

Brand Personality, Brand Awareness, and Brand Culture To Enhance ISORI Daerah Istimewa Yogyakarta (DIY) Brand Image

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Indonesian Association Master of Sport (ISORI) DIY has been built for years ago but has not a good image. ISORI'S image problem that is still adverse seems to be on two things which is organization ISORI was known to establish its image adverse pot bound ones of ISORI'S performances technical quality or functional, at flank ISORI is not is known, its mean about problem pot bound on communication.

To built organizational image nonprofit as ISORI DIY needs to be backed up by organization personality (brand personality), consciousness to organization (brand awareness), and organization culture (brand culture) one that positive.

Key word: organizational personality, organizational awareness, organizational culture, and brand image ISORI DIY.

Introduction

Indonesian Association Master of Sport (ISORI) is a non-profit and profession organization of master of sport that centered at Jakarta. The membership of ISORI is based on the teritorial or region so there is ISORI Daerah Istimewa Yogyakarta (DIY) for example . The ISORI DIY has been built for years ago, and up to now was formed some branch of ISORI that are ISORI Kulon Progo, ISORI Kota Yogyakarta, and the last are ISORI Gunung Kidul and ISORI Sleman. But no more than 40 members who active pay fee of organization, this indicate that the IMAGE of members with respect to ISORI is still adverse.

Each year sport science faculty accepts matriculate no less than 350 person on regular's program, not to mention on study's sequel program that its amount usually more a lot of regular's program. Acceptance foots up oftentimes college student not regard market requirement and quality behalf, so each year it happens to much unemployment sport master.

The chairman ISORI DIY, H. M. Yunus Sb, MM, declares that the performance of the administrator of ISORI not yet optimal, just a few of them which can work to accord job description. The activity has been schedule does not work normally. This condition caused by the lack of consciousness of the master of sport that ISORI can be regarded as a place or center to develop the competency of the master of sport themself.

The master of sport whether has been got a job or not yet not automatically will joint to ISORI, It haven because there is no a good recuitment member system of ISORI. For this moment the member who active pay the organization fee just administrators and part of the lecturers at The Faculty of Sport Science (Fakultas Ilmu Keolahragaan), Yogyakarta State University (Universitas Negeri Yogyakarta). Their consciousness to change the condition is less, however the know that the need to change after become a master of sport is a primary need. Applying the theory , following the training and upgrading to add the knowlegde of sport are the activities that empowering the masters of sport.

On the non-profit organization the range of marketing contain the kind of program of the organization till the satisfication of the stakeholder. But the competition is very tights. This situation push the organization to create the superior program or merk (brand) of organization. Here, the role of the administrator and also the member are needed to promote the superior program as the brand of the organization since administrator or members of organization will interaction directly with stakeholders. Further, image organization formed by entirely perception of stakeholders (masters of sport, administrator, society generically, and governance). In general, creating the good image organization is responsibility of whole member of organization. Each member responsible to introduce the priority program as brand of organization to the potensial costumer or

stakeholder. Finally, according to the introductory above, how to make the ISORI DIY have a good image?

Marketing for Non Profit Organization

Marketing concept can too be applied on organization non business (not-for-profit organization). According to Duncan (2002:11) "Non profit organization also use marketing to sell support for community service organization (United way), membership, in an organization (symponies, museum), higher education, (universities and colleges), and volunteer groups (Habitat of Humanity). Although there are differences between goods, services, and ideas, a product is, basically, whatever an organization is selling". Campagne assosiation in Rangkuti (2002) : "Marketing is necessary to help nonprofits to promote their values, accomplish their missions, and develop increased resources to address a wide range of compelling concerns. Your marketing message should reflect the heart and soul of your work".

Besides that on article Campagne assosiation"Marketing can help you and your organization:

- Define your unique niche in the marketplace and ensure that you posses the right services to meet the needs of your donors and consumers;
- Reach the audiences you want with a message that motivates people to respond;
- Decide what you want, go after it, and become a more prosperous organization with increased resources to carry out its mission;
- Stand out from the crowd and attract the kind of attention, support and enthusiasm you need and deserve;
- Have a greater impact on the social welfare and agenda in your community and beyond.

Brand for Organizational Non for Profit

Brand on organization one that get character non-for-profit on its basic having equality benefit as practice brand on organization for-profit. As one that interposed by Kristine Kirby in "Branding the non profit":

"To a non-profit organization, the brand is perhaps the most important asset it has. But successful branding of the charity can have a great effect on the awareness and fundraising of the charity and its mission. If you have built and promoted the brand well, it is like having an introduction in the person's mind, or having a door opened. A strong brand creates trust and builds recognition, which can – properly managed – be parlayed

into affinity, loyalty, and a relationship.”

Kotler & Fox (Sutisna,2001:83) far ranging define image as total of perception, image, and confidence that proprietary by someone to an object. Object one that intended can as person, organization, group, or another one that she knows. The good image of an organization is an asset. Gronroos (Sutisna, 2001:332 - 333) indentify that there exists four rules of image for an organization, which is:

1. The image tell expectation, with campaign marketing external as advertising, personality sell and communication from mouth to mouth.
2. The image are as buffer one that regard perception on organization activity.
3. Image is a function of experience and also consumer expectation.
4. Image has essential influence on management.

According to Kotler (2002:338) effective image does three things, which is:

1. Strengthening product character and point proposal
2. Pass on the character with different way so unconfused with competitor character.
3. Giving emotional force that more than simply mental image.

Often we hear that organization have a bad image and not clear. They try to answer why image is bad and not clear. Often their answer without espoused analysis and unclear reason . As one that interposed Bernstein (Sutisna, 2001:333), image are reality. So the program development and fixed up image based on reality. If incorrect (image are not accord with reality), and our performance are well, It mean we make mistake when managing the organization.

One thing shoul be analyze why visually there are problem on image, basically are two or more reason. First, organization known, but having bad image and the second, organization not well known, and so the image are not clear or image gone upon on experience that have so long over. If image negative, maybe caused by bad experience of consumer. In such case, there be a problem related with technical quality or functional. In situation such, if management utilize advertising office to plot campaign advertising and pass on send away for as corporate as

is get to orient service, consumer consciousness, modern, or something whatever its contain, that thing will only result disaster for organization.

If image is unknown, It mean there exists communication problem. In this condition maybe the organization/firm just enter the unknown new market or the characteristic of effort that causes the sporadical contact with costumer it mean that the costumer never develop the image of organization. So the image still bad or does not as really situation. Finally image will become good, when costumer get an experience with new reality that is the organization work effectively and have good performance. Forwarding reality that can done with advertising, flyer, pack, head letter, office design, and others.

Brand Personality

Brand personality, according to Aaker (1996), defined as one series of human characteristic that associated with brand. e.g., characteristic as sex, economic social class, human personality character as so sentimental and attentive. In others hand, in book Asian Branding written that, there be severally trick in create personality brand.

One its trick are with as much as can adjust personality brand with consumer, progressively near brand personality with consumer personality, will better. The process for forming it is:

- define target audience
- find out what they need, want, and like
- build a consumer personality profile

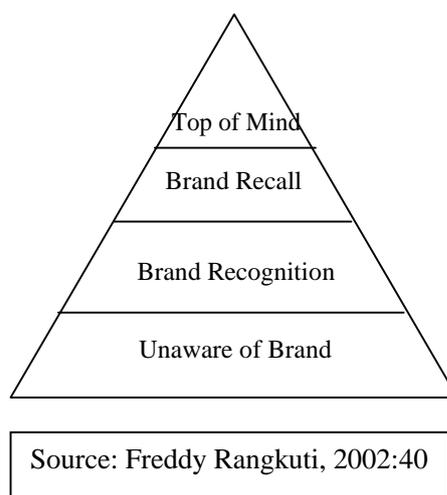
Brand Awareness

A Consciousness (awareness) describe the presence of brand at mind of consumer, that can as conditioner in severally category and usually as main role in brand equity. Increasing

consciousness is a mechanism to extend market brand. Consciousness can affect the perception and behaviour. Consciousness brand constitute key of brand asset or key opener for entering to another element. So if that consciousness is very low then the brand equity also low. The Pyramid of brand consciousness from the lowest to the highest level is as follows:

1. *Unaware of Brand* is the lowest level in pyramid consciousness brand, at which consumer are not realise mark sense a brand.
2. *Brand Recognition* are minimal level of brand consciousness, at which recognition a brand be on the scene again after done by recalling back to help pass (aided recall)
3. *Brand Recall* are recalling backing to unaided brand(unaided recall).
4. *Top of Mind* are brand that said first time by consumer or the brand which the first time be on the scene in marrow consumer. in other word, that brand as a main brand that exist on the consumer marrow.

Figure 2.1. The Pyramid of brand consciusnes



Brand Cultural

Basically, culture of organization/firm are a conclusion of entirely behavioral, points, confidence, and attitude of member/employee and give uniqueness on organization/firm. Culture organization can give impact really outgrow on employee/members and customer. To fire an employee thing this can give force or energy, arouse be ardor and give room job one that pull, or on the contrary thing this can making image that job constitute experience one that are not rejoice. Corporate culture also can give be ardor or even can enslaving they. Since culture constitute something one that integrated in the mind, can't avoided if culture give impact, well at internal and external is organization. Customer one that be along and utilize facility firm can feel and assessing via behavior, attitude, and expression of employee.

Every environmentally market press for behavior organization one particular one that will determine success firm to render source main competitive top. The behaviour organization also can defined as strategic culture, that show in confidence, points, system compensation, gab in meet and write-up budget. (Susanto, Wijanarko, 2004:198). In its approaching, ISORI DIY Experience constituted on 5 main principles, which is:

1. Taking an active role

ISORI DIY provide chance to its member to develop themselves. But decision the end to utilizing to chance that chance available on themselves.

2. Developing self-awareness and personal vision

ISORI DIY Experience help members of ISORI DIY to answering question fundamental as “what one that be of important to self I?”, “how I can get contribution to create the world one that more well?”, ISORI DIY help they in clarify and develops their ambition via mentoring, personal vision exercises, an inspiring environment, and give experience one that intense one that gets against trick see they to the world and role they in it.

3. Increasing capacity

Via upgrading and training hit sport science and its application, giving chance bring off PENGDA/PENGKOT and PENGPROV ISORI DIY members ISORI DIY gets chance to increase science theory they in area share, and also chance to practice it.

4. Building networks

ISORI DIY provide chance to its member to utilize network one that just after outgrow to help they up to personal vision they in do positive thing at society.

5. Challenging your world view

Via experience one that intense in upgrading and training that variably difference, ISORI DIY change its member viewpoint deep sees the world. With perspective one that more holistic to the world this, they as more edge out in tolerancy distinctives culture, pattern thought, perspective one that new, see interdependence, and identify tricks who can give positive impact on situation one particular.

Idea builds ISORI DIY image in broad outline is as follows: (1) establish ISORI DIY mission vision to form brand personality appropriate member personality reality, (2) makes ISORI DIY as organization which independent, modern, professional, (3) increase ISORI DIY degree and dignity (4) hold organizational manner firmnesses, (4) as organization which entrepreneur.

ISORI DIY vision as modern profession organization, independent, and professional in devotion, knowledge and profession development, and lifts nationality degree and dignity passes through sport. Meanwhile its mission is: (1) Determine strategy's aims organization development accords epoch developing (2) Build sporting agent characters with high commitment and holds universal point firmnesses in sporting, (3) develop knowledge and profession accords developed charges sports at global level, (4) build organizational job

ethos's hotly entrepreneur and professional, (5) empower resource potencies optimal like masters.

Conclusions

The image of organization depend on brand personality, brand awareness and brand culture . So to increase the image of ISORI DIY then ISORI should be make some step as follows : Taking an active role, Developing self-awareness and personal vision, Increasing capacity, Building netrowks, and Challenging your world view.

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