

RRI Yogyakarta Brand Communication at the 2022 Nusantara Student Festival Event

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ABSTRACT

Current technological developments have provided significant changes to information media, Information and communication media companies need to always innovate to maintain the company's image and remain the people's choice. The research aims to determine RRI Yogyakarta's brand communication at the 2022 Nusantara Student Festival event. This research uses a qualitative descriptive case study approach to explore and explore in depth. The theory used is brand communication strategy theory with brand visualization (logo) indicators. The research results show that the brand communication strategy implemented by RRI Yogyakarta includes a logo that is disseminated through branding media at the FPN 2022 event location and through Instagram social media, then direct marketing carried out door-to-door and radio broadcasts, social media via Instagram platform, promotions carried out include offers of collaboration and the use of influencers, marketing events through organizing the 2022 Nusantara Student Festival event, as well as sponsorship in the form of service support.

observations at RRI Yogyakarta, it is known that several forms of communication strategies to the public by RRI Yogyakarta through the Business Services and Development Sector (LPU) are in collaboration activities with government institutions, universities, private companies, media partners for student or student activities. , branding, and has event programs such as Bintang Radio, PTQ (Quran Tilawatil Week), as well as the Indonesian Student Festival (FPN).

Branding is a communication activity carried out by a company, organization, or individual to introduce, image, and obtain responses from the public and stakeholders on an ongoing basis to maintain the company's image or performance (Prasetyo and Febriani 2020). Branding can be used as a way to face challenges and problems that arise in the competition for information and communication media to introduce, creating a positive image, and growing public trust, especially among the younger generation. This is done so that RRI Yogyakarta is known, makes RRI closer to the community and the younger generation, and so that RRI Yogyakarta is not forgotten because of the existence of other digital media.

Based on the results of a wearesocial.com survey in January 2022, show that the most widely used social platforms in the world are internet-based media, with the first place being Facebook, YouTube, WhatsApp, Instagram, and followed by other social platforms. In Indonesia itself, every year the number of internet users always increases, with the highest penetration of users aged 13-34 years. In June 2022, APJII also released survey results stating the reasons for internet use. The results show that in terms of indicators of reasons for using the internet within the scope of information and communication media, access to radio together with television is at the bottom with an assessment scale of 2.87. This means that radio has problems in the current digital era.

Seeing this situation, radio media including RRI are trying to overcome this problem by innovating. Some of the innovations carried out by RRI are presenting the RRIplay Go mobile application, using social media to disseminate information and broadcast results, and holding events as a form of branding. These innovations also aim to bring the company closer to the community, especially the younger generation, through the FPN 2022 event.

The Archipelago Student Festival (FPN) is an event organized by RRI which is located in all regional RRI Work Units by collaborating with high school/vocational school and equivalent students to participate in creativity and display their potential. This event encourages students to be brave and creative because they are directly involved as committee members. Of course, this event

is supported by the schools whose students are involved in being on the FPN committee at RRI Yogyakarta. This support collaboration is a form of branding activity carried out by RRI Yogyakarta. Apart from that, sponsorship collaborations are carried out with several MSMEs, and universities, as well as collaboration with government agencies as well as promoters for students in Yogyakarta.

This activity program is a form of actualization of RRI Yogyakarta to support the young generation to work, be active, and be creative. Events as a way of branding RRI Yogyakarta which involves many parties are an added value for RRI Yogyakarta to strengthen RRI Yogyakarta's brand image as government media that provides synergy for the younger generation. Apart from that, it is also to attract public attention and trust. The success of RRI Yogyakarta's branding and closeness to the younger generation is what can become the capital for RRI Yogyakarta to progress amidst current developments and competition in the media industry. Based on the description above, it is important to carry out research on "Brand Communication of RRI Yogyakarta at the 2022 Nusantara Student Festival Event" to find out how RRI Yogyakarta uses brand communication strategies in branding efforts through the 2022 Nusantara Student Festival event.

According to previous research by (Nurizal Fahmi 2022) with the title Brand Communication Strategy in the Madiun City Panca Karya Program. The research method is qualitative descriptive. The theory used is City Branding Theory (Andrea Insch): identity, objective, communication, and coherence. The research findings are that the implementation of brand communication strategies by the Madiun City Government using city branding theory looks quite good even though there is little evaluation of its implementation. The differences and similarities between this research and the author's research are the differences • Fahmi's (2022) research uses city branding theory, this research uses brand communication strategy theory. The focus of the research is the brand communication of the Panca Karya program in Madiun City, the focus of this research is the brand communication of RRI Yogyakarta at the FPN 2022 event. The object of this research is the brand communication of the Panca Karya program in Madiun City, while the object of this research is the brand communication of the FPN 2022 program by RRI Yogyakarta. The similarity is the qualitative descriptive research method. Research (WILASARI 2019) entitled Brand Communication Strategy in Building the "Bawangkiti" Brand Image. The research method used is qualitative. The theory used is Brand Communication Strategy Theory: Brand visualization & brand activation. The findings in this

research are strategies implemented through logos, direct marketing, social media, promotions, event marketing, and sponsorship to promote the "Bawangkita" brand. Apart from that, through event sponsorship activities, the "Bawangkita" brand gets more profits and makes the brand widely known to the public. The differences and similarities between this research and researchers are that the focus of the research is the brand communication of the product "Bawangkita," while the focus of this research is the brand communication of RRI Yogyakarta at the FPN 2022 event and the research object is the brand communication of the product "Bawangkita", the object of this research is the brand communication at FPN 2022 event by RRI Yogyakarta. The similarities are the qualitative research method and the theory used, namely the Brand Communication Strategy (brand visualization and brand activation).

The theory used in this research is related to brand visualization in the form of a visual logo, then brand activation which functions to build active relationships with the public through direct marketing activation, social media activation, promotion activation, marketing event activation, and sponsorship activation. Then the focus of this research is related to an event program, namely the Indonesian Student Festival, where none of the 6 previous studies have discussed an event. So the data obtained will be different from existing research to provide an update regarding brand communication strategy research carried out by a company as a branding effort. Based on the background description above, the problem formulation of this research is "How is RRI Yogyakarta's brand communication at the 2022 Nusantara Student Festival event?". The purpose of this research is to determine RRI Yogyakarta's brand communication at the 2022 Nusantara Student Festival event.

METHODOLOGY

The research method used in this research is qualitative descriptive research with a case study approach. In this case, qualitative research looks at people's daily lives, their stories, their lives in general, as well as organizational functions. The researcher chose to use a qualitative descriptive research method with a case study approach, meaning that the researcher will explore and is expected to be able to dig in depth regarding RRI's brand communication. Yogyakarta at the 2022 Archipelago Student Festival event.

Data obtained is based on facts that occur in the field thoroughly and in depth from the research subject's perspective. Then it is described or described regarding the RRI Yogyakarta brand communication phenomenon through the 2022 Nusantara Student Festival event which can later be studied and drawn as

new knowledge or material from the brand communication case at the 2022 FPN event. The selection of research subjects used a purposive sampling technique, namely a sampling technique with certain considerations. The researcher chose a purposive sampling technique to determine the research subjects. In this case, the subject criteria in this research are RRI Yogyakarta employees, members of the Service and Business Development Sector, involved in planning and organizing the October 2022 FPN event, experienced and have in-depth knowledge related to RRI branding, public communication, collaboration, promotion and marketing activities. Yogyakarta.

Subject determination was also carried out using the snowball sampling technique, namely a sampling method where samples are obtained through a rotating process from one respondent to another, this method usually explains the social or communication (sociometric) patterns of a particular community. In this research, the initial subject was determined as someone who was included in or by the criteria that had been determined based on the purposive sampling technique. Then the research subject will be selected based on direct or indirect attachment relationships in a network as the next subject. The object of this research is object of this research is brand communication at the 2022 Nusantara Student Festival (FPN) event held by RRI Yogyakarta. This research will look at the role and application of brand communication by RRI Yogyakarta in the 2022 FPN event.

The data collected is Primary and Secondary data. Primary data was obtained directly through field observations and interviews with informants to be able to fulfill the data and information needed in research related to RRI Yogyakarta brand communication at the 2022 FPN event. Secondary data in this research was obtained from literature studies, library references, books, written documents, or RRI Yogyakarta Service and Business Development Sector document archives, the internet, social media, books, or other records. Data collection techniques include observation, interviews, and documentation. Data analysis techniques include data reduction, data visualization, as well as drawing conclusions and verification. In the technique of checking data validity or testing the validity or reliability of data or findings in a study. The data validity checking technique used in this research is based on the triangulation method. This triangulation is used to review data obtained from various sources to further check its credibility. In this study, researchers used source triangulation and method triangulation to check the validity of the data. This is because the data obtained comes from several informants with different points of view and personal backgrounds. Researchers also used 3 methods in the data collection

process, namely observation, interviews, and documentation, which allowed the data obtained to be diverse. Therefore, researchers will compare data obtained from various sources and data collection methods used to dig deeper and obtain valid data.

RESULTS AND DISCUSSION

According to Schultz and Barnes, brand communication itself is included in brand strategy, which means that brand communication can be defined as an activity that organizes elements (indicators) to form a brand. Brand communication aims to show customers the brand, the effect of which can be maximized, resulting in increased public awareness regarding the brand, and higher recall, so that customers will buy brands that have high recall; and satisfy customers more optimally (ROHMAT n.d.) In this analysis and discussion section, the researcher will analyze and describe the results of the research findings, namely in terms of the use of brand communication strategy theory indicators by RRI Yogyakarta through the FPN 2022 event which is related to media company branding through organizing an event, as well as to find out how it is implemented and whether there is a significant effect for the company.

RRI Yogyakarta Brand Communication Strategy through Brand Visualization at the 2022 Archipelago Student Festival Event

a. Direct Marketing Activation RRI Yogyakarta at the 2022 Archipelago Student Festival Event

Building a company brand image or branding through direct marketing by RRI Yogyakarta is carried out with door-to-door marketing activities to potential clients and broadcasts via radio. The direct marketing method used by RRI Yogyakarta was chosen because the products or things offered by RRI Yogyakarta are always different on every occasion. Other attractive offers will be provided directly as an alternative if the client feels dissatisfied. RRI Yogyakarta also utilizes its media, namely radio, to carry out direct marketing through its broadcasts. Through this media, the message the company wants to convey regarding the brand to the public will be faster and can reach a wider audience. The spread of the RRI Yogyakarta brand or branding through direct marketing provides benefits by getting clients for the FPN 2022 event as well as RRI Yogyakarta being better known by the public and students from schools who are also committee members and event performers at FPN Yogyakarta 2022. Through-the-door method to the door and radio broadcasts were deemed successful in implementing direct marketing by RRI Yogyakarta.

b. RRI Yogyakarta Social Media Activation at the 2022 Archipelago Student Festival Event

Research findings reveal that RRI Yogyakarta is more active in using the Instagram platform as its branding media (Feriyati and Deslia 2024). This branding is carried out by uploading flyers as well as documentation of activities via video which is managed directly by RRI Yogyakarta, as well as assistance from FPN Yogyakarta's Instagram as well as uploads from its stakeholders' social media. Instagram is used for promotion and building its image through uploads that prove that the event was organized by RRI Yogyakarta, as well as as a medium for massive information dissemination. Based on observations from the RRI Yogyakarta Instagram account, upload activity related to FPN Yogyakarta 2022 was felt to be less intense and consistent. Documentary photo uploads are not visible, only videos recapitulating daily activities. However, the video started from the 3rd day to the last day of the event. The management is also less active in using the Insta Stories feature.

Meanwhile, Instagram FPN Yogyakarta is not very active in uploading documentation of activities on its feeds but rather uses the Insta Stories feature which is then made into highlights so that it can be accessed again by the public. Then the video reels are just promotional videos from guest stars. The caption feature, Instagram biography, and use of hashtags do not reflect that the event belongs to RRI Yogyakarta. Even though this account is managed directly by a committee of students, RRI Yogyakarta should focus more on controlling its management, which should be able to become a branding medium by highlighting RRI Yogyakarta. Content creation and information dissemination can be said to be sufficient. However, communication activities and interactions with the audience through comments or likes are still very less visible. Even though this feature can increase insight based on the activity of users with that Instagram account. Even though the logo is still displayed on the flyer, it is not clear enough to show that FPN Yogyakarta 2022 belongs to RRI Yogyakarta, the branding is also less than optimal. So there are several evaluations for social media management to maximize branding objectives through Instagram.

c. RRI Yogyakarta Activation Promotion at the 2022 Archipelago Student Festival Event

Promotional activities are carried out to improve the image and marketing of a brand (Mulyana 2019; Puspitarini and Nuraeni 2019). In the case of RRI Yogyakarta, it is taking advantage of the opportunities available through the FPN Yogyakarta 2022 event by providing promotional offers for cooperation and collaborating with Jogja influencers to promote FPN 2022 as well as branding RRI Yogyakarta. This collaboration offer is in the form of media partners with various parties, both as seminar material performers, event performers, MSME stand performers, and others. This collaboration is aimed at mutual benefit between RRI Yogyakarta and its clients. This promotion is also carried out to support sponsorship activities for the FPN Yogyakarta 2022 event, where the collaboration that exists has an impact on the running of the event.

RRI Yogyakarta also collaborated with Jogja influencers, through their uploads on Instagram, the influencer also mentioned that FPN 2022 was being held by RRI Yogyakarta, and then reviewed it by showing what was at the event. The goal of promotion as a branding medium for the Company was achieved with the help of influencers who have many followers because they introduced and disseminated information more widely, as well as persuaded the public in general and their followers, in particular, to come and join FPN 2022 yesterday. Apart from that, RRI Yogyakarta also carries out promotions via WhatsApp stories from all RRI Yogyakarta employees, as well as posts from students who are members of the 2022 FPN Yogyakarta committee. Through this promotional activity, RRI Yogyakarta can experience more benefits and feedback, especially in terms of branding. , as RRI and FPN are more widely known, many of the general public are also interested in taking part in the event, as well as the satisfaction felt by stakeholders, especially from SMKN 4 Yogyakarta.

d. Marketing Event Activation at the 2022 Indonesian Student Festival Event

Marketing event activation is a form of company branding media which is also a form of promotion and marketing for company products or services by holding an event that involves many parties, either as work partners or as event participants (Laksono 2023; Sawlani and SE 2021). Likewise, RRI Yogyakarta is utilizing this strategy by holding the 2022 Archipelago Student Festival event. This activity has its main target, namely students, against the background of concern about the current condition of Indonesian students. There are many cases of brawls leading to clashes, there are youth oaths but the essence is no longer what it used to be. Therefore, this event was created to reunite students to be more active and productive in honing their interests and talents through this student festival. Through this event, it is also useful to bring RRI Yogyakarta

closer in general to stakeholders and especially to young people or students. Organizing this event turned out to be very influential for RRI Yogyakarta in terms of brand image and company reputation in the eyes of clients, one of which was the school. Apart from that, RRI Yogyakarta is also able to influence the perceptions and beliefs of students with the evidence of several committee members who have close relationships with the company, especially with RRI Yogyakarta supervisors who are members of the Service and Business Development Sector.

e. RRI Yogyakarta Sponsorship Activation at the 2022 Archipelago Student Festival Event

Sponsorship activation is a strategy carried out by a company by funding an activity or event related to the company's type of product or service. RRI Yogyakarta, in carrying out the 2022 FPN event, also uses a sponsorship strategy in the form of service support to meet the needs of organizing the 2022 FPN. The sponsorship system implemented by RRI Yogyakarta at the 2022 FPN event yesterday is bartering, where the target stakeholders are adjusted to the segmentation of the event, namely for students. RRI Yogyakarta only provides media or a place, then when stakeholders, for example, provide consumption assistance for the committee during the activity, RRI can provide feedback in the form of a booth that can be used for them to sell, dialogue, spots, or adlibs for promotion via radio broadcasts, as well as the appearance of the logo in publicity media, or mention of the brand during the event. RRI Yogyakarta stakeholders who participated in the FPN 2022 event yesterday were divided into several categories, including government agencies, private companies, universities, schools, MSMEs, banks, hospitals, health institutions, security institutions, and several food companies. These stakeholders are parties related to the segmentation of the FPN Yogyakarta 2022 event, namely for students, so that the products or other assistance provided are appropriate and useful for these students. Meanwhile, the forms of collaboration carried out include service support collaboration, PNBP or Non-Tax State Revenue (interactive dialogue, public service spots/ads, adlibs), media partners, land rental, and MSME dialogue. Apart from that, RRI Yogyakarta also collaborated with several performers as guest stars and the FPN 2022 committee asked the guest stars to make videos to promote FPN 2022 which were then uploaded on FPN Yogyakarta's Instagram. This illustrates RRI Yogyakarta's totality in empowering and supporting young people to be enthusiastic about creating, and through the FPN 2022 event it has become one of their media to present it to the general public. Through this sponsorship activity, RRI Yogyakarta will benefit from

increasing the number of clients, as well as being able to hold FPN Yogyakarta 2022.

Analysis of Brand Activation Effectiveness for RRI Yogyakarta

According to Pudjiastuti, brand activation can be said to be effective in influencing the target community based on several aspects, (Prameswari 2019).

1. Cognitive aspect

Aspects that influence awareness or public awareness and knowledge of the company, brand, or products/services offered. The FPN 2022 event had quite an impact on brand awareness, especially increasing closeness and awareness for students. There was a separate assessment from students towards RRI which made them feel that RRI was cool and not so old school as their previous perception. Apart from that, good relations are still maintained and there were even many students (committee) yesterday who missed playing futsal at RRI. Then there was also the memory that RRI Yogyakarta would be the main destination for media partner activities for school or student events. This can also be strengthened by an interview with Cinly as the 2022 FPN committee from Santa Maria Yogyakarta High School. Through this event, RRI Yogyakarta experienced a very satisfying impact in improving its position and changing the perception of the public and young people regarding RRI Yogyakarta.

2. Affective aspect

Aspects to overcome misunderstandings, prejudices, or other problems that arise, as well as help communicate brand messages or values to consumers. Yesterday's FPN 2022 event turned out to be a big enough medium for RRI Yogyakarta to build relationships and become a wider communication medium. Through this event, RRI Yogyakarta's branding, promotion, and marketing activities were fulfilled on one occasion. This is proven by the number of stakeholders who participated in supporting the running of the event, approximately 70 based on data obtained from internal parties at RRI Yogyakarta. Of course, this has an impact on the trust that arises because of RRI Yogyakarta's success in holding this big event by collaborating with many big parties. Information obtained yesterday shows that one of the big stakeholders in sponsorship is collaboration with the Ministry of Communication and Information. Through this event, it succeeded in communicating the message that RRI wanted to convey to students and the public.

3. Conative aspect

The aspect of maintaining public acceptance of a product, brand, or company by maintaining consumer loyalty. This aspect may be visible from evaluations in the future after the 2022 FPN event. Will the number of people or students who come to visit RRI Yogyakarta to collaborate continue to increase, decrease, or remain the same? As in an interview with Rina, one of the teachers from SMKN 4 Yogyakarta. on consumer or public loyalty and allegiance to RRI Yogyakarta which will not only be immediate after the 2022 FPN takes place but will remain intact forever. Therefore, the company must maintain its relationship with customers to maintain or even increase their loyalty to the company.

CONCLUSION

Based on the results of the research conducted, it can be concluded that the brand communication carried out by RRI Yogyakarta is:

- a. Brand visualization by RRI Yogyakarta by distributing the RRI logo and FPN logo to convey the Company's message through: (1) Physical branding media at the FPN 2022 location such as backdrops and gates, (2) Through the use of social media Instagram by uploading promotional flyers or videos include the RRI and FPN 2022 logos, both via the official RRI Yogyakarta Instagram, FPN Yogyakarta, and MSMEs as stakeholders.
- b. Brand activation by RRI Yogyakarta is carried out in various ways: (1) Direct marketing door to door and via radio broadcasts, (2) Social media, especially Instagram, as a media for branding and promoting the FPN Yogyakarta 2022 event by utilizing its features, such as photos, videos, captions, and comments, the activities are visible but with some evaluation, (3) Promotions carried out in the form of offers of cooperation to attract more client interest and the use of influencers to reach a wider public in disseminating information and reviewing FPN Yogyakarta 2022 as well as RRI Yogyakarta, (4) Marketing events by RRI Yogyakarta through organizing the 2022 FPN event, (5) Sponsorship by RRI Yogyakarta in the form of service support or bartering with its clients in organizing the 2022 FPN Yogyakarta event.

Based on the results of research that has been carried out, as well as explanations that researchers have provided. Researchers have several suggestions as input that can be used as a reference by RRI Yogyakarta for evaluating brand communication strategies in company branding at the 2022 Nusantara Student Festival event, as follows:

1. It is necessary to re-examine the FPN 2022 logo concept so that it matches the brand logo, such as the brand name, slogan/tagline, and symbols used to further maximize the message to be conveyed. Especially regarding the words "2022", while this event is planned to become a regular annual event. Meanwhile, the RRI logo is further optimized in its role as a company identity through branding activities.

It is necessary to increase consistency in the management of Instagram social media, both Instagram RRI Yogyakarta, especially Instagram FPN Yogyakarta in managing content and also complementary content such as descriptions in captions, upload schedules, and others to further maximize its goal as branding media for RRI Yogyakarta. Meanwhile, it is hoped that in the future, direct marketing strategies, event marketing, promotions, and sponsorships will be maximized in their use because the impact obtained will be felt, especially on branding, image changes, as well as emotional collaborative relationships with clients or stakeholders.

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