THE DEVELOPMENT OF HIERARCHY EFFECTS AIDA (ATTENTION, INTEREST, DESIRE, ACTION) MODEL IN COMMUNICATION BRANDING STRATEGY OF TEPAL-SUMBAWA COFFEE

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Abstract: Indonesia as one of the largest coffee-producing countries in the world, which ultimately has an impact on the coffee industry and the trend of consuming coffee. Tepal Coffee as a typical product of Sumbawa, West Nusa Tenggara has uniqueness and superiority when compared to coffee in other regions. A National Coffee Board study revealed that it is very rare that Arabica coffee has low acidity and is only found in Tepal Coffee in Sumbawa Regency. The uniqueness is one of the advantages of Tepal Coffee which must be raised, branding, and popularized so that the market demand for Sumbawa typical coffee will have an impact on improving the welfare of Sumbawa farmers. The purpose of this research is to find out the AIDA Hierarchy of Effects Model in developing the branding communication strategy in Tepal Coffee. The method used in this study uses qualitative descriptive methods. The result has been shown that the Implementation of Brand Communication Strategy of Tepal-Sumbawa Coffee in building awareness has been done by using Brand visualization with Packaging and brand activation with advertising, events, direct marketing, and Social Media. The level of brand awareness of Tepal Coffee Sumbawa is at the level of Brand Recognition. In this research, the position of Tepal Coffee branding approach is needed to find a broad market, through product branding is important for the long-term achievement of coffee as an economic commodity.

Keywords: AIDA Model, Communication Branding, Brand Awareness

INTRODUCTION

Indonesia is the world's fourth-largest coffee exporter with a market share of around 11% in the world (Raharjo and Bismo Try, 2013). Indonesia's coffee production has reached 600,000 tons per year and more than 80% comes from smallholder plantations. The foreign exchange obtained from coffee exports could reach ± US $ 824.02 million, involving ± 1.97 million households which support 5 million farmers' families (Director General of Plantations, 2011). The data place coffee in the category of commercial commodities and strategic businesses in Indonesia.

Coffee as a commercial and business commodity is also widely cultivated in Sumbawa Regency, one of which is in Tepal Village, a village located in the Batulanteh mountainous area, Sumbawa Regency, at an altitude of 900 meters above sea level. As one of the biggest coffee producing regions in the Sumbawa Regency, the villagers generally work as coffee farmers. Coffee fields that flourish 350,500 hectares in the village area make coffee from the village of Tepal very popular in West Nusa Tenggara. Coffee production from the village of Tepal reaches 4 to 5 thousand tons per year. The price of Robusta dried coffee beans around Rp. 15.000 - Rp. 22.000 per kg, and Arabica coffee selling price of Rp. 15.000 - Rp. 30.000 per kg. In general, there are 3 types of traditional coffee in the village of Tepal namely Arabica coffee, Robusta coffee, and Kopi Luwak.

Sumbawa Tepal Coffee, Robusta and Arabica, has a unique and superior quality when compared to coffee in other regions, even famous coffee, such as Aceh coffee. Because the special type of Arabica Tepal coffee has a low acidity level. A National Coffee Board study revealed that it is very rare that Arabica coffee has low acidity and is only found in Tepal Coffee in Sumbawa Regency. The uniqueness is one of the advantages of Tepal Coffee which must be raised, branding, and popularized, so that market demand for Sumbawa typical coffee will have an impact on improving the welfare of Sumbawa farmers.

From the branding approach, Tepal Coffee has been known by the people of Sumbawa, which has cultural and historical values. The presence of the creative industry, Tepal Coffee as a product and brand typical of Sumbawa, West Nusa Tenggara. In addition to finding a broad market, product branding is important for the long-term achievement of the brand. The design, message, promotion, and communication of the Kopi Tepal brand are designed in such a way as to characterize historical values and are identical to the culture of Sumbawa. The challenges that then emerge are the low quality and appearance of the product, the low marketing and access to information, as well as the lack of facilities and infrastructure of the branding strategy owned to popularize Tepal coffee products. Keep in mind that branding is one of the strategies that can be used to achieve product success. The development of creative and strategic concepts of communication is supported by the development of vastly growing media, marked with the advent of new media and alternative media which have a surprisingly creative breath, such as ambient media, happening art, guerilla media, creative publicity, branded entertainment, and so on. The form is also more varied and converged in such a way, thus it becomes so difficult to find standalone media in delivering the messages of a product.

The stated phenomenon raises the question about the true definition of advertising. Some people say advertising is a simple way to sell a product –to announce what products are

available, who made them, and where you go to buy (Moriarty et al., 2009: 53). In short, modern advertising is strategic communication that aims to accomplish something –to create impact, by which we mean a certain consumer response, such as understanding information or persuading someone to do something (Moriarty et al., 2009: 55). To achieve that consumer response, an advertising strategy is driven by objectives (statements of desired consumer response), and these objectives can be measured to determine whether the advertising was effective.

In this research, the position of the Tepal Coffee branding approach is needed to find a broad market, through product branding is important for the long-term achievement of coffee as an economic commodity. The design, messaging, promotion, and communication of local coffee brands are designed in such a way as to characterize historical values and are identical to regional cultures. The challenges that then emerge are the low quality and appearance of the product, the low marketing and access to information, as well as the lack of facilities and infrastructure of the branding strategy that is owned to popularize local coffee products. Keep in mind that branding is one of the strategies that can be used to achieve product success. There are many choices for making a business successful, namely by selling, marketing, and branding strategies. These three methods have very basic differences, one of which is the difference in the focus of the strategy.

LITERATURE REVIEW

Hierarchy of Effect Theory

The Hierarchy of effect model explained by Hackley (2005), from seeing advertisements to deciding, consumers always follow a very orderly process flow. Consumer decision making in deciding and consuming certain products or brands begins with awareness or introduction to the product. then followed by an understanding that is followed up with a level of preference and a better rating compared to products from other competitors. And finally consumers decide to try. This model states that the process is always sequential and always begins with the process of recognition.

In the initial phase, awareness comes from the capture of information about the brand and products by consumers, both by the efforts of the consumers themselves in their activities (whether intentionally or unintentionally looking for) or by the proactive activities of the product or brand manager to communicate the product. Therefore, the definition of loyalty in the theory of the hierarchy of effects according to Griffin (1995: 89) is not limited to aware of the product, but also customers need to know the knowledge of the product. That is, companies need to make customers aware of the products offered, ranging from functional benefits to the emotional benefits they will receive. By knowing all the information or knowledge about the product, the customer will feel valued and will appreciate the product and the company more.

After that phase, the preference for products will be stronger. Customers will tend to choose the products we offer compared to other products. This is where the role of communication and differentiation and positioning strategies are needed. Because customers will more easily distinguish and understand the advantages of the product. In the next phase,

the company needs to make customers interested in the product. This stage aims to make customers feel interested and have a strong desire to use the product. The way is certainly with the right communication strategy, which can stimulate curiosity and a sense of belonging to the product.

According to Kotler and Armstrong (2008) there are four hierarchical models of consumer responses (Four Responses Hierarchy Models), namely: AIDA Model, Hierarchy of effect Model, innovation adoption Model, and Communications Models. Consumer responses are divided into three levels, namely: cognitive level (cognitive stage), affective stage (affective stage), and the level of behavior (behavior stage). It aims to instill something into the minds of consumers, change consumer attitudes, and make consumers take action.

In this study researchers used the AIDA model consumer responses (Attention, Interest, Desire, Action). According to Tjetjep Djatnika (2007) explains "AIDA theory is a purchasing decision making is a psychological process that is passed by consumers or buyers, the process that begins with the stage of attention (attention) to goods or services, then if memorable he will step into the stage of interest (Interest) to find out more about the features of the product or service that if the intensity of interest is strong continues to the Desire because the goods or services offered are by their needs. If their desires and interests are so strong either because of internal encouragement or persuasive stimulation from outside, then the consumer or buyer will make the decision to buy (goods to service) offered."

According to this model, promotional tools must attract attention, gain and encourage interest, generate desire, and produce action. In this study, researchers used the AIDA model theory because researchers wanted to find out the extent of consumer responses or responses to the Coffee Tepal branding strategy.

Branding Strategy

According to Muzellec and Lambkin (in Maretha, 2013) there are four important elements in the rebranding process, namely repositioning, redesign, renaming, and relaunch. First is repositioning. Repositioning is fundamental to a rebranding. Repositioning is defined as: "A purposeful stage, in which a decision is taken to try to create a radically new position of the company in the minds of its consumers, competitors and other policy makers." The position of a brand in the minds of consumers is important and is dynamic. In certain conditions, companies are required to carry out certain strategies to change or improve the position of the brand in the minds of consumers or other words is to do repositioning.

Second is renaming. As expressed by Muzellec and Lambkin (in Maretha, 2013) the brand name plays an important role because it becomes the face or initial indicator of a brand. A strong brand name is an asset that demonstrates the strength of a brand entity. Renaming a brand (renaming) means giving a signal to stakeholders that the company is making changes, whether it is changing strategy, ownership, and so on. This is a form of corporate communication with its stakeholders. In renaming, changes occur not only in the brand name but also in the tagline.

The third a redesign. changing names and slogans is sometimes not enough. As a strategy of the company, changes are followed by changes in the logo and other brand

elements. A redesign can be interpreted as: "Maintaining all elements of the organization such as stationery, brochures, advertisements, annual reports, offices, and product delivery cars, seem to realize the desired position of the company."

Last is a relaunch. After all the necessary changes have been made, in this process the company needs to inform the public. This is what is meant by relaunch. This last step is a notification so that the public understands that the company is implementing a different strategy.

Marketing Communication

The basis of marketing is communication and marketing can be very powerful if combined with effective and efficient communication. How to attract consumers or the audience to be aware, know, and want to buy a product or service through communication channels is not something easy. (Prisgunanto, 2006) The definition of communication according to Hovland, Janis, and Kelley reads, "Communication is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of the other individuals". (Communication is the process of an individual sending stimulus that is usually in verbal form to change the behavior of others). This definition implies that communication is a social process that occurs between at least two people, where individuals send stimulus to others. The stimulus can be referred to as a message that is usually in verbal form, where the delivery process is carried out through communication channels, and there is a change or response to the message delivered.

The definition of marketing according to Kotler and Keller (2007), "Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products with other parties". From this definition it can be seen that marketing covers the whole system of business activities ranging from planning, pricing, promotion, and distribution of goods and services to meet the needs and desires of consumers with quality service. The relationship between marketing and communication is close. Communication is the process by which thinking and understanding are conveyed between individuals, or between companies and individuals. Communication in marketing activities is complex, not as simple as chatting with friends or family. A more complicated form of communication will encourage the delivery of messages by the communicator to the communicant, through an appropriate communication strategy with a mature planning process.

Marketing consists of a marketing mix strategy in which organizations or companies develop to transfer value through exchanges for their customers. Kotler and Armstrong (2008: 62) argue that, "Marketing mix (marketing mix) is a collection of controlled tactical marketing tools that companies combine to produce the responses they want in the target market". The marketing mix consists of four components usually called "four P (4P)", namely Product, Price, Place, and Promotion. Product means a combination of goods and services offered by the company to the target market. Price is the amount of money that a customer must spend to get a product. Place includes company activities that make products available

to target customers. Promotion means an activity that conveys the benefits of the product and entices the customer to buy it.

When combined, marketing communication represents a combination of all elements in the marketing mix, which facilitates exchanges by targeting a brand to a group of customers, a brand position that distinguishes it from competing brands by creating a meaning that is disseminated to its customers. Kotler and Keller (2012) state that, "Marketing communications are means by which firms attempt to inform, persuade, and remind coNsumers -directly or indirectly- about the products and brands they sell". That is, marketing communication is a means used by companies to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell. Merging marketing studies and communication will produce new studies called marketing communication.

Marketing communications is a form of communication that aims to strengthen marketing strategies, to reach a wider market segment. Companies use various forms of marketing communication to promote what they offer and achieve financial goals. Marketing activities that involve communication activities include advertising, salespeople, store signs, displays at the point of purchase, product packaging, direct-mail, free product samples, coupons, publicity, and other communication devices. Overall, the activities mentioned above are a promotional component in the marketing mix (Shimp, 2003: 4). The marketing aspect is the most important aspect of other aspects. This is because marketing is a productive aspect. And because it is productive, marketing communication is the spearhead of the company not only to just survive but also to be able to compete with other competitors. Lumajang Islamic Hospital in this case is very concerned about this aspect because it is important to be able to introduce the hospital's service products to consumers so that they are interested in coming.

RESEARCH METHODS

The method used in this study uses a qualitative descriptive method by applying the AIDA (Attention, Interest, Desire, and Action) model response hierarchy to see aspects of the response from the community of Tepal Village, Sumbawa Regency. The location of this research is in the Village of Tepal, a village located in the Batulanteh mountainous area, Sumbawa Regency, West Nusa Tenggara. Primary data will be obtained by researchers through the first hand, namely the head of the farming community, business actors, and policy makers. Secondary data will be collected through a review of the literature in the form of the latest journals and news in the mass media and in social media during the research period. The data will then be selected and then reduced according to the focus of the research, which is a branding strategy in building brand awareness as a typical regional product.

FINDINGS AND DISCUSSION

Hierarchy of Effect Model Analysis on Tepal Coffee Branding

The branding strategy adopted by Kopi Tepal in improving brand and increasing sales turnover, in this analysis applies the response hierarchy of the AIDA model (Attention, Interest, Desire, and Action) to see the response aspects of the community of Tepal Village,

Sumbawa Regency. So that the community response to Tepal Village, Sumbawa in this study is used as an evaluation aspect of the branding strategy seen from the aspects of Attention, Interest, Desire, and Action.

The description of the analysis is as follows (1) From the Attention side it can be interpreted as public attention to the exposure to advertising or marketing communication. At this stage the evaluation aspect is seen from the knowledge and awareness of the people of Sumbawa Regency regarding messages, information, activities, and everything related to the Tepal Coffee branding strategy. For the Sumbawa Regency itself Tepal Coffee is still not very well known as a whole, only among the community, friends, and some people who frequently visit Tepal. This is because it has not been carried out on a large scale promotional activities. Only after 2012, Coffee Tepal can take advantage of existing social media and networks in introducing its new brand, which previously still used the name Batulanteh. But by doing online promotions, Tepal Coffee succeeded in giving the attention of the people outside the Regency. Sumbawa is curious about Tepal Coffee. Such as from the regions of Java, Kalimantan, Bali, and Jakarta. To help increase the attention of the public, Tepal Coffee participated in many coffee festivals in Jakarta and other big cities, from this activity Kopi Tepal conducted promotions and the impact was extraordinary because many people were interested in Tepal Coffee.

(2) Interest, at this stage the evaluation of Tepal Coffee is seen from the attractiveness of consumers to find out more about the product features offered by Tepal Coffee. Consumer interest in Tepal Coffee comes from its unique product, Arabica coffee flavor. In addition, Tepal Coffee as one of the distinctive products from Sumbawa, West Nusa Tenggara based on arabica coffee is very attractive from market segmentation, this is because this product has a distinctive characteristic, namely Tepal Sumbawa as an area of ground coffee production and has a history of tourist destinations and customs strong. The taste of Tepal Coffee is quite special, the combination of bitter, sweet, and savory with its bitterness is more pronounced and somewhat sour. One of the other secrets is roasting dried coffee beans on the hot sand. This combination is very attractive to consumers so that it can seize their attention. Then from the name "Tepal Coffee" is a unique name and can give curiosity to the public so they are interested in trying.

(3) Desire, is the stage where consumers begin to be interested in buying Tepal Coffee products. At this stage the evaluation aspect is seen from consumers who are interested in buying Tepal Coffee products and then making repeat orders or making repeat purchases. Consumers are starting to become interested in Tepal Coffee products after getting enough information from various sources. This consumer interest arises because the product of Tepal Coffee with its brand is Kopi Sumbawa, so consumers pay high attention to the term Sumbawa attached to the Tepal Coffee.

(4) Action, at this stage consumers, have begun to make purchases of Tepal Coffee products. At this stage the evaluation aspect is seen from consumers who make purchases. Consumers make purchases due to their high curiosity for Tepal Coffee which is indeed unique with a Sumbawa background. Another term that sticks to the Tepal Coffee brand is "The Taste of Coffee from the Gods of Sumbawa".

Analysis of Branding Strategy and Brand Position of Tepal Coffee

After conducting interviews with key informants, namely farmers, business actors, and policy makers it is known that branding is required for Tepal Coffee. This is needed in addition to facing the increasingly mushrooming competition in business growth in the coffee sector. So when referring to Muzellec and Lambkin (in Maretha, 2013) there are four important elements in the rebranding process, namely repositioning, redesign, renaming, and relaunch. The results of research on the real strategy of Tepal Coffee have gone through these four important elements. This stage begins with the process of renaming, redesigning, repositioning, and relaunching.

The results of the Tepal Coffee branding analysis show that in fact it is culturally known by the people of Sumbawa with conditions for cultural values and historical values. The presence of the creative industry, Tepal Coffee as a product and brand typical of Sumbawa, West Nusa Tenggara. In addition to finding a broad market, product branding is important for the long-term achievement of the brand. The design, message, promotion, and communication of the Kopi Tepal brand are designed in such a way as to characterize historical values and are identical to the culture of Sumbawa. The challenges that then emerge are the low quality and appearance of the product, the low marketing and access to information, as well as the lack of facilities and infrastructure of the branding strategy owned to popularize Tepal coffee products.

From this analysis, it is found that the challenges faced by Tepal Coffee today are that coffee marketing is still carried out in the local area, namely, the areas that are the centers of coffee plantations or coffee producing centers, where in these regions many small scales processed coffee industry (home industries) are growing.). Then it was also found that the workforce was a family member involving one or several employees. Its products are marketed in stalls or nearby markets with brand names or without brand names.

Coffee Tepal as a product can actually be offered to markets that can meet the needs or desires of a wider consumer. Anything that can meet the needs of consumers can also be called a product. Products can be divided into 3 types, namely physical goods, services, and ideas. Product criteria include product variety, quality, design, features, brand name, packaging, sizes, services, warranties, and returns. Building brand equity in marketing products or services is very important because brand equity builds competitive advantage, creates positive value for consumers and companies. In marketing products specifically for the marketing of ground coffee in Indonesia, there is intense competition among big producers. The intense competition encourages producers to intensify promotions and introduce new coffee products with new brands. Tepal Coffee as one of the typical products from Sumbawa, West Nusa Tenggara based on arabica coffee is very attractive from the market segmentation, this is because this product has a characteristic that is Tepal as an area of ground coffee production and has a strong history of tourist destinations and customs.

Therefore, the right branding strategy is to determine the marketing place of Tepal Coffee products that is possible for all tourist destinations in West Nusa Tenggara. This is because this product is very typical, which is only produced from the Tepal region which is famous for the quality of Arabica coffee. In addition, Tepal in particular Sumbawa and West

Nusa Tenggara in general is one of the international custom tourist destinations. Therefore this product is very suitable as a souvenir from the tourism sector.

From the results of this analysis, this study recommends that the design, planning, and strategy of the Tepal Coffee brand be carried out, which can be done through:

1. Projected Brand Identity

This brand is a new brand in the market, this brand is made so that Tepal Coffee does not go through collectors first when it will be marketed. The Tepal Coffee brand shows that coffee powder specifications are from coffee from the very famous Tepal Village in West Nusa Tenggara.

2. Marketing Mix

The concept of the marketing mix is one of the concepts in modern marketing today. Where the concept is one of the marketing activities that will determine the company's success in pursuing maximum profit. Understanding the marketing mix are the four variables or activities that are the core of the company's marketing system namely products, price structures, promotional activities, and distribution systems. The marketing mix can be divided into 4 P namely Product, Price, Place, and Promotion.

a) Product

Tepal coffee as a product is something that can be offered to the market that can satisfy the needs or desires of consumers. Anything that can satisfy consumers can be called a product. Products can be divided into 3 types, namely physical goods, services, and ideas. Product criteria include product variety, quality, design, features, brand name, packaging, sizes, services, warranties, and returns. Building brand equity in marketing products or services is very important because brand equity builds competitive advantage, creates positive value for consumers and companies. In marketing products specifically for the marketing of ground coffee in Indonesia, there is intense competition among big producers. The intense competition encourages producers to intensify promotions and introduce new coffee products with new brands. Tepal Coffee as one of the typical products from Sumbawa, West Nusa Tenggara based on arabica coffee is very attractive from the market segmentation, this is because this product has a characteristic that is Tepal as an area of ground coffee production and has a strong history of tourist destinations and customs.

b) Place

This product marketing place is possible for all tourist destinations in West Nusa Tenggara. This is because this product is very typical, which is only produced from the Tepal region which is famous for the quality of Arabica coffee. In addition, Tepal in particular, and West Nusa Tenggara, in general are one of the international custom tourist destinations. Therefore this product is very suitable as a souvenir from the tourism sector.

c) Price

Simply put, the price can be defined as the amount of money needed to pay for a product or service. More broadly it can be said that price is the amount of consumer value that is exchanged for owning or using a product or service. Price is the only element of the marketing mix that generates revenue, while the other elements reflect costs. The

price taken is still below the general price. This is because the processing is still using semi-traditional. This product is sold at low prices to attract market segments and introduce the brand image first.

d) Promotion

Kopi Tepal needs to promote through electronic media / social media and written media. The highlight that needs to be emphasized is that this product is typical of Tepal and is made in a semi-traditional way. Therefore, the product contained 100% natural without mixed ingredients. Apart from these methods, promotion strategies can also be included in exhibitions both product exhibitions and tourist exhibitions as one of the typical souvenirs of the Tepal land.

CONCLUSIONS AND SUGGESTIONS

Based on observation, data collection, and the results of the AIDA model (Attention, Interest, Desire, and Action) hierarchy analysis of the development of Tepal Coffee, a comprehensive strategy was developed. Comprehensive strategies are general strategies that are made by specializing or inferring the strategies obtained from the AIDA analysis in order to obtain the core of the analysis results. The conclusions of the Sumbawa Coffee Tepal branding communication strategy are as follows:

1. Establishment of Coffee Research and Development Institute

The existence of research and development institutions for coffee aims to create new innovations in improving the quality and production of Tepal coffee. This institution can also improve the quality of agricultural and coffee industry human resources through socialization, training, and counseling not only in the Tepal region but also in reaching all of West Nusa Tenggara.

2. Increasing the Government's Role

The government is the leading agency that can stimulate and encourage the development of Tepal coffee through regulations, policies, programs, and assistance to farmers and entrepreneurs of the coffee industry. Without an increase in the role of the government, it is difficult to realize the goal of developing coffee in the region, the coffee industry as a leading industry that can compete in local and international markets.

3. Establishment of the Tepal Coffee Farmers Association

This association can be a medium for exchanging ideas by farmers to formulate important matters in an effort to maximize the amount of production and quality of coffee that will be produced. This association can also later become a media that oversees and criticizes government performance related to coffee development programs.

4. Implementation of the Agropolitan Area Concept in Coffee Development in Sumbawa.

Coffee development is carried out with a complex agribusiness system with various new subsystems that support one another and work in an integrated manner. The subsystem is as follows:

a. Up-street agribusiness subsystems such as the nursery industry, fertilizer industry, pesticide industry, agricultural machine tool industry.

b. The farming subsystem is the management of coffee farming by farmers where

c. the output is raw coffee beans that are ready to be processed.

d. Down-street agribusiness subsystem, which is the yield management industry to marketing.

e. Service provider subsystems (service for agribusiness) such as infrastructure credit, HR education, and training, research and technology, insurance, transportation, local policies, and regulations.

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