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# BRAND COMMUNICATION STRATEGY OF CV INTI PERSADA IN BUILDING BRAND AWARENESS

By

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## ABSTRACT

This research aims to investigate and analyze the Brand Communication Strategy implemented by CV Inti Persada in building Brand Awareness. CV Inti Persada, as the subject of the study, is a company operating in the cleaning services sector, competing with other major cleaning companies. With the increasing competition in the business landscape, understanding how brand communication strategies can influence brand awareness is key to achieving success. The study will discuss fundamental theories related to brand communication and brand awareness. The research approach to be used is qualitative, employing a case study research method and a constructive paradigm.

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## 1. INTRODUCTION

### (a). Background of the Problem:

Based on previous research on the marketing mix strategy of CV Inti Persada to enhance the company's competitiveness, it was found that the Marketing Mix Strategy can indeed boost the competitiveness of CV Inti Persada. Of the 7Ps in the marketing mix, the company has applied some to develop its business. However, CV Inti Persada has not fully implemented all elements. The elements that have been implemented include sales promotion, PR and publicity, direct and database marketing, and personal selling. The elements not yet implemented are advertising, events and experiences, online and social media marketing, and mobile marketing. Despite these gaps, CV Inti Persada has managed to enhance its competitiveness, though not to its maximum potential, indicating much room for further development. Therefore, the researcher will continue to explore the Brand Communication Strategy in building Brand Awareness.

In an ever-changing industry, fierce competition poses a significant challenge for companies. Thus, a deep understanding of brand communication strategies is essential to differentiate from competitors and capture consumer attention.

The Importance of Brand Awareness: In a competitive business environment, the level of brand awareness plays a crucial role. Brand awareness creates brand recognition among consumers, builds a positive image, and can drive purchase decisions. Therefore, understanding how CV Inti Persada builds brand awareness can be a determinant of long-term success. Brand communication strategies are key tools in shaping consumer perceptions. This research aims to delve deeper into how CV Inti Persada designs and implements their brand communication strategies, through both traditional and digital channels. This is crucial considering changes in consumer behavior and advances in information technology. In the digital era, the way consumers interact with brands has significantly changed. Thus,

CV Inti Persada needs to adapt their brand communication strategies to leverage digital opportunities while addressing potential challenges in the online environment. By detailing this background, the research hopes to provide a comprehensive understanding of CV Inti Persada's business context and highlight the urgency and relevance of brand communication strategies in achieving the main goal of building strong and sustainable brand awareness.

Based on the above background, the problem can be formulated as follows: How does CV Inti Persada's Brand Communication Strategy build Brand Awareness?

(b). **Problem-Solving Approach:**

Based on the above background, the focus of this research is: How does CV Inti Persada's Brand Communication Strategy build Brand Awareness?

The purpose of this research is to understand and analyze the Brand Communication Strategy in building Brand Awareness.

(c). **State of the Art or Novelty:**

State of the Art: Currently, brand communication strategy is a crucial aspect in the world of marketing and brand management. Many companies realize that to achieve long-term success, they need to design effective brand communication strategies. The competitive business conditions and changes in consumer behavior, especially in the digital era, have driven companies to continuously update and adapt their communication strategies. In this context, the research on CV Inti Persada's Brand Communication Strategy in Building Brand Awareness is directly related to the "state of the art" or the latest developments in the field of marketing and branding. Nowadays, many companies focus on integrating holistic brand communication strategies, involving various channels and media to reach a wider audience.

Novelty of the Title: This research contributes by specifically exploring the brand communication strategies implemented by CV Inti Persada. The main novelty lies in the unique context of CV Inti Persada as the research subject, which may have its own characteristics and challenges in building brand awareness. Additionally, the focus on brand communication strategy as a key element in this process makes this research relevant to the current dynamics in the marketing world. Another unique aspect is the application of these strategies to CV Inti Persada, which can provide practical insights for similar companies or even specific business sectors. This research can offer deeper understanding of how local or regional companies face challenges in enhancing brand awareness, providing valuable lessons for marketing practitioners and brand management. Overall, the novelty of this research lies in the in-depth understanding of CV Inti Persada's brand communication strategies and their implications in the current context full of dynamics and business competition.

(d). **Output Target Plan**

The targeted outputs of this research include National Accredited Scientific Publications in the *Komunika Journal: Journal of Communication and Da'wah*, IAIN Purwokerto (Sinta 3), as illustrated in the target achievement plan table below.

No.	Types of Outputs	Achievement Indicators
1.	National Accredited Scientific Publication	Submitted
2.	International Scientific Publication	None
3.	IPR (Patent)	None
4.	IPR (Copyright)	None
5.	IPR (Trademark)	None
6.	Model	None

(e). **Sustainable Development Goals (SDGs)**

"Brand Awareness" can encompass several key aspects related to sustainability dimensions. Here are some potential linkages:

- **SDG 8: Decent Work and Economic Growth:** This research, through understanding brand communication strategies, can contribute to the creation of decent jobs at CV Inti Persada. By building brand awareness, the company may increase its market share, which in turn can contribute to economic growth at the local or regional level.
- **SDG 9: Industry, Innovation, and Infrastructure:** Through the analysis of brand communication strategies, this research can reveal innovations or changes in communication infrastructure that can support the development of the company and the industrial sector as a whole.
- **SDG 17: Partnerships for the Goals:** This research, by understanding the collaborations and partnerships involved in brand communication strategies, can provide insights into how the company cooperates with external parties to achieve common goals, including sustainability goals.



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## 2. RESEARCH METHOD

This research utilizes the constructivist paradigm. Constructivists believe that knowledge resides within the individual who is knowing. In the communication process, messages cannot simply be transferred from one person's mind to another's. The receiver of the message must interpret what has been taught by adapting it to their own experiences. The importance of experience in this knowledge process means that the construction process requires the ability to recall and express experiences, the ability to compare and make decisions, and the ability to prefer one experience over another (Ardianto and Anees Q Bambang, 2007).

The constructivist paradigm views truth as something subjective and created by participants. It is almost the antithesis of the view that places observation and objectivity at the forefront of discovering reality or knowledge. This paradigm sees social science as a systematic analysis of socially meaningful actions through detailed and direct observation of the social actors involved, maintaining or managing the social world (Dedy Hidayat, *Paradigma dan Metodologi Penelitian Sosial*, Jakarta, p. 3).

This research uses a qualitative approach and the method employed is the case study method. According to Golasfhani in Muh and Lutfiyah, qualitative research is a type of research whose findings are not obtained through quantification procedures, statistical calculations, or other methods using numerical measurements but through research procedures using descriptive data in the form of written or spoken words from people and observed behavior. Qualitative means something related to aspects of quality, value, and meaning behind facts. Meanwhile, according to Jane Richie, qualitative research is an effort to present the social world and its perspectives within the world, in terms of concepts, behaviors, perceptions, and issues concerning the studied human subjects (Fitrah & Luthfiyah, 2017: 44). Qualitative research recognizes several commonly used data collection methods, including interviews, observation, documentation study, and focus group discussions. The data collection methods used in this research are as follows:

- 1 **Interviews:** An interview is a conversation with a specific purpose between two parties, the interviewer, who asks questions, and the interviewee, who answers those questions. The interviewees are the owners of culinary businesses who conduct their business through digital marketing.
- 2 **Observation:** Observation is a method or way of systematically analyzing and recording descriptions of the observed environment, ongoing activities, individuals involved in that environment, along with their activities and behaviors by directly observing individuals or groups. In this context, the researcher observes the digital media used by culinary business owners in their marketing activities.
- 3 **Documentation Study:** Documentation study is a technique of data collection used in social research methodology to trace historical data. The researcher conducts a documentation study by collecting documents such as letters, reports, photos, images, clippings, diaries, websites, and other documents available in the media.

## 3. RESULTS AND ANALYSIS

Brand communication is a strategy used by businesses or brands to connect and communicate with potential and existing customers. The goal of brand communication is to shape and influence the image of a brand in the eyes of customers and how the brand can play an important role in their daily lives, particularly related to brand awareness in this research. To gather the necessary information and data, interviews were conducted with sources. Information gathering is based on the problem formulation raised by the researcher regarding the brand communication strategy used by "CV Inti Persada" to build brand awareness. The researcher describes the data from the research according to the interview guide sequence, namely:

### A. Marketing Strategy

The strategies implemented will be confirmed with the theory of Integrated Marketing Communication (IMC). According to Don Schultz, as cited by Shimp, the use of IMC requires fundamental changes in traditional marketing communication methods, which have been carried out separately such as advertising, promotion, sales, public relations, which should be unified to effectively perform its communication function and provide a consistent image to the market. Several brand communication strategies are carried out by CV Inti Persada, including:

#### 1 Brand Communication Strategy through Brand Visualization

The brand communication strategy is closely related to brand recognition through logos or symbols created by the company. The created logo is expected to convey the message or intent of the company, and through the logo, the brand is expected to earn a place in the hearts of the public. The created brand awareness is very important because the brand image assessment can be made at first glance at the logo or symbol representing the company. A good logo is intended to give a good impression of a company. The logo of CV Inti Persada has not yet shown uniqueness and differentiation from other companies. The logo highlights the

company's initials. However, on the other hand, the simplicity of the logo symbolizes a small, developing business, which is simple and easy to remember by clients and potential clients. The logo is a manifestation of a brand, and the logo can illustrate the content or message the brand wants to convey. The "Inti Persada" brand, through its logo, wants to depict the personal image of the owner and a good brand image. The personal image conveyed through the logo is that of the brand owner. The selection of the color blue gives a conservative impression that leans towards maintaining, preserving, and practicing. In line with the services provided by CV Inti Persada, it strives to maintain and preserve environmental cleanliness. The color blue also implies reliability and dependability and has strong stability. This also illustrates the integrity of CV Inti Persada to always be reliable in carrying out tasks assigned by clients. Data analysis conducted by the researcher based on the interview results states that the brand communication strategy carried out by CV Inti Persada in building brand awareness includes using a logo. The results of good marketing communication will produce a positive perception of the brand that CV Inti Persada wants to convey. Brand awareness built through the logo is a new communication mix due to the intense competition among businesses in the cleaning services field.

## 2 Brand Communication Strategy through Direct Marketing

Direct marketing communication is done through media or directly to consumers or the target market. Building a brand image through direct marketing conducted by CV Inti Persada is still considered traditional, namely through one-on-one promotions to its potential clients. In addition, direct marketing includes: 2.1 Direct Mail: CV Inti Persada uses direct mail containing the company profile, and proposal letters to clients and potential clients. 2.2 Email Marketing: The company email is used to convey publications and promotions. 2.3 Direct Phone: Direct contact via phone to relevant parties. 2.4 Text Messages (SMS/WhatsApp): Using WhatsApp for coordination with clients.

### B. Brand Awareness

Brand awareness is the foundation for building a brand image through brand communication. Through brand awareness, businesses can also measure the extent to which customers can recognize logos, names, and other elements when they encounter something identical to the brand. The levels of brand awareness can vary, from being very unfamiliar to having an emotional connection with the brand. There are five elements of brand awareness for consumers to identify a brand. These five elements are the brand, logo, symbol, character, slogan, and packaging. Ideally, brand awareness of a certain brand includes a positive response to product quality that differentiates it from similar competitors. Since CV Inti Persada is a service company, packaging is not discussed.

- 1 **Brand:** The brand used is an abbreviation of the company name, CV Inti Persada, becoming IP.
- 2 **Logo:** The logo used is a combination of color visualization and the company name abbreviation.
- 3 **Symbol:** The symbol used is a letter.
- 4 **Character:** The character is made bolder by using upright letters and a dark blue color.
- 5 **Slogan:** "Your Cleanliness Solution" symbolizes the goal of providing services.

The more consumers know the company's brand, the easier it is to build trust in the product. Consumers no longer need to do initial research to get to know a brand once brand awareness is established. However, since CV Inti Persada is a small business, brand introduction still needs to be expanded and increased to attract potential clients. A good brand will place the company above its competitors. Thus, building strong brand awareness is also a strategy for a business to excel in competition with similar competitors. Consumers tend to choose services from a brand they already know. As such, sales will increase if you successfully build brand awareness. In conclusion, brand communication is a communication strategy used by a brand or company to interact with its audience, build a strong brand image, and increase customer loyalty. In the digital era, brand communication becomes increasingly important in facing fierce competition and achieving sustainable business growth.

The collaborative research between UMB and UMN on the brand communication strategy applied by CV Inti Persada in building brand awareness has achieved several important accomplishments.

1. **Data Collection:** Primary data collection was conducted through in-depth interviews with relevant parties at CV Inti Persada and direct observation of the company's brand communication practices.
2. **Basic Theory Analysis:** Basic theories related to brand communication and brand awareness have been thoroughly analyzed, including theories about brand identity, brand messages, and consumer interaction with the brand.
3. **Research Methodology:** Using a qualitative approach with a case study method, this research allows for an in-depth understanding of the brand communication strategy of CV Inti Persada.



4. **Analysis Results:** From the data analysis, it was found that CV Inti Persada uses a combination of brand communication strategies such as advertising, sales promotion, sponsorship, and content marketing to increase their brand awareness.
5. **Key Achievements:** This research successfully identified CV Inti Persada's brand communication strategies in strengthening their brand awareness in a competitive market.
6. **Output:** This research report not only provides in-depth insights into brand communication strategies but also offers recommendations that can be applied by other companies in their efforts to build strong brand awareness.

#### 4. CONCLUSION

In conclusion, the study on CV Inti Persada's brand communication strategy highlights the effective use of Integrated Marketing Communication (IMC) in shaping a consistent brand image and enhancing customer loyalty. Through direct marketing and brand visualization, including a distinct logo and slogan, CV Inti Persada aims to build a strong brand awareness foundation in a competitive cleaning services market. The collaborative research between UMB and UMN employed a qualitative, case study approach to gather comprehensive insights and make recommendations for improving brand communication strategies, emphasizing the importance of brand awareness as a competitive edge for small businesses.

#### REFERENCES

The main references are international journals and proceedings. All references should be to the most pertinent and up-to-date sources. References are written in **IEEE style, at least 30 references of recently published research**. Please use a consistent format for references – see examples below (9 pt):

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