

UNDERSTANDING BRAND IDENTITY FOR PRIVATE UNIVERSITY IN INDONESIA TO WIN POTENTIAL MARKET IN THE ERA OF INDUSTRIAL REVOLUTION 4.0

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Abstract

This study aims to describe the importance of brand identity for private universities in Indonesia, especially to answer the challenge in the era of industrial revolution 4.0 for introduce their institution to the wide world. This type of study is a literature review. The results of this study illustrate the existence of branding for private universities in Indonesia must adapt the era of industrial revolution 4.0, where in their marketing education services offered, there must be integration between online and offline promotions which be honest and stop trying to be perfect. Besides that, private universities in Indonesia need to build their brand identity to be stonger in order to make people knowing their institutions and also need better digital marketing efforts to build customer involvement and advocate for their brand in this era of industrial revolution 4.0.

Keyword: brand identity, branding, industrial revolution 4.0, private universities

1.INTRODUCTION

Iswan and Herwina (2018) say that more creative and innovative ideas in the era of industrial revolution 4.0 will encourage the emergence of new industries that will bring transformation in education service providers at all levels. Industrial competition in various educational institutions in Indonesia is able to strike down the established education industry, especially private universities because they can not do what is done by educational institutions from other countries which entering Indonesia. Various phenomena that have been issued previously can make universities in Indonesia need a new marketing strategy for their institutions.

They have to try to to win the prospective users of their services with showing that their institutions are able to produce output that can be absorbed in various industries.

Nowadays the marketing strategy has also developed into a marketing strategy 4.0. This marketing strategy prioritizes marketing integration between online and offline marketing. Kotler et al. (2019: 46) suggests that the effort to communicate brand identity and repetitive positioning carried out in the traditional marketing era may no longer be carried out by marketers, causing technological disruptions, shorter life products, and trends that change fastly. The branding must be dynamic enough to be able to behave in the certain ways and in the certain situations. Therefore, educational institutions need a brand identity support and also better digital marketing representatives to build customers and advocate for their brand in the era of industrial revolution 4.0 and they have to offer various promotional efforts for their institutions to be able to realize their marketing activities.

2.DISCUSSION

2.1. Industrial Revolution 4.0 in Indonesia

The Industrial Revolution 4.0 is a unique phenomenon compared to the three industrial revolutions that preceded it. Industrial Revolution 4.0 was announced a priori because the real events had not yet occurred and were still in the form of ideas (Drath and Horch, 2014). Prasetyo and Sutopo (2018) stated that the Industrial revolution 4.0 was officially born in Germany when the Hannover Fair was held in 2011. The Germany had a big interest in this regard because the Industrial Revolution

4.0 was a part of its development plan policy called High-Tech Strategy 2020 which aims to keep Germany always at the forefront of manufacturing. Several other countries also participated in realizing the concept of Industrial revolution 4.0 but used different terms such as Smart Factories, Industrial Internet of Things, Smart Industry, or Advanced Manufacturing. Contrast with Germany, the term of industrial revolution 4.0 has been known in Indonesia since 2018. The term became viral and discussed widely after the President of the Republic of Indonesia announced the Making Indonesia 4.0 Roadmap on April 4th 2018. Satya (2018) mentioned that one of the visions of Making Indonesia 4.0 is to make Indonesia become one of the top 10 countries that have the strongest economy in the world by 2030.

2.2. Industrial Revolution 4.0 For Educational Sector in Indonesia

Ibrahim (2018) stated that the challenges in the educational sector in the era of industrial revolution 4.0 took the form of changes in the way of learning, thinking patterns, and how students acted in developing creative innovations in various fields. Lectures in the era of Industrial revolution 4.0 must increase their understanding in expressing themselves in the field of media literacy, understand the information that will be shared with students, and find the way to analyse to solve the problems of digital literacy academics. All participant must increase collaboration in the future education orientation and change the performance of the education system that can develop the quality of student mindsets and strengthen application-based digitalization of education.

Yahya (2018) stated that the problem in the era of industrial revolution 4.0 for Indonesia is unemployment and competitiveness of human resources. The challenge was also added by the demands of companies and industry. This must be answered quickly and precisely to prevent its contribution in the increasing unemployment. The Indonesian government has tried to respond the challenges of industrial revolution 4.0, the threat of unemployment and demographic bonuses by focusing on improving the quality of human resources through vocational education in 2018. Answering these challenges, vocational education is a solution for educational sector as a different education from the

other types of education that have characteristics: oriented to individual performance in the world of work, specific justifications to real needs in the field, curriculum focus on psychomotor, affective, and cognitive aspects, and the benchmarks for success are not limited to school, sensitivity to development of the world of work, requires adequate facilities and infrastructure, and community support.

2.3. Definition of Brand

Brand can be interpreted as a name, term, sign, symbol, or design, or a combination, which is intended to identify goods or services from one seller or group of sellers and differentiate them from competitors. So, with the existence of branding, it is expected to be able to provide brand strength to products and services (Kotler and Keller, 2009: 258-259). On the other hand, according to Limakrisna and Purba (2017) the brand serves to identify the maker or seller of goods and services. A strong brand can help people find what they are looking for, so they can help them make quick and sure decisions. In accordance with the above understanding, the brand can be said as an identifier of a product or service. Brands can differentiate one product and service with other products and services owned by its competitors. So that, with the existence of a brand, it is expected that prospective consumers are able to recognize the products and services of a particular producer.

2.4. Brand Identity (Brand Element)

Brand element or known as brand identity according to Kotler (2009: 268) can include brand names, URL, logos, symbols, characters, spokespersons, slogans, songs, packaging, and billboards. Brand identity is a unique set of brand associations created by the branding strategy makers. This association reflects the position of a branding and is a promise to customers of members of the organization. Whereas Limakrisna and Purba (2017) stated that brand elements are tools which used to identify and distinguish a brand. Most of these can be made trademarks that include names and slogans, logos (graphic elements), characters, music, notice boards, packaging, and even colors that are used consistently. Thus, brand identity can be said as a differentiator

between one brand and another in order to attract the attention of prospective customers.

2.5. Brand at Universities

Universities or higher education is an educational service institution. According to Kotler and Keller (2009: 36) universities belong to the private nonprofit sector. The formation of a brand universities or in higher education is certainly inseparable from the quality of facilities, teaching staff, academic services, administration, and the quality of college graduates (Ayu, 2016). Universities, both public and private, are institutions that annually seek prospective students. This can be analogous to the similarity with a company that is looking for prospective customers. The tighter competition between universities is not only in the form of competition between local universities. Foreign universities are also trying to attract interest from domestic students. Therefore, a tertiary institution requires good marketing and brand activities so that they are able to be accepted and embedded in the minds of the community and able to be distinguished from the brands found in other universities.

2.6. Marketing Strategy 4.0

Marketing strategy 4.0 is a marketing strategy that focuses on humanity in the digital era. The marketing approach combines interactions between online and offline. The concept of marketing 4.0 is the development of three concepts in the world of marketing that already existed before. According to Kartajaya (2017: 75-77) in marketing 1.0 marketers only focus on products, also called product centric. The manufacturer makes a good product. Marketing activities are directed according to the wishes of producers. They do various ways to convince consumers to buy, no matter what the conditions. Then, the marketing concept develops into customer-focused marketing 2.0, also called customer centric. Here, producers look for customers and then learn about customer wants and needs. After that, they make a suitable product. Marketing activities are directed according to the customer's wishes. Not only good products, manufacturers also pay attention to market desires. Furthermore, the marketing concept developed into marketing 3.0 which focuses on humanity, also called human centric. Manufacturers pay

attention to products and customers. Marketing activities are directed not only functional and emotional but more spiritual. Business people pay attention to their humanitarian activities and universal values. Consumers must also be seen as human beings who have a mind, heart and spirit.

2.7. Brand in The Marketing 4.0

According to Kotler et al. (2019: 107-108) nowadays marketers need to adapt to new realities by creating brands that behave like humans, which can be approached and liked, are not intimidating, authentic and honest, acknowledge flaws, and stop trying to look perfect. Customers in the past were easily affected by marketing campaigns. They also searched and listened to experts and authorities. However, recent research shows that most current customers trust the F-factor, namely: friends, family, facebook fans, twitter followers rather than advertising and expert opinion (Kotler et al., 2019: 11). Therefore, brands in the present must be able to express their character honestly with the true value.

Kotler et al. (2019: 46) also mentions that efforts to communicate brand identity consistently and repetitive positioning as practiced in the traditional marketing era may not be enough for marketers anymore, due to disruptive technology, shorter product life cycles, and with trends that are changing rapidly. Nowadays brands must be dynamic enough to be able to behave in certain ways and in certain situations.

3.CONCLUSION

The existence of branding for private universities in Indonesia must adapt to the demands of industrial revolution 4.0 era, where marketing education services offered must have an integration between online and offline promotions. The existence of the internet and various kinds of social media make it very easy to do it. In the past customers saw and listened to a brand through traditional media as well as advertising, but nowadays a customer can decide to choose and consume content whenever and wherever they want. Therefore, in addition to the need for strengthening brand identity for existing private universities in order people knowing their institutions, they need better digital marketing efforts to build customer involvement

and advocate for a brand owned by private universities in the era of industrial revolution 4.0 like nowadays.

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