

Research Article

Brand Communication Strategy Using Attribute Positioning for Small and Medium Enterprises (Case Study: D Java Water)

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The need and demand for drinking water in Indonesia, especially in Cianjur, West Java, has been increasing every year. This is seen as an opportunity for the businessman to build refillable drinking water depot business. However, some of these businessmen still use the same packaging between each business person. As a result, consumers cannot easily recognize a brand from the products that have been offered. This was experienced by one of the refillable drinking water depot brands in Cianjur, namely D'Java Water. This research used qualitative methods with the stages carried out being observation to the place of business, interviews, and literature studies. The analysis stage is carried out using strength, weakness, opportunity, threat (SWOT) analysis, and the attribute-positioning approach with competitors. The results of the research showed that attributes are needed on product packaging such as packaging labels as a differentiator from competitor's products.

Keywords: attribute positioning, branding, SWOT

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1. Introduction

The demand for drinking water consumption in Indonesia has increased every year, especially in the West Java region due to population growth. Knowing this, many businesses and brands of drinking water depots have sprung up to meet these needs. However, some of these depots still use packaging from one of the well-known brands and do not display attributes on the product packaging. One of the water depot brands that experienced this is the D'Java Water brand located in Cianjur, West Java.

D'Java Water is one of the brands that focuses on bottled refillable drinking water services in Cianjur. The brand was founded in 2020 by Helmi Dzulfiqar. The brand offers 5 types of products including refillable water. Brands already have brand identities such as logos, brand names, vision and mission. In addition, D'Java Water also has promotional media to market its products to consumers such as business cards and Instagram social media. However, the brand still needs to have attributes on its product packaging that are difficult to distinguish each product. The strategy carried

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out by D'Java Water is to increase promotion by distributing business cards to target consumers. Though the attribute of consumption of drinking water is important so that consumers can remember and distinguish each type of product offered. Knowing this, researchers took a case study of D'java Water's brand strategy in hopes of contributing to the business depot. The benefit of doing design research is that it can give readers an overview of the stages in carrying out a brand strategy and can also be used as a reference for further study.

Previous research that is similar to the case of marketing and branding of water depots is in the research "Branding and General Financial Arrangement of Axis Bengkalis Drinking Water Depots" written by Aurelia. V. In this study, a branding strategy requires visual print media such as signboards and logos to attract the attention of potential Axis Bengkalis consumers [1].

1.1. Attribute as Communications Medium

Product Attributes are one of the physical components in a product such as packaging, price, taste, product contents and so on (plummer in Aaker) [2]. Product attributes are also an important part of a brand's identity because in a product offered there is an image and message conveyed. This is reinforced in the statement of Suharno and Sutarso from [3] that the development of a product needs to be done by defining the benefits to be offered, which are communicated and conveyed through attributes.

1.2. Brand Positioning Strategy

According to Porter quoted by [4], Brand positioning strategy is a strategy carried out by creating a competitive advantage of a company or brand so that it can compete with competitors [5]. These advantages can be known from the value that the company wants to provide to consumers. According to from [3]. the basis of brand strategy (brand) there are 3 analyses that can be done in determining positioning, namely market analysis, internal company analysis and competitor analysis. For market analysis, you can use the comparison matrix method with competitors and the company's internal data collection which can then be done through the SWOT method. SWOT analysis.

1.3. SWOT analysis

SWOT analysis is an analysis that identifies several factors that are ordered systematically with the aim of obtaining a company strategy [6]. The basis for conducting a SWOT

analysis is to obtain an efficient strategy in maximizing strengths and opportunities and minimizing weaknesses and threats of a company [7]. By obtaining data through this analysis, it is hoped that a company will be able to maximize brand strategy so that it can be superior and survive in the long term.

2. Methods and Equipment

The focus of this research is on Attribute's brand positioning strategy on the D'Java Water brand. The research method uses qualitative methods with data collection with researchers involved in the reality being researched or plunged into the field [8]. Data collection was carried out by observing D'Java Water's business premises in Cianjur, West Java, as well as conducting interviews and documentation to business owners. Then proceed through the literature to deepen the data that has been obtained. After obtaining the data, researchers made a comparison between the D'Java Water brand and competitors and SWOT analysis in accordance with the theory obtained.

3. Results and Discussion

3.1. Competitor (Attribute Positioning)

Competitors are aimed at knowing the strengths and weaknesses in the drinking water depot business. Competitor information data is obtained by conducting on-site observations and conducting interviews with the consumption water depot entrepreneurs. In addition, the researchers documented the place of business as data reinforcement.

3.2. SWOT analysis

3.3. Solution

3.3.1. Product Packaging

However, because the pandemic has turned into an endemic, the existing health protocols at mosques are currently starting to loosen but still following the government's directions. Among them are temperature detectors that are rarely used but are still in the entrance area, congregational capacity that has begun to increase, shafts that are allowed to be closed, Friday prayers that are allowed to be held, and the provision of prayer facilities in the form of *mukena* for female worshippers.

4. Conclusion

Based on the data that has been collected through the process of distributing questionnaires, conducting interviews with mosque administrators, and conducting direct surveys at each mosque. It can be concluded that the health protocols applied to the four great mosques in the city of Bandung, three of them have almost reached the standard health protocols applicable in the city of Bandung, although they have relaxed as the case of the Covid-19 virus has slowly subsided. From the four mosques, several similarities were found in the leniency in the application of health protocols, such as the no longer enactment of the health protocol for checking the body temperature of worshipers before entering the mosque, and again providing supporting facilities for worship needs (*Mukena* and *Al-Qur'an*).

In addition to the implementation of health protocols in mosques which have been relaxed, the awareness of the congregation about the dangers of the Covid-19 virus has also begun to decline, so that the supporting facilities for health protocols that have been provided at the mosque are often ignored.

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