

Qualitative Analysis Of The Relationship Between Brand Awareness And Medan City Public Preferences For Momoyo Products

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Abstract

Keywords:

Brand awareness, Top Of Mind, Brand Recall, Brand Recognition, Unaware Of Brand

The purpose of this study was to evaluate the level of brand awareness of Momoyo products among Medan City residents. This study measures consumer familiarity and memory of Momoyo products using four main indicators: top of mind, brand recall, brand recognition, and brand ignorance. A qualitative approach with descriptive methodology was used in this study. Data collection was conducted through semi-structured in-depth interviews and supported by documentation. The research subjects consisted of Medan City residents who were selected as informants. The data analysis process was carried out through several stages: data collection, data reduction, data presentation, and drawing conclusions. The results of the study indicate that Momoyo products have achieved a satisfactory level of brand awareness among Medan City residents.

INTRODUCTION

According to theory, the presence of a product in the market functions as a substitute for other products. Therefore, it is crucial for corporations to provide the main priority in strategies that provide opportunities for consumers to recognize and understand the existence of the corporation through the goods it provides. As another explanation, corporations need to be able to recognize and advance the differentiating elements between their goods and those of competitors. If they are unable to do so, consumers will continue to view the company's products as having the same benefits as other products (competitors) on the market. Branding is one idea that companies can use to differentiate their products. The development and placement of a brand is a crucial phase for a business if we use it as a product differentiator. The crucial benefit of a brand is essentially the creation of awareness, which is the main advantage for corporations because the indicator of a brand's power is a state image and conditions where consumers feel they know and understand the product very well, both in terms of quality and/or characteristics owned by the company among the brands that exist and/or are offered on the market. (Broyles, 2009). Brand awareness is an additional measuring tool that consumers have regarding a company's products. The potential for repeat business,

product recommendations to friends, and better customer relationships are some of the benefits that brand awareness offers businesses (Xiaojuan Ou, Carol, and., 2009).

In recent years, the food and beverage business has continued to grow very rapidly. The emergence of ice cream and tea companies that use boba mixtures is one of the many food and beverage companies in Southeast Asia, especially in Indonesia, that introduce new inventions every year. The largest market in Southeast Asia for boba drinks is Indonesia. Its annual revenue in 2021 reached more than 1.6 billion US dollars, or more than IDR 23.74 trillion. Indonesian entrepreneurs are competing to establish companies in the food and beverage industry because of the high market value for ice cream and boba drinks in this country (Kevin Jonathan Kurniawan et al., 2023). Even so, there are already several well-known companies in the ice cream and boba drink categories in Indonesia, such as Momoyo ice cream, which currently has around 300 outlets throughout Indonesia.

The prospective market share for the expansion of the halal business is the increasing number of Muslims around the world. Halal is a standard used for the season wherever people are when choosing, wanting to buy, wanting to wear, wanting to use, and wanting to consume a product, all bound by religious responsibilities (Habibah Shobri, Sugianto, 2023). The majority of Indonesia's population is Muslim, and they strongly support products with halal certification. Indonesian society is increasingly interested in various topics related to halal. Halal labels and products are the areas closest to the community related to halal features (Nurbaiti, 2019). Products with valid halal certificates must include a halal label. The purpose of the halal certificate is to show customers that the product that lists it has passed inspection and certainly does not contain ingredients that are prohibited by Islamic law, both in terms of production methods and content. Consuming goods, especially halal food, is required by Islamic law, which is supported by the Qur'an. Therefore, Muslims want the products they consume to be guaranteed halal and pure in accordance with Islamic teachings (Muhammad Fahmul Iltiham & Nizar, 2020).

Similarly, in QS. Al-Baqarah: 168, Allah SWT includes believers and disbelievers in the topic of discussion. As a result, the phrase "O mankind" is used, with the intention of conveying the idea that Allah created the entire world for humans. Allah commands everyone, both believers and unbelievers, to do this. This verse seems to tell the disbelievers to take whatever is legal from the believers and take advantage of it, even if

they do not believe in Allah! Because even if you do not believe, you can still benefit from what is legal in the world if you consume halal and healthy food (Habibah Shobri, Sugianto, 2023). In addition to protecting customers from food that is not in accordance with Islamic law, it also encourages competition and becomes an advantage. Halal certification is one of the key points of international trade competitiveness today. However, the essence of halal certification is a guarantee of halal safety, after going through a series of careful inspection procedures, to obtain halal legality and become a benchmark for guaranteeing the safety of products that will be consumed by Muslims.(Budi Dharma & Kamal Rokan, 2023)

One of the most important components of a successful marketing plan in today's era of globalization and digitalization is brand awareness. The extent to which customers can identify or recall a brand is known as brand awareness. This is essential for attracting new customers as well as retaining existing customers and increasing product sales. In an increasingly competitive market, brand awareness is a critical component of a product's success. Brand awareness, as defined by Aaker (1996, p. 90) in Rangkuti, is the ability of potential customers to recognize or recall that a brand belongs to a certain brand category (Fitri Anggraini Gunawan, 2014).

Building a brand in the minds of customers is the biggest problem in marketing efforts. A product or service will be more easily identified with a company's brand. The strength of a brand lies in its ability to influence consumer choices to buy goods or services offered by a business. As time changes, customers will have more choices in buying the goods and services they want and will find it easier to get the information they need. As a result, every sector is encouraged to join a more competitive market. The purpose of this action is to increase customer attention so that it can influence their decision making when making purchases of goods or services.

Kartajaya emphasized that the main benefit of marketing is branding. A manufacturer's brand will be stronger in the market if the brand is stronger, especially in terms of controlling consumer awareness and persuading people to buy goods. Another way to think of a brand is as a valuable asset of a company. Brands can serve as a communication tool between a business and its customers. In addition, brands can be used as a tool to characterize the goods and services provided by a business. The success of a company in winning the competition will be influenced by its reputation (Frاندika Sitepu et al., 2023).

Momoyo Ice Cream & Fruit Tea is a franchise business that offers fresh fruit-flavored

gelato and tea. This brand was founded in 2022 by PT Junyi Jaya Indonesia with a vision to create a unique and appetizing choice of flavors in the gelato and fruit tea industry. The company is committed to using natural and fresh ingredients in every product they offer. Momoyo Ice Cream & Fruit Tea has opened a number of outlets in various regions throughout the archipelago. In line with business development and exploration of new opportunities to expand its product categories, Momoyo Ice Cream & Fruit Tea now has 300 branches throughout Indonesia. This business continues to grow and seek new innovations to expand its product variations. In addition to having many branches, Momoyo also offers a variety of flavors, ranging from vanilla, cocoa, to strawberry, as well as innovative flavors such as matcha green tea, salted caramel, and black sesame, with prices starting from IDR 8,000. In addition, the company also provides sugar-free and low-fat gelato options to meet the needs of consumers who care about healthy eating patterns. One of Momoyo Ice Cream & Fruit Tea's flagship products is Fresh Fruit Tea, which serves fresh fruit with a variety of healthy flavors.. Visitors have the option to enjoy refreshing cold fruit tea or choose a warm hot tea.(Putri et al., 2023). Based on data from an internal survey conducted by the Momoyo marketing team in early 2024, it was found that only around 25% of respondents were aware of the existence of Momoyo products in the market. Of that number, most of them knew Momoyo through recommendations from friends or family, while only a small number found out through advertising or other promotions. This shows that the marketing and promotional strategies that have been carried out so far have not been effective in reaching wider consumers.

Many competing companies provide customers with a variety of choices or substitute products. to make it easier for customers to navigate between brands or choose and buy beverage items. This is where the perception of Medan city residents towards Momoyo products is greatly influenced by brand recognition. Therefore, brand awareness can drop from the Top of Mind level to Brand Recall in consumer memory when competition becomes tighter. The trust component is the next. Hendi Ariyan emphasized that a brand must have the trust of its customers so that its goods can meet their needs (Annisyah Paradhita Sari, M. Ridwan, 2019). The willingness of customers to rely on a brand despite the risks involved because they anticipate profitable results from the brand is known as consumer trust in the brand.

Researchers, academics, and scientists around the world are increasingly focusing on the issue of brand awareness. Included in the scope of the study is research entitled "Analysis

of the Impact of Brand Image and Brand Awareness on Determining Street Boba Drink Transactions" (Sutrisno et al., 2023). The goal of this study is to understand how Street Boba product transactions are determined by brand awareness and brand image. This study includes three factors: transaction determination, brand awareness, and brand image. Researchers apply data-based methods. The results of the study prove that transaction determination is influenced by the Brand Awareness factor, Brand Image influences transaction determination, and transaction determination is influenced by Brand Awareness and Brand Image.

The study "The effect of personal selling, and advertising slogans on brand awareness of Yakult products" was then conducted (Efendi & Mashadi, 2020). This study aims to determine the impact of advertising slogans on brand awareness, the impact of personal selling on brand awareness, and the combined impact of advertising slogans and personal selling on brand awareness. Random sampling was used together with quantitative descriptive methodology to conduct this study. The findings of this study indicate that advertising slogans have a good and substantial impact on brand awareness, but personal selling does not have such an impact. Meanwhile, brand awareness is influenced by advertising slogans and personal selling.

And the research that was done (Lady Diana Warpindyastuti et al., 2021) with the title "Analysis of Brand Awareness and Brand Association on the Haus Drink Brand!". This research is a narrative study with data-based methods that use brand awareness hierarchy techniques and Cohran tests to understand the relationships associated with the Haus! beverage brand. With four associations forming the Haus beverage brand, the research findings show that its brand awareness is quite strong. In contrast, the researcher's goal is to analyze the level of brand awareness held by Medan residents for Momoyo products. The research approach is what distinguishes this study from other studies; while other studies use quantitative research techniques, this study uses qualitative research methods.

METHODS

By using field research techniques, this study is descriptive and qualitative. Research that aims to collect accurate data or information about a phenomenon that occurs, especially regarding events that occur naturally, is what Sugiono defines as descriptive research (Chuzaimah Batubara et al., 2023). Therefore, documentation and interviews are the collection methods used in qualitative research. The informants or subjects in this study are the people in the city of Medan, why are the people in the city of Medan the subjects of the study because the people in the city of Medan are a source of preference for the momoyo products they consume. And with the participants of the people in the city of Medan as informants, it is hoped that they can provide an overview or information related to how their preferences are for Momoyo products.

In this research, researchers conducted detailed interviews with informants using a semi-structured interview method. According to Esterberg, semi-structured interviews are a type of interview that is included in in-depth interviews, where its application is more flexible than formal interviews. The purpose of this type of interview is to identify problems more transparently, where informants are asked to provide their opinions and ideas. When conducting interviews, researchers must listen carefully and document what is expressed by the informant (Zeky Ricardo et al., 2022). The Miles and Huberman method was applied to evaluate the information in this research. According to Miles and Huberman, collecting, simplifying, conveying, and making conclusions or validating information are often the initial steps in the evaluation process in descriptive research (Sustiyo, T., 2013).

"Triangulation in this credibility testing is interpreted as checking data from various sources in various ways and at various times," according to Sugiyono (2010), who discusses data trust. The explanation of the three triangulations is as follows:

1. Source triangulation, which verifies data collected from multiple sources to assess the reliability of the data.
2. Triangulation approach, which verifies the reliability of data by comparing it to the same source using multiple methods.
3. Time triangulation, namely comparing data at several points in time and under various conditions to assess data reliability (Wilinny et al., 2019).

The triangulation approach used in this study is source triangulation, namely by interviewing many informants to verify the accuracy of the data.

RESULTS AND DISCUSSION

Research result

Top of Mind, from several interview results it was found that from the top of mind indicator side, the informants showed that not a single informant spontaneously mentioned Momoyo. This can be seen in the interview results as follows:

As expressed by the informant in the interview results:

"Aaaa the first ice cream brand that came to my mind was Wedrink"
(NK, interview, October 25, 2024).

"The first thing that comes to mind when I think about ice cream is Mixue bang" (NPA, interview, October 25, 2024).

Furthermore, another informant mentioned a different brand to the brand mentioned by the previous informant, as expressed by the informant in the interview results:

"Walls ice cream. Because near my house there is someone who often sells it, so I often buy Walls ice cream." (AK, interview, October 28, 2024).

"Walls maybe. That's because my brother often buys that ice cream, so I follow suit" (INP, interview, October 28, 2024)

"The first thing that comes to mind is usually Walls or Campina." (LLM, interview, October 28, 2024)

"Ice cream immediately comes to mind, remembering Aice and Walls ice cream, those are two brands that I often see in shops and in advertisements" (RRH, interview, October 28, 2024)

From the results of the interview on the top of mind indicator, there were four informants who thought of the ice cream brand that first came to mind, namely the Walls ice cream brand because they often buy it and often see it in shops or see its advertisements. From the informant's

statement, it is clear that the Momoyo brand has not reached the Top of Mind Awareness stage. Momoyo's absence in the minds of consumers the first time they think of ice cream, shows that the marketing and distribution strategies carried out by Momoyo are still unable to compete with big brands. Walls, for example, has a significant advantage thanks to its wide distribution and marketing advertisements that make it easier for consumers to remember.

Brand Recall, from several interview results it was found that from the brand recall indicator side. The informants showed that there were several informants who started to mention Momoyo, although it remained in the order after big names such as Walls, Aice, and Mixue. This can be seen in the interview results as follows:

As expressed by the informant in the interview results:

"Maybe besides Mixue, I also know Momoyo products, right bro. Then Wedrink, Aice, Walls, Campina maybe with Glico wings." (NPA, interview October 25, 2024)

"Emmm Momoyo, Mixue, Aice, and Walls." (NK, interview, October 25, 2024)

"Eee, the most I've tried is Walls ice cream, Aice, then there's Mixue, Momoyo. It's probably just those ones, bro" (AK, interview, October 28, 2024)

"Eee, maybe the brand name is like Walls, Campina, Momoyo and so on, yeah, that's all maybe" (INP, interview, October 28, 2024)

There were 2 other informants who mentioned different brands to the brands mentioned by the previous informant, as expressed by the informant in the interview results:

"Ehmm I know several brands for now more like Magnum or Haagen Dazs." (LLM, interview, October 28, 2024)

"Eee ice Walls, besides ice Walls, I also know ice cream like Magnum." (RRH, interview, October 28, 2024)

From the interview results on the brand recall indicator, there were two people who did not mention the Momoyo brand, and there were four informants who mentioned the Momoyo brand in the category of ice cream brands they knew. This statement shows that even though it is not the main brand remembered, Momoyo still appears in the list of brands known by consumers. This shows that although Momoyo has the potential for recall among certain consumers, its position is still below more established brands. This inconsistency in the level of recognition shows that Momoyo brand awareness is not evenly distributed across all consumer segments.

Brand Recognition, from several interview results it was found that from the brand recognition indicator side. The informants showed that there were several informants who were able to recognize the flavor variants of Momoyo ice cream. This can be seen in the interview results as follows:

As expressed by the informant in the interview results:

"Eee yes, I remember the ice cream variants offered were corn ice cream, oreo sundae, strawberry milk shake and many other variants they offered." (NK, interview October 25, 2024)

"Yes, I can remember it directly, bro, and the variants that I remember about their products are mango sundae and strawberry sundae." (NPA, interview, October 25, 2024)

"As far as I know, bro, what I remember is that there were two of them that used corn, and if I'm not mistaken, the other one in the cup had

vanilla ice cream and boba in it, bro, there was boba in it, bro." (AK, interview, October 28, 2024)
"Eee, if I recall correctly, I only remember the ones that I bought, like maybe there was a green sundae or a strawberry sundae, bro." (INP, interview, October 28, 2024)

However, there were other informants who said they did not know the variations of Momoyo ice cream because they had never bought it, as expressed by the informant in the interview results:

"For now I remember it was eeee or a variant of ice cream from Momoyo because I have never heard or seen it." (LLM, interview, October 28, 2024)
"Well, honestly I don't know the taste or variety of Momoyo ice cream. I've only heard the name, just for fun." (RRH, interview October 28, 2024)

From the interview results on the brand recognition indicator, there were two people who did not remember the flavor variants offered by Momoyo ice cream, because they had never bought it. However, there were four informants who remembered the flavor variants offered by Momoyo ice cream because they had bought it. This shows that although Momoyo has several interesting product variants, the recognition of these products is not evenly distributed among consumers. The level of Momoyo recognition is stronger among consumers who have tried or seen the product, but is still low among those who are not exposed.

Unaware of Brand, from several interview results it was found that from the unaware of brand indicator. The informants showed that there were several informants who were very familiar with Momoyo ice products. This can be seen in the interview results as follows:

As expressed by the informant in the interview results:

"Previously, I already knew and was familiar with the Momoyo ice cream product before this interview." (NKNDS, interview, October 25, 2024)
"I've been using Momoyo products for quite a while, bro. Maybe I was already familiar with Momoyo products before this interview." (NPA, interview, October 25, 2024)
"Umm, maybe it's quite familiar, actually, it's quite good." (AK, interview, October 28, 2024)
"Emmm, it's very familiar, because this is also, uh, there are a lot of hits like that, ice creams among young people." (INP, interview, October 28, 2024)

There were other informants who said they were not very familiar with the Momoyo ice cream brand, because the informants had never heard of the Momoyo ice cream brand and had never tried Momoyo ice cream, as expressed by the informant in the interview results:

"Eee, I've never heard of Momoyo at all." (LLM, interview, October 28, 2024)
"familiar aaa honestly I don't really know, I've only heard the name Momoyo but have never tried it at all." (RRH, interview, October 28, 2024)

From the interview results on the unaware of brand indicator, there were two people who were not so familiar with the Momoyo ice cream brand, because the informant had never heard of and had never bought Momoyo ice cream. However, there were four informants who were very

familiar with the Momoyo ice cream brand because they had bought it. This shows an imbalance in Momoyo brand awareness. Some consumers, especially those in certain segments such as young people, are already familiar with this brand, but there are also other segments who have never even heard of the name Momoyo before.

Based on the results of the interview, it can be concluded that the Momoyo brand has achieved a certain level of awareness, especially in the Brand Recall and Brand Recognition indicators. However, Momoyo's absence in Top of Mind and the imbalance in Unaware of Brand indicate that there is still much effort needed to be made to increase overall brand awareness. A more intensive and broader marketing strategy is needed to reach a more diverse consumer segment and ensure that the Momoyo brand can compete effectively with major brands in the market.

Discussion

Brands, or what are often called brands, according to Rangkuti in (Pradipta, 2015) is something that is purchased by consumers, has a certain value and identity that is legally protected so that it cannot be imitated by competitors. Brands play an important role in influencing consumer perceptions of the products they will buy. Therefore, competition between companies is not only limited to product quality, but more to the competition of perceptions created in the minds of consumers.

In this context, brand awareness becomes an important element for a brand to survive and compete. This study explores four main indicators of brand awareness levels, namely Top of Mind, Brand Recall, Brand Recognition, and Unaware of Brand. Analysis of these four indicators provides an in-depth picture of the position of the Momoyo brand in the minds of the people of Medan City. The results of the study indicate that Momoyo faces a major challenge in building broader brand awareness in the region.

In the Top of Mind indicator, none of the informants spontaneously mentioned Momoyo as the first ice cream brand that came to their mind. On the contrary, big brands such as Walls, Aice, Campina, and Mixue dominated their answers. This shows that the dominance of big brands in the local market is still a major barrier for Momoyo to penetrate consumer awareness at the initial level. Momoyo's marketing strategy, which is still limited compared to big brands that have access to massive advertising campaigns and even distribution, is one of the factors that influence this result.

When discussing Brand Recall indicators, several informants began to mention Momoyo after big brands. This indicates that this brand is starting to gain a place in the minds of consumers, although it is still in its early stages. Momoyo needs to improve the consistency of its brand communication through more attractive campaigns and intensive promotions on social media. In this context, a marketing strategy that utilizes the local uniqueness and culture of the Medan City

community can be an effective step to attract the attention of more consumers.

In the Brand Recognition indicator, the research results provide a more positive picture. Several informants were able to recognize Momoyo product variants, such as Corn Ice Cream, Oreo Sundae, and Strawberry Sundae. This shows that Momoyo has succeeded in creating a point of contact with consumers, both through direct promotion and the experience of trying the product. However, there are still informants who only know the name Momoyo without knowing the details of the product. This situation indicates that although some consumers have been exposed to this brand, many still do not understand the unique value offered by Momoyo. To strengthen brand recognition, expanding promotional activities that emphasize product uniqueness, such as innovative flavors and competitive prices, is a recommended step.

In the Unaware of Brand indicator, it was found that there are still consumers who are not familiar with Momoyo, while others admitted to having heard of this brand. This imbalance highlights the need for a more inclusive strategy to expand the brand's reach to a wider consumer segment. As a local brand, Momoyo's presence seems to be limited to certain groups, such as young people who are active on social media or those who live in areas with better access to Momoyo products.

The results of this study are in line with the theory put forward by Aaker in Rangkuti (2002:39), which states that brand awareness is closely related to consumer memory of the brand in various situations. Measuring the ability of consumers to recognize a brand is an important indicator in determining the position of the brand in the market. This study is also supported by findings from previous studies. For example, research conducted by (Sutrisno et al., 2023) shows that brand awareness has a significant influence on purchasing decisions. Other research results, such as those conducted by (Lady Diana Warpindyastuti et al., 2021), shows that the Top of Mind, Brand Recall, and Brand Recognition indicators are very relevant in measuring brand awareness.

However, this study has uniqueness compared to previous studies, especially in the analytical approach to the four main indicators of brand awareness. Unlike previous studies (Sutrisno et al., 2023) which examines the influence of brand awareness on purchasing decisions, this study focuses on an in-depth analysis of the position of the Momoyo brand in the minds of consumers. This study is also different from the previous study (Lady Diana Warpindyastuti et al., 2021), which shows that the Haus! brand has a high level of brand awareness. In this study, Momoyo shows that although the Brand Recall and Brand Recognition indicators are starting to show positive results, the brand still faces major challenges in the Top of Mind and

Unaware of Brand indicators.

There is a uniqueness or characteristic in the research of brand awareness level analysis of the people in Medan City towards Momoyo products with previous research. This research has characteristics that distinguish it from previous research, especially in terms of research subjects and local context. For example, this research focuses on the people in Medan City, which has different social, cultural, and economic conditions compared to other regions. Medan people tend to have a preference for big brands that have been present in the market for a long time and often advertise in mass and digital media. In addition, Islamic values are also an important consideration in consumer preferences, considering that most Medan people adhere to religious principles in their daily lives, including in choosing food and beverage products.

In addition, this study provides important insights for other local brands looking to strengthen their position in the market. In an increasingly competitive market, the findings of this study emphasize the importance of innovative and adaptive marketing strategies. For example, the use of social media as a tool to build relationships with consumers can be optimized through interesting and relevant content. Community-based promotions can also be an effective alternative to increase brand awareness at the local level.

Overall, this study not only provides an overview of Momoyo's position in the local market, but also provides practical recommendations that can be implemented by other brands. With the right strategy, Momoyo has the potential to increase its brand awareness and compete more effectively with big brands in the ice cream industry. These findings are also relevant for further research that wants to explore the relationship between brand awareness and consumer behavior in the local market. By understanding the uniqueness of the Medan market, Momoyo can develop more specific and relevant strategies to expand its market share.

CONCLUSION

From the results of this study, it can be concluded that the Momoyo brand has succeeded in creating brand awareness. Based on the analysis that has been done, the Momoyo brand is already known and remembered by some consumers, thus providing its own value and ability to compete in the market. On the other hand, brand recall and brand recognition of the Momoyo brand received a significant response from consumers, who considered this brand to be known and remembered because of its various flavor variants. To increase brand awareness, the company must be able to convince consumers to choose Momoyo products over competing products when buying ice cream. This can be done by creating attractive advertisements, accessible to many people, establishing intense communication with consumers through social media and creating distinctive features to differentiate the Momoyo brand from other brands. If not, the company will have difficulty surviving in the long term. Therefore, a broader and more intense branding concept is needed to introduce the product to consumers.

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