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Brand Value of Outdoor Products through New Wave Marketing

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Abstract

This study aimed to know and explain the importance of 'brand value' in building brand equity through New Wave Marketing on the Indonesian-based outdoor product Consina. The theory and concept used in this research were the Integrated Marketing Communication Mix theory. The study used a qualitative approach and a case study method. The study revealed that the marketing activity done by Consina always strived to align itself with the consumers as in accordance with the new wave marketing concept where the relationship of a brand with the consumer was horizontal. Consina brand already has a strong image in the market as it has five of six aspects of branding character namely physical, intellectual, emotional, social, and personality aspect that affected its brand awareness among the community, especially among the enthusiast of outdoor activities. However, the brand image was still at the level of brand recall for the public in general.

Keywords: Brand Value, New Wave Marketing, Brand Equity, Consina outdoor equipment

BACKGROUND

Nowadays, people can easily communicate, sharing opinions and information, as well as influence each other. As the technology developed, businessmen are forced to follow the flow to win the market; otherwise, it will eventually lose the market competition. Due to greater competition and changes in consumer behavior, the marketing world is experiencing significant changes. Competition can arise from anywhere in any form, while consumers are open to broad information that comes from all directions. The old rules in the market have also changed. Thus, the traditional marketing paradigm commonly called Legacy Marketing which is vertical and centered on the company must also be shifted.

In line with the phenomenon, a new concept is brought up dubbed New Wave Marketing. This concept includes new marketing strategies and tactics to deliver optimal value to consumers in today's era of digital. However, the Legacy Marketing principles may still be applied to some extent, but at the same time companies must also begin redefining marketing strategies and tactics to become more horizontal in this new wave era (Kottler et al., 2017: 48).

Nine elements of the earlier marketing studies such as segmentation, targeting, positioning, differentiation, marketing-mix, selling, brand, service, and process are the grand design of the company's business. These nine elements are summarized into three core elements known as GDP, positioning-differentiation-brand. In this horizontal era, the elements have shifted. The market is no longer an object yet the subject because the marketing value will likely increase if they want to involve its customers. The shift, for example, occurred from segmentation to communitization, targeting confirmation, positioning to clarification, differentiation to codification. Meanwhile, the 4P marketing mix (product, price, place, promotion) is shifted to co-creation, currency, communal activation, and conversation. Furthermore, the brand becomes a character, service becomes care, and the process becomes collaboration. They are called 12C. (<http://marketeers.com/mengenal-konsep-konsep-new-wave-marketing/>)

Consina is an outdoor equipment brand from Indonesia founded by Disyon Toba. Disyon born in 1974 used to be a mountain climber. Hiking up the mount triggered him to open a business in the field of outdoor equipment. Disyon began to start this business in 1994. Disyon saw a mountain bag, which he believed made in foreign countries, was eventually made by Indonesians, although under supervision of foreign companies, the sewing is the work of Indonesian. From there, Disyon learned to make the same bag. To begin with, he used a material from factory waste. Disyon asked the person who

previously worked as a tailor in that foreign company to produce a similar bag. Unexpectedly, the tailor was able to create it with the same quality. (<http://www.pendaki.info/2016/12/sejarah-didirikannya-consina-oeh-disyon.html>)

Brand awareness is the basic dimension of brand equity. Based on the consumer's point of view, a brand has no equity until the consumer is aware of the brand's existence. Achieving brand awareness is a challenge for any company. If the product has reached the level of brand awareness, it will be easier to sell it and will then enter the stage of brand recall and later the highest-level Top of Mind from consumers (Terence A. Shimp, 2000: 11). Many constraints faced by brands such as Consina due to its specific segments which aimed for the activists of outdoor activities considering it could not be used for daily activities, yet for outdoor activities. There is also a lot of competition from similar brands such as Eiger and Cozmedd (https://kominfo.go.id/content/detail/4286/user-internet-indonesia-nomor-enam-dunia/0/sorotan_media).

Based on the background above, the problems are as follows: How the New Wave Marketing concept related to brand value in establishing brand equity in the digital age on Consina Outdoor Equipment, and 2) How the formation of a community (communitization) of brand equipment Consina outdoor through new wave marketing?

Brand Value

According to Kluckhohn in (Mulyana, 2004: 1), values are conceptions (express or implied, which distinguish individual or group characteristics) from what is desired, affecting the choice of action on intermediate and final goals. Meanwhile, Kattsoff in Soejono Soemargono (2004: 318) said that the value is very closely related to good or with the word 'good', although its facts can vary with each other.

Kattsoff in Soejono Soemargono (2004: 323) says that the essence of value can be answered in three ways: first, the value of being fully subjective is dependent on the human experience as the giver of value itself. Secondly, values are facts in terms of ontology, but not in time and space. The values are the logical essence and can be known through reason. Thirdly, values are objective elements that make up the reality of value.

The concept of New Wave Marketing puts brands like humans, not as organizations or institutions among consumers. In the horizontal era, brand marketing which was the core value has changed in line with the growth of human character (Kotler et al., 2017: 208). According to Aaker in Kottler et al (2017: 153), in building a strong brand, it is necessary to determine the right direction, purpose, and meaning for the brand and that is called brand identity. It helps build relationships between brands and consumers by creating plans of value that involve functional and emotional benefits. From the description above, it can be concluded that the brand value is a price in a brand that can affect consumer actions towards the brand.

Brand Equity

According to Aaker (1997: 22), brand equity is a set of brand assets and liabilities related to a brand, its name, and its symbol which add or lower the product or service value to the company or its customers. Simamora (2001: 67) believes brand equity is the brand power to the consumer. Brand equity is closely related to how far a customer is satisfied and feel losing of brand changes (brand switching), they value the brand and consider it as a friend, and feel attached to the brand (Kotler, 2002: 461). Thus, brand equity is the power of a brand which in line with the product value so that consumers have a bound to the brand.

According to Aaker (1991) in (Ali Hasan, 2008: 158), brand equity as a series of brand assets and other assets that are associated with a brand which can increase the product value for customers. There are five categories of assets that might increase brand equity: 1) Brand awareness, a person recognize a brand as part of the product category. Brand awareness level consists of a) Unawareness of brand, consumers are not aware of the existence of new brand, b) Brand recognition, a minimum level of brand awareness that is when a customer know the brand but do not recall it and will likely remember it after seeing the brand, and c) Brand recall, when consumers need to be triggered to recall a brand. In

this level, advertisement and marketer (in a store) is needed, and d) Top of mind when a customer recalls a certain brand in the peak of his mind if they remember a product category. For example, the first brand that comes up to mind is Extra Joss and then followed by another brand among a strong and powerful supplement drink. 2) Brand association, anything related to the brand in the memory or a set of associated brands formed by the consumer in his mind. The level of brand association might shape a positive opinion and a strong perception as well as a reason to buy, 3) Perceived quality is the customer's perception of the quality or advantage of a product that is seen from its relative function over other products, 4) Brand loyalty is a measure of customer closeness on a brand, and positive opinion toward a brand, and 5) Brand assets, the other important things as part of the brand, such as technology secrecy, patents right, and exclusive access to the market.

New Wave Marketing

The term New Wave initially came from I Nyoman G. Wiryanata (Consumer Director of PT Telkom Indonesia) who saw the marketing era has shifted. He said that the Legacy Era has changed into the era of New Wave (Kartajaya, 2010: 3). Due to greater competition and changes in consumer behavior, the marketing world is experiencing significant changes. Competition comes from anywhere and in any form, while consumers are open to greater information that comes from all directions. The old rules in the market have changed. Thus, the traditional marketing paradigm commonly called Legacy Marketing that once vertical and centered on the company is affected. In the midst of such chaotic and turbulent dynamics, companies must review and refine marketing policies and all of their marketing tools. If the company fails to do so, the new environment will punish it and that possibly leading to the brink of destruction (Kotler et al, 2017: 48)

The new trend of New Wave Marketing is (1) Technological Change (from one-to-many broadcasting to many-to-many networking), (2) Legal Political Changes, (3) Changes in Economic Power, (4) Changes in Social and Cultural Strengths, (5) Changes in Market Power, (6) New Wave Marketing Elements. According to Kotler in Kotler et al (2017: 168), like a construction building, marketing architecture consists of three main pillars, namely strategy, tactics, and value. While in New Wave Marketing, there are changes to the elements in the three main pillars (1) Segmentation is communitization, (2) Targetting is Confirmation, (3) Positioning is Confirmation, (4) Differentiation is Codification (DNA), (5) Product is Co-Creation, (6) Price is Exchange Rate, (7) Place is Communal Activation, (8) Promotion is Conversation, 9) Sales is Commercialization, 10) Brand is Character, 11) Service is Care, and 12) Process is Collaboration.

According to Kartajaya et al (2017: 149), the brand is seen as an indicator of product value in the classic era of marketing. Aaker and Joachimsthaler (2000) say brands are assets that can be a basis of competitive advantage and long-term profile and thus it needs to be closely monitored by top level management. According to Aaker and Joachimsthaler, this is the goal of brand leadership. Aaker (1996) in Kartajaya et al (2017: 149) asserted a strong brand is an asset that can provide additional value to companies and consumers. This concept, known as brand equity, establishes five major categories for building strong brands: (i) Brand awareness, (ii) Brand loyalty, (iii) Perceived quality, (iv) Brand associations, and (v) other ownership assets. In the new wave marketing concept, a brand is considered like a human being; not an organization or an institution. Chris Malone, an author and branding consultant, notes in Kartajaya (2017: 148) that every brand is human, and every human being is a brand.

According to Kartajaya et al (2017: 155) with a character branding approach, consumers will act more as followers, follow a brand and choose it among many other competitors', and even defend it voluntarily. Here are six aspects of character branding:

1. Physical,

Physical aspects will help create the first impression of anything, including the brand. Brands must be designed in good and represent its character. This is called the substance style. The brand must have a strong physical character and fit the target consumer. It is not reflected only through symbols and logos, but also through all the physical signs such as product packaging, promotional materials, merchandise, service center layout, and so on (Kartajaya et al, 2017: 155).

2. Intellectuality

In a dynamic industry environment, brands must be allowed to grow while still observing the changes and non-static trends with its messages. This will help building brand leadership with a strong character. The key is able to capture new opportunities from the outside and quickly adopt it into products or services. Companies should be able to generate quick innovation in order to build this aspect (Kartajaya et al, 2017: 155).

3. Emotional

According to Kartajaya et al (2017: 155), the brand character must be able to provide personal and emotional touch to the consumer by paying particular attention to the emotional benefits that the product or service provides. These benefits can be conveyed to the consumer in such a way as to help create a human to human (H2H) touch (McKee, 2003).

4. Social

Social aspects are about a brand's ability to facilitate customer relationships. Social media not only allows each brand to interact with consumers but also facilitates interaction between online and offline consumers. These communities provide platforms both for brands and consumers to be creative and connected. The community is also very important in encouraging brand support because the message from the brand is backed by its followers (Kartajaya et al, 2017: 155).

5. Personality

Like a human being, a brand is created with a specific purpose. This aspect of personality refers to the characteristics which indicate that the brand is not born only for the profit, but also to maintain the people and the planet. Brands with such personalities will usually be able to attract the loyal customer (Kartajaya et al, 2017: 155).

6. Moral Abilities

Consumer trust is a high-value element in the New Wave era. If consumers feel betrayed by a brand, he can spread that disappointment anywhere. Thus, in order to build a long-term trust, the brand should be able to place consumer trust in a priority. The company should also ready to solve if any problem arises that potentially risk the consumer (Kartajaya et al, 2017: 155).

RESEARCH METHODOLOGY

This research used a case study method to examine how New Wave Marketing concept related to Brand Value building Brand Equity in digital era with a case study on brand Consina. According to Maxfield, cited by Moh. Nazir (2009: 57) in Research Methods, the case study is a study of a subject with a specific phase or typical aspect. Meanwhile, according to Robert K. Yin (2004: 1), case studies are appropriate strategies and the research question is related to how or why. It is when the researcher has a little chance to control the phenomenon to be studied and when the research focus related to the contemporary phenomena in a real-life context. The researchers have little or no chance to control the phenomenon.

This research subject was a brand of outdoor lifestyle equipment Consina. The research is done through direct observation. The object of this research was the new wave marketing concept related to the brand value used in building brand equity in the digital era. The primary data are data sources that directly provide data (Sugiyono (2015: 137). The primary data was collected by observation and interview. The key informants were: (1) Paul Tirta, the Promotion Coordinator of Consina who leads promotion teams, develops sales, and teaches sales skills to promotion teams, (2) Disyon Toba, Director of Consina, (3) Andika Pradipta, a staff of promotion teams of Consina who designs, creates and regulates all product marketing through printed media, electronic media, and social media. (4) Head of Consina Saharjo Store Yogi Susilo, (5) Indra Pratama, a private employee whose hobby of outdoor activities, (6) Evan Pratama, a private employee whose hobby of outdoor activities.

The research was conducted at the head office and warehouse of Consina at Jl. Raya Narogong KM 11.5, Gg. Himalaya I No.1 RT.03 RW 05, Bantargebang, Bekasi City, West Java 17151 and

Consina Store Tebet. The study was conducted over a two-month period starting from July to November 2017.

RESULT AND DISCUSSION

Product Development of Consina

The research and development team of Consina has a duty to monitor current local or international trend of outdoor equipment in a bid to maintain the product quality by involving professionals and also consumers, said Paul Tirta.

According to Paul Tirta: "We still strive to achieve an organizational structure where the RnD division (research and development) runs well, so it can collect input from anywhere from global trends, local trends, and professional feedback for technical goods, while for non-technical items such as backpacks, the feedback can be received from marketing sales teams because they know the needs in one area. And also, the customer can be involved in the group discussion forum". (Interview on November 17, 2017, at 09:30 WIB)

Meanwhile, Andika Pradipta said that in addition to the survey, the team also has a community called "Consiners" for those lovers of Consina products. The gathering often takes place in Buaran in the form of a talk show in which they give suggestions for the product without getting paid and even sometimes sincerely willing to come along to the store. (Interview on November 27, 2017, at 16:00 WIB)

Consina Price

Consina has a market for the mid-high community. The price is affordable for mid-high people and also lower class. The brand also sets the price for lower middle class without degrading the quality.

No.	Brand	Mountain Backpack	Jacket	T-shirt	Sandals
1	Eiger	Rp1,560,000	Rp525,000	Rp155,000	RP155,000
2	Consina	Rp880,000	Rp335,000	Rp95,000	Rp105,000
3	Cozmeed	Rp635,000	Rp355,000	Rp108,000	Rp249,000

Source: Observations results from website eigeradventure.com, Consina-adventure.com, cozmeed.com (accessed on July 5, 2017, at 10:30 WIB)

Table 1: Price Comparison of Outdoor Equipment

From the above table, it can be seen that Consina adjust the price to the consumers' purchasing power. As the public income increases, Consina also raises their market segment for middle and upper class by increasing the price as well as the quality. According to Andika Pradipta, Consina targets the age of 17 until 40 and mid-high class and are currently eyeing a new market that is office worker after student (Interview on November 27, 2017, at 16:00).

Consina Place

Consina markets its products through several distribution channels. The selection of the right distribution channel can accelerate the distribution to consumers, so the company's goals can be achieved. Otherwise, the business might be hampered if the company failed to choose an appropriate distribution channel as it likely causes delays or even the un-arrival of products to consumers.

Paul Tirta mentioned, Consina has more than 45 stores across Indonesia and also online shop via www.consina-adventure.com, e-commerce platform Lazada and Tokopedia as well as Bukalapak, Transmart and Gramedia in more than 30 branches (Interview on November 17, 2017, at 09:30 WIB). Frandes Mirianto Sitepu as the consumer shared his experience, "I've been to the store, shopping via online, so many outlets cited on the website and several outlets near my home opened sale outdoor equipment including Consina," (Interview on December 6, 2017, at 09:30 WIB).

Discussion

The Community (Communitization) in Building Brand Value of Consina

The concept of New Wave Marketing embraces new marketing strategies and tactics by using connected marketing approaches and emphasizing deeper and larger participation of customer to deliver optimal value to consumers. New wave marketing concept is a combination of connected marketing that puts a brand parallel to the consumer. The brand value of Consina products has been proven to create brand awareness in the public. The brand value is also a major factor in shaping the brand loyalty. Consumers who have used the product could feel the value.

In the digital era, the marketing concept must be changed to be more horizontal. The brand must be parallel to the consumer because consumer behavior has also changed. In the digital era, the purchasing decisions are strongly influenced by the environment considering information that quickly spread and inter-community interaction can be easily done. This affects the brand perception in the community. Consina brand is certainly attached to the activists of outdoor activities as the brand made to support outdoor activities. The activists usually exchange information about outdoor products such as the quality, model, price, etc. The community includes KPA (Nature Lovers Group), MAPALA (Nature Lovers), and SISPALA (Student Lovers Nature) among others.

The promotion strategy conducted by Consina is by supporting such communities as it is a means of interaction, dialogue to create and maintain the relationship between consumers and the brand itself. Consina actively invited the communities to hold joint activities such as mountain climbing, support the financing of a community event, and create training activities, etc. In addition, Consina also created an event dubbed JAMCONAS (National Conservation Jamboree) in Mount Merbabu on the New Year's Eve of 2017.

Consina Brand Value

In the new wave marketing concept, a brand must be built to have a strong impression that attracts customers without being forced. According to Kartajaya et al (2017: 154), to build a charisma that gives a strong influence, a concept of branding character required. Branding character is a combination of the WOW Leadership model by Kartajaya & Ridwansyah (2014) and three winning key of the new wave era. The six aspects of WOW Leadership are physical, intellectual, emotional, social, personality, and moral ability. And, the three keys to victory are (i) combination of online and offline approaches, (ii) creating a substantial style, and (iii) using machine-to-machine (M2M) mechanisms to obtain human emotional to human relations (H2H).

- 1. Physical,** Brand awareness of Consina is quite high among activists of outdoor activities. However, for the general public, the brand is still in the stage of brand recall because Consina only supports outdoor equipment. The products are known to have a characteristic design and attractive colors. In addition, the price is also known to be affordable for all. However, in terms of durability and product comfort, Consina is left behind the export products.
- 2. Intellectuality,** The formation of brand awareness of Consina is greatly helped by digital and visual trends as well as social media such as Instagram, Twitter, Youtube, and Facebook. Consina utilized social media to promote their products, share information such as event, discount promo, new store opening, etc. Aside from it, social media is also used as a means of interaction site between Consina and its consumer. Other than marketing the product via online, Consina opened 46 outlet stores across Indonesia and through modern market such as Transmart and Gramedia as well as outdoor equipment store that also sells other products. It is intended so that the products can be easily reached by the community and introduced outdoor equipment for the public in general.
- 3. Emotional,** Kertajaya (2017: 201) says that the new wave era encourages companies to be smarter in finding the right combination of online-offline approaches, especially for consumers who are becoming increasingly communal due to the change of segmentation to communitization. Therefore, companies at the tactical level also need to implement right

initiatives, one of them through the utilization of communities that align with corporate distribution channels, in terms of goals, values, and identity. This is called communal activation. Online distribution channels provided by Consina have provided convenience for consumers to interact with the product and other consumers and that is very effective in building its brand awareness.

- 4. Social,** Promotion strategy conducted by Consina, by utilizing an online platform such as social media and marketplace in Indonesia, is also a means of interaction between the brand and its consumer and also to spread the product information. In the concept of the new wave, brand marketing or brand is parallel to the consumer. According to Kartajaya et al, the community is also very important in encouraging support for the brand because the message from the brand is strengthened by the loyal followers. It was also seen in the Consina event JAMCONAS in Merbabu Mount, Central Java which aimed at gathering the Consiners from all over Indonesia.
- 5. Personality,** In its marketing activities, Consina not only pursues profit but also create a value in the form of education for its consumers. Some products also represent a certain mission in each design such as a campaign of nature conservation Go Green, Save the Earth program, etc. In the concept of new wave marketing, personality is an aspect to form the brand's character. Consina itself has five of six aspects of the branding character; physical, intellectual, emotional, social, and personality which are found in its marketing strategies such as advertising, promotional selling, direct marketing, and event. Consina always tries to align itself with its customers and that is in line with the new wave marketing concept where the relationship of a brand with its consumers is horizontal.

CONCLUSION

Based on the research results and discussion above, it can be concluded that there are some things about the concept of new wave marketing related to brand value in building brand equity in the digital era as follows:

1. The product from outdoor equipment Consina has a different character from other outdoor products that is its multifunctional product design which can be used for daily activities also, lectures, work, schools, etc. Consina has 2 distribution channels that make the product easily found or encountered by the community, online and offline channel, and both proved to be effective to create the brand awareness among enthusiast or community of outdoor activities.
2. The threat of Consina from the competitors in the outdoor product segment considering there are a lot of local or export outdoor equipment brands in Indonesia. In the digital era, the decision to make a purchase is influenced by the environment and others around the consumer.

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HAS PRESENTED A PAPER ON

*"Brand Value in Building Brand Equity Toward Outdoor Equipment Brand New
Wave Marketing On Digital Era"*

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