

Brand Identity Implementation and Brand Awareness Formation Case Study: Tweely

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Abstract

The rapid growth of the fashion industry has become a unique challenge for founders of fashion companies in Indonesia. This research aims to understand how Tweely implements brand identity in forming brand awareness for Tweely. Brand identity itself is an element of a brand that encompasses brand as an organization, brand as a product, brand as a person, and brand as a symbol, containing the values of a product in the company for consumers to understand. In brand awareness, there are levels that start from unaware of the brand, brand recognition, brand recall, and top of mind. This research uses a qualitative approach with a descriptive case study research method. Interviews were conducted with two sources, namely the owner of Tweely and the Tweely Marketing team. The results of this research indicate that by implementing brand identity in the company's products or brand, brand awareness can be built by maintaining product quality, marketing campaigns, and also social media interactions that influence engagement.

Introduction

The fashion industry is one of the leading parts of the creative economy sector. In particular, the fashion subsector is flooded with young people who are full of creativity and innovation, which plays a major role in driving the development of fashion trends in 2023. In an effort to advance this creative economy sector, players in the fashion creative industry continue to strive to develop fashion trends in Indonesia. With its distinctive appeal, it is no surprise that fashion trends in Indonesia always attract the attention of fashion enthusiasts, both domestic and international (Kemenparekraf, 2023).



Figure 1. Consumer data in shopping

Source : Jakpat

Corporate identity is a key element that a company must have to differentiate itself from its competitors. This corporate identity involves logos, slogans, colors, brand icons, and other elements related to the company. Many companies allocate significant resources to design and build this corporate identity. The goal is to attract consumers to use the products offered or at least create consumer awareness of the company's existence. Brand awareness, basically, refers to the extent to which a brand is remembered when consumers think of products in a particular category and the extent to which the brand appears in a person's memory (Shimp, 2004).

This is the background for the Tweely brand to enter the fashion world. Tweely is one of the local brands whose sales focus is based online or through social media platforms, Tweely in fashion concentrates on issuing bag products which are currently very loved by young people. good products will encourage potential buyers to buy products to certain brands and not consider other brands. This strong brand image describes the prospective consumer's perception of a brand and influences the prospective consumer's view in determining purchasing decisions.

Based on previous research researched by Khairunnas with the title Analysis of the Influence of Brand Identity Design on the Process of Forming Brand Awareness at Nordhenbasic in 2011, it concludes that Brand Identity has a positive influence on the brand awareness of the Nordhenbasic brand. Another research from Aldi Ramdan with the title Visual Branding Identity Design Clothing Visible Supply in 2021 concluded that with a visual design in advance, it can increase brand awareness and the results are right on target and can be more easily recognized by the wider community. Further research by Fani Cyntia and Syuaiban Muhammad with the title The Influence of Brand Identity on Product Purchasing Decisions at Rabbani Bunker Rawamangun, East Jakarta in 2018 concluded that making or creating a brand identity on a product is very important because it can influence and encourage consumers to make purchasing decisions for a product. From these previous studies, the things that make the difference are the object of research, brand, and theory. Through this research, it will be studied in depth through a qualitative research approach regarding the implementation of brand identity and the formation of brand awareness on the Tweely brand.

Methods

In this study using qualitative research, which intends to understand the phenomenon of what happens by the object of research (Moleong, 2005). In qualitative research the methods used are interviews, observation and utilization of documents. Then the author uses descriptive qualitative research. Descriptive research itself is a type of research based on the basic question, namely "how". And qualitative data analysis techniques are a process of systematically searching and compiling data obtained from interviews and activities in qualitative data analysis, namely data reduction, data presentation and conclusion drawing.

Results and Discussion

Basically, understanding brand identity is not only limited to symbols, logos and slogans. Because the purpose of forming this brand identity is to guarantee product quality through brand identity such as product benefits to consumers, consistent appearance and continuous innovation from competitors, and also the company's flow to stimulate customer buying interest (Aaker D., 1996).

Brand as Organization

In this case, the view only focuses on the attributes of the organization of the product or service which includes innovation, quality improvement and also the programs created by the company. Based on the results of interviews with the marketing team and also the owner, the

social media admin tries to create a friendly and peaceful social media environment. Especially in terms of communication. Social media admins also provide a comment pool or feedback.



Figure 2. Access links and Testimonials

Source: Instagram @Tweelyforbag

The picture above is an example of an environment formed by Tweely by including testimonials and links in every marketing. In addition, according to Dian, give away also makes one of creating a comfortable environment, this is in line with Skrob in Natasya Putri Andini's journal, namely about High Intergretion Strategy or can be understood as a high level of integration. This is also realized by the owner of Tweely, who without realizing it, consumers will also participate in promoting the Tweely brand.

In shaping brand awareness tweely always involves its consumers to be able to interact directly and grant consumer requests according to the most requests.

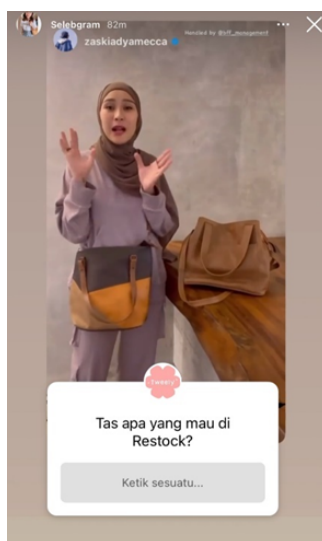


Figure 3. Tweely interaction

Source: Instagram @Tweelyforbag

Brand as Product

Product quality also covers the features or advantages offered according to the wants and needs of consumers which later can influence purchases. This is in line with research conducted by Andriyanti and Farida (2022) entitled *The Effect of Shopee Affiliate Viral Marketing, Product Quality, and Price on Shopee Indonesia Consumer Purchase Interest (Study on Generation Z Tiktok Users in Sidoarjo)* in this study concluded that product quality partially has a positive and significant effect on consumer buying interest. Packaging is the main thing that Tweely pays attention to because according to Dian as the owner so that the goods received can reach consumers intact and there is no damage. In the future plan, Tweely will improve the quality of packaging with a qualified security quality system and more elegant than before.

Brand as Person

Brands are always assumed to be like people or the person wearing the brand seems to be. A strong brand personality is created in various ways. Tweely always endorses or promotes its products through people who already have a good rating in the eyes of the community, of course this main goal according to Deva as a form of campaign and increase a sense of trust for consumers. In addition, the goal is also for consumers to have a sense of confidence when using products from Tweely. In addition, Deva continued, by conveying this message, it is hoped that consumers will no longer be confused in choosing the bag they want, because given the many similar competitors so this is one way to fight for the brand to continue to live. To do an endorse Tweely sees an opportunity or a high gossip event but according to Deva, the weakness is that in the future it will have an impact on the brand image. "Once Tweely's bag was called a *pelakor bag* because at that time we endorsed her while she was booming", and of course for this tweely must be more careful when choosing an influencer or artist who will be endorsed.



Figure 4. Endorsement

Source: Instagram @Tweelyforbag

Brand as Symbol

As discussed in the Company overview, the Tweely logo itself consists of a flower element that symbolizes happiness with a combination of pink colors that give the impression of feminism. Because Tweely itself focuses on women's bag products.

So according to Dian as the owner of Tweely said, the Tweely logo is expected to be very easy to remember and stick in the minds of consumers. Because every time you see a flower element or pink color, it can be a trigger to remember Tweely. The pink color itself is also easy to apply to every bag color. According to the Owner of Tweely, not all bags have Tweely logos, because it follows the type of bag that will be made. "For formal bags, such as school bags, college bags or bags for work, we don't include the logo, but just the Tweely writing." This is because it gives an elegant and luxurious impression even though the price is affordable.

Brand Awareness as Tweely

Furthermore, based on the previous discussion, it can be seen that the marketing strategy carried out by Tweely is appropriate and running well, this is evidenced by the number of Tweely followers who provide reviews or reviews in the form of videos without being asked by Tweely. Without realizing it, the consumer has promoted to others about the product he is using. This also continues in reposting photos and unconsciously has increased promotion on social media. Tweely continues to innovate fashion by continuing to add various types of bags, as well as other accessories that support the needs of consumers. With the hope that it will be a selling point for consumers. Creativity is also needed by Tweely to provide touch, benefits and comfort for consumers in terms of usage. This is shown by the number of people from various circles who use Tweely bags, both from artists and ordinary people.

Tweely's own brand awareness measurement can be seen from the amount of engagement on one of these contents. Brand awareness built by Tweely is by continuing to observe changes in social media algorithms to review the content that will be managed. Interaction can be seen from likes, comments, mentions and followers of the content concerned. This statement is reinforced by Jason Falls, who said that good communication is when the audience gives attention or response (Malau, 2021).

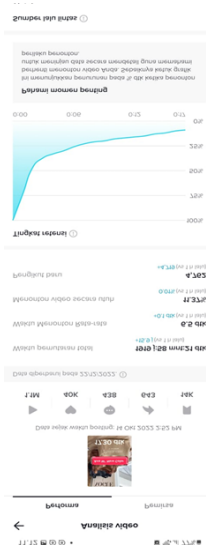


Figure 5. Video Analysis

Source: Tiktok @Tweelyforbag

It can be explained that the viral video reached one million viewers, forty thousand likes, 436 comments, 643 shares and fourteen thousand people saved the content. Sales data also increased in October, because the video went viral in October. This is also in line with research conducted by Aileen and Riris with the title Marketing Communication in Building Brand Awareness, which has the results of a strong marketing strategy that can build brand awareness (Belinda & Loisa, 2020).

Conclusion

The researcher shows several conclusions that are the result of research on the implementation of brand identity and the formation of brand awareness. The elements used in terms of brand identity on Tweely have covered dimensions such as brand as organization, brand as product, brand as person and brand as symbol. This is shown by Tweely's activities on social media and also in the formation of the organization from upstream to downstream very mature. Tweely's brand identity is also applied to every content or product created so that this goal can build Tweely's brand awareness as seen from the high store ratings and engagement on social media on Tweely.

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