# Interpersonal Communication Implementation In Forming Brand Loyalty (Case Study Of The FLCC Church Community GBI WTC Serpong)

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**Abstract**: This study aimed to find out how to implement interpersonal communication in forming brand loyalty in the Frontliner Campus Community community, GBI World Transformation Church Serpong Church. This research was descriptive research with qualitative approach, and the research method used case study. Data collection was conducted through interview with data analysis technique. According to Miles and Huberman, data analysis technique is data reduction, data display, and drawing conclusion and verification. The main theory of interpersonal communication that used to see the implementation of interpersonal communication in this study is Devito's interpersonal communication. Then, the main theory of brand loyalty used as an indicator is Griffin's brand loyalty theory which discusses the characteristics of loyal customers and supported by the loyalty pyramid proposed by Rangkuti. The main theory of perception that used as an indicator is the theory of interpersonal perception by DeVito. The results showed that the formation of brand loyalty in the Frontliner Campus Community was influenced by the positive perception of its members on the implementation of interpersonal communication in the mentoring program.

**Index Terms**: Interpersonal Communication, Community, Brand Loyalty, Interpersonal Perception.

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## 1 INTRODUCTION

The ability to communicate is one of the important things for every individual as a social being. According to Richard West and Lynn H. Turner, five keywords that are closely related to the communication process, namely: social, process, symbol, meaning, and environment. Communication is a social process where the individuals involved in developing symbols to interpret a meaning that is in the environment in which communication takes place [1]. Communication can be interpreted as a process of delivering and receiving messages that occur between one individual and another or several individuals. Effective communication is communication that occurs in two directions or can be referred to as interpersonal communication. Interpersonal communication is a process of communication that occurs between two or more individuals who are facing directly that occur in a dialogical manner. The sender of the message sends a message to the recipient of the message that forms the same perception and triggers feedback from the recipient. The interpersonal context is closely related to how a relationship can be formed, how to maintain a relationship, and what causes a rift in a relationship. In other words, interpersonal communication is communication that occurs directly between two individuals in a dialogic manner which has a significant influence on how a relationship can be formed, fostered, and experienced a rift. Interpersonal communication in the education is communication that occurs directly between two individuals who aim to educate, where there is a message sender (message that educates) and the recipient of the message. According to Law of Republic of Indonesia Number 20 Year 2003 concerning the national education system (sisdiknas), article 1 paragraph (1) stated:

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*"Education is a conscious and well-planned effort to create a learning atmosphere and learning process so that learners actively develop their potential for acquiring religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, nation and state"* [2].

Based on the definition of the law, interpersonal communication in education can be interpreted as a communication process that occurs directly related to how it is formed and how a relationship that leads to the main goal of the formation of interpersonal communication in education can be developed, which is educating its audience to improve skills or expertise possessed. According to Law of Republic of Indonesia Number 40 Year 2009 concerning youth, in article 1 paragraph (1), (2), and (3).

*"(1) Youth is an Indonesian citizen who enters an important period of growth and development aged 16 (sixteen) to 30 (thirty) years; (2) Youth is various things related to potential, responsibility, rights, character, capacity, self-actualization, and youth ideals; (3) Youth development is a process of facilitating all matters relating to youth."* [3].

Based on the law, the society included in the category of youth (young generation) is people from 16 (sixteen) to 30 (thirty) years old, which is entering an important period in growth and development including potential, responsibility, character, and so on. Therefore, development of the young generation is an important matter, where the process of facilitating all matters relating to the young generation is one of the activities that attract the attention of the church as one of the religious institutions to take part. This triggered the emergence of a community for young people in the church or better known as youth. The youth community is created by the church intended for young people ranging from 15 to 24 years old. Some approaches are carried out by the youth community in churches to attract prospective members to join existing communities. The GBI World Transformation Church (WTC) Church, Serpong, Indonesia is one of the churches that has awareness in the importance of the development of the young

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generation, which has finally built the Frontliner Campus Community (FLCC) community. There is one unique approach taken by the FLCC community. When other youth communities focus solely on how to make interesting services with the usual worship pattern, the FLCC dares to try a new method of mentoring after worship.
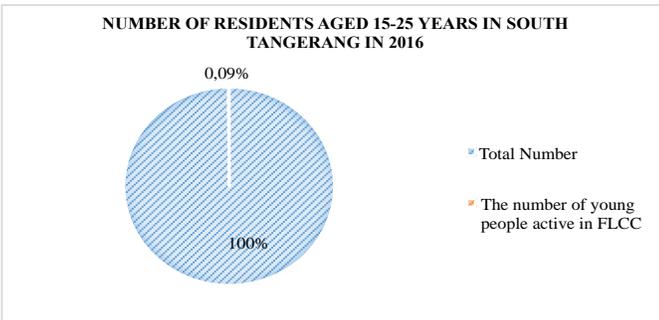


**Fig. 1.** *Demographic graph of active young people in the FLCC community*

The demographic graph of youth activity in the FLCC community above was obtained by processing data on population by age group and sex in South Tangerang, Indonesia. The population was obtained from the official website of the Banten provincial government [4], and secondary data in the form of new member growth tables belonging to the FLCC community. The population aged 15-25 years old in South Tangerang in 2015 was 258,660 people, while the number of young people active in the FLCC community was 232 people. So, it can be concluded that out of 100% of the total youth in South Tangerang who have diverse religions, the FLCC community as one of the Christian religious communities manages to attract at least 0.09% of the total population using mentoring activities. The mentoring activity in the FLCC community is a process of coaching that is carried out after worship, where a mentor will share his experience and knowledge with the mentees regarding the material presented at the time of worship. Mentoring activities are held to help the mentee's self-development process. Therefore, a personal approach and openness between mentors and mentees must be based on strong relationships. The existence of a strong relationship is expected to form a positive perception because perception has an important role in interpersonal communication used in the mentoring process. Perception of a community is formed based on the image of the community, therefore building a good community image is very important. This is important because good perceptions can determine a person's decision to be embedded or join a community. Perception can also be formed from associations through experience gained within the community, and ultimately can create brand loyalty from the community. Loyalty can be defined as a form of manifestation of basic human needs to have or get a sense of security that builds attachments that lead to emotional connection. In the context of communication, loyalty that is owned by someone towards a brand is called brand loyalty. This research discusses further the FLCC community, which is under the auspices of the GBI WTC located in Serpong, South Tangerang, and Indonesia. The focus of this research is the influence of the implementation of interpersonal communication in the mentoring program as an effort to shape the brand loyalty of its members towards the community. This

research discusses in detail the effects of mentoring activities held by the FLCC community, as well as the factors that support the formation of brand loyalty that can affect the level of loyalty of its members to the FLCC community. This research was conducted in the hope that it could help the FLCC community and readers to understand more about forming brand loyalty. The first reference study used in this research was a communication journal (national) entitled The Communication Pattern of I Love Kendari (ILK) Community in Building Group Loyalty in Kendari City [5]. This study aimed to find out and explain the communication patterns used in the I Love Kendari (ILK) community in building group loyalty, and also to find out the supporting factors and the inhibiting factors experienced by the ILK community in building group loyalty. This research was performed on ILK community members. Ten informants were obtained by using a purposive sampling technique. The analysis technique used descriptive qualitative technique. The results indicated that the patterns used by the ILK community are one-way communication patterns, two-way communication patterns, and multi-directional communication patterns. Therefore, one-way and two-way communication patterns tend to be rarely used. The dominant communication pattern is the multi-purpose communication pattern because it is considered more effective. The second reference study for this research is a retail journal and consumer service (international) compiled by Markovic et al., entitled On the Relationship Between Consumer-Brand Identification, Brand Community, and Brand Loyalty [6]. This study aimed to emphasize the role of brands in that relationship, suggest conceptual models in mass market products where consumer involvement in the brand community of social media, brand identity, and identification of brand consumers are related to brand results, such as trust and loyalty. Qualitative analysis was carried out through in-depth interviews with experts and focus group discussions (FGD) with customer so that customer could evaluate their experience with brands on social media. The findings showed that in the mass market, consumers involved in the social media of brand community can develop positive attitudes toward brands, such as trust and loyalty, and that identification of brand consumers can have a fundamental role in changing customer-community brand interactions into customer-brand relationships. This research differs from previous studies, such as its focus on forming brand loyalty in the FLCC community as a religious community, where this research analyzes the perceptions of its members towards the implementation of interpersonal communication that occurs in mentoring activities in the community. Data collection from the research was using interview techniques, with a total of ten informants. This research uses triangulation analysis as evidence in determining valid data and testing data. The research result ses that interpersonal communication is more effective to be used in a community especially in its mentoring activities. In addition, this is based on several theories which state that a community will have four main characteristics, namely: (1) The existence of membership; (2) The existence of mutual influence; (3) The existence of integration and fulfillment of needs among its members; and (4) An emotional bond between its members (Solusindo, 2008). Good interpersonal communication will form a good perception, which is supported by DeVito's statement about the third stage of interpersonal perception. The third stage refers to interpretation-evaluation in which someone interprets the

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meaning of the information that enters. The stage of interpretation and evaluation is strongly influenced by the person's experience, needs, desires, values, and beliefs related to the expectations and physical and emotional state of the person. One's interpretation and evaluation are also strongly influenced by rules, schemes, and scripts [7]. Positive perception will trigger the emergence of a separate connection or commitment called loyalty. The characteristics of loyal people are: (1) Making repeated purchases regularly; (2) Buying between product lines and services; (3) Referring to others; and (4) Demonstrating immunity to attraction from competitors [8]. Also, it is supported by the characteristics of the committed buyers in the loyalty pyramid which is to have pride in being a user of a brand, the brand is essential, both in terms of function and as an expression of who they really are [9]. The formulation of the problem of this research is how to implement interpersonal communication in shaping brand loyalty in the Frontliner Campus Community, GBI World Transformation Church Serpong. The purpose of this research is to find out how the implementation of interpersonal communication in shaping brand loyalty in the Frontliner Campus Community, GBI World Transformation Church Serpong community

## 2 RESEARCH METHOD

This research was descriptive qualitative research, which has the characteristic of focusing on natural settings using the research method used in this research is the case study method. The primary data used in this study came from the results of semi-structured interviews involving GBI WTC church priest as church leader, youth pastors as community leaders and consultants for mentoring activities, head of mentoring teams as providers of mentoring materials, mentors as message senders or the material, and the mentee as the recipient of the message or material as the resource person. The primary data is supported by secondary data obtained through annual reports (data belongs to the FLCC community relating to the number of members), materials used in mentoring activities, photos of activities, and references obtained from books or the internet. The data analysis technique used Miles and Huberman's data analysis, namely data reduction, data display, and conclusion drawing and verification. This study used source triangulation analysis as evidence in determining valid data and testing data.

## 3 RESULT AND DISCUSSION

The finding from the interviews related to the implementation of the FLCC community interpersonal communication is the implementation of interpersonal communication in the FLCC community is in the form of a mentoring program. The mentoring program is an activity in which there is a mentor whose job is to guide or foster the lives of the mentees. In mentoring activities, a mentor will build interpersonal communication which is used as a means to get to know the mentees more personally. Refer to the mentoring program, the implementation of interpersonal communication is successfully applied. This success is indicated by the openness between mentors and mentees, supporting each other, being positive, understanding each other's feelings and conditions, and being equal. All of them show the existence of effective interpersonal communication. The impact of the implementation of interpersonal communication in this mentoring program is the maturation of the participants, personal attachments,

openness between members and mentors, deeper introduction, the number of active members present to worship on Saturday, and the presence of new members every week. Based on the indicators by Griffin, several findings were obtained from the interviews: (1) Making regular purchases. The first indicator is to make regular purchases in the context of this research as well as the presence of mentees to each activity in the mentoring program. This happened to the mentees who participated in the mentoring program. Besides, the intensity of the arrival of the mentees was influenced by the awareness of the mentors on the presence of the mentees. (2) Buy between product lines and services; The second indicator is to buy between product lines and services in the context of this research as well as participating in various diverse mentoring activities. This happened in the mentees, even though the activities are not required. The forms of activity in question are sharing, eating, and carrying out other joint activities aimed at strengthening relationships. (3) Refer to other people; The third indicator, which is referring to others in the context of this research, is the same as inviting people who have not joined to join the FLCC community. This happened in the mentees. There are similarities in opinion from the three informants who are mentees related to the cause of the desire to invite people who have not joined, namely the existing growth and positive benefits that trigger the desire to share with others. (4) Demonstrate immunity from competitors' attraction; The fourth indicator of brand loyalty according to Griffin, which is showing immunity to attraction from competitors, was not found in this research as a loyalty factor. It was not found because this indicator is less relevant to the object of religious research. The loyalty level of a member of a religious community cannot entirely depend on the attraction process as described by Griffin which refers more to brand loyalty. The preferences of each religious member influence the loyalty of members of the religious community. Based on the interviews related to brand loyalty that is formed in the community, the findings are: (1) Brand loyalty possessed by research object is also based on the pyramid loyalty theory proposed by Rangkuti, and at the top level is committed buyers. Members (mentee) and administrators (youth pastors, vice-chairman of FLCC, Head of Mentor and Mentoring Team, and mentors) of the FLCC community have pride in being part of the community. The FLCC community is very important to the community, both in terms of function and as an expression of who they really are; (2) Brand loyalty that is expected to be formed with the brand loyalty of the mentees has synchronization. It is showed by positive opinions expressed by the mentee, which shows a sense of pride in the mentee when being part of the community. Mentee also stated about the importance of a community for them both in terms of their fun From the interview with informants regarding interpersonal perceptions of the mentoring program, the findings are: (1) The perception of the church leaders towards FLCC is very good; FLCC is considered to have a positive impact not only for its members but also for the church and the community. The mentoring program is one of the factors that creates positive perceptions. This is because the mentoring program is considered very appropriate and useful for teaching tool used by the church to reach out to members, especially young people. (2) The positive experience felt by the mentors triggers the desire to become a mentor. The emotional connection that has been felt by mentors with their experience has become a driving factor

for someone to be a good mentor. Moreover, positive experience is what forms the good perceptions that mentees have for the FLCC mentoring and community program. (3) The mentoring program is one of the answers to the needs of the FLCC community members where each member can learn openly and learn to communicate well, which is directly related to the problems that often arise in the lives of youth. Thus it can also be concluded that meeting the needs of a mentoring program can create a positive perception of the FLCC mentoring and community program. So, it can be concluded that the fulfilment of needs through mentoring program creates positive perceptions toward mentoring program and the FLCC community.

- There is a connection between the interest of the board and the mentee. The board more in-depth introduction of the word of God delivered to the mentees, and the mentee also has the same curiosity to know the word of God delivered in worship which triggers questions that allow mentees to learn more through the help from mentors. When that the curiosity is fulfilled then a good perception is formed which shows the benefits of the mentoring program.
- The mentors succeeded in fulfilling the expectations of the FLCC community leaders regarding the positive values applied and shared with the mentees. These values can be reflected by mentors to be able to help mentees in solving problems and applying them to daily life. It can also be concluded that the mentees feel the positive effects of these positive values and created a good perception of the FLCC mentoring and community programs.
- The mentors successfully implemented the code of conduct designed by the board to prepare the mentor as well as possible. This is proven by the trust of the mentees to discuss their personal problems and situations with the mentor.

## 4 CONCLUSION

Based on the research result, it was concluded that FLCC establishes brand loyalty by implementing interpersonal communication into a mentoring program that involves factors of experience, needs, desires, values, and beliefs owned by all members of the FLCC community, which is the third characteristic of interpersonal perceptions according to Joseph DeVito namely the Interpretation-Evaluation. By involving several factors, such as experience, needs, desires, values, and beliefs, they can form a close physical and emotional connection between individuals, which can lead to commitments that trigger brand loyalty in the FLCC community. The Implementation of interpersonal communication in the FLCC community has succeeded in forming the brand loyalty of its members. It is influenced by the members' positive perceptions of the mentoring program. It is proven by the characteristics of Griffin's loyalty in its members, which is indicated by the existence of regular purchases which in this research is the presence of mentees to every activity in the mentoring program; purchasing between product lines and services in the context of this research is the same as participating in every diverse mentoring activity; and the awareness to refer to others in the context of this research is the same as inviting people who have not joined FLCC community to join the community. This was also supported by statements from members (mentees) and administrators

(youth pastors, vice-chairman of FLCC, Head of Mentor and Mentoring Team, and mentors) of the FLCC community at the interview, which showed pride in being part of the community. Also, the informants also showed how important the FLCC community was for them, both in terms of their functions and as expressions about who they are. In pyramid loyalty, the research objects which in the top level was committed buyers. This research is expected to deepen theoretical knowledge and enrich the concept of the influence of perceptions of brand loyalty in a community and can provide information regarding the formation of brand loyalty in a community through the implementation of interpersonal communication in the community. This research is also expected to provide information to the public regarding which strategy of forming brand loyalty that is used by FLCC community as a religious community to reach out and maintain more members by using good interpersonal communication in its members. It is recommended for the Frontliner Campus Community (FLCC) to increase brand loyalty through the implementation of good interpersonal communication within its members.

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