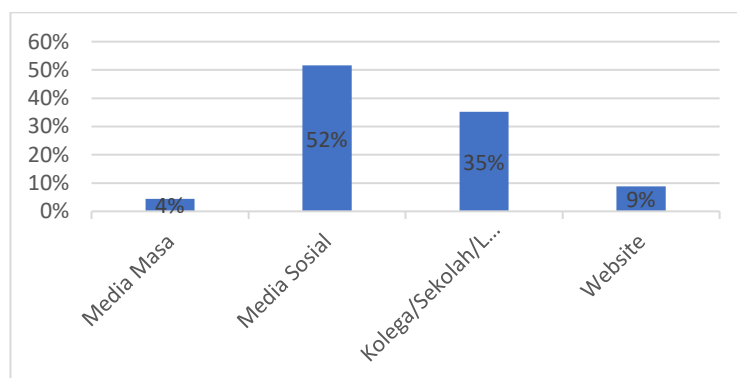
reads 'Excellence in Learning Innovation'. In addition, the emphasis on innovative research in the mission of FIP UM shows that FIP UM encourages the birth of new ideas and breakthroughs in the world of education. This innovation aims to answer the challenges of the times and create applicable solutions for the world of education.

The word 'Educative' describes the main goal of the faculty to be a source of deep and meaningful education. FIP UM focuses on developing a relevant and quality curriculum, which not only meets academic standards but also prepares students to face the professional world. In addition, all aspects of FIP's vision and mission focus on providing quality education, knowledge development, and community service. FIP UM strives not only to educate students but also to make educational contributions to the wider community through service based on research results.

The word 'Creative' in this tagline shows the faculty's efforts to encourage creativity among students and lecturers. Creativity is reflected in the mission that encourages the development of educational science through research that is not only innovative, but also applicable. Creativity is also seen in efforts to implement research results in community service, which requires fresh ideas and new approaches to effectively address community needs.

### 3.2 Discussion

From the results of quantitative data analysis which was distributed through a school visit form to FIP UM before, the results showed that 52% of FIP UM visitors already knew FIP through social media channels, 35% knew through schools, partners or institutions, 9% knew through the website and the remaining 4% through mass media. The data is shown in the figure below.



**Figure 1. Brand Image FIP UM**

To maintain a competitive advantage in the midst of competition with other universities that use similar or different concepts, FIP UM has developed a digital branding strategy, including through the Website, Social Media, and Mass Media. It can be seen in the distribution of data in Figure 1 that FIP UM is widely known by potential customers through Social Media or from information from FIP UM partners. According to Ummah (2019), branding is considered successful if it can improve quality, output, and customer satisfaction. When an educational institution has a positive image in the eyes of the community, a perception will automatically arise that the institution has good quality. This will then influence the decision of the community or prospective students in choosing the institution as a place to continue their studies. The existence of the Faculty of Education at the best Education Campus needs to be maintained and harmonised with technological advances and modern mass media. Digital media optimization with the inclusion of the FIP ASIEK tagline is expected to be able to meet consumer expectations in order to have a good reputation, therefore consumers will have trust,

like, and consider FIP UM as a symbol of the Faculty that produces graduates of Educators and Education personnel in accordance with the needs of society and the development of today's technology.

Apart from using the ASIEK tagline as a core value that FIP UM is an Active, Smart, Innovative, Educative and Creative Faculty, other branding strategies are also needed. This is revealed by Yusuf (2023), that in the process of building an image, educational institutions implement various strategies to create a positive and strong reputation, including determining core values, visual identity and also effective communication.

In the visual identity section, the use of brand promotion with an emphasis on the values of FIP ASIEK still has to go through several stages, including the brainstorming stage by experimenting with design styles, shapes, colours in forming brand promotion concepts. Furthermore, the visual identity stage continues to the Rough Layout stage, which is the creation of branding concepts using rough sketches starting from layout, text and illustration experiments. The last stage of the visual identity stage is Comprehensive Layout, namely the application of concepts to various supporting communication media so that it matches the concept of the branding strategy being carried out. In the FIP UM brand promotion strategy, its expansion includes product media and social media. Product media can be in the form of FIP UM merchandise such as stationery kits, goodie bags, tumblr, clothes and other merchandise. Product media selection in the form of merchandise is also a common brand promotion strategy. Generally, merchandise is used as a gift, but Putra, et al (2017) reveal that merchandise also functions as an effective promotional medium to introduce certain brands to the public. Merchandise can also act as a means to introduce products to the public (Gaol, et al., 2018). Merchandise is specifically designed to introduce and provide an understanding of a brand or institution to the targeted audience. The existence of merchandise can leave a positive impression on the audience regarding the party that issued the merchandise.

In line with the opinion of Yusuf (2023), that in the process of building an image, educational institutions implement various strategies to create a positive and strong reputation, including determining core values, visual identity and also effective communication. Effective communication is implemented in social media and mass media, not only that, in the FIP UM brand promotion strategy, the values introduced (Active, Smart, Innovative, Educative, and Creative) are also displayed in the form of printed media in the Faculty of Education building. Various efforts will continue to be developed as an implementation of strategies in brand promotion of FIP UM as a Faculty that produces graduates of Educators and Education personnel in accordance with the needs of society and the development of today's technology.

#### **4. Conclusion**

This research highlights the importance of branding strategies for the Faculty of Education (FIP), State University of Malang (UM) in building a stronger image and reputation. By utilising digital media and visual strategies such as the tagline 'FIP ASIEK' (Active, Smart, Innovative, Educative, Creative), FIP UM seeks to increase recognition and attractiveness among prospective students, the community, and industry partners. FIP UM's branding strategy includes using social media, mass media, and merchandise products to introduce and strengthen faculty identity. Branding steps are carried out through research, brainstorming, making sketch designs, and applying them to various communication media. The main objective of this strategy is to increase public trust and awareness of the quality of education offered, and to ensure that FIP UM is recognised as an institution that produces quality graduates who are ready to meet industry needs and technological developments. Continuous

efforts are needed to maintain the competitive position of FIP UM in the world of higher education.

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