

CORPORATE BRANDING STRATEGY OF UNIVERSITAS WIJAYAKUSUMA PURWOKERTO

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Abstract. Universitas Wijayakusuma (UNWIKU) is one of the best private universities in Purwokerto, Central Java. Established in 1980, Universitas Wijayakusuma has maintained its good reputation until now—even though it took a quite long time compared to other private universities—which is why it is very interesting to study, especially in marketing field. Therefore, this research focuses on finding out what kind of corporate branding strategy they used and how they implemented it.

This is a qualitative research. The informants were college students as consumers and also parents and the last grade students of high school, and—of course—the rector who credibly knows the whole vision, mission, and corporate brand strategy of Universitas Wijayakusuma.

The results shows that the corporate brand's elements and positive feedbacks from society towards Universitas Wijayakusuma contributed in giving great impacts and, thus, supporting the university to reach the vision and mission at its best even until now.

Keywords: Universitas Wijayakusuma, corporate brand

1. INTRODUCTION

Definition of Brand according to Bilson Simamora (2001) is the name, sign, term, symbol, design or combination that is shown to identify and differentiate (differentiate) the goods or services of a seller from goods or services of other sellers.

Educational institutions can be referred to as companies that sell educational services. In buying and selling educational services there will be no items that can provide satisfaction to consumers. Consumers in education are students, guardians / parents, communities, and government. Related to marketing in educational institutions is to create a good image of the institution and attract prospective students. This good image is done in the necessary way and the expectations of stakeholders to fit the products and services in the madrasa. Therefore, the University needs to manage the marketing of educational services to provide satisfaction to stakeholders so that the University can survive and develop according to the times

The marketing strategy is definitely one of the most fundamental thing to have in running a business and/or establishing some institutes, whether it is a private or public company, or even a private university like Universitas Wijayakusuma. A great, well-maintained university should be widely known and brings a good image within its students, society, and the work field. Having a strong vision is a must—as it will be the long-term goal—so that it should be done wisely in order to reach and maintain its reputation. Therefore, having *only* good achievements are not enough

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to carve its name as one of the best private universities in people's minds. There should be strategic plans to build its reputation, spread it, maintain it, and keep increasing the brand awareness using innovative corporate branding strategy.

2. RESEARCH PURPOSE

The purpose of this research is to find out what kind of corporate branding strategy the Universitas Wijayakusuma marketing team used.

3. RESEARCH QUESTION

How did the marketing team of Universitas Wijayakusuma implement their corporate branding strategy to keep increasing the brand awareness?

4. LITERATURE REVIEW

Brand has become a crucial element that contributes to the success of a marketing organization. According to The American Marketing Association (AMA) in Kotler and Keller (2009: 332) suggest the notion of brand names, terms, signs, symbols, or designs, or a combination of all, intended. Various activities in branding :Product Branding, Personal Branding, Corporate Branding, Geographic Branding, and Cultural Branding.

The function of branding :

- a. Distinguishing, A product or item will have a difference with its competitors if it has a strong brand, so that a brand can be easily distinguished from other brands
- b. Promotion and Attraction, Products that have a brand will be easier to promote and become a consumer attraction. Promotion of a brand will make it easy to promote products by displaying the brand's logo.
- c. Development of Image, Giving Confidence, Quality Assurance, and Prestige, The function of a brand is to shape the image by giving consumers the first recognition tool. Belief, the quality and prestige of a product will be inherent in a brand based on the experience and information of the product.
- d. Market Controllers, Markets can be easily controlled by a strong brand. This will be a warning to its competitors to take every step they take, besides that the community will be easily given additional information with the brand they remember.

The purpose of building branding according to Neumeir (2003) includes forming perceptions, building trust, and building love for brands.

Corporate branding embraces intangible elements that are not directly related to the product, such as social responsibility, employee relations and company trust. Compared to the brand, which is usually handled by marketing team (Melewar, Gotsi, and Andriopoulus, 2012), corporate branding involves organizational practices that contribute to corporate identity (Melewar & Karaosmanoglu, 2006), visual identity (Van den Bosch, Elving, and de Jong, 2006), and company personalities (Abratt & Mofokeng, 2001), to which all of them can encourage stakeholders to identify themselves with company brands, thus increasing the brand equity. Corporate Branding targets several audiences, such as employees, shareholders, regulators, communities, suppliers, and customers. Corporate branding involves interaction with all stakeholders who have a multidisciplinary characters and are targeted on internal's and external's behalf. Therefore, corporate branding can only maintain its brand reputation through internal and external interactions together with its stakeholders.

Corporate branding, as cited in David A. Aarker (2004:264) is technically the highest level of a brand. The corporate brand's elements consist of: a) *heritage*, a step or condition where a brand is struggling to get benefit and identify its success; b) *assets and capability*, a company's perception towards assets ownerships and an ability to deliver innovative products; c) *people*, the people involved in it, especially a company that works as a service provider; d) *values and priorities*, are the main thing of a company and consist of innovation, perceived quality, and concern for customer; e) *local vs global orientation*, to connect the tangible and intangible things to its target, f) *citizenship*, to create good company vibes and corporate performance and size. Therefore, corporate branding is really essential because it involves all stakeholders of the company.

Measuring the Corporate Branding

Soidun, Kassim, and Hong (2006), as it was proven in one of their researches, states that there are four factors which can influence consumer product evaluation: corporate recognition, corporate image, corporate reputation, and corporate loyalty. The impact of corporate brand can boost the equity of its company (Lei, et al., 2008). Moreover, according to Braxendorf (2017), there are four things how corporate branding could be beneficial and works comprehensively: focus, simplicity, efficiency, and reinforcement.

5. RESEARCH METHODOLOGY

This research uses qualitative method. A qualitative research method aims to understand how subjects' experiences shape their phenomenologies—such as behavior, perception, motivation, action, etc—holistically shown from the description in the form of words and language of natural specific context (Moleong, 2005). Researcher uses qualitative exploratory as a design of the research, and it aims to get the general view and understand the problem well (Malhorta, 2009). It focuses on only specific single unit of many phenomena. The informants were the rector of this university—who clearly knows the vision, mission, and corporate brand university from its strategy concept to its execution. It also involved other Universitas Wijayakusuma's board of directors, their students as the consumer, the parents that also involved in giving influence to their children to enroll in this university, and the last grade students of high school which has their alumni as students of Universitas Wijayakusuma. The data would be valid if there is no any significant differences in what happened with them and what the researcher reports.

6. RESULT

All institutes, both private and government, should be able to build a superior brand. Wijayakusuma University has 5 faculties and 10 study programs. The process to enroll the Universitas Wijayakusuma could be done in two ways: online test or on the spot test. The marketing strategies for large companies can be applied in educational institutions. Thus, the elements of Universitas Wijayakusuma corporate branding were found, and it consists of heritage, assets and capability, people, citizenship and performance.

1. Heritage

Heritage corporate branding is the history and legacy of the company to strengthen its products. The establishment of Universitas Wijayakusuma was a manifestation of Wijayakusuma Foundation's aspiration to actively take a part in implementing the National Development listed in the founding deed of the foundation number: 29 on June 7th, 1980 and approved by PN Purwokerto number: 62/1980/AKTA on August 19th, 1980.

Supported by MenkoKesra, Kodam IV Diponegoro, local governments, UNSOED, and Banyumas community, Kopertis Wil VI, as cited in SK Number: 064/K/22/Kop. VI/1980

and SK Mendikbud RI Number 0310/o/1981 on October 24th, 1981, the establishment of Universitas Wijayakusuma then confirmed officially on June 17th, 1980.

There is an inscription in Unwiku—marked as the inheritance and as a prove of its establishment—which took a form of an owl holding a pen with its notable feathers, passer, and completed with triangles and black graduation togawith “GHRA BINA WIRA CEDHEKYA” written on it. It is located on the north side of the Faculty of Social and Political Sciences building which has the meaning of *griya* or “house” (derived from the word GHRA), *merumat* or fostering, caring, nurturing, and succeeding (derived from the word BINA), *Wara* and *Wira* or the chosen son and daughter (derived from the word WIRA), and the last one (derived from the word CHENDHEKYA) scientists who are rich in knowledge and mature, proven by his/her behaviors and actions.

2. Assets and Capabilities

Universitas Wijayakusuma’s assets came from the world community leaders who care about education. They aside some of their properties and thoughts for to build the Wijayakusuma Foundation and Universitas Wijayakusuma. Those assets were 15 hectares of land which then used to build the university buildings and the rest 5 hectares out of the buildings. These assets, surely, becomes the pride of its students because a large campus with great facilities had become some of the main reasons why they chose Wijayakusuma University. Not to forget that the location is very strategic, which is on a development area in Central Java, especially the western part.

3. People

Universitas Wijayakusuma has a lot of human resources consist of students, lecturers, employees, and other elements of resources that run all the organizational activities in it. It has 100 fully dedicated lecturers, 70 employees who serve whole-heartedly, and 5000 active students in 2019. Universitas Wijayakusuma also has graduated more than 19,000 students which could be a prove and a parameter of its success as an educational institute.

4. Value and Priorities

The value of Universitas Wijayakusuma is based on its vision, mission, and goals. With the vision of making it an entrepreneur university, in which—by all means—to produce people (alumni) who are competitive, independent, have the spirit of Pancasila, and also carrying and understanding the purpose and importance of education activities, research and community service based on local resources that are useful for the community, and also conduct and strive for modern university management. Besides that, Universitas Wijayakusuma also contributes and gives meaningful impacts to its surrounding environment through its Community Service Program, anniversary programs, and other research and service programs involving the Universitas Wijayakusuma community.

The Corporate Branding Assessment of Universitas Wijayakusuma from Consumer’s Perspectives

1. Corporate Image

Universitas Wijayakusuma has a good corporate image so that it has consumers with high loyalty who recommend this university to their families, friends, etc.

2. Corporate Reputation

Based on interviews with alumni of Universitas Wijayakusuma who are now already successfully landing a job, students of this university also has as good chances to work in government instances, BUMN, BUMD, or even in private companies.

3. Corporate Loyalty

Besides the loyalty of students, based on the results of observations also found that alumni also have high loyalty to the almamater. This is evidenced by the participation of IKA Unwiku in several programs or activities carried out by Unwiku itself.

Analysis of the Effectiveness of Corporate Branding of Universitas Wijayakusuma

The effectiveness of the Universitas Wijayakusuma as a brand can be seen from the strength of those four elements which totally could boost Universitas Wijayakusuma as a brand and as a reputable private university. It is also already proven by the evaluations of the its performances done by external parties who were (service) users and related stakeholders. Universitas Wijayakusuma continues to innovate in improve its achievements in the academic and non-academic fields, curriculum, and infrastructure development.

2. Conclusion and Suggestions

The results show that the four elements of the corporate brand of Universitas Wijayakusuma—heritage, assets and capability, people, values and priorities—this university utilizes it excellently to add more values in order to boost its brand. Universitas Wijayakusuma has created good quality education so that it gives meaningful impacts as it produces a great sense of loyalty to its students. It means Universitas Wijayakusuma has already wide-known within Indonesian citizen and succeed in ensuring people by proving its good quality of education.

Researcher would also like to give some suggestions:

1. Universitas Wijayakusuma has many enthusiasts because it already has a good image in the eyes of the Indonesian people, but from that image not all Indonesian people know of its existence. So from that Wijayakusuma University should be better able to introduce itself to Indonesian society more broadly with the good image it already has. This can be dealt with by increasing promotions, expanding relations with the community such as community service activities throughout Indonesia, further intensifying roadshows in various regions, especially in remote areas.
2. Universitas Wijayakusuma must pay attention to the quality of these elements by supporting academic and non-academic activities that are oriented towards achievements such as competitions in the fields of technology, science, arts, or sports.
3. Universitas Wijayakusuma needs to renew its administrative management.

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