

# CAMPUS AMBASSADOR STRATEGY ANALYSIS OF BRAND IMAGE AT MEZINK INDONESIA

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**Abstract:** *In the growing digital and connectivity era, the role of Brand Ambassadors in influencing brand image is becoming increasingly significant. A comprehensive analysis of Campus Ambassador's brand image strategy is important to understand how the use of this strategy can shape consumer perception. This study attempts to evaluate the degree to which Campus Ambassador influenced Mezink Indonesia's brand image. This paper was written using a descriptive qualitative technique. In addition, to support this research, a SWOT analysis was carried out so that researchers know the right strategy for the company. Analysis of Campus Ambassador's strategy on brand image at Mezink Indonesia shows that the use of Campus Ambassador can be an effective method to build and strengthen brand image among students.*

**Keywords:** *Brand Ambassador, Brand Image, SWOT Analysis*

## INTRODUCTION

In the era of rapidly developing globalization, people's need for technology has become very important. Technological advances allow people to facilitate various daily activities. One of the technological developments that is currently very significant is information technology. Information technology has great benefits in facilitating people in obtaining information through various media. In addition, the development of information technology also has an important impact on people's lives, helping to increase the effectiveness and accuracy of the activities they do. The development of information technology is also supported by the emergence of the internet. Through the internet network, everything that happens in the world can be accessed. Starting from communication, information exchange, to business activities can be done through the internet.

The emergence of the internet has changed various aspects of life, including in the fields of technology, economics, and business. Competition in today's business world is getting tighter, so business people must become more innovative in designing marketing strategies. Among many competing companies, businesses must be able to meet these challenges and retain customers to keep purchasing their products. In the growing digital and connectivity era, the role of Brand Ambassadors in influencing brand image is becoming increasingly significant. Brand ambassadors play an important role in communicating brand values, explaining the benefits of a product or service, and building relationships with potential consumers.

Mezink Indonesia is one of the companies that provides a cloud-based website development platform. Mezink has a main product, namely the landing page application. The app aims to help creatives, influencers, manage their digital presence, analytics and insights, audience engagement, and monetization. Although considered a newcomer in the landing page application, Mezink already has approximately 250,000 active users. However, unfortunately it has not reached Mezin's target of having 10 million active users in a short time.

One of Mezink's marketing strategies to achieve its target is to build its brand image. This can be achieved with one of its strategies, namely by using Campus Ambassadors. This strategy will help Mezink in building a brand image to increase brand awareness and the formation of a loyal customer community for its products. The existence of this community also helps Mezink to be able to build closer relationships with consumers and strengthen the company's image.

A comprehensive analysis of Campus Ambassador's brand image strategy is important to understand how the use of this strategy can shape consumer perception. This study intends to examine how much the Campus Ambassador has influenced Mezink Indonesia's brand image and how various elements, including as the Ambassador's reputation and interactions with other students, influence customer perception of the brand.

Through this analysis, it is hoped that we can gain a deeper understanding of the contribution of Campus Ambassadors in building a positive brand image. The results of this research will provide valuable insights for marketers and branding practitioners in designing effective marketing strategies using Campus Ambassadors to strengthen brand image among students.

## **LITERATURE REVIEW**

### **Brand Ambassador**

A brand ambassador is a technique used by businesses to interact with the public and communicate with them about how they truly increase sales, according to Lea-Greenwood (2012:88). A Brand Ambassador is someone who represents and advertises a company's products that support companies to offer products and act like corporate companies through words and actions to help market the company. Companies use brand ambassadors in an effort to persuade consumers to be interested in utilizing their products; this is also dependent on the selection of brand ambassadors who have a positive reputation and are adept at promoting goods.

According to Lea-Greenwood (2012: 77), there are several brand ambassador indicators that companies must pay attention to, including:

1. Transference, a person who is able to support a brand according to their profession or interests.
2. Congruence, a concept that ensures that there is a strong bond between the brand and the ambassador.
3. Credibility, the level to which consumers can have confidence in the expertise of ambassadors in providing objective product information.
4. Attraction, the non-physical appearance of an ambassador who supports him in advertising a product.
5. Power, charisma that can radiate from ambassadors to consumers so that they are interested in buying or using a product.

Companies must take into account several of crucial factors when selecting Brand Ambassadors in order for them to be effective for the product they wish to promote. The VisCap paradigm, according to Rossiter and Percy (Kertamukti, 2015: 70), includes four dimensions: visibility, credibility, attraction, and power.

### **Brand Image**

According to Keller (in Marhani Eka Saputri, 2014), brand image is a reflection of consumer memory that builds their perception of a brand. Brand image refers to the way

consumers perceive, shape an image, and have an impression of a brand. It involves all aspects related to the brand, including the quality of the product or service, brand values, reputation, design, marketing communications, and interaction with consumers. Brand image can be supported by several factors such as Keller explained (in Marhani Eka Saputri, 2014), including:

1. Favorability of brand association. This makes consumers believe in the benefits provided by a product by a brand so that it satisfies and meets their needs so as to create a positive attitude for the brand.
2. Strength of brand association. How everything about the brand can enter the memory of consumers. This can be seen from consumers who are constantly thinking about information rather than a product.
3. Uniqueness of brand association. Interesting things that become the uniqueness of a product that will become a characteristic will give an attractive impression in the minds of consumers.

### **SWOT Analysis**

SWOT analysis is the methodical assessment of the company's internal and external aspects that are helpful for developing business strategies. The company's thinking about how to optimize its strengths, opportunities, weaknesses, and dangers forms the basis for this study. SWOT analysis contrasts internal elements of Strengths and Weaknesses with exterior aspects of Opportunities and Threats. Since it is a strategic examination, there is no right or wrong response. This is because each case's resolution will be unique and can be resolved using a fresh perspective or by looking for brand-new issues that result from old ones. The study is intended to enable a practical, fact-based, data-driven assessment of an organization's activities, industry position, and strengths and weaknesses. (Rangkuti, 2015)

### **RESEARCH METHOD**

This paper was written using a descriptive qualitative technique. The goal of qualitative research is to better understand human or social phenomena by developing a thorough and complex picture that can be communicated verbally, reporting in-depth insights from informant sources, and doing the study in a natural environment. A form of research called descriptive qualitative research seeks to thoroughly and precisely characterize a phenomena. The goal of this research is to provide a thorough grasp of the background and features of the event being studied as well as a detailed description of the many factors at issue. (Warul Walidin, 2015)

For this article's descriptive qualitative study, our goal is to gather in-depth information about the impact brand ambassadors have on brand image. The thing to get the data results is to conduct interviews, observations, and literature studies. In addition, to support this research, a SWOT analysis was carried out so that researchers know the right strategy for the company.

### **RESULT AND DISCUSSION**

Brand image is a perception formed by consumers about a brand or company. In the context of Mezink Indonesia, the Campus Ambassador strategy can be one way to influence and strengthen the brand image among students. The use of campus ambassadors by Mezink

Indonesia affects the brand image of Mezink Indonesia with several indicators developed by Rossiter, namely the VisCap model (Visibility, Credibility, Attraction, and Power). The following is an explanation of these indicators with the selection of campus ambassadors in improving Mezink Indonesia's brand image:

1. Visibility

In selecting campus ambassadors, you must pay attention to the extent to which someone is known by the surrounding environment before promoting company products. This level of popularity that is a big influence in campus ambassadors can increase recognition of a brand. Students who are used as campus ambassadors chosen by Mezink Indonesia on average have an Instagram follower count of 5000-30,000 followers which helps Mezink in expanding its target audience which is students. Students are an important market segment because they have the potential as future consumers. By presenting Campus Ambassadors, Mezink Indonesia can establish direct communication with students and introduce the products or services offered. This can help build brand awareness and improve brand image among students.

2. Credibility

The degree to which consumers perceive an ambassador as having knowledge, skills, or experience pertinent to the brand being pushed is referred to as their level of credibility. In choosing a Campus Ambassador, it is important to consider the relevance between the selected students and Mezink Indonesia's target audience. Campus Ambassadors who come from study programs or majors related to products or services offered by Mezink Indonesia will be more effective in influencing students who are the target market. Therefore, in selecting campus ambassadors, Mezink selects students who have an interest and knowledge of relevant fields that can help build credibility and strengthen relationships between brands and consumers. The Campus Ambassadors chosen by Mezink have a good reputation among students and are considered opinion leaders have greater potential to influence students' perceptions and attitudes towards the Mezink Indonesia brand. When Campus Ambassadors give positive recommendations or recommend Mezink Indonesia products or services, it can strengthen the brand image and increase student trust.

3. Attraction

Attraction referred to in the selection of brand ambassadors includes physical attractiveness and a collection of values such as intellectual abilities, personal attitudes and other things that can be accepted by the audience. Students who become campus ambassadors of Mezink Indonesia have physical attractiveness and have attractive personalities and strong personal appeals. They can attract attention and create an emotional connection with the target audience.

4. Power

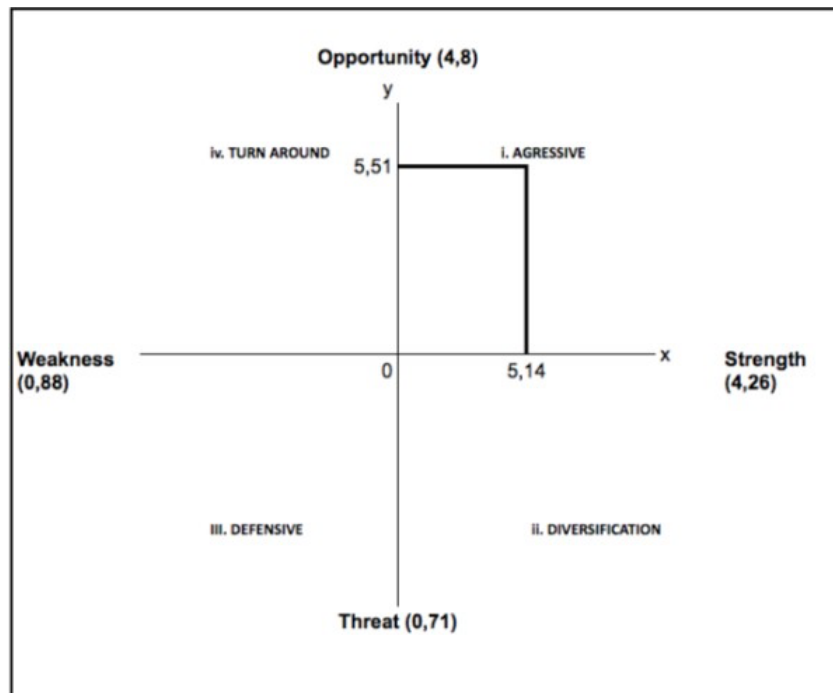
Power can increase the desire to buy a product by displaying an 'order' to the audience to act. The charisma of Mezink Indonesia's campus ambassador helps companies build strong relationships between brands and consumers. In addition, good communication possessed by campus ambassadors such as skills in advertising products, listening skills, and the ability to interact well with various groups are also important factors.

Based on the predictors that have been explained, the selection of campus ambassadors with good visibility, credibility, attraction, and power factors can help Mezink Indonesia strengthen its brand image and influence students' perceptions and attitudes toward the brand.

Mezink Indonesia can further expand its market reach by using SWOT analysis. Researchers have made a swot analysis as follows:

SWOT	STRENGTH (S)	WEAKNESS (W)
		<ol style="list-style-type: none"> <li>1. Mezink has a sub program to support its application.</li> <li>2. There is training to support the IT industry</li> </ol>
	<ol style="list-style-type: none"> <li>3. Follow current trends</li> <li>4. Innovative application</li> <li>5. No commission fees are charged to users</li> </ol>	<ol style="list-style-type: none"> <li>3. The application has so many features that it is difficult to understand</li> <li>4. Not widely known by the public</li> <li>5. The use of media as a marketing tool is not yet optimal</li> </ol>
OPPORTUNITY (O)		
<ol style="list-style-type: none"> <li>1. There aren't many applications for creating landing pages</li> <li>2. Has great digital economic potential</li> <li>3. Convenience in one application that contains various kinds</li> <li>4. The strong Word of Mouth that was done by the participants to the new participants</li> <li>5. Become a tool helper for people who work in the creative world</li> </ol>	<p><b>S-O Strategy</b></p> <ol style="list-style-type: none"> <li>1. Ensuring high quality training to support the use of the IT industry in the digital economy era (S1, S2, S3, O2)</li> <li>2. Strengthen Mezink's image as a creative tool that requires landing page creation (S2, S4, O1, O5)</li> <li>3. Encouraging active Mezink users to share their positive experiences with new participants (S5, O3, O4)</li> </ol>	<p><b>W-O Strategy</b></p> <ol style="list-style-type: none"> <li>1. Increasing the use of social media as a marketing tool to expand customer coverage and increase brand awareness. (W1, W5, O1.02)</li> <li>2. Emphasizes the main program in the application and simplifies existing features. (W2, W3, O3)</li> <li>3. Adding the Electronic Word of Mouth strategy and collaborating with influencers in the creative world to increase brand awareness (W4, O4, O5)</li> </ol>
THREATS (T)		
<ol style="list-style-type: none"> <li>1. Have competitors who have become top of mind for landing page applications</li> <li>2. Competitors have features that are easier to understand</li> <li>3. Competitors have a wider range</li> <li>4. Not many users need a landing page application</li> <li>5. Competitors have better marketing strategies</li> </ol>	<p><b>S-T Strategy</b></p> <ol style="list-style-type: none"> <li>1. Build partnerships with institutions or communities that own the IT industry to increase Mezink's visibility (S2, S3, T3)</li> <li>2. Develop a comprehensive and targeted marketing strategy including the use of social media, marketing content (S3, S5, T5)</li> <li>3. Improve the user experience and ease of use of the Mezink application (S1, S4, T2, T1)</li> </ol>	<p><b>W-T Strategy</b></p> <ol style="list-style-type: none"> <li>1. Using a more diverse strategy and prioritizing digital marketing to increase competitiveness against competitors (W1, W,5, T1, T5)</li> <li>2. Maximizing features that are not owned by competitors so that they become unique selling points for the company (W2, W3, T2, T4)</li> <li>3. Utilizing existing market share to expand customer coverage by selling the company's unique selling point (W4, T3)</li> </ol>

In addition, after calculating IFAS EFAS as follows:



Considering the results of the company's SWOT analysis, Mezink Indonesia, an aggressive strategy is the right strategy to be used by Mezink to be able to compete in the world of landing page applications that it has just pioneered. In addition, it is in line with Mezink's target to reach 10 million active users in a short time. An aggressive strategy is one that uses proactive and powerful measures to achieve company goals quickly and effectively. One of the aggressive strategies that can be done is to strengthen marketing so that brand awareness about the Mezink application will continue to increase and attract the attention of potential customers.

Mezink's aggressive strategy through the use of campus ambassadors can be the key to the company's success and excellent opportunities to increase brand awareness. This can be done in several ways that Mezink can do in the use of campus ambassadors so that it can run effectively, including:

1. The first thing Mezink must do is to identify and select campus ambassadors who have a major influence in the industry relevant to Mezink's application, namely the landing page application. Campus ambassadors who are relevant to this are students who do work or have an interest in the creative industry in accordance with the purpose of this application to be able to become someone's help tool in the creative world.
2. Mezink can arrange any campaign he will do to increase brand awareness for his company. After that, Mezink can create a content planner that contains a content schedule according to the campaign he wants to run. Where campus ambassadors will play an active role in the creation of creative and interesting partners. Periodically and according to the schedule agreed upon in the content planner, campus ambassadors must create content in accordance with the campaign they want to disseminate. For example, Mezink schedules once a week for campus ambassadors to create content that explains how the app works and provides benefits and solves problems for its users by using short descriptions and hashtags according to the campaign.

3. Campus ambassadors can be a driving force on social media by actively interacting with social media followers, which can discuss the stories of Mezink app experiences. Mezink can also work with relevant influencers and create Instagram live that will discuss topics about the creative world while still running campaigns to increase brand awareness. This data is also part of Mezink's sub-program, Mezink Academy.
4. The last thing that Mezink can do is to continue to see the impact and evaluate regularly to be able to see the effectiveness of the campus ambassadors it uses. Mezink can also see which campaign content is preferred by the community so that it can create similar content with different and more attractive packaging.

An aggressive strategy with the use of campus ambassadors must also be supported by a deep understanding of the target audience and goals of the company. If this is done, it may increase brand awareness which Mezink hopes can later become the top of mind landing page application.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Analysis of Campus Ambassador's strategy on brand image at Mezink Indonesia shows that the use of Campus Ambassador can be an effective method to build and strengthen brand image among students. The selection of the right Campus Ambassador, with good visibility, credibility, attraction, and power factors, can have a positive impact on Mezink Indonesia's brand image. Campus Ambassadors who have credibility, good communication skills, and relevance to the target audience can influence students' perceptions and attitudes towards the brand.

### **Suggestion**

Based on this analysis, here are some suggestions that can be given regarding Mezink Indonesia's Campus Ambassador strategy:

1. Proper selection: Mezink Indonesia needs to carefully select Campus Ambassadors. Consider factors such as their relevance, credibility, attractiveness, and strength of influence. Make sure Campus Ambassadors have a good understanding of Mezink products and services and can represent the brand well.
2. Training and support: Provide training and guidance to Campus Ambassadors on the brand message, ethics, and values they want to represent. Adequate support from Mezink Indonesia will help Campus Ambassadors in carrying out their duties well.
3. Effective communication: Make sure the Campus Ambassador has good communication skills. Provide them with the guidance and materials needed to communicate the brand message clearly and persuasively to students. Monitor and provide feedback on their communications to ensure consistency of brand messaging.
4. Evaluation and improvement: Conduct regular evaluations of Campus Ambassador activities and their impact on Mezink Indonesia's brand image. Use student feedback and collected data to identify strengths and weaknesses of this strategy. Make adjustments and improvements if needed to improve desired results.
5. Collaboration and sustainability: Actively involve Campus Ambassadors in Mezink Indonesia's activities and campaigns. Make them partners in building relationships with

students. Maintain open and ongoing communication with them to maximize the impact of the Campus Ambassador strategy.

By following the suggestions above, MezinK Indonesia can improve the effectiveness of the Campus Ambassador strategy and strengthen their brand image among students.

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