

# Communal Brand: The Development Of Geographical Economics Dawuhan Mangli

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**Abstract:** This paper discusses the complex relationships between the formation of communal brand geography and economic growth. We are investigating ways in which communal brand geography may be the issue directly to the growth, controlling for economic policies and institutions, as well as the effect of geography on the policy choices and institutions. We find that the location and climate have a major impact on the level of revenue and earnings growth. In addition, geography seems to be a factor in the choice of the formation of communal brand itself. When we identify a geographic area that is not conducive to the growth of the modern economy, we find that much of this area has a density and fast population increase. In addition, much of the revenue increase may take place this upcoming community in this area are not benefitting geographically.

**Keywords:** Communal Brand, Geography, Economics.

## 1 INTRODUCTION

Some of the main problems faced by Indonesian MSMEs are technological capabilities, quality of human resources (HR), access to marketing, access to capital, and product quality. So that these various problems can cause MSMEs to be less competitive with neighboring countries, as seen from the low contribution to exports. This condition needs to be a common concern and find a solution. Breakthroughs and creative ideas are needed that can increase competitiveness so that MSMEs can host their own country, and can even be encouraged to compete abroad, which in turn can encourage quality economic growth for Indonesia, especially Jember Regency. One of the MSME problems that will be raised in this research topic is from marketing access. Marketing is often likened to the heart of business life. Because of this, MSME players must be observant and careful in creating a resilient marketing strategy in the midst of intense market competition. Marketing is the whole system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of both existing buyers and potential buyers. Geographical economics aims to explain the existence of peaks and valleys in the spatial distribution of population and wealth. Since the rise of civilization, human activity and living standards have not been evenly distributed between continents and their regions. Economic life is concentrated in a small number of human settlements (cities and groups). Furthermore, there are large and small agglomerations with very different combinations of companies and households. Economic theory has long recognized that the relationship between the quantity of growth and the quality of economic development is complicated. But in policy circles, growth and development are often combined. Economic growth is the main focus of macroeconomics, which depends on quantitative matrices such as gross national income or aggregate income [4]. Small and Medium Enterprises (SMEs) is the most abundant type of business in Indonesia, but the limits regarding the criteria for small businesses in Indonesia are still diverse. Small definitions in small businesses have a relative tendency, so there need to be limits that can lead to definitions of small businesses in various aspects. SMEs are defined differently depending on the country and other aspects. Krake in Rahab defines SMEs according to the European Union as a business that employs a workforce of no more than 250 people. The brand is an additional identity of a product that not only distinguishes from competing products but also promises from producers to consumers that the product will always be able to convey the value expected by consumers of a product.

Tjiptono states that brands are the most important strategic assets such as companies that can create value or benefits for customers and companies [9]. Management brand Badwill reduces consumer interest in the brand or product even the brand disappears from the market [6]. A brand is an identity attached to a particular product. The existence of a brand will increase competitiveness and greatly influence consumer behavior in buying a product. Brands are also very valuable assets for business people and have a very high selling value if they are successful in the market. In addition to the brand, it will also simplify aspects of promotion. The promotion will be easier if branding is done well. Good promotion through branding and packaging strategies will direct the product to success in sales. A brand is not just a name and a logo, but an organization's promise to consumers to provide what the brand's business is and is useful regarding functional, emotional, self-expression and social. Brands are starting to get special attention after business people judge that brands have an important role in selling their products. Brands are assets, have equity and drive strategies and business performance. Brand management and management has now become an important issue to be discussed regarding the company's strategy in maintaining customer loyalty [1]. According to Gelder, "Brand stands for: its background, its principles, its purpose and ambitions" (p. 35), which means brand identity is a collection of aspects which aims to convey the brand: brand background, brand principles, goals and ambitions of the brand itself [5]. According to Susanto and Wijanarko, a brand identity can be interpreted as a composition of words, impressions, and a set of forms from some consumer perceptions of the brand (p. 87) [2]. Another opinion by Randall [7], "Brand identity transmits to the marketplace - it is what we control, provided that we understand the essence and expression of our brand" (p. 7), which means brand identity is what is sent by the company to the market, where it is within the control of the company and the company sets the value and expression of the brand itself. Whereas according to Crainer and Dearlove [3] "Brand identity has recently been brought to the forefront of brands theory" (p. 120), which means brand identity is a concept that forms the basis of the theory of brands. From the definition above, a brand identity can be interpreted as a perception of the brand of a company that wants to be conveyed to consumers so that it can shape consumers' perceptions of the brand itself.

## 2. Methods

This study used a descriptive qualitative approach. Qualitative research is a research method in post positivism philosophy that is used to examine natural object conditions or as an opponent is an experiment where the researcher is a key instrument, source sampling and conducted purposively and snowball, data collection techniques are done by triangulation (combined) data analysis inductive / qualitative character emphasizes the meaning rather than generalization [8]. In the context of the importance of data collection, the technique used is in the form of activities:

### a. Observation,

Observation is a technique of collecting data by making observations directly to the subject (research partner) where they are every day and usually do their activities. The researcher observed in the village of Dawuhan Mangli, Jember Regency by plunging into the field to birdcage craftsmen. Also, researchers are looking for other data related to research.

### b. Interview,

Interviews conducted are to obtain meaning rational, then observation needs to be strengthened by interview. The interview is a technique of collecting data by conducting dialogue directly with the data source and is carried out in a structured manner, where the respondent get the freedom and opportunity to issue thoughts, views, and feeling natural. In this interview process documented in the form of written records and Audio Visual, this is done to increase the assessment of the data obtained.

### c. Documentation Study,

In addition to human resources through observation and interview other sources as supporters, namely written documents official or informal. Data sources used in this study using primary data, namely data obtained from the field through observation, interviews, and data obtained from reliable sources, which are processed by researchers. Observations, interviews and data collection in the field can be obtained from the sources determined in this study. Interviews are conducted in a structured and unstructured manner. Structured interviews are guided by interview guidelines that have been prepared and carried out on speakers of birdcage craftsmen in Dawuhan Mangli Village, Jember Regency. Analysis of the data in this study uses qualitative analysis, meaning that the data is processed in detail into sentences (descriptive). Qualitative analysis carried out starts from empirical analysis, which in its depth is complemented by normative analysis based on the results of the analysis drawn conclusively deductively, namely the way of thinking based on general facts and then drawn a specific conclusion.

## 3. Results and Discussion

Dawuhan Mangli is a village located in Jember Regency. Administratively, Dawuhan Mangli Village is located in Sukowono District. Dawuhan Mangli village consists of two hamlets namely Krajan Hamlet and Sumber Wadung Hamlet with an area of 273 hectares. The community prefers to switch to the craft sector because the birdcage craft business is considered more promising than working in the agricultural sector. This shows that the home industry of birdcage is one of the solutions for the community as a more promising new job field. Birdcage craft business plays a very important role in

expanding employment and providing additional income for bird cage craftsmen. Chirping bird cages that are widely circulating in the market, especially the perkutut bird cage is the result of the skilled hands of the Sukowono District community, Jember Regency. The Center for the Perkutut Bird Cage was also widely known in Indonesia. The location is in the village of Dawuhan Mangli, an area north of downtown Jember. Making a percussion birdcage is a home industry activity that can involve all family members. So do not be surprised if the majority of the village community become percussion bird cage craftsmen in the village. It also made almost all the people of Dawuhan Mangli Village have the expertise to make a percussion bird cage. The activity of making the birdcage has long been practiced by the descendants of the community, occurring for generations, from generation to generation. The majority of Sukowono's people, especially in Dawuhan Mangli Village, continue to pursue this hereditary craft. Because for residents, they are making a turtledove bird cage can increase income. It can even fulfill the needs of families who have not been able to meet their needs from agricultural products. Bird Cage craftsmen in Dawuhan Mangli Village have their own identity. Because every craftsman has advantages and distinctive features. The distinctive and unique feature is that every craftsman has a different level of expertise in creating his bird cage. Some craftsmen claim that each week they can produce as many as ten cages if the demand for quality is very good, and eight cages if the demand for quality is standard, depending on the consumer. The distinguishing qualities are usually found in the motif paintings contained in the bird cage. If the motif is good and rather complicated, then the process requires a long time. Can be up to 3 to 4 days per cage. Then also the form desired by consumers. The craftsmen in the village of Dawuhan Mangli provide two forms, namely circular and square. Initially, it was indeed the work of making turtledove bird cages as part of a village job. But along with the development of the village which has become the center of the bird cage industry, the villagers are serious and make it the main job. Brand essence is the core / core value in a brand. Brand essence seen from a company perspective. Brand essence is divided into 4 parts, namely: Function (product function / knowledge): Dawuhan Mangli Village as one of the tourist villages in Jember Regency where natural and human resources there have the potential to seek community empowerment. Personality: Natural and Friendly. Differentiation: Products offered by the Village of Dawuhan Mangli are more or less similar to competitors, but the Village of Dawuhan Mangli provides the lowest price of crafting bird cages among these competitors. This is because the Village of Dawuhan Mangli wants community empowerment, not for institutions from outside parties that manage community income. Source of Authority (source of trust): Starting in 2016 the Jember Regency Culture and Tourism Office launched Dawuhan Mangli Village as one of the tourist villages in Jember Regency. The creative strategy in designing branding goals for Dawuhan Mangli, Malang is in the application of the media and its message to its competitors. Creative strategies have several meanings when viewed according to different perspectives. Creative strategies and marketing strategies support each other, marketing strategies provide valid data and then process using creative strategies so that the end result will be a valid and creative advertising promotion. Brand essence is the core / core value in a brand. The essence of the brand from a company

perspective. Thus the saying is our encouragement. As a parable about broomsticks, that when we are alone will break easily, but if we are tied together, we will be strong. Likewise for a brand, if alone, it will be heavy in building and maintaining a brand. For large companies with large resources, they may be able to try alone even to disrupt other brands. But for SME products, it needs defense from the community, for this reason, it is necessary to unite, build an emotional bond to defend each other. This awareness of communal brands has become very important since the entry into force of the MEA open market, where products from neighboring countries are free to compete in our market. Protecting the market is no longer possible, except by building emotional ties between communities that are producers and markets. Communal brands will also avoid unilateral claims from neighboring countries on products that have become a legacy of our cultural wealth. The government, especially the regional government, needs to immediately mobilize communal brands in its territory, it can be village or community-based. And Riau Brand is ready to become a government partner for this. Small industries and home industries are the most household businesses in Indonesia. Home Industry is able to be a solution for the community by involving themselves in informal business activities as a step of transformation from the agricultural sector towards non-agriculture in order to increase and fulfill the needs of the family as best as possible, because Home Industry is a job that does not require higher education and large capital. Based on the results of the sketches that have been done before, the Kemiren village logo design was chosen, where later this logo will be implemented as a visual identity for various design implementations that have been determined to describe the cultural identity that is owned. This Brand Guideline is a major component in supporting the design of the destination branding of Dawuhan Mangli Village which includes guidelines for the use and application of the Dawuhan Mangli Village brand. Brand Image Contains an explanation and purpose for making a brand guideline to convey the message to be conveyed so that the target audience can recognize and understand the brand values that exist in the Village of Dawuhan Mangli as a bird cage craftsman village tour. Brand Identities Contains the appearance of the main logo and the concepts and meanings that have been designed with guidelines for the use of logos and their applications. In addition, there are also guidelines for using taglines, icons and colors in the visual identity of Dawuhan Mangli Village. Media Application consists of the design implementation of various media - media that can support the design of the destination branding of Dawuhan Mangli Village so that the target audience can get to know and understand the visual identity they have. The home industry that is most in demand is the craft industry. The most famous handicraft industry in the city of Jember is a birdcage craft in the village of Dawuhan Mangli, Sukowono District. This village is famous for its bird cage craft industry, even bird cage craft in this village has become the village icon Dawuhan Mangli. In addition to forms and paintings that have distinctive motifs with varied motifs, birdcage crafts in Dawuhan Mangli village are also known because most of the residents in this village work as birdcage craftsmen. Birdcage crafts in Dawuhan Mangli Village are mostly family businesses that have been established for generations. Home The birdcage craft industry in Dawuhan Mangli Village, Sukowono Subdistrict, Jember Regency is one of the businesses engaged in the craft sector.

The birdcage craft business in Dawuhan Mangli Village is a family business that was established from generation to generation. Birdcage craft in Dawuhan Mangli Village has quality and varied products. Each bird cage craftsman has a painting motif that is distinctive and different from other craftsmen and has a different selling price depending on the shape and motif. In the process of making bird cages, the family's role is very large, because the workforce used is their own family. Marketing The birdcage craft produced by Dawuhan Mangli Village has spread in Jember to the outside of Jember. However, not infrequently we find some non-branded products which are then rebranded by their distributors as is done by some minimarkets and supermarkets that use the name minimarket in some of the products they sell. Communal branding is the identity, symbol, logo, or brand that is attached to an area. The advantage gained when a city conducts communal branding is that the city can be widely known, has special objectives, can present investment, strengthen tourist destinations, residences, and events. Able to reach positive perceptions. Communal branding is a promise given to every person or group associated with a city. Building communal branding according to Kukrit Suryo W., quoted by Suara Merdeka daily, is to sort out and see what potentials a city has. One form of communal branding, one of which is the famous city branding, is "Never ending Asia" from the city of Jogja. It can be said that this city branding has succeeded in making the impression of tourists because it suits the potential of Jogja which is rich in culture. Jogja compared its city with foreign consultants "Landor" who have succeeded in improving the Garuda Indonesia, FedEx, and Ferrari brands, and several other consultants such as Mark Plus & Co. and IMA. The selection of the name Jogja rather than Yogya or Yogyakarta has gone through research. First, the results are easier to pronounce. The tagline "Never Ending Asia" also through research that strengthens the fact that Jogja can promise that by coming to Jogja people can find endless experiences. Besides that, Dawuhan Mangli Village can also be used as a destination branding. Destination branding is an attempt to change a person's perception of a place or destination including seeing the difference in another place to be chosen as a destination. The concept of destination branding must be based on passion and an interesting and interconnected identity with various things that will make it easier for people to have an association with that place. The components that makeup destination branding are tourism, people, governance, export, investment/immigration, culture, and heritage. Destination branding that is being built by Indonesia such as Komodo Island. Branding that was built by various parties and the people of Indonesia in lifting the name of the island of Komodo in the world of tourism some time ago had become a concern — incorporating in the ranking of seven wonders of the world one of his businesses. Komodo dragon endemic animals that cannot be found in other places are the main attraction for visitors and prospective visitors. Brands in a tourist destination are needed to face competition. One competition that occurs between destinations is the unfamiliarity of a destination compared to other destinations, even though the two destinations offer similar, or different, but unique products. Destination brands can make it easier for tourists to distinguish a destination from other destinations. Brands have several functions, namely as badges of origin, a piece of personal property, and as a cultural resource. The brand as a badge of origin is an important right in trade and

shows the close relationship between goods, services, and people who have the brand with the origin of the goods. While personal property means that the brand is an asset for brand owners so that brand owners can sell the brand because it has economic value. Brands as cultural resources, namely brands can be associated with a culture geographically — for example Satay Maranggi from Tasikmalaya, Bakpia stakes from Jogja. So, the brand must have a sign that represents clearly as the actual situation and can distinguish that the item is different from other objects or services. Brand as a manifestation of intellectual property has an important role in the smooth and increasing trade in goods and services in goods and investment trading activities. Brands with their brand image can meet consumer needs for identification or differentiation that is very important and is a guarantee of the quality of products or services in an atmosphere of free trade. To be able to get a business opportunity and the success of a brand penetrating the market there is a need for a strategy that needs to be prepared and planned by a company. One of them is the strategy of communal branding. One of the marketing strategies that exist and is known is the strategy of communal branding or often termed the communal brand. Communal branding occurs when two known or more brands are combined in one offer. Communal branding or can also be called a communal brand. The aim of this strategy is for the area to strengthen branding with the products they produce so that they can attract consumers' interest in the product. Strategy communal branding Today's is used to be one of the strategies to increase brand equity. Communal branding has benefits for craftsmen in increasing revenue, expanding market share, enhancing brand awareness. Also, it makes it easier for consumers to obtain quality services or products. This strategy also has risks that can be anticipated by creating a brand through the brand canvas. The creative economy industry business has been highly developed at this time, which underlies the need for support related to the use of brands for facilitated MSMEs products. Communal branding applied to MSMEs in Jember Regency is also able to have a positive impact on the business climate, due to the strategy communal branding. Dawuhan Mangli Village as a bird cage producer in Jember Regency. Branding as one of the means to instill image a product image as well as its business positively in the minds of consumers must be truly understood by the MSMEs players in the Village of Dawuhan Mangli, because communal branding products are one of the important points so that MSME products will always be remembered long period of time. Bird cage craftsmen from Dawuhan Mangli Village need improvement on product identity. The improvement is by using communal brand so that it is easily recognized by the public about the products produced by Dawuhan Mangli Village. So that the products produced can compete in the market. The problem-solving solution for the development of the communal brand in Dawuhan Mangli Village is by holding workshops that can create a brand and provide assistance to birdcage craftsmen to make a brand for the products produced and make a communal brand for their village.

#### 4. Conclusions

From the results of the study, there are conclusions from this study, including: Brands play an important role for a product so that consumers can distinguish one product from another, especially in the current era of competition. Most of the bird

cage craftsmen in Dawuhan Mangli Village realize the importance of the role of brands in increasing the competitiveness of their products. The lack of understanding so far about brand management by craftsmen finally became a consideration to develop their business. Although development is not only carried out by large-scale industries but also needed for micro, small and medium enterprises. The creation of communal brands that are owned is quite good; it is necessary to emphasize the unique geography of the region to have a better appeal. Bird cage craftsman Dawuhan Mangli for communal brand development and has an impact on the development of his business. The existence of technological advancements requires bird cage craftsmen from Dawuhan Mangli Village to adapt to change. With the creation of logos and communal brands, bird cage craftsmen in Dawuhan Manali Village, Jember Regency are made easier to recognize. For the next research to develop other variables besides this research.

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