

DOI: <https://doi.org/10.38035/dijms.v6i4.4388><https://creativecommons.org/licenses/by/4.0/>

Building Brand Identity and Brand Awareness of RSKGM FKG UI through Social Media Re-Branding

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Abstract: RSKGM FKG UI is the Main Dental and Oral Specialist Teaching Hospital for the Faculty of Dentistry, University of Indonesia which has been Fully Accredited on December 22, 2022 by the Indonesian Health Facility Accreditation Institute. RSKGM FKG UI is a Class A National Referral Hospital which has officially been operational since June 2002 until now. RSKGM FKG UI requires a brand identity to differentiate it from other RSKGM. For this reason, media is needed to promote RSKGM FKG UI so that it can be introduced to the wider community. The problem faced is the management of promotional media which is still not optimal. RSKGM FKG UI must have a strong logo in presenting the institution's brand identity. A brand logo with visual identity and the use of the right color palette can be applied to social media such as Instagram & Tiktok. This study uses a qualitative research method by studying books and references from various sources both from the internet, previous research studies, literature reviews, SWOT analysis (strength, weakness, opportunities, threats) aims to identify the overall strengths, weaknesses, opportunities, and threats of RSKGM FKG UI and can highlight the uniqueness of RSKGM FKG UI which is not owned by other hospitals or dental clinics. This research method is used in order to build public trust in RSKGM FKG UI as a leading dental hospital in Indonesia. With the existence of a strong brand identity and brand awareness through re-branding of existing social media, it is hoped that it can increase the number of patients who trust dental and oral health care by using the services at RSKGM FKG UI, so that it will have an impact on increasing income and also the welfare of the RSKGM FKG UI hospitalia community.

Keyword: Brand Identity, Brand Awareness, Re-Branding, Dental Hospital, & Social Media.

INTRODUCTION

RSKGM FKG UI is a Special Dental and Oral Teaching Hospital for the Faculty of Dentistry, University of Indonesia which has been Fully Accredited on December 22, 2022 by the Indonesian Health Facility Accreditation Institute. RSKGM FKG UI is a Class A National Referral Hospital which has been officially operational since June 2002 until now. Currently, an organization uses marketing as a tool to publicize their products or services, one of which is by building brand identity brand awareness through social media re-branding of RSKGM FKG

UI. The use of social media has enabled the world to communicate and connect with each other, resulting in new practices and challenges for the benefit of their organization or agency's environment, as companies realize that they can no longer provide services without being aware of the problems facing the environment (Gryshchenko et al., 2022).

The rapid development of technology requires RSKGM FKG UI as one of the state university hospitals specializing in dentistry and oral health to continue to be adaptive and innovative in providing the best information and services in the field of dental and oral health for the people of Indonesia, one of which is through social media as a publication media that can also be used as an online promotional media such as Instagram, Facebook, TikTok, YouTube. Brand identity is a reference for consumers in receiving value for the identity of a brand that is conveyed (Christianto, 2019). Brand identity can convey value to the community and can build an image, brand identity from consumers can make consumers more confident in a company and will create loyal consumers for the brand. However, with this brand identity, it is not immediately possible to make it easy for the public to get the information, promotion is needed to help make it easier for the public to get information. Promotion is an activity in improving and developing a brand, this is done to inform or persuade the public to become loyal consumers. Promotion is an important thing that can be used to develop a business, increase brand awareness of a product to the public, maintain the existence of products and market brands (Tresnawati & Prasetyo, 2018). Brand identity and brand awareness are two important elements in marketing that can influence public perception of an institution. RSKGM FKG UI as a dental and oral health institution needs to have a strong and widely recognized brand identity to attract patients and increase public trust. Social media re-branding is one effective strategy to achieve this goal.

Corporate rebranding is a common practice as organizations across industries continue to adapt to the rapid pace of change in the macro and micro business environments (Merrilees & Miller, 2008; Miller, Merrilees, & Yakimova, 2014; Muzellec & Lambkin, 2006; Stuart & Muzellec, 2004). As a result, corporate rebranding has begun to attract the interest of academics who, until now, have had little knowledge to draw upon.

Based on the background above, it can be formulated that the problems to be discussed are:

1. Identifying the strengths, weaknesses, opportunities and threats (SWOT) of RSKGM FKG UI
2. Identifying social media re-branding strategies in building brand identity and brand awareness of RSKGM FKG UI
3. Analyzing the impact of social media re-branding on brand awareness and patient loyalty?

METHOD

In this study, using a qualitative method with a descriptive approach to build brand identity and brand awareness through social media RSKGM FKG UI. The focus of this study is to compile basic conclusions whose results will be used to manage data systematically so that this design can produce objective data.

Qualitative research with a descriptive approach aims to explore and describe the application of brand identity and social media, including how to create strategies that can increase brand awareness of users of RSKGM FKG UI services. As explained by (Fiantika et al., 2022), qualitative research describes real facts or conditions by providing scientific interpretations to present results that are in accordance with the phenomenon of interest. Qualitative research is a type of research that is carried out without using quantification or statistical methods. The method commonly used in this study is to identify symptoms of the phenomenon (Anggito & Setiawan, 2018). This qualitative method was chosen because the data collected came from words and pictures from authorities, hospitalians, and patients who visited the hospital. To strengthen the design of brand identity and social media, especially Instagram

and Tiktok, which will be used, a theoretical basis is needed. This theoretical basis can be obtained from books and journals. This study uses primary data obtained from *the owner* and as additional data to thicken the primary data, used to help make this design more organized.

The existing references do not specifically discuss the application of green marketing innovation and strategies with synergistic strategies in economic and environmental sustainability, but based on general knowledge, researchers will use a descriptive approach to describe in depth how the concepts, strategies and practices are applied by business actors.

Table 1. Relevant Previous Research

No	Author, Year	Title	Equality	Difference
1.	Fani Cynthia and Syuaiban Muhammad, 2016	The Influence of Brand Identity on Product Purchasing Decisions at Rabbani Bunker Rawamangun East Jakarta	The focus of this study is similar, namely that creating a brand identity for a product is very important because it will encourage consumers to choose products with good brand identity and unique features, which will have a positive and significant impact on consumers' decisions to purchase the product.	In this study, a quantitative approach using the survey method was used.
2.	Nugroho Sumarjiyanto Benedictus Maria and Tri Widayati, 2020	The Impact of Digital Economic Development on Social Media User Behavior in Conducting Economic Transactions	The research both use the same research method, namely descriptive qualitative research. The focus of descriptive qualitative research is that its main focus is to explain the object of its research. So that it answers the events or what phenomena occur.	The research focuses on technology in increasing the need to carry out economic transactions in order to increase the economic needs of its users.
3.	Nidya Waras Sayekti, 2018	Challenges of Digital Economic Development in Indonesia	The research both used the same research method, namely descriptive qualitative research .	The research focuses on mastering the digital economy, encouraging people to be more productive by utilizing technology and demographics. It is hoped that the younger generation will be able to master technological developments better.
4.	Irvine Ray and Muh Ariffudin, 2022	Trivesa Brand Identity and Social Media Design as a Means to Increase Brand Awareness	The research uses the same research method, namely qualitative research, how to design brand identity and social media as a means to increase consumer awareness.	In this study, the researcher did not use examples of previous research that could be used as references for current research.

RESULTS AND DISCUSSION

SWOT Analysis (Strength, Weakness, Opportunity, Threat) RSKGM FKG UI

This analysis is used to determine strengths, weaknesses, opportunities and dangers, with the following explanation: *Strength* (strength); The strength possessed by RSKGM FKG UI is professional dental staff graduated from the University of Indonesia with expertise in general dentistry, specialist, and subspecialist dentistry. *Weakness* (weakness) RSKGM FKG UI has a weakness in that it is less than optimal in using social media as a publication and promotion medium. *Opportunity* (opportunity) Growth in demand for dental and oral health services. *Threat* (Threats) RSKGM FKG UI has several threats, including competition with other dental hospitals and dental clinics.

Social media re-branding strategy in building brand identity and brand awareness of RSKGM FKG UI

Every organization wants to achieve their goals. A company must be well run to achieve those goals. By having a brand identity, a business can differentiate itself from competitors and build customer trust and loyalty. It is possible to say that a strong identity is a valuable asset that helps a business achieve long-term success. In this study, the Special Dental and Oral Hospital, Faculty of Dentistry, University of Indonesia (RSKGM FKG UI) used social media rebranding to build brand identity and brand awareness. This is important for RSKGM FKG UI to improve its image and brand recognition in the community because of the use of social media as a tool for communication and promotion. To build brand identity, according to Kotler & Pfoertsch (2008, in Efendy, 2020), some elements or elements of brand identity include the brand name or brand name is the first and greatest expression or face of a product. A well-chosen name by a product or service company can be a valuable asset, just like the brand itself. The Brand Name will be used in all forms of communication between the company and consumers; A logo is a form of graphic display of a brand or company name, humans tend to be more receptive to images and symbols than others, such as a strong logo can provide cohesion and build awareness of brand identity, and facilitate recognition and recall, therefore the power of symbols should not be underestimated; a brand slogan is a memorable sentence that often accompanies the brand name in a marketing communications program. The slogan has a primary purpose that supports the brand image projected by the brand name and logo; A brand story is a life in a company where a brand becomes truly special if it has a story like a legend about how the company started.

Re-branding is the process of changing the elements that make up a brand identity, including logo, design, messaging, and communication strategy. In today's digital era, social media has become one of the main platforms for re-branding, due to its ability to reach a wider and more diverse audience. The purpose of rebranding is to increase brand recognition by introducing RSKGM FKG UI to a wider audience through the display of interesting and informative content on social media; build a positive image by creating a professional and trustworthy image in the eyes of the public; and increase interaction by encouraging interaction with the audience through relevant and interesting content on social media.

Brand identity and brand awareness are two important elements in marketing that can influence public perception of an institution. RSKGM FKG UI as a dental and oral health institution needs to have a strong and widely recognized brand identity to attract patients and increase public trust. Re-branding social media is one of the effective strategies to achieve this goal, one of which is by building a good brand design.

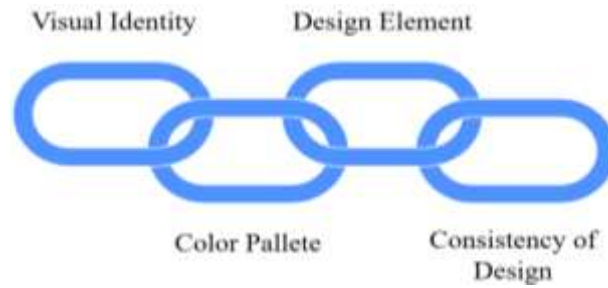


Figure 1. Good Brand Design

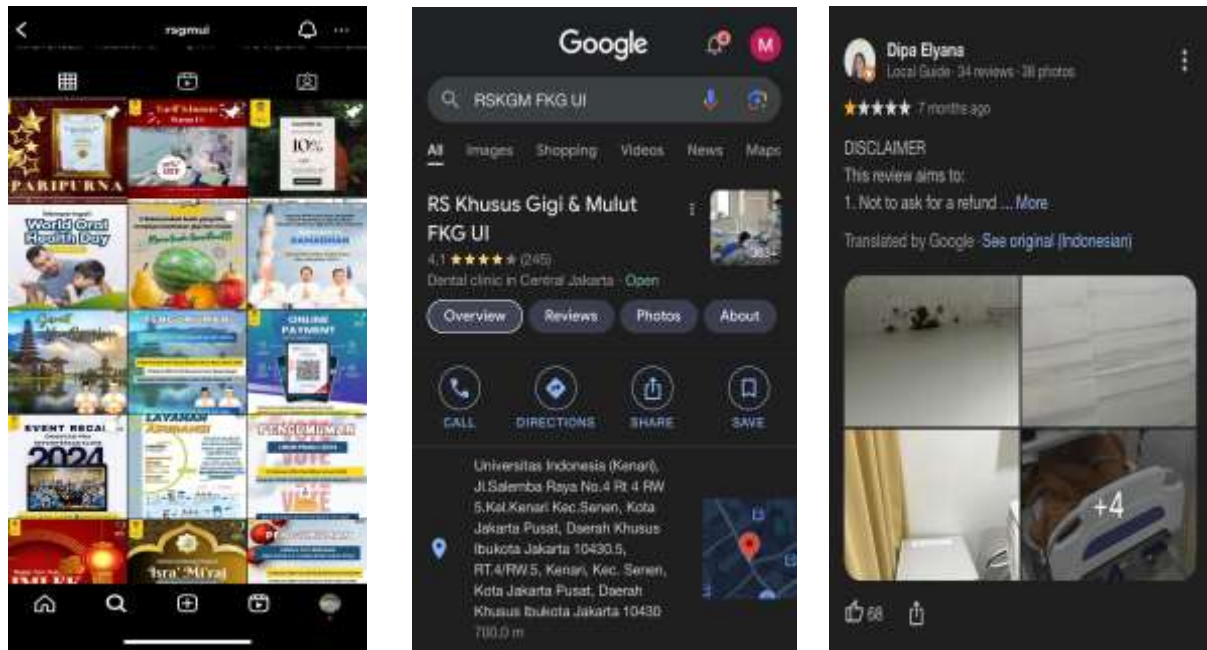


Figure 2. RSKGM FKG UI Previously

New RSKGM FKG UI



Figure 3. Reshaping logo



Figure 4. Visual Identity



Figure 5. New Color Palette



Figure 6. New Visual Identity, Design Element

Social Media Re-Branding in Building Brand Identity and Brand Awareness of RSKGM FKG UI

Social media re-branding is a strategic step that can have a significant impact on building brand identity and brand awareness. In the context of RSKGM FKG UI, this re-branding is not only aimed at updating the image, but also at increasing interaction with the audience and strengthening the institution's position in the eyes of the public. This document will discuss how social media re-branding can affect the brand identity and brand awareness of RSKGM FKG UI.

The impact of social media re-branding on the Brand Identity of RSKGM FKG UI includes, among others, effective re-branding can improve the image of RSKGM FKG UI through modern, relevant designs and interesting content so as to give a positive impression in the minds of the audience; design consistency across all social media platforms of RSKGM FKG UI, where this consistency is important to build trust and brand recognition in the audience environment; strong visual identities such as logos, color palettes help RSKGM FKG UI to be easily recognized and differentiate itself from other hospitals or dental clinics.

The impact of social media re-branding on Brand Awareness of RSKGM FKG UI includes increasing the reach of RSKGM FKG UI audience to be wider through interesting and relevant content; with re-branding opening up opportunities to interact better with the audience of users of RSKGM FKG UI dental and oral health services through social media platforms so as to get feedback from users; through this re-branding it allows RSKGM FKG UI to carry out marketing campaigns more effectively and also be able to measure the impact and make adjustments to each campaign carried out.

CONCLUSION

Brand identity is an important thing in building the image of a company or institution. Brand identity will have a good impact on producers and consumers and can help companies increase loyalty, making it easier for consumers to remember the products or services they sell. Brand identity and brand awareness can influence public perception of an institution. RSKGM FKG UI as a dental and oral health institution needs to have a strong and widely recognized brand identity to attract patients and increase public trust. Social media re-branding is a strategic step that can help RSKGM FKG UI in building a strong brand identity and brand awareness. With the right approach, RSKGM FKG UI can increase brand recognition and public trust, and attract more patients to get quality dental and oral health services. Overall, the social media re-branding strategy of RSKGM FKG UI can have a significant positive impact. Improved image, audience engagement, effective information delivery, and public awareness are some of the results that can be achieved through this step. By continuing to develop the right strategy, RSKGM FKG UI can continue to improve services and reach more people.

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