

SOCIAL MEDIA AND BRAND IMAGE:
A STUDY ON UNKL347 CLOTHING COMPANY

Arief Budiman
Study Program of Management
Faculty of Economics and Business Education
Universitas Pendidikan Indonesia
arief.budiman@upi.edu

Abstract

It can be said that social media is a new media, a powerful media for the future. It's a media where every brand has a chance to have its own media. Its ability to encourage consumers to participate or so-called *consumer generated content* will make communication to be efficient, fast, and timely. The creative economy grows significantly in Indonesia. The diversity of arts, cultures, creativities of youth of the nation has now become a new era of industry in which creations with high economic value are created. *Fashion* is a creative work related to clothing, footwear, and fashion accessories designs, fashion and accessories production and fashion line product consulting as well as fashion product distribution. Research method used in this study is simple linear regression. The result of the study shows that social media application contributes a great impact on UNKL347's *Brand Image*. It is important for UNKL347 to pay attention to product quality, to give transparency on specifications and details of products offered on *Social Media*, to combine online and offline activations as well as to make *Social Media* like virtual games in order to make products being offered more interactive for customers.

Keywords: *Social Media, Brand Image, Fashion.*

INTRODUCTION

The creative economy grows significantly in Indonesia. The diversity of arts, cultures, creativities of youth of the nation has now become a new era of industry in which creations with high economic value are created. Not only within national scope, but also the sales reach international level. Creative industry has become a new attraction in Indonesia and also an answer for the challenge of creating products with value-added by renewable Indonesian human resources.

Ministry of trade of the Republic of Indonesia defines *Creative Industry* as "An industry that is stemming from the use of creativity, skill and talent of individuals to create wealth and jobs through the creation and utilization of creativity and inventiveness of those individuals."

TABLE 1
INDONESIA CREATIVE INDUSTRY STATISTICS PROFILE (2002-2010)

No.	Indicator	Unit	2006	2007	2008	2009	2010
1	Gross Value Added	Billion Rp	256.848	293.286	345.458	394.937	468.108
2	Constant Gross Value Added	Billion Rp	142.091	145.975	145.239	248.537	157.488
3	GDP Growth	Percentage	4.95%	2.73%	-0.50%	2.27%	6.08%
4	National Contribution	Percentage	7.69%	7.43%	6.97%	7.04%	7.29%
5	Workforce	Person(s)	7,009,392	7,375,116	7,624,643	8,207,532	8,553,365
6	Number of Companies	Company(s)	2,576,235	2,835,608	3,035,224	3,225,248	3,350,672
7	Value of Exports	Billion Rp	84.840	95.209	114.925	116.651	3,350,672
8	Value of Imports	Billion Rp	6.045	8.077	10.442	15.491	16.262

Source: Ministry of Trade of the Republic of Indonesia, www.indonesiakreatif.net (accessed on December 12, 2014)

Based on the data of Indonesian creative industry statistics profile, 2006-2010 is the summary of the growth of creative industry's contribution. Compared to previous years, where there's only 6.97% in 2008, 7.04% in 2009, there's an increase in 2010. The decrease of creative industry's GDP contribution in 2008 was caused by business slump in craft, design, film, video & photography—the subsectors of creative industry.

According to Studi Pemetaan Industri Kreatif, by the Ministry of Trade of Republic of Indonesia in 2007, the subsectors of creative-based industry are as follows: Advertising, Architecture, Art Goods Market, Craft, Design, Fashion, Video, Film and Photography, Interactive Games, Music, Performing Arts, Publishing and Printing, Computer Services and Software, Television and Radio, Research and Development.

Considering the aforementioned rationale, one of the topics that will be studied is *fashion as a subsector of Indonesian creative industry*. According to KBLI in 2005, in Rencana Pengembangan 14 Subsektor Industri Kreatif 2009-2015 (Marie Elka Pangestu, 2008), Creative Industry of Fashion Subsector is a creative work related to the creation of clothing, footwear, and other fashion accessories designs, fashion and accessories production, fashion line product consulting, as well as fashion product distribution.

TABLE 2
ECONOMIC CONTRIBUTION OF FASHION SUBSECTOR

No.	Indicator	Unit	2002	2003	2004	2005	2006
1	Gross Value Added	Billion Rp	46,853	44,227	47,038	47,233	45,804
2	% Value for Creative Industry	Percentage	45.89%	44.13%	43.39%	43.87%	43.71%

3	% Value for GDP Total	Percentage	3.11%	2.80%	2.84%	2.70%	2.48%
4	TK Participation Rate to Creative Industry	Percentage	51.26%	50.45%	51.81%	53.00%	53.52%
5	% Value of Exports to Creative Industry	Percentage	60.29%	59.92%	63.32%	64.81%	65.73%
6	Number of Companies	Company(s)	60.29%	59.92%	63.32%	64.81%	65.73%

Source: Mapping Study of Creative Industry by the Ministry of Trade of Indonesia in 2007 in Rencana Pengembangan 14 Subsektor Industri Kreatif 2009-2015 (Marie Elka Pangestu, 2008: 183)

The creative industry of fashion subsector has been able to make some contributions to national GDP significantly, that is 2.79% in 2002-2006 period, and 44.18% to overall creative industry.

Fashion is a creative work related to clothing, footwear, and accessories designs, fashion and accessories production, fashion line product consulting, as well as fashion product distribution (www.indonesiakreatif.net, accessed on December 28, 2014).

Nowadays the customers demand information for the products they consume or are about to consume. The best way to do that is by building a long-term relation and their trust to get involve with the company every day.

Clothing is an apparel company that produces and sells their own products, whereas *Distro (Distribution Outlet/Store)* is an apparel company that sells other clothing company's products beside producing and selling theirs. This apparel company, such as the famous UNKL347 in Bandung, provides various youth-trend products include T-shirts, shirts, jackets, headgears, footwear, belts and other accessories that promote their own identity and uniqueness and are always updated by keeping pace with the flow of youth trend, and to this day lots of visitors come to UNKL347 Bandung. Based on an interview with Eddi Brokoli, Marketing Communication Manager, conducted by the author, UNKL347 has been established for 18 years and able to keep up with the existing competitors such as, Billabong, Quick Silver, Ocean Pacific, Oakley, Kuta Lines, Roxy, Ripcurl, Volcom and many more strong competitors. Up to this day UNKL347 has showrooms in many places including Bandung, Jakarta, Bali, Singapore, Australia, Malaysia, German, and other big cities in Indonesia.

Considering the importance of customers to reach the company's objective, the company should realize how central the role of customers is. The company should understand the desires and needs of the customers so that they'll get maximum satisfaction. When they're well satisfied, their trust and perception to the company will rise, and this affects Brand Image to the customers.

It can be said that social media is a new media, a powerful media for the future. It's a media where every brand has a chance to have its own media. In

addition, its ability to encourage consumers to participate or so-called *consumer generated content* will make communication to be efficient, fast, and timely.

Basically the challenge in this market segment is not that easy. The participants should be able to compete in a market that is full with competitors who have similar strategies. In addition, they must be good at utilizing the latest technology. Various online media can now be used as an online market tool, especially *Social Media* which is effective and efficient when maximally utilized.

The explanation above leads to an issue that attracts the author to make a further study. Internet will be a part, need, and life style of new customers. The use of *Social Media* as an Internet marketing tool is considered to have a great potential to add and elevate the value of products to the customers because of the existence of community and inter-customer relationship in it.

Based on the introduction above the author has formulated some issues as follows: How is the implementation of customer-based *Social Media*; how is UNKL347 *Brand Imaging* done by the customers; what is the influence of Social Media to *Brand Image* of UNKL347's products. While the purpose of this study is to discover customers' perception to *Social Media* marketing conducted by UNKL347; *Brand Image* of UNKL347's products from customers' point of view; and the impact of *Social Media* towards *Brand Image* of UNKL347.

The result of the study is expected to expand marketing management study, especially *Social Media*, and customer behavior theory including *Brand Image*.

LITERATURE REVIEW

Social Media Marketing

Internet is always in form of *Social Media*. This is unique since it's the first form of many-to-many communication. Telephone is a one-way communication, whereas *broadcast* is a one-to-many communication. Internet is so unique since allowing anybody to communicate to the rest of the world. *Social Media* has come and the customers love it. It gives them a control. A marketer has options to join the chat or to let down the communication with the customers.

The great number of social media users and their desire to get networked are a significant potential and chance for the marketers to fully understand their customers. Since *Social Media* has attracted customers more than any other websites, it has become a powerful and highly potential marketing tool.

Social Media allows marketers to reach and interact with customers to make value by a greater impact than conventional media, but with a relatively small cost. However, this evokes a great threat in form of free control over creation and content distribution that is out of company's reach. Most of organization has not realized this yet so that they're vulnerable to this threat. This theory aims to make a concept of *Social Media* either philosophically or functionally in order to give an integrated framework that identifies *driver*, antecedents, actions, and consequences of successful social media marketing. Proposed conceptual framework here is developed from the existing literature of interactive marketing, online customer behavior, and Web 2.0.

Social Media is not only a marketing tool. This effectively has become a new way in running a business. This needs a new company culture, which in return needs a bigger company support, systemic and incentive. This needs a new pattern: more listening, less 'yelling'. (PR Smith & Ze Zook, 2011)

Social Media is a place where *Word of Mouth* becomes ballistics. Word of Mouth doesn't occur spontaneously as of the first thing you'd like to measure is the impact of your own publications. (Jim Sterne, 2010)

Social Media allows marketers to build public opinions and web existence and to strengthen other communicating activities. Because of their daily closeness, they can encourage the company to keep innovative and relevant. (Kotler & Keller, 2012:546)

According to Smith and Zook (2011) *Social Media* channels are as follows: *Blogs, Social Networking, Social Content, Social Recommendation, and Social Bookmarking*. Zarella (2011) explains that *Social Media* channels include *Blogging, Microblogging, Social Networking, Media Sharing, Social News and Bookmarking, Rating and Review, Forum, dan Virtual World*.

According to Heuer, an initiator of *Social Media Club* and innovator of *new media*, in Solis (2010:263), there's 4 C in running *Social Media*:

1. **Context**; it is a way or form in addressing some message to the public. One of the best ways to effectively address a message is by using multimedia. According to Hasan (2013:812), the use of multimedia (photo or video) can change the poor point of view about procedures of selling and give a friendly impression to the company.
2. **Communication**; it is an act of conveying or sharing and listening, responding as well as elaborating messages to the public.
3. **Collaboration**; it is a cooperation between communicator and communicant in order to make message exchange more effective and efficient.
4. **Connection**; it is a relation built up between communicator and communicant.

Brand Image

Brand Image is an association of all available information regarding products, services, and companies related to the brand. This information is obtained in two ways; first, through customers' direct experience in which consists of functional and emotional satisfactions.

Kotler and Keller (2012) defines: "Brand Image is a set of beliefs, ideas and impressions of a customer to a brand; therefore customers' acts and attitudes to a brand depends on that *Brand Image*. *Brand Image* is a requirement for a strong branding."

Brand Image is formed by impressions, by people's experiences that build a stance. This stance is then used as a consideration to make a decision, because an *image* is considered to represent the totality of someone's knowledge about something. Educational institutions and other nonprofit organizations look for needed funds to run the organization. This fund is gained from those who are related to the organization. Therefore, in order to get fundings more easily, a good image of the organization needs to be formed. One *image* may not appropriate for somebody, because what he experience may not be the same as of others. This urges the organization to provide needed informations for the public.

Ferrinadewi (2008) states that: "*Brand Image* is a perception of a brand that reflects from a customer's memories related to that brand."

It can also be said that *Brand Image* is a concept created by the customers based on their subjective reasonings and personal emotions. In this case a perception of the customers becomes more important than the real state.

Brand Image consists of 2 components, which are *brand association* and *favorability, strenght & uniqueness of brand association*.

The customers can make a brand association based on product's attributes, product's benefits and their overall evaluation or stance against that product. The customers can make a brand association based on product's attributes such as price and packaging or colors, size, design, and other features. Association also can be made based on product's benefit.

Favorability and uniqueness of brand association comprises 3 things in customer's mind, which are a desire, a belief that a certain brand can meet his desire and the most important is that that brand is significantly different from others.

The strength of a brand association depends on customer's direct experience with the brand, whether its commercial or non commercial messages. At first brand association is formed by a combination of customer's attention to the brand and a relevancy and consistency of himself with the brand.

Sometimes this expands to several images such as *store image, product image and corporate image*. According to Stern et al. (2001) there are some aspects that make *Brand Image* varies, which are:

- 1). Image position; whether the image is in customer's mind or in its object.
- 2). Nature; whether the image refers to *aprose*, form or transaction.
- 3). Quantity; the amount of dimensions that builds the image.

For example, *Brand Image* and *store image* have similarity in their image position. This means both refers to image position in its object and in customer's mind. However, *corporate image* is different, because it refers only to image position in its object, not in customer's mind.

RESEARCH METHOD

The research is conducted by using marketing approach, especially *Social Media* influence towards UNKL347's *Brand Image*. Furthermore, the research studies two variables, which are independent and dependent variables. *Social Media* is the investigated independent variable, while UNKL347's *Brand Image* is the dependent variable. Respondents of the research are the members of UNKL347 Facebook Fanpage who uses *Social Media* actively as well as UNKL347's customers or those who have ever bought UNKL347's products. UNKL347 is chosen because it's a local brand of creative industry of fashion subsector that is able to reach international market.

Based on time dimension this research is conducted for less than a year, from November 2014 to February 2015. Therefore according to Ulber Silalahi (2010), the research method should use *cross-sectional research*, a research conducted in a single point in time with different analyzing units.

McDaniel and Gates (2007) states that marketing research is data planning, collection, and analyses that is relevant with marketing decision-making and then communicate the result of analysis to the management board.

The chosen method for the research is causal-comparative method (Ulber Silalahi, 2010), because the research uses causal relationship and independent variabel is not manipulated. Based on data collection, the research uses survey technique. The definition of survey is limited to a research that collects data from a sample of population to represent the whole population, and information is collected from a sample or respondents of population to represent the whole population through an interview or questionnaire. Utilizing the information technology, survey by questionnaire can be conducted through phone or e-mail. (Ulber Silalahi, 2010)

Based on survey data collection technique above the method used in this research is *online survey*. According to McDaniel and Gates (2007), online survey is a kind of research conducted via Internet or online. There are basic ways to do several online surveys: web-system survey, web-designed survey and web hosting. The author uses web-designed survey that allows him to design an online survey without making dedicated software.

Through this causal and correlational research, it is gained a description of *Social Media* relation as independent variable run by UNKL347, whereas Brand Image as dependent variable on a survey to the customers joined in UNKL347 Facebook Fanpage where this research tries to discover whether there is some influence of *Social Media* towards *Brand Image* of UNKL347's products.

Population of the research is the customers joined in UNKL347 Facebook Fanpage as much as 128.247 members up to January 2015 and the size of sample is 100 respondents.

ANALYSIS RESULTS

Bandung is well-known as a creative industry and trend-setter city followed by generation after generation. One of phenomenal brands from Bandung, UNKL347, is at the front line of the city's creativity. For over 18 years, UNKL437 has established itself as a prominent brand, along with its competitors, such as Billabong, Quick Silver, Ocean Pasific, Oakley, Kuta Lines, Roxy, Ripcurl, Volcom, and many others. Currently, UNKL347 has several showrooms in Bandung, Jakarta, Bali, Singapore, Australia, Malaysia, German, and other Indonesia's major cities.

Based on the data processing, through online questionnaire disseminated to 100 consumers who joined UNKL347 Facebook Fanpage, respondents' characteristics and experiences are shown in the following table.

TABLE 3
Characteristics of UNKL347 Consumers on Facebook Fanpage

No.	Respondents' Characteristics	Item	Frequency (100%)	
1	Gender	Male	75%	100%
		Female	25%	
2	Age	< 20	50%	100%
		21–25	46%	
		26-30	3%	
		< 30	1%	
3	Occupation	Students	77%	100%
		Private Sector Employee	2%	
		Civil Servant	11%	
		Entrepreneur	8%	
		Others	2%	
4	Annual Budget Spending for Fashion	< Rp 1,000,000	58%	100%
		Rp 1,000.000 - Rp 2,000,000	30%	
		Rp 2,000,000 - Rp 3,000,000	4%	
		> Rp 3,000,000	8%	
5	Education	High School/Vocational High School/Equivalent Graduate	62%	

		Diploma	4%	
		Undergraduate (S1)	29%	
		Post Graduate (S2/S3)	3%	
		Others	2%	100%
6	Internet Usage Level	Very Frequent	79%	
		Frequent	29%	
		Fairly Frequent	1%	
		Rare	0%	
		Very Rare	0%	100%
7	Urgency Level of Social Media Usage	Very Important	29%	
		Important	32%	
		Fairly Important	38%	
		Not Important	1%	
		Not Important at All	0%	
		Others	0%	100%
8	Respondents' Experiences in searching for UNKL347 product information	<i>Social Networking</i> (Facebook)	40%	
		<i>Microblogging</i> (Twitter)	8%	
		Blog (Tumblr, Wordpress, Blogspot, etc)	0%	
		<i>Photo and Video Sharing</i> (Instagram, Youtube, etc)	40%	
		Forum (Kaskus)	5%	
		<i>Social Instant Massaging</i> (Line, BBM etc)	7%	100%

Source: Data Processing Results, June 2015

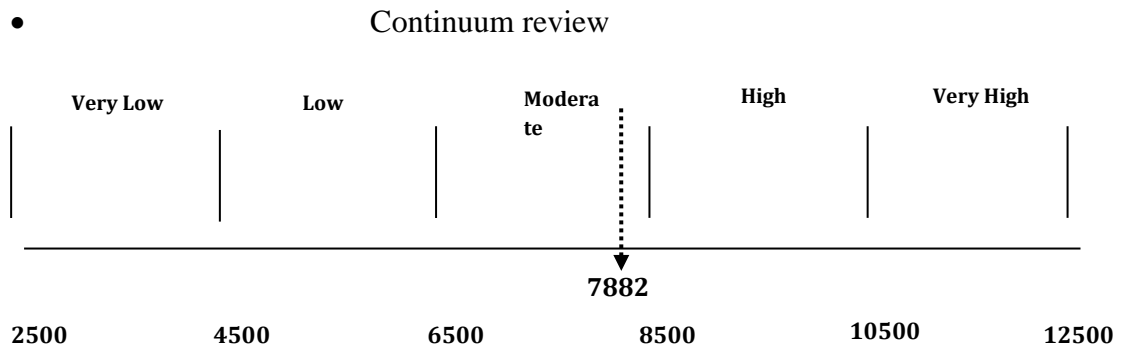
According to UNKL345 consumers at Facebook Fanpage, the description of Social Media usage consists of Context, Communication, Collaboration and Connection. Based on consumers' responses, the recapitulation of the total scores is shown by the following table.

TABLE 4
RECAPITULATION OF RESPONSES GIVEN BY UNKL347 FACEBOOK FANPAGE MEMBERS ON THE IMPLEMENTATION OF SOCIAL MEDIA

INDICATORS	NUMBER OF QUESTIONS	SCORES	AVERAGE SCORES	Ideal Score
<i>Context</i>	8	2619	327	4000
<i>Communication</i>	5	1637	327	2500
<i>Collaboration</i>	7	2142	306	3500
<i>Connection</i>	5	1484	297	2500
Total	25	7882	1257	12500

Source: Data Processing Results, June 2015

Based on the Table 4 above, content gained the highest average score of 347 in relation to the social media used by UNKL347, while connection gained the lowest average score of 297. The ideal score for Social Media Implementation applies for 25 questions. Data processing on the variable of Social Media Implementation resulted in a score of 7882, which can be described as follows.



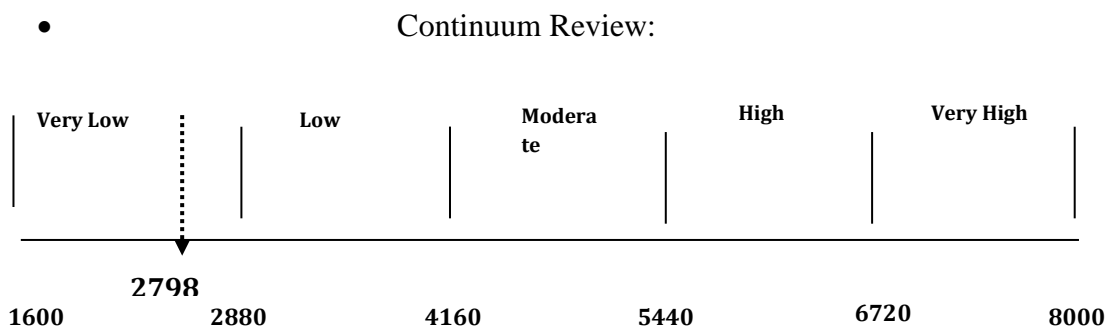
Source: Data Processing Results, June 2015

TABLE 5
RECAPITULATION OF RESPONSES GIVEN BY UNKL347 FACEBOOK
FANPAGE MEMBERS ON UNKL347 BRAND IMAGE

o.	INDICATORS	NUMBER OF QUESTIONS	SCORES	AVERAGE SCORES
1.	<i>Types of Brand Association</i>	8	1473	184
2.	<i>Brand Association Favourability</i>	3	431	143
3.	<i>Brand Association Strength</i>	3	525	175
4.	<i>Brand Association Uniqueness</i>	2	369	184
Total		16	2798	687

Source: Data Processing Results, June 2015

Based on the Table 5 above, Type of Brand Association gained the highest average score of 184.13 in relation to the social media used by UNKL347, while Brand Association Favourability gained the lowest average score of 143.6. The ideal score for Brand Image n applies for 16 questions. Data processing on the variable of Brand Image resulted in a score of 2798, which can be described as follows.



Source: Data Processing Results, June 2015

The research employs a simple linear regression analysis to test the impact and the correlation between an independent variable and a dependent variable. Brand Image is set as the dependent variable in this research, while social media implementation (X) serves as the independent variable that consists of four indicators:

Context, Communication, Collaboration and Connection on Brand Image (Y) are analyzed by using a simple regression statistics test. Data processing employs SPSS 22.0 to prove the hypothesis.

Significance Test (F-Test)

The significance of the correlation coefficient is tested by F-test through Analysis of Variance (ANOVA). The ANOVA output is shown in Table 4.23.

TABLE 6
ANOVA OUTPUT
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6219.851	1	6219.851	176619	.000 ^a
	Residual	3451.186	98	35216		
	Total	9671.037	99			

a. Predictors: (Constant), SOCIAL MEDIA

b. Dependent Variable: BRAND IMAGE

Source: SPSS 22.0 data processing, 2012

Table 4.22 shows that the value of $F_{count} = 176,619$ with significance value of 0,000, while the value of $F_{table} = 3,94$. Since the value of $F_{count} > F_{table}$ dan the significance value is smaller than the significance level of 5%, the regression can be utilized for the impact of Social Media Implementation on Brand Image with a confidence level of 95%.

The next step is to determine to correlation of coefficient value and the value of Social Media impact on Brand Image, as can be seen in Table 4.23.

TABLE 4.23
THE OUTPUT OF SOCIAL MEDIA IMPACT ON BRAND IMAGE

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD, ERROR OF THE ESTIMATE
1	0.802	0.643	0.640	5.93432

Source: Data Processing Results, June 2015

Based on Table 4.23, the value of correlation coefficient for Social Media implementation is set at 0.802. As the correlation is interpreted in the correlation table, Social Media Implementation (X) and Brand Image (Y) has a perfect positive correlation (with a score of nearly +1.00) based on the classification of correlation coefficient by Carl Mc Daniel and Roger Gates (2007:531) or the perfect association by Ulber Silalahi (2010:376). The Social Media implementation definitively determine a change of value of Brand Image variable in Table 4.24. In addition to correlation coefficient R, Table 4.30 above also resulted in R2 that can be used to calculate the determination coefficient as follows:

$$KD = (0.640) \times 100\% = 64\%$$

It means that Social Media implementation has an effective impact on Brand Image at 64%, while other factors account for 36% of the influence.

T-test and significance

Table 4.24 shows the value of t_{count} . This value is used to measure the significance level of variable X influencing Variable Y. Using a formula to determine the degree of freedom (DOF) = $N - k - 1$, where N = the number of samples, and k = the number of independent variables ($k=1$), the value of $DOF = 100 - 2 = 98$. The value of t_{table} with a $DOF = 98$ and confidence level at 95% is set at 1,66. Therefore, the value of t_{count} is set at 13,290. Based on the results, it can be confirmed that the value of $t_{count} > t_{table}$. Therefore, it can be concluded that the H_0 for the main hypotheses is rejected, or that Social Media implementation has a positive impact on Brand Image.

TABLE 4.24
THE OUTPUT OF REGRESSION COEFFICIENT

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.507	2096		0242	.809
SOCIAL MEDIA	.702	.053	.802	13290	.000

a. Dependent Variable: BRAND IMAGE

Table 4.25 shows that the value of t_{count} the independent variable or Social Media implementation is set at 13,29. Since the value of $t_{count} > t_{table}$, or $13.29 > 1.66$, it can be concluded that the H_0 of the first derivative hypothesis, namely Social Media implementation on Brand Image is rejected. It means that Social Media implementation has a positive impact on Brand Image. This is reflected by the value of $Sig.=0.000$, which is smaller than the significance level of 5%.

a) Regression Model for the Impact of Social Media Implementation on Brand Image

The simple linear regression formula with four predictors is expressed as:

$$Y = a + bX + \varepsilon$$

Based on the data processing shown by Table 4.24, the simple linear regression formula for Social Media implementation is expressed as:

$$Y = 0,507 + 0,702 + \varepsilon$$

The formula resulted in a value of B Constant at 0,507, suggesting that if the value of *Social Media* is ignored, then the value of *Brand Image* is -0,507. However, if the value of *Social Media* is raised by 1, then the the value of *Brand Image* increases to 0,702.

Based on the data processing, the impact of Social Media comprising Context, Communication, Collaboration, and Connection on Brand Image is considerably high. Therefore, hypothesis testing is conducted by comparing t_{table} and t_{count} , resulting in t_{count} bigger than t_{table} . It suggests that H_0 is rejected and reflects a positive correlation

between independent and dependent variables. It means an increase in indicator of Social Media is directly proportional to Brand Image.

The results of hypothesis testing show that Social Media implementation has a positive impact on Brand Image with a correlation value of 0.802, reflecting a strong correlation level. In addition, the impact of Social Media--comprising Context, Communication, Collaboration, Connection indicators--accounts for 64 percent, reflecting variable x's effective impact on variable y. while other factors account for 36% of the influence. The regression formula also shows that if the value of Social Media is raised by 1, Brand image will increase to 0.702.

The Social Media implementation is aimed to form a positive Brand Image for a company, based on a premise that the Social Media implementation is an effort to form a brand positive image among customers. UNKL347 is a clothing company that utilizes online media as one of channels to sell its products. The company has several social media accounts to market its products.

A number of marketing experts have revealed the correlation between Social Media and Brand Image.

Jones (2009) reveals a new rule of engagement in social websites in relation to their contributions: damages will increase company's reputation and Brand Image. The rapid change directly influences marketing communication to manage reputation and branding.

Company's reputation and Brand Image viewed by audience are not only shaped by communication efforts; They are products of direct online conversation (Jones et.al,2009)

Based on the definition, shaping a positive Brand Image requires Social Media implementation, which is a part of marketing communication. Furthermore, active conversations between Social Media users also play major role to establish a Brand Image.

In addition, web 2.0 is a tool for consumers and citizen empowerment. In this case it is used to effectively promote brand and reputation in a new environment and serves as a necessity to work in partnership with various stakeholders (Jones et.al: 2009).

Brian Jones et.al suggests that to maximize the reach and the impact of online reputation in branding, a management must involve company's stakeholders in online conversations. With a well-managed and well-organized online conversation, building reputation and brand image, as well as maintaining existence will be possible.

In the Social Media environment, a company must convey a clear and convincing social messages, so that customers would experience higher level of satisfaction for a product or a service (Luo and Bhattacharya,2006)

The research shows that Social Media implementation has a strong impact on UNKL347 Brand Image, with a value of 0.802.

CONCLUDING REMARKS

This research has resulted in findings that are expected to benefit webbing handicraft industries in general and UNKL347 in particular. The research shows that the variable of Social Media implementation (X) gains a moderate score, particularly for the Context indicator. This can be improved by continuously updating contents on a regular basis, encouraging website administrator to be more customer-friendly, and focusing on information details, such as sizing chart and tips to maintain products, as well as keeping customers updated on the latest fashion. In terms of Communication indicator, or the practice of sharing, listening, responding and developing messages to audience, maintaining customer's enthusiasm about the UNKL347 brand in Social Media is important. A good Collaboration between the message sender and recipient will reflect an effective and efficient communication. This can be realized by being actively

engaged in conversations in social media. Therefore, customers will have a sense of being appreciated and build a positive online word of mouth. The Connection indicator covers a relationship between message sender and recipient. This can be developed by improving the quality of products, being more transparent in terms of product details and specifications showcased in Social Media. In addition, the company is encouraged to be active, be interesting, be humble, be professional and be honest. In terms of Types of Brand Association, UNKL347 continuously monitors the trend of brand in social media by keeping in mind that the information gained from such a monitoring should be relevant to functions, communications, designs, marketing, risks, etc. In terms of Brand Association Favourability, the company can respond to various conversations even in a personal setting. Fast and appropriate responses in Social Media can be an important step to address both positive and negative comments. The company has strived to improve its Brand Association Strength by involving followers and fans. Such an effort is one among other ways to strengthen the brand existence in Social Media and to provide customers with a forum to interact with products, brand and other customers. Finally, the Brand Association Uniqueness indicator is related to the advantage of UNKL347 products compared to competitors'. To improve this, UNKL347 can combine online and offline activities and create a social media, such as virtual games, to engage in interactions with its customers and to offer its products.

For further studies, researches are expected to find other variables that may affect UNKL347's Brand Image, such as Functional Building Blocks of Social Media, Viral Marketing Online and the Effectiveness of Mouth Communication. It is also expected that further studies would provide an optimal contributions for researchers and the company.

REFERENCES

- Ferrinadewi, Erna. (2008). *Merek dan Psikologi Konsumen*. Yogyakarta: Graha Ilmu.
- Hasan, Ali. 2013. *Marketing dan kasus-kasus pilihan*. Yogyakarta: CAPS
- Kotler, Philip and Keller, Kevin Lane. 2012. *Marketing Management*. Prentice Hall. New Jersey.
- Marie Elka Pangestu. 2008. *Rencana Pengembangan 14 Subsektor Industri Kreatif 2009-2015*. Departemen Perdagangan RI. Jakarta
- McDaniel, Carl dan Roger Gates. (2007). *Marketing Research: Seventh Edition*. USA: John Wiley & Sons, Inc.
- PR Smith & Ze Zook. 2011. *Marketing Communication: Integrating Offline and Online With Social Media*. Kogan Page. United Kingdom.
- Shaw, E.H. and Jones, D.G. Brian. *A History of Schools of Marketing Thought*. Journal of Marketing Theory. Volume 5(3): 239–281 Copyright © 2005 SAGE www.sagepublications.com DOI: 10.1177/1470593105054898
- Solis, Brian. (2010). *Engage: The Complete Guide for Brands and Business to Build, Cultivate, and Measure Success in the New Web*. New Jersey: John Wiley & Sons Inc.
- Sterne, J et al. 2010. *Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series)*. John Wiley and Sons, Inc. New Jersey.
- Stern, L., El-Ansary, A., Coughlan, A. T. (1996). *Marketing Channels*. Englewood Cliffs, New Jersey. Prentice-Hall.
- Ulber Silalahi. 2010. *Metode Penelitian Sosial*. Refika Aditama. Bandung.
- Xueming Luo and C.B. Bhattacharya. *Corporate Social Responsibility, Customer Satisfaction, and Market Value*. Journal of Marketing, Vol. 70, No. 4 (Oct., 2006), pp. 1-18

Zarella, Dan .2011.*Social Media Marketing Book*. O'Reilly Media, Inc. Canada.

Internet Source:

<http://news.indonesiakreatif.net/industri-kreatif-sebagai-industri-antikrisis/>