

## PROPOSED STRATEGY FOR USING BRAND AMBASSADORS TO INCREASE RABBANI'S BRAND AWARENESS

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### Abstract

*This study aims to look at the condition of the company's business environment by using SWOT analysis to formulate the right strategy to increase Rabbani's brand awareness. Qualitative research with the case study method is the type of research used. From the analysis results, it is known that the company is in quadrant one, which indicates that it needs a growth strategy. One way to be done is to increase brand awareness through brand ambassadors. Brand ambassadors aim to increase brand awareness and drive sales. The selection of brand ambassadors can be determined by considering the characteristics of brand ambassadors, namely transference, congruence, credibility, attractiveness, and strength*

**Keywords:** Brand, Awareness, Ambassador, Strategy, SWOT

### Introduction

Fashion is becoming a phenomenon that, over time, has conquered an increasingly large portion of the market and gradually penetrated the corporate sector. There has been much study going into the fashion industry, blending the creativity of artists with the capacity for clothing to be authentic while preserving the freedom of the wearer to be and feel whatever they choose. This touches various types of fashion, including Muslim fashion.

Indonesia occupies the number one position as the world's largest Muslim country in the World Population Review, with a Muslim population of 231 million in 2021. The public's need for Muslim clothing is also relatively high with such a large Muslim population. The Muslim fashion industry is currently entirely developed. Various models of Muslim clothing continue to emerge following the ongoing trend but still follow Islamic law, which requires clothing to cover the genitals. This is what Rabbani wants to show.

Rabbani is a Muslim fashion retail company with the tagline Professor Kerudung Indonesia. In Indonesia, Rabbani became one of the first and biggest instant hijab companies. Besides hijab, Rabbani has other products such as kenko, tunics, kastun, and other Muslim equipment. Rabbani wants to change the view of most people who judge that women in Muslim clothing are not trendy. Rabbani aims to show that women can still look attractive even though they wear Muslim clothes.

However, along with the development of the fashion world, which is getting faster, various Muslim fashion brands are also emerging. Consumers have many choices of brands when buying Muslim fashion products. Consumers will more easily recognize brands they see frequently. Therefore, brand awareness is one of the important things that companies need to establish.

According to Novrian & Rizki (2021), the ability of potential consumers to recognize and remember brands from specific categories is an understanding of brand awareness. Brand awareness has a role in consumer purchasing decisions. Companies with high brand awareness have a more significant influence on consumer behavior.

Rabbani, the first company to introduce instant hijab products, currently has various models of instant hijab types. However, this is used by irresponsible people who steal Rabbani's product designs, then sell them at a much lower price. The number of sales of original Rabbani products and counterfeit products is similar. The number of sales can be seen in the image below.



**Mall** Rabbani - Kerudung Sekolah Instan Innova Lx

4.9 ★★★★★ | 24,4RB Penilaian | 10RB+ Terjual

Rp89.800 **Rp76.330** 15% OFF

Source: Shopee

**Figure 1.** Number of sales of one of Rabbani's product



Source: Shopee

**Figure 2.** Number of sales of one of Rabbani's counterfeit products

In addition, the number of followers on Rabbani's Instagram social media accounts is fewer than the number of followers of competing brands such as Zoya and Elzatta. This can affect the level of engagement from Rabbani's Instagram social media, which also impacts brand awareness.



Source: Instagram

**Figure 3.** Rabbani's Instagram Profile



Source: Instagram

**Figure 4.** Zoya's Instagram Profile



Source: Instagram

**Figure 5.** Elzatta's Instagram Profile

In fact, companies with high brand awareness have succeeded in creating a solid brand image that impacts increasing consumer popularity and loyalty. Products from well-known brands are considered to have added value, even though the quality and price are not competitive. Brand names add value to consumers' minds, making them more attractive. In addition, brand awareness helps companies gain consumer trust.

Based on the background explanation above, this study aims to look at the condition of the company's business environment using SWOT analysis to formulate the right strategy to increase Rabbani's brand awareness.

**Literature Review**  
**Brand Ambassador**

Karim (in Osak & Pasharibu, 2020) argues that a brand needs to be embedded in the minds of the public, and for this, a brand ambassador is needed who acts as a spokesperson for the brand in question. Brand ambassador, according to Lea-Greenwood (in Wijaya & Winduwati, 2022), is a tool used by a company to connect and communicate to the public to increase company sales. In general, brand ambassadors are chosen based on the image of a celebrity. The characteristics of brand ambassadors are as follows:

1. Transference is when a person can support a brand related to his work.
2. Congruence is one characteristic that ensures compatibility between the brand and the brand ambassador.

3. Credibility is owned by a brand ambassador, such as knowledge, experience, or even expertise related to the brand. The chosen brand ambassador must be able to provide information that the audience can trust.
4. Attraction is an attractive non-physical appearance of the brand ambassador.
5. Power is the power issued by the brand ambassador to influence the audience to be controlled to buy from that brand.
6. that brand.

### Brand Awareness

Firmansyah (in Arianty & Andira, 2021) says that brand awareness is the goal of marketing communications that expects the brand to appear in consumers' memories when buying products in related categories. Kotler & Keller (in Identity, 2022) say that brand awareness is the skill to identify and remember brands. According to Aaker (in Amanah & Harahap, 2018), brand awareness is the intelligence of customers to recognize brands. According to Aaker, the pyramid of brand awareness levels is as follows.



Source: Aaker (in Amanah & Harahap, 2018)

**Figure 6.** Brand Awareness Level Pyramid

1. Top of mind is when the brand first appears in the consumer's memory when the brand is heard in the consumer's ear.
2. Brand recall is when a brand can be associated with a product without encouragement from anywhere (unaided recall).
3. Brand recognition is when a brand appears in memory when there is assisted recall.
4. Unaware of the brand is when consumers cannot identify the brand after an assisted recall.

Kotler & Keller (in Amanah & Harahap, 2018) said that there are four indicators of brand awareness, namely:

1. Recall is the level at consumers remember the brand that is remembered.
2. Recognition is the level of consumers in knowing the brand category.
3. Purchase is the level of consumers deciding to purchase a brand.
4. Consumption is the level of consumers remembering the brand even though they are not using it.

### Methods

This study uses qualitative research. Moloeng (2005) says that qualitative research is research to absorb events regarding the life of research subjects, such as attitudes, views, drives, and actions. as a whole, through descriptions in the form of words or sentences and language in natural conditions. And utilize a variety of natural techniques.

Case studies are a type of this research. According to Fitrah & Luthfiah (2017), a case study explores a bound study based on extensive data collection. SWOT analysis is also used in this research. SWOT analysis identifies various factors formed systematically and can be utilized in creating a company strategy. Fatimah (2020) says that this SWOT analysis is based on logic to maximize strengths and opportunities and minimize weaknesses and threats. The steps taken to calculate IFAS and EFAS are as follows.

1. The IFAS table has strengths and weaknesses, while the EFAS table has opportunities and threats.
2. These factors are then weighted on a scale of 0.0 to 1.0. The total weight must not exceed 1.0. The influence of strategic position becomes a weighting factor.
3. These factors are then rated 10 to 1 with very strong to fragile information. The rating is based on the influence exerted by factors. Positive aspects are given a rating of 6 to 10, and negative factors are given a rating of 5 to 1 by comparing competitor factors.
4. The weight and rating are multiplied to get a score. You will get a high multiplication result of 4.0 to a low number of 1.0.
5. The score of each factor is added, then the total positive factors minus the objective negative factors.

## Result and Discussion

The IFAS matrix determines internal factors, which are the strengths and weaknesses of the company. The IFAS matrix is as follows

**Table 1.** Internal Factor Analysis Summary (IFAS)

Internal Factor Analysis Summary (IFAS)				
Number	Strenght	Weight	Rating	Score
1	It has many product variants.	0,1	8	0,8
2	Product quality is excellent and comfortable to use	0,12	8	0,96
3	It has many branches all over the world	0,08	8	0,64
4	Prices offered are competitive	0,1	7	0,7
5	Good service quality	0,12	8	0,96
Total		0,52		4,06
Number	Weakness	Weight	Rating	Score
1	Product design is easy for competitors to imitate	0,15	2	0,3
2	Some outlets have narrow parking areas	0,06	3	0,18
3	Optimization of the shopee marketplace for several outlets still needs to be improved.	0,09	4	0,36
4	Promotions only focus on direct marketing and personal selling	0,1	3	0,3
5	The product that is in great demand is an instant hijab	0,08	3	0,24
Total		0,48		1,38
		1		2,68

Source: Processed by Researchers, 2023

The EFAS matrix determines external factors that become opportunities and threats for the company. The EFAS matrix is as follows.

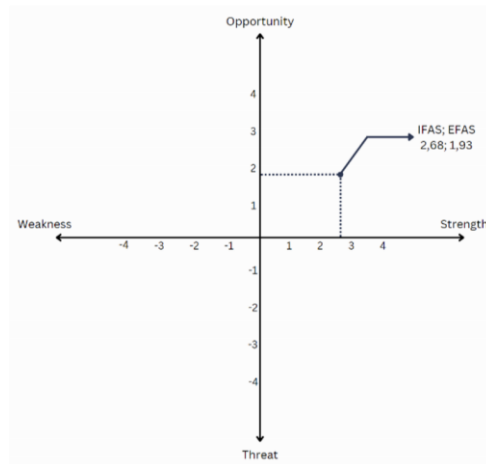
**Table 2.** External Factor Analysis Summary (EFAS)

External Factors Analysis Summary (EFAS)				
Number	Opportunity	Weight	Rating	Score
1	Offers of cooperation with television programs	0,13	7	0,91
2	School students are attracted to the Rabbani student ambassador program	0,06	6	0,36
3	It has entered the foreign market	0,1	7	0,7
4	The number of women wearing the hijab continues to grow	0,08	7	0,56
5	There are Muslim holidays	0,1	8	0,8
Total		0,47		3,33
Number	Threat	Weight	Rating	Score
1	The competition for Muslim clothing is getting tougher	0,15	2	0,3
2	Many counterfeit products at low prices on the market	0,12	2	0,24
3	Many competitors use online marketing	0,08	3	0,24
4	Fashion trends are changing fast	0,1	3	0,3
5	Competitors open stores in nearby locations	0,08	4	0,32
Total		0,53		1,4
		1		1,93

Source: Processed by Researchers, 2023

SWOT matrix analysis:

1. Determine the x-axis (internal) =  $4.06 - 1.38 = 2.68$
2. Determine the y-axis (external) =  $3.33 - 1.4 = 1.93$



Source: Processed by Researchers, 2023

**Figure 7.** SWOT analysis matrix quadrants

Rabbani is in quadrant 1 when viewed from the results of calculations using IFAS and EFAS, which indicate that Rabbani is in a state of strength and opportunity. In this position, Rabbani can continue to enlarge and expand business growth for sustainable company progress. The strategies that can be developed from the SWOT analysis that has been done before are as follows.

**SO strategy:**

1. Improving the quality of products and services owned.
2. Increasing cooperation with public figures and other supporting companies.
3. Expand market share.
4. Improving relations with consumers and potential customers.
5. Improve product marketing through promotion.

**ST Strategy:**

1. Diversify products so that they are unique compared to competitors.
2. Improving digital marketing to make it easier for consumers to buy products.
3. Creating products following trends that are developing in society.
4. Opening branches in locations where there are no competitors.
5. Creating competitive prices with good product quality.

**WO Strategy:**

1. Optimizing the use of the marketplace that is owned.
2. Creating a design with its characteristics so competitors do not easily imitate it.
3. Utilizing social media and marketplaces to enter the global market.
4. Increase promotion digitally.
5. Optimizing the marketing of products other than instant hijab so that consumers are interested in buying.

**WT Strategy:**

1. Increase the value of the company.
2. Take advantage of digital marketing.
3. Communicating the products owned to consumers so that consumers are not deceived or tempted to buy counterfeit products.
4. Creating product innovations that match the ongoing trends.
5. Increase the convenience of outlets so that consumers are comfortable when shopping.

The number of competitors that continues to increase causes competition in the Muslim fashion market to grow. Rabbani, one of the instant hijab companies in Indonesia, must create brand awareness among consumers so that they are always the first choice in buying Muslim fashion products. Especially many counterfeit products make consumers more interested in purchasing counterfeit products because the price is low and the design is almost the same as the original product. It is hoped that Rabbani can communicate this to his consumers so that no one buys counterfeit products from Rabbani anymore.

Brand awareness is an important aspect that influences consumers to buy products. Companies that can maintain high brand awareness may sell more than they should. Consumers will buy products from well-known brands when faced with several choices. The most heightened brand awareness is when customers first consider a brand when they need to buy in the related product category.

From several strategies that have been prepared previously, Rabbani can use brand ambassadors to increase the company's brand awareness. Brand ambassadors help enhance a particular brand's image, message, and products. Building an image by interacting with consumers is the goal of a brand ambassador. Brand ambassadors understand every aspect of the brands they work with.

Brand ambassadors represent, support, and embody brand values through words and actions. Brand ambassadors must be able to communicate about brands and products to the audience. Brand ambassadors create and build relationships and trust between brands and consumers. Various platforms and social media can be the right place to find a suitable brand ambassador. They usually use specific platforms and social media to communicate and increase brand awareness.

Through social media, especially Instagram, brand ambassadors and Rabbani can work together to create content about Rabbani's products and brands. The information provided can be informative and persuasive, such as telling the audience which Rabbani products are genuine and fake. Brand ambassadors can also direct the audience to purchase through Rabbani's official marketplace.

Consumer trust in Rabbani will increase if the brand ambassador chosen by Rabbani can communicate and build the image of Rabbani as well as possible. These conditions are intended to provide added value for the company to encourage the purchase of a product more quickly. Consumer trust can also have an impact on consumer loyalty to Rabbani products.

The success of brand ambassadors in communicating the brand to the audience can be seen in social media engagement, for example, Instagram. If the brand ambassador successfully increases audience awareness of the Rabbani brand, then the attention of the Rabbani Instagram account will grow. Increasing brand awareness and social media engagement can also have an impact on increasing the number of sales. Therefore, choosing an exemplary brand ambassador is very important.

Before deciding which brand ambassador to use, there are several characteristics of brand ambassadors that Rabbani needs to pay attention to, including the following.

1. **Transference.** The brand ambassador to be selected must be able to support the brand following the profession undertaken. Rabbani can choose a brand ambassador with the job of an Islamic religious broadcaster because it will be able to keep the product that Rabbani has. Singers who wear the hijab can also become brand ambassadors because they can communicate the brand to the audience through their songs.
2. **Congruence.** The company can ensure compatibility between the brand and the brand ambassador to be selected. The same values or characteristics between brands and brand ambassadors can indicate that brand ambassadors are compatible with the brand. Celebrities with high spirits who never give up can become brand ambassadors suitable for Rabbani because it aligns with one of the company's values, the heart of never giving up.
3. **Credibility.** Brand ambassadors to be selected must have knowledge, experience, or expertise following the products the brand markets. Brand ambassadors must provide credible and objective information so the audience believes in what the brand ambassador conveys. Brand ambassadors can provide reviews regarding experiences when using Rabbani products. Besides that, brand ambassadors can give accurate information about the materials and models of the Rabbani hijab to the audience.
4. **Attractiveness.** The non-physical appearance of the brand ambassador also needs to be considered by the company before choosing someone to become a brand ambassador. Knowledge, way of speaking, level of confidence, and empathy can be the main attractions of brand ambassadors in attracting the audience's attention. Rabbani can choose a celebrity with a unique speaking style but still use good and polite language. Celebrities who have high confidence in what they communicate to the audience can make the audience pay attention to the brand ambassador.
5. **Power.** How much impact the brand ambassador has on the audience is also a concern. Brand ambassadors who will be selected must have proof that they have an audience with a certain level so that messages about the brand can reach the intended target. Celebrities who are in the same industry as Rabbani and have hundreds of thousands to millions of followers on social media can attest that they have the power to influence their intended target audience.

## **Conclusion**

The ability of a brand to appear in the minds of consumers when thinking about a product is the meaning of brand awareness. The results of a SWOT analysis using IFAS and EFAS conducted in Rabbani's business environment show that Rabbani is in quadrant 1. This indicates that the company needs a business growth strategy that aligns with its strengths and opportunities. One strategy that can be used is brand ambassadors to increase Rabbani's brand awareness to win the intense market competition. Brand ambassadors communicate the brands and products of these brands to their network to increase brand awareness and drive product sales. Companies and brand ambassadors can work together to communicate brands to audiences. Selecting an exemplary brand ambassador is crucial because it can help increase the company's brand awareness. The choice can be considered through the five characteristics of brand ambassadors: transference, suitability, credibility, attractiveness, and strength



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