

Marketing Communication Strategy in Improving Brand Awareness Via Instagram (Case Study at PT. Karya Uniwis Lombok)

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Abstract

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This research aims to understand the implementation of the communication mix via Instagram (customer-based brand equity analysis at Uniwis Lombok). This research uses a qualitative approach. In this research, researchers used in-depth interview and observation techniques. The data analysis method used is data reduction. The results of the research show that the application of the marketing communication mix via Instagram through customer-based brand equity analysis consists of 4 (four) stages, namely Uniwis' brand loyalty is unique because the owner of Uniwis comes from the West Sumatra region, not from Lombok, while the products sold are products typical of Lombok, then Uniwis is the pioneer of woven ties, the next stage is brand performance, namely Uniwis really pays attention to the design of the products produced so that they still look fashionable with an ethnic touch, then the selection of strong and good quality materials, cotton thread with natural dyes and brand imagery, fabric Weaving is a cultural heritage, Uniwis participates in preserving cultural heritage by mixing and matching modern products and woven fabrics. The next stage is brand customer judgments, namely Uniwis really pays attention to the neatness of the products produced and brand customer feelings, namely customers will feel exclusive by using woven ties from Uniwis because only 1 tie is produced from 1 woven material, meaning only 1 tie with that pattern. then the final stage of brand resonance, repeat purchases by customers both for their own use and as souvenirs for relatives both domestically and abroad

Keywords: Customer-Based, Brand Equity, Instagram

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INTRODUCTION

There are many factors in improving the Indonesian economy, one of which is MSMEs. MSME is the abbreviation of Micro, Small and Medium Enterprises. MSMEs can be defined as micro businesses (businesses with maximum assets of IDR 50 million and turnover of IDR 300 million per year), small businesses (businesses with assets between IDR 50 – 500 million and turnover between IDR 300 million – 2.5 billion per year). year) and medium businesses (businesses with assets between IDR 500 million to 10 billion and turnover IDR 2.5 – 10 billion per year). In Law no. 20/2008 explains that MSMEs are "small companies owned and managed by someone or owned by a small group of people with a certain amount of wealth and income (Riskita.A, 2022).

The regional government is concerned with the development of MSMEs in Lombok, where the government launched the NTB mall which is a place for online and offline shopping. The NTB mall is next to the NTB trade office building as an MSME gallery to support the marketing of local products. The



NTB offline mall is located on Jl. Stamp No. 61, Dasan Agung Baru, Kec. Salaparang, Matraman City, West Nusa Tenggara, and has a website and e-commerce with an application that can be downloaded via Android or IOS with the name ntbmall.com which makes it easier for both MSMEs to market local NTB products and makes it easier for customers to shop for souvenirs.

NTB mall also collaborates with hotels, where barcodes are provided to make it easier for tourists to look for souvenirs. If tourists don't have much time to come directly to the shopping center, they can easily scan the barcode to choose what product to buy. souvenirs, and NTB mall provides COD (cash on delivery) facilities directly delivered to the hotel for tourists, so that tourists can very easily and efficiently buy souvenirs for their relatives.

Reported by Kabarnita.com, types of handicrafts are origami, crafts from flannel, sewing, clay crafts, knitting, handicrafts from used goods, flower arranging and so on. Handicraft is a souvenir idea for each region which indicates the characteristics of that region. Handicraft is one of the business ideas that can be pursued as an MSME business. As in Lombok, it is famous for its souvenirs, namely woven cloth. Lombok's typical traditional woven cloth is a cultural heritage from our ancestors which is made using the traditional system of weaving using a gedogan loom. Apart from its distinctive characteristics, making this woven cloth takes up to 1 month to work on one piece of cloth.

Apart from woven fabrics, Lombok is designated as a Mandalika special economic zone. This government decree was stated in number 52 of 2014. With an area of 1,035.67 hectares and facing the Indian Ocean, it is hoped that it will be able to accelerate the tourism sector in NTB. The name Mandalika comes from the name of a legendary figure, namely Princess Mandalika, she is known for her beautiful face. Every year Mandalika residents always celebrate the Bau Nyale ceremony, which is an activity to search for sea worms which Mandalika residents believe to be the incarnation of Princess Mandalika. Apart from its very beautiful tourist attractions, Mandalika has an international racing circuit which was built to host world-class motorbike races, namely MotoGP in 2021, so this circuit will be an attraction for tourists (indonesiabaik.id, 2021).

Tourists who visit open up opportunities for MSME business people in the Lombok area to promote their products which are one of the characteristics of the Lombok area. Reported by keluyuran.com explains the types of typical Lombok souvenirs, namely sasak woven cloth, sasak songket cloth, ketak woven crafts, Lombok t-shirts, pearl necklaces, typical Lombok pottery, begasingan, cukli crafts, Sumbawa rubbing oil and thief jugs. in data.ntbprov.go.id it is explained that in 2021 the number of MSMEs in Lombok, especially Mataram, is greater than in other districts in NTB. It was stated that there were 15,746 micro businesses in Lombok, then 6,194 small businesses and 533 medium businesses and in total there were around 22,473 MSMEs in NTB Province. One of them is woven cloth, PT Karya Uniwis Indonesia, which can be called Uniwis, uses woven cloth to make souvenirs such as hats, wallets, tote bags, bags and ties.

Uniwis is an MSME located at Seruling IV, No. 11, Mataram, West Nusa Tenggara. MSME owned by Mrs. Rahma Wira Sari which is engaged in sewing woven fabric which is made into accessories such as bags, wallets, hats and ties. Mrs. Rahma built the business in 2016 until now, employing 4 employees. The

four employees are one person who manages social media, 2 tailors and 1 driver. The uniqueness of this business is that the business owner comes from West Sumatra and migrated to Lombok and then decided to market typical Lombok products. The name of Mrs. Rahma's business comes from Uni, which means big sister in West Sumatran.

This is a challenge for MSME owners. The products being marketed come from Lombok where the owner is not from this city itself. With many competitors originating from Lombok itself, the owner innovated his product, namely a tie made from woven fabric. Usually the woven fabric sold in Lombok is in the form of clothes or just cloth. Uniwis is a pioneer in innovation in making ties made from woven fabric. The woven fabric known in Lombok is usually processed into shopping bags, hats, masks, wallets and knick-knacks commonly used by women. Now Uniwis is innovating how this woven fabric product can also be enjoyed by men, so a tie has been created.

The ties made at Uniwis are unique in that only 1 (one) tie is made on 1 (one) woven fabric motif. This is also unique and a challenge in itself to market the tie. It is not uncommon for buyers to ask whether they can produce ties with matching colors and patterns to be used as uniforms for them. However, because there is only 1 (one) tie for 1 (one) motif, Uniwis cannot fulfill this request. Marketing activities undertaken by UD. Uniwis is holding exhibitions in malls specifically for the NTB region for localizing MSME sales and sponsoring regional events. Apart from participating in exhibitions, events and regional events, Uniwis also markets products through e-commerce, namely Tokopedia and Shopee. Marketing communication efforts are used to market products owned by Uniwis and to increase brand awareness among the public.

Uniwis is in the third stage, namely brand recall, where the products sold by Uniwis are in the stage where buyers recall the brand name of the woven fabric products sold by Uniwis. At this stage, Uniwis is trying to increase public awareness of the Uniwis brand, so Uniwis uses one of the social media platforms, namely Instagram. The reason Uniwis uses Instagram is because the social media Instagram is very popular with the public, especially millennials. The data released is from We Are Social, the number 2 social media platform most used by Indonesian people at the moment is Instagram. Instagram is an ideal new platform for brand management. Instagram works by using hashtags and can greet or show messages directly to individuals who use the Instagram platform by using the @ sign.

Instagram can help a brand reach young target audiences. Through Instagram, products belonging to various small and medium businesses, such as clothing businesses, beauty products, shoes, bags, handicrafts, snacks, soft drinks and coffee shops can be uploaded with interesting content tailored to the brand's image. Competition is very visible from the large amount of content uploaded with various hashtags and can be seen from the number of likes or followers of the Instagram account. These various Instagram accounts try to create the best possible content to attract customer interest, so that customers can become loyal customers to the brands and products they offer.

Uniwis utilized social media before the pandemic, but due to limited human resources skilled in managing social media, Uniwis utilized e-commerce to

market and introduce the Uniwis brand. The problem that occurs is that the product is made using different woven motifs, it could be said that each product has a different weaving pattern and color. This makes it difficult for Uniwis to market through e-commerce. Because e-commerce displays products with the motifs that are currently being produced, so when buyers via e-commerce want to order large quantities in the same color, Uniwis cannot provide this. With these limitations and the pandemic period, Uniwis is trying to be more active in using social media given the existing mobility limitations.

In increasing brand awareness of their handicraft products, they are trying to use social media. The marketing communications carried out are and are currently trying to increase brand awareness of their handicraft products by carrying out marketing communications via Instagram social media.

Via the Instagram account @uniwis.id PT. Uniwis Indonesia's work as a pioneer of NTB woven fabrics is able to exchange information about various things, such as the products offered, etc. By carrying out marketing communications via Instagram, it is hoped that it will be able to increase customer awareness of the Uniwis brand. There are many competitors and it is increasingly difficult to increase brand awareness, especially in times like now. Based on the background above, researchers are interested in examining the marketing communications carried out by Uniwis in increasing brand awareness.

Marketing communications according to Kotler and Keller (2012:498) is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands they sell. Apart from that, marketing communication is an activity carried out by buyers and sellers, and is an activity that helps in making decisions in the field of marketing, as well as directing exchanges to be more satisfying by making all parties aware of doing better, marketing communication is a two-way exchange of information between parties or institutions that are visible in marketing (Basu Swastha and Irawan, 2001:345). In Kotler and Keller (2016) it is explained that the marketing communication mix is the best strategy to use to achieve marketing communication goals. In implementing the marketing communications mix, it consists of five elements, namely advertising, sales promotion, personal selling, public relations and direct marketing. The elements used by Uniwis are personal selling, direct marketing and social media marketing.

According to Kotler and Keller (2016) in a journal, they explain that direct marketing is the use of media to provide information directly to consumers and expect responses and dialogue from consumers (Al Azizah.V & Achs: 2021).

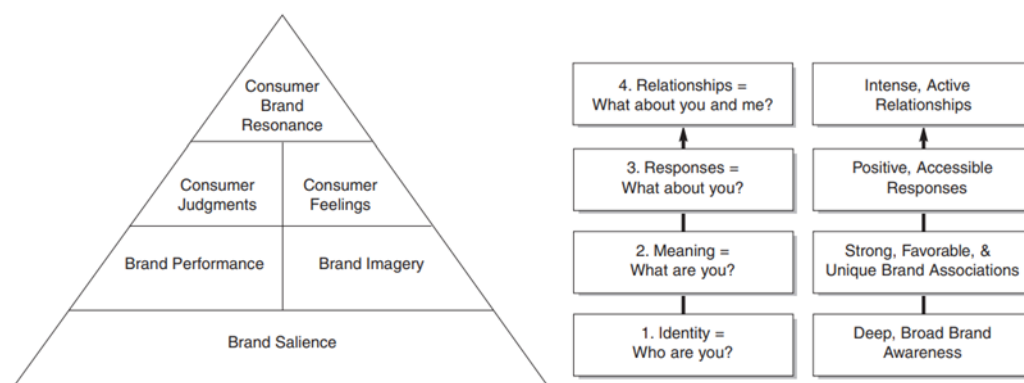
According to Winberg (2009) it is explained that social media marketing is a type of marketing either directly or indirectly that uses social web tools such as blogging, microblogging, social networking, social bookmarking and actions for businesses, brands, products, other entities and people where the marketing process is encourages people to promote websites, products or services through online social channels and is used to communicate with a larger community that tends to do marketing from advertising channels (Azizah, 2021)

Social media is one of the online media that is growing day by day. Instagram, Facebook, YouTube and Twitter are social media that are very popular with people today. Social media is a collection of software that allows individuals and

communities to gather, share, communicate and in certain cases collaborate or play with each other. Social media has the power of user-generated content, where the content is generated by users (Nasarullah 2015:11).

Instagram can be defined as a social media mobile application based on iOS, Android and Windows Phone where users can shoot, edit and post photos or videos to the main page of Instagram and other social networks. Photos or videos that are shared will later appear in the feeds of other users who are our followers. Apart from that, the friendship system on Instagram uses the terms following and followers.

According to Keller (2001), in the Customer-Based Brand Equity (CBBE) Model theory, there are 4 stages in building a brand, namely: 1). Forming a brand identity for customers. To form a brand identity, in-depth brand awareness is needed for customers. 2). Creating Brand Meaning for customers such as strength, superiority and uniqueness in relation to the brand 3). Forming a positive brand response 4) Forming a brand relationship such as customer loyalty to the product or service. To achieve these 4 stages, it is necessary to form 4 brand blocks, namely brand salience, brand performance, brand imagery, brand judgments, brand feelings and brand resonance (Budi, I.S & Faisya. A.F, 2012).



Picture 1. Piramida CBBE (Keller, 2001)

According to Aaker in Freddy Rangkuti's book (2009:39), it is explained that brand awareness is the ability of potential buyers to remember or re-recognize a brand that is part of a certain product category. A brand is a name, term, sign, symbol or design or a combination of all these elements which is used as the identity of goods or services belonging to an individual or organization to differentiate goods or services belonging to other competitors (Blakeman, 2018:43).



Figure 2. Brad Awareness Pyramid (David Aker in Durianto, 2001)

RESEARCH METHODS

The research approach used by researchers is a qualitative approach. "Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings); also called the ethnographic method, because initially this method was more widely used for research in the field of cultural anthropology; It is called a qualitative method, because the data collected and the analysis is more qualitative in nature" (Sugiyono, 2017).

In-depth interviews and observations were data collection tools in this research. An interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to those questions (Moleong, 2017). According to Nasution (1988) (in Sugiyono, 2016:226) Observation is the basis of all science. Scientists can only work based on data, namely facts about the real world obtained through observation. This data is collected and often with the help of various very sophisticated tools, so that objects that are very small and very far away can be observed clearly. Data analysis carried out by researchers is data reduction, data presentation and drawing conclusions

RESULTS AND DISCUSSION

Local wisdom really needs to be empowered to become a cultural heritage for future children and grandchildren. Uniwis produces fashion accessory products by mixing and matching woven fabrics from the Sasak (NTB) tribe, so that the community participates in empowering local wisdom. Uniwis strives to increase brand awareness of the products it produces by using marketing communication strategies and then publishing them on social media.

Rahma as the key informant explained that the products produced by Uniwis are modern fashion products which include elements of local wisdom in each product, namely adding woven fabric typical of the Sasak tribe. The superior products offered by Uniwis are ties and tote bags, ties are superior products

because Uniwis is a pioneer in making ties from woven fabric in Lombok, this is in line with the award that Uniwis received from the Ministry of Tourism and Creative Economy as a finalist for creative appreciation, this award explains that The products produced by Uniwis are very innovative.

Then the tote bags produced by Uniwis noticed that currently the government is promoting zero waste, namely reducing plastic waste. This reduction in plastic waste means that shopping centers do not provide plastic bags so that people who want to shop are expected to bring their own shopping bags. Uniwis makes use of making totebags for shopping, apart from supporting government regulations, Uniwis also makes beautiful totebags with a touch of woven fabric so that shopping bags still look good when used.

Apart from the advantages mentioned above, Uniwis also has a weakness, namely that the tie products produced by Uniwis are products that use 1 woven fabric for 1 tie, so ties cannot be mass produced with the same woven fabric motif. Here the difficulty faced by Uniwis is that when consumers want ties with the same pattern and color in large quantities, Uniwis cannot fulfill this market. This also becomes an obstacle when Uniwis uses e-commerce such as Tokopedia or Shopee. This is because when marketing via e-commerce, the product being marketed must match the product being sent, whereas 1 tie only has 1 motif.

The opportunity that Uniwis has is that there are no Uniwis competitors in producing ties made from woven fabric. So this opportunity is seen as very large to increase brand awareness of Uniwis products, with the hope that if people remember woven cloth ties, they will remember that Uniwis is the one who produces them. So Uniwis is at the brand awareness stage, namely the Recall stage, as stated by NTB malls who often ask for supplies of products from Uniwis, which means that people already know about Uniwis and are at the stage of looking for products produced by Uniwis again to be used as souvenirs for relatives.


The threat faced by Uniwis is the large number of competitors selling woven cloth in Lombok, especially Sentosa Tenun, whose owner is a native of the NTB region who urges village residents to preserve NTB culture, namely weaving woven cloth, which is then marketed by Sentosa Weaving, then the community gets to know the unique characteristics of souvenirs. The one from Lombok that is superior is the culinary specialty, namely taliwang chicken. And this requires quite a big effort to change the mindset of the Indonesian people, especially that Lombok has unique and good woven fabrics to be used as souvenirs for relatives and colleagues.

Through the Customer-Based Brand Equity (CBBE) model, there are 4 stages, namely Brand Salience, which measures aspects of brand awareness, making efforts to easily and frequently appear in various situations and environments, reminders that are easily recognized by customers such as brand names, logos, symbols, etc. other. The second stage consists of brand performance and brand imagery. Brand performance is an experience shared by customers in terms of satisfaction and fulfillment of needs, so that the product is considered to meet expectations or exceed expectations. Then brand imagery is a brand that can meet customer needs psychologically and socially. The next stage is customer judgments and brand feelings. Brand judgment is a customer assessment seen

from the aspects of quality, credibility, consideration and superiority. This customer feelings stage is the customer's emotional response and reaction. The final stage is customer brand resonance where at this level, customers feel that they are aligned with the brand, the result is testimonials from customers and how often customers give back.

This brand feelings stage is a customer's emotional response and reaction. The final stage is brand resonance where at this level, customers feel that they are aligned with the brand, the result is testimonials from customers and how often customers give back. The efforts made by Uniwis in the strategy to increase brand awareness from brand recall to top of mind are in accordance with Keller's expression in Durianto (2011) explaining that the strategy stages of increasing consumer awareness of a brand are that a brand must convey a message that is easy for consumers to remember, the company is advised have a jingle, a symbol used that is related to the company, the company must have a brand, the company can strengthen brand awareness with signals that are appropriate to the product category and the company must repeat, for example, create content so that consumers can remember the product or brand.

Table 1. Steps to increase brand awareness

No	Activity	Information
1	Easy to remember message	Pioneer of woven ties typical of the Sasak tribe, NTB
2	The message conveyed is different compared to other products	Make tote bags using woven patchwork material and 1 (one) woven cloth to produce 1 (one) tie
3	Jingle or tagline	<i>Modern in Ethnicity</i>
4	Symbol	
5	Extend your brand to keep customers in mind	Using Instagram increases brand awareness to cover a wide audience
6	Signals that match the product category	<i>Handmade with sustainable and etical material</i>
7	Remind consumers of a brand	Uniwis periodically posts content, it can be seen in the content calendar that Uniwis posts at least 1 (one) piece of content in 1 day via Instagram

Through this 7-stage strategy to increase brand awareness, Uniwis seeks to increase brand awareness from brand recall to top of mind, namely by creating messages that are easy for consumers to remember, namely the pioneers of woven ties typical of the Sasak tribe, NTB, then the message conveyed is the totebag produced by Uniwis utilizing woven patchwork material which is made in such a way that it is beautiful to use, the tagline of Uniwis is "Modern in Ethnicity" the products produced by Uniwis are modern and useful products for consumers, by adding a touch of woven fabric which is a characteristic of the Sasak tribe, NTB in order to preserve the local wisdom of the NTB region.

The Uniwis logo is in the shape of the letter N, which if you look closely means a business created from the bottom with the hope of working its way up, and if you look at it in another position it will be in the shape of UL, which is the abbreviation for Uniwis Lombok. Efforts to expand the Uniwis brand use social media, namely Instagram, in the hope of reaching a wide audience. Then the signal used by Uniwis is in accordance with the product category, namely "Handmade with sustainable and ethnic material". The handmade products produced by Uniwis are using patchwork material to minimize waste, and utilizing the waste into a product that can be reused with the patchwork used, namely woven fabric with attention to local wisdom originating from NTB.

The content presented by Uniwis in Instagram posts varies, from launching new products, participating in celebrating national holidays, quotes to quizzes, to remind consumers of a brand, namely Uniwis, which is a pioneer of woven ties and uses patchwork woven fabric in producing tote bags so that people If you need souvenirs that are typical of NTB, not only is it known for its culinary delights, namely Taliwang chicken, but there are woven fabrics which are typical of NTB.

Uniwis seeks to increase brand awareness through marketing communication strategies. According to Kotler and Keller (2012), marketing communications is a means by which a company attempts to inform, persuade and remind consumers directly or indirectly about the company and the products it sells. This marketing communication strategy is used to increase brand awareness at Uniwis. Uniwis uses 3 (three) marketing communication tools, namely personal selling, direct marketing and social media marketing.

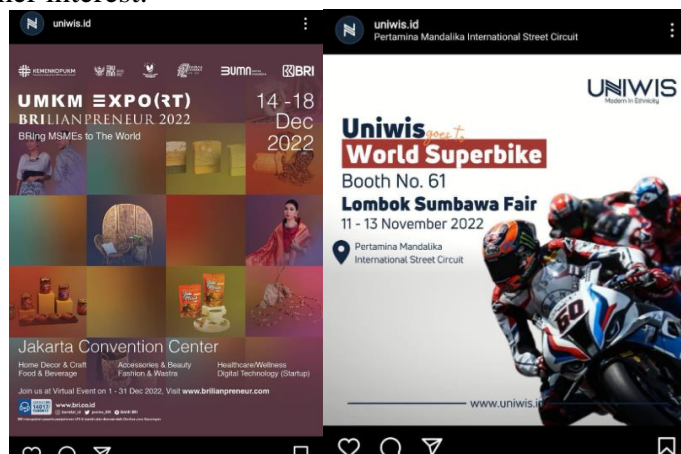
In Kotler and Armstrong, it is explained that personal selling is a marketing communication tool that uses direct face-to-face contact to improve relationships with customers. Uniwis uses personal selling to participate in events organized by the government and the private sector. In 2022 Uniwis will take part in Mandalika which will be held in March, World Superbike in November and the Brilianpreneur MSME Expo in December. Apart from taking part in events both in NTB and outside NTB and organized by the government or privately held, the NTB regional government also provides the opportunity for Uniwis to market and introduce products in the MSME gallery known as NTB Mall

According to Kotler and Keller (2016) in the journal, they explain that direct marketing is the use of media to provide information directly to consumers and expect responses and dialogue from consumers. Uniwis uses direct marketing, here Uniwis uses a communication application, namely Whatsapp, apart from participating in existing events, Uniwis also serves consumers via Whatsapp, either for questions and answers or to order products. WhatsApp is considered to make communication easier in explaining products and carrying out buying and selling transactions.

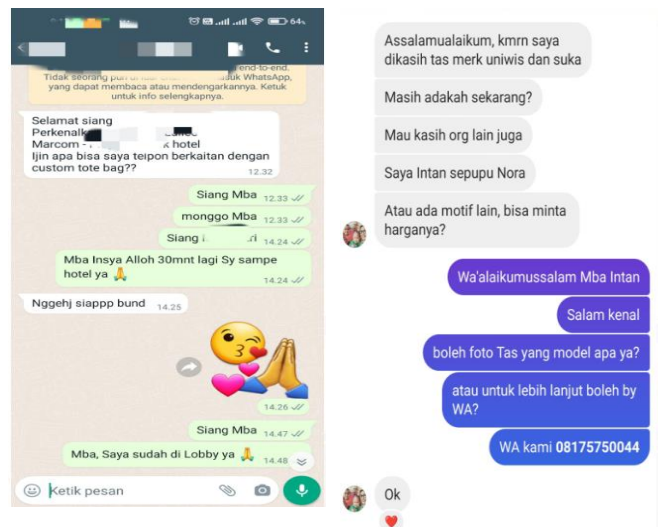
In serving consumers, Uniwis tries to be responsive in responding to chats from consumers, apart from that, through Whatsapp Uniwis can also build close relationships with consumers, by contacting consumers again, even if it's just to say hello and ask about news, so that there is closeness with consumers, with the hope that these consumers will be interested in ordering Uniwis products again.

According to Winberg (2009) it is explained that social media marketing is a type of marketing either directly or indirectly that uses social web tools such as blogging, microblogging, social networking, social bookmarking and actions for businesses, brands, products, other entities and people where the marketing process is encourages people to promote websites, products or services through online social channels and is used to communicate with a larger community that tends to do marketing from advertising channels. Uniwis also uses social media, namely Instagram, to market Uniwis products. Instagram is equipped with a direct messenger / direct message (DM) menu to support product marketing to consumers.

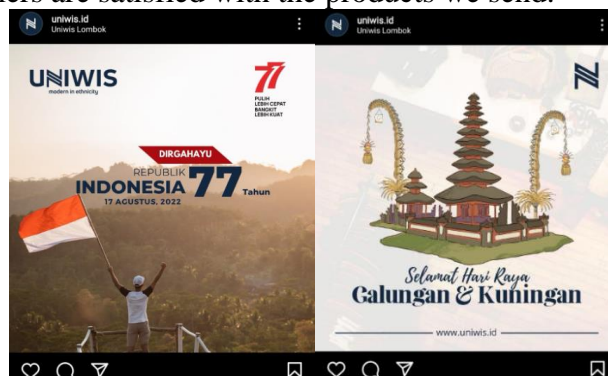
Apart from being used in product marketing, Uniwis also uses Instagram to increase brand awareness. One of the Uniwis consumers from NTB who found out about Uniwis from Instagram, he ordered Uniwis products via Instagram and then sent the products via online motorbike taxi. His interest in buying Uniwis products was due to the modern product design and the combination of woven fabric with other material compositions which were very harmonious and the stitching was very neat. In managing Uniwis Instagram, before it was managed by Mr. Hari, Uniwis rarely updated or posted content to attract consumers. After 2020, Uniwis will display various content to introduce new products and attract consumer interest.



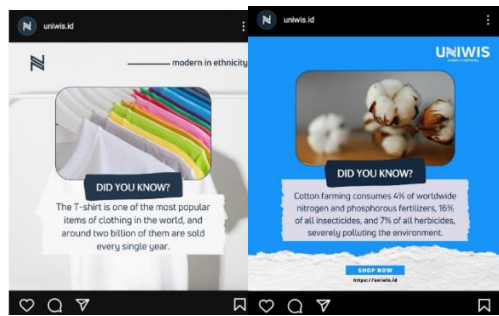
Every activity carried out by Uniwis is published via social media, including personal selling, such as attending events from both the government and the private sector, such as Mandalika, World Superbike. Apart from events in the city, Uniwis was also selected as the representative of MSMEs from the NTB area to take part in the BRILIANTpreneur MSME Expo which was held in Jakarta.



Apart from personal selling, Uniwis also uses the Whatsaap application to support the buying and selling process and increase brand awareness, as seen in chat evidence with consumers, then Uniwis also publishes testimonials from customers, both re-ordering and asking for detailed explanations about Uniwis products. Purchases through activities or through NTB mall will be priced according to the event or according to NTB mall, different from purchasing directly via Whatsapp. This can also be used as content to convince customers that Uniwis can be trusted when ordering both directly and sending products ordered via expedition or online motorbike taxi, and for quality it is ensured that customers are satisfied with the products we send.

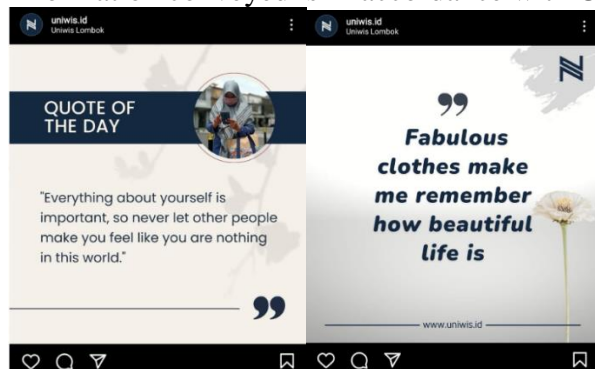


Apart from that, Uniwis also participates in celebrating major holidays in Indonesia, such as Indonesian independence day and regional holidays such as Galungan & Kuningan in NTB.



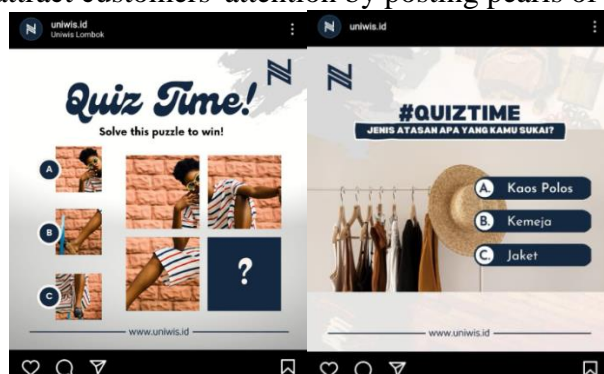
Source: Uniwis Instagram (Uniwis.id)

In order to attract the attention of consumers, Uniwis also educates customers by posting information that is rarely known by the wider public, which of course the information conveyed is in accordance with Uniwis



Source: Uniwis Instagram (Uniwis.id)

Apart from posting information that educates consumers, Uniwis also tries to attract customers' attention by posting pearls of wisdom/quotes.



Source: Uniwis Instagram (Uniwis.id)

Not just pearls of wisdom, Uniwis adds a quiz to its posts on social media in the hope of increasing Uniwis' brand awareness among customers. Even though the quiz held by Uniwis still does not provide prizes for quiz winners due to Uniwis' minimal budget.

CONCLUSION

Based on the results and discussions that researchers conducted by means of in-depth interviews and observations at PT Karya Uniwis Lombok, with the title Implementation of Marketing Communication Mix through Social Media (Customer-based Brand Rquity Analysis at Uniwis Lombok). From the observations and results of this interview the researcher can draw the following conclusions, the basic stage of Customer-based Brand Equity is brand salience, in this stage Uniwis is unique in that the owner of Uniwis is not a native of the Lombok area but from West Sumatra, Uniwis itself is an abbreviation of Uni (a term for older sisters from West Sumatra) and Wis, which is an abbreviation of Wisda (the name of Rahma's mother), then Uniwis is a pioneer of woven ties, usually woven fabric crafts are sold in the form of cloth or bags and others, Uniwis innovates that woven fabric can also be used for everyday accessories, ties are an option not only for non-formal fashion accessories, even formal ones such as office wear can also use accessories with an ethnic touch.

The second stage is brand performance and brand imagery. In this stage Uniwis is in brand performance, namely woven fabrics combined with fashionable products. The choice of fabric used also influences the results of the product, for example, a tie is chosen from a material that is more flexible and easy to adjust to the shape. Not only is the choice of fabric attached to the woven fabric also not careless, especially in bag products, it is adapted to a fashionable design so that the current generation is interested in using it. Furthermore, brand imagery, Uniwis combines woven fabrics which are cultural heritage with products that are used every day, with the hope that people will not see that woven fabrics are outdated, even woven fabrics can be mixed and matched as fashion accessories that are used every day and the public will participate. preserving cultural heritage.

The third stage is customer judgments and customer feelings. In this stage, customer judgments are the products produced by Uniwis using quality materials with woven fabric made from cotton thread. This ikat is famous for the strength of the material produced and the dyes used, namely natural ingredients, so that the pattern produced from woven fabric looks natural and not flashy, by highlighting Uniwis' work with very neat stitching. Then in customer feelings, customers will feel the exclusivity of Uniwis ties because 1 piece of cloth only produces 1 tie because they pay attention to the pattern, there is no need to worry about similarities with other Uniwis tie users, because only 1 person owns each pattern and color. The fourth stage is customer brand resonance, namely Uniwis customers repeat purchasing Uniwis products, not only for their own use, but even for souvenirs for their relatives.

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