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Aaker Customer Implementation through Brand Equity in RTV Innovation Marketing Programs

Implementasi Customer Aaker melalui Konsep Brand Equity dalam Program Pemasaran Inovasi RTV

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Abstract

This research aims to analyze the problems that exist in a company in the entertainment sector, namely regional television operating in Riau Melayu, mainly the marketing used. The research was conducted using descriptive qualitative research methods using secondary and primary data obtained through interview, observation, and documentation collection methods. This research obtained results from weaknesses that occurred through SWOT analysis, so an evaluation was carried out to form brand equity in the marketing media that had previously used brand equity. The theory used in this research is the Aaker Brand Equity Theory, where Riau TV is expected to be able to manage the company's existing marketing media through existing social media. This program will form a good perception and experience for its loyal viewers so that Riau TV has a good image in society.

Keywords: Aaker Theory, Brand Equity, Marketing Programs, RTV Innovation.

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Abstrak

Penelitian ini bertujuan untuk menganalisis permasalahan yang ada pada sebuah perusahaan di bidang hiburan yaitu televisi daerah yang beroperasi di Riau Melayu, terutama pemasaran yang digunakan. Penelitian dilakukan dengan menggunakan metode penelitian deskriptif kualitatif dengan menggunakan data sekunder dan primer yang diperoleh melalui metode pengumpulan wawancara, observasi, dan dokumentasi. Penelitian ini memperoleh hasil dari kelemahan-kelemahan yang terjadi melalui analisis SWOT, sehingga dilakukan evaluasi untuk membentuk ekuitas merek pada media pemasaran yang sebelumnya menggunakan ekuitas merek. Teori yang digunakan dalam penelitian ini adalah Aaker Brand Equity Theory, dimana Riau TV diharapkan mampu mengelola media pemasaran perusahaan yang ada melalui media sosial yang ada. Program ini akan membentuk persepsi dan pengalaman yang baik bagi pemirsa setianya sehingga Riau TV memiliki citra yang baik di masyarakat.

Kata Kunci: *Teori Aaker, Brand Equity, Program Pemasaran, Inovasi RTV.*

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INTRODUCTION

Marketing activities carried out through digital channels allow marketers to communicate directly with potential customers regardless of geographic location. Understanding the excessive use of digital channels, such as web, email, mobile and digital TV promotions, utilizing digital media as a marketing tool makes it easier for marketers to evaluate goods marketed on digital channels. Communicating directly with marketing customers using digital media is much cheaper and more effective. Social media has created a huge marketing opportunity that must be exploited to ensure success in the market and for several other reasons from a business point of view, especially its low cost, which can increase profits by reducing marketing budgets. Utilizing social media as a marketing tool means shortening marketing time and getting fast feedback. Every user interaction with a business generates its data to enable companies to segment data. Data collected over a certain period of time can be accessed at any time and used as a benchmark for marketing success (Al-Mohammadi & Gazzaz, 2020). Advertisements and television video commercials can be physically avoided as viewers switch channels, avoid ads by diverting attention, ignore promotions, and similar tools and technologies are used to measure effectiveness. Consumers who often remember advertisements and switch channels will further reduce the number of viewers of the advertisements we market (Belanche *et al*., 2020). An example of a new mainstream film release aimed at a digitally native audience that combines television, the Internet, and social media, instinct was revealed as the most appropriate segment for targeting purposes. They associate part of their time with watching television and using social media, and most of their time with surfing the Internet and using social media (Robinson & Kalafatis, 2020). To anticipate this, it would be a good idea for TV to create a social media account to expand its marketing targets. To form new habits for consumers who use social media more often, television must keep up with the times in order to survive in the digital era.

PT. Riau Televisi is one of the television stations in Pekanbaru. On May 20 2001, PT. Riau Television founded. The company is a subsidiary of PT. RIAU POS GROUP provides television broadcast services through local stations in the Pekanbaru area. The most popular newspaper in Sumatra is RIAU POS GROUP. Riau Pos is a subsidiary of JPNN, the largest newspaper network in Indonesia. The mass media, especially private television which focuses on local stations, also helps the Pekanbaru City Government program. According to the local station, when no one is enthusiastic about preserving Malay culture in the Pekanbaru area, it must be accepted that the people of Pekanbaru will become increasingly alienated from their own culture (Schiller, 2019). PT. Riau Media Television (RTV) provides value in meeting the needs of the community in Pekanbaru and its surroundings through broadcast programs with Malay nuances that are relevant to the community's culture. The company has a role as regional media. Local TV tends to display local material and local wisdom and prioritizes regional issues in its presentation and packaging, especially the topics discussed or the language used (Primayanti & Puspita, 2022). Local TV mainly focuses on discussing local issues in its programming; RTV, apart from using regional languages, its news material contains various programs. The increase in the number of local television stations in Indonesia is different from the increase in quality (Waldfogel, 2017). Local television stations currently assess that it is still far from what was expected.

In contrast, the rise of local television continues, and enthusiasm for building local broadcast stations is at odds with its ability to survive (Deuze, 2017). Competition is fierce in the broadcasting sector. Along the way, local television stations were unable to compete and maintain their existence

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(Devi, 2020). RTV is one of the leading regional TV networks in Riau and is able to survive because it has satellites which enable its broadcasts to be seen throughout Indonesia. Television that broadcasts with a national scope is the most significant need for local television to attract local viewers and obtain advertising. This company is a leader on a regional scale, and always provides the best to pamper the entertainment of its audiences. The development of TV shows is quite good and the number of viewers is also increasing, but companies still need to maximize marketing to improve the company's brand image.

This research aims to provide programs or suggestions to support increasing brand equity in a company called RTV Innovation through marketing media by following technological developments such as social media. Research conducted by Feiz & Moradi (2020) entitled creating consumer-based brand equity for brand-based customer experiences, evidence from the Iranian banking industry, shows that brand equity can increase industrial users thereby increasing product consumption and purchase frequency. Other researchers such as Aji *et al*. (2020) regarding the influence of social media on purchase intentions, found that brand equity can help companies introduce their company brand to the wider community, which can be said to make local people aware of the brand. Research conducted by Ebrahim (2020) regarding the use of social media to form brand equity and brand loyalty, also resulted in the use of brand equity to form public brand awareness by using digital media to introduce a brand. Many TV stations have grown by building brand equity through social media, then encouraging companies to do the same (Guha *et al*., 2021).

LITERATURE REVIEW

Aaker's Theory

According to Aaker (1991), brand equity shows that companies and customers increase or decrease based on the assets and liabilities of products or services associated with the brand name and symbol. Nothing can support brand equity unless it is associated with the brand name or symbol. Any or all assets or liabilities may be affected and lost. If the brand name or symbol changes, the brand can be transferred to the new name or symbol. Brand equity will be based on various assets and liabilities depending on the context.

With the criterion that something is accessible, collections can be divided into five classes (Aaker, 1991), namely: (1) brand loyalty reduces marketing costs, attracts new customers, creates awareness and certainty, and time to respond to competitive threats; (2) brand awareness indicates substance/commitment, brand consideration, and familiarity; (3) perception is the reason for buying, differentiating position, price, and interest in expanding channel members; (4) the brand helps process/retrieve information, differentiate positioning, reasons to buy, positive feelings, and expansion; and, (5) behavior can measure individual brand purchases to know and remember a brand, including forming certain product categories.

Brand Equity

Brand equity is an additional point for a product to maintain its distinctiveness from competing products. Competitive action tools to assist manufacturers in brand preferences and purchasing can also help increase customer purchase intentions (Feiz & Moradi, 2020). Brand equity is a term used to describe the recognizable points and ideas of a brand. This provides a statement that the brand is strong and has a superior reputation (Nobre & Ferreira, 2017). Focus on finding out the relationship between brand equity and customer purchase intent, consumer

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perception aims to determine consumer trust in a brand. Positive or negative effects using brand reputation knowledge that consumers see. The resulting value returns what the business brand generates. The convergence of consumer interactions, digital customer experiences, and sustainability ideals in the creation of added brand value is emphasized by more contemporary brand equity theories (Puriwat & Tripopsakul, 2022). Positive or negative online interactions may have a significant impact on how consumers perceive a brand in the age of social media and technology.

According to Keller & Brexendorf (2019), the basic principle of brand equity is that consumers' perceptions of a brand are shaped by their experiences with the brand, and the lessons they have learned about the brand over time. For brand equity to serve as a valuable strategic tool and inform marketing choices, marketers must have a thorough understanding of the sources of brand equity, how those sources influence desired outcomes (such as sales), and how those sources and outcomes develop - if it does so over time. Aaker (1991) defines brand equity as a set of brand assets and liabilities related to a brand, its name and symbols that will add or reduce the value provided by goods and services to consumers and business partners. A company must be able to build brand equity to provide consumer value better than other competitors. Aaeker (1991) distinguishes four dimensions of brand equity, namely brand awareness, perceived quality, brand associations, and brand loyalty.

METHOD

The data analysis method in this research is descriptive qualitative. Descriptive research is used to study the environment and covers social problems in society by outlining a detailed description of what will be presented (Creswell & Creswell, 2018; Morgan, 2022). Based on what has been analyzed and obtained from the field, the researcher will conduct descriptive research.

Data collection will be obtained from two sources, namely primary data and secondary data (Robert & Brown, 2004; Srivastava *et al*., 2022). Primary data is original data obtained to formulate and answer research questions such as observation, interviews and documentation. Secondary data can be obtained in books or on the Internet. This data can be in the form of internal company data, company profiles, government publications, books, websites, articles/journals, and other formats.

The data collection method used was interviews. This method was chosen with the aim of speeding up the process and expanding the scope of interview ideas (Satyanarayana *et al*., 2022). This interview research can be conducted directly or via media such as Zoom and messaging. The interviews that have been conducted are then documented in notes, photos and recordings. Interviews and documentation were obtained while observing the company. Interviews were conducted with four people as with the key informants. Observations were carried out at the RTV office Jl. HR. Sobrantas Km 10.5 Pekanbaru, Riau. The research was carried out over a period of four months, from March to June 2023. Observation itself is crucial in analyzing qualitative data, among other data collection methods (Robert & Brown, 2004).

Participating in a company is one way to dig up data related to the company in question. The data obtained is then studied through SWOT analysis, which is a technique used to determine important aspects of the strengths, weaknesses, opportunities and threats faced by a company (Devi *et al*., 2022). These four aspects are used to support increasing company strengths and minimizing company weaknesses that can be overcome so that they become company strengths. The results of

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this analysis are then analyzed further regarding the company's weaknesses. This research will propose a program that will help companies obtain solutions to eliminate their weaknesses.

RESULTS

PT. Riau Media Television Media can not only disseminate various types of information, but is also the most affordable type of entertainment. People use television because it offers various advantages compared to other media. Television is superior to electronic media because it is able to provide powerful effects through the images, sounds and movements displayed. This is a significant impact. Television should present educational programs as a form of accountability to its viewers. PT. Riau Televisi is one of the television stations in Pekanbaru. On May 20 2001, PT. Riau Televisi was founded as a subsidiary of RIAU POS GROUP which provides television broadcast services through local stations in Pekanbaru.

The most popular newspaper in Sumatra is Riau Pos, which is part of the largest newspaper network in Indonesia, namely JPNN. The company's products aim to provide benefits in introducing Riau culture so that it can be known throughout the region. The products manufactured by this company aim to provide entertainment for television viewers, and it is hoped that these products will have good image quality and can be enjoyed by the public. The company's complementary products are advertising, studios, and cameras. The potential product is an improvised event program to suit current enthusiasts. The price for broadcasting an event at a company also varies. This is close to the value of Rp. 1,000,000,- up to Rp. 250,000,000,- depending on the duration and type of advertisement desired. The company's pricing strategy is based on production costs set for advertising rates. The company itself carries out the distribution and does not have branch or subordinate offices. The company's distribution strategy is a level 0 channel that starts directly from producers to consumers.

Table 1 explains the company's functional strategy. This company is a regional leader compared to regional TV stations such as Siak TV and Ceria TV. The company always broadcasts interesting and up-to-date programs to meet the needs of the community. The company itself is an example for other competitors, such as in introducing Malay culture. The company also works with media to distribute its channels via the Chinasat satellite. The company's strategy as a leader is defender, where the company will defend the company's position in any way, such as company streaming that can be accessed anywhere, expanding broadcast coverage areas, and more programs. The company's competitive strategy is differentiation, and the company releases unique programs that are of interest to the public, such as Candu Raun, D'lip, Emang Joss, School Update, and cartoons. Riau TV prioritizes news programs such as Detak Melayu, Detak Riau Noon, and Detak Riau Sore.

Table 2 displays the results of the SWOT analysis that has been carried out. First, it further analysis of the company's weaknesses. The main thing that needs to be improved by the company is the way management markets the company through social media. The company already has several social media, but they must be managed well. This research proposes a program called 'RTV Innovation' which aims to increase company brand equity through available media such as Instagram, TikTok, and Facebook. It is hoped that this media can be managed well to build good consumer perceptions and experiences so as to form Riau TV brand equity.

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Table 1. Interview Results

Research Question	Research Result
What is the company's position in the market?	This company is at the forefront because only Riau TV is a regional television that is still active and developing.
What strategies does the company employ to maintain itself as a leader?	The company has a strategy to maintain what is in the company and improve the quality of the company's impression.
What factors make a company a market leader?	This company is the largest regional TV channel in Riau and has satellite channels that can be watched by one Indonesian.
Who are the company's competitors?	The company's competitors are regional TV stations such as Siak TV and Ceria TV because they tend to be more active on social media and online streaming.

Source: Primary data (processed), 2023.

Table 2. SWOT Analysis Results

Strengh	Weakness	Opportunity	Threat
The programs sold to viewers are local programs and network sales products, namely news and advertisements on online sites and TV Riau TV.	The price set by Riau TV is more expensive than other local TV	There are many media for marketing.	Many big TV stations are known to the public.
Riau TV also uses new media channels to distribute its content. Riau TV viewers can also become viewers of Riau TV broadcasts via other channels.	Lack of social media management in company marketing development.	Television use can occur in various age groups.	Other companies are more active in streaming and use social media marketing.
Riau TV's human resources or employees are skilled in generating customer satisfaction and loyalty.	Only utilize some advertising via social media. The broadcast reach is limited, and the Riau segment is only available to Malays.		

Source: Primary data (processed), 2023.

For shared brand equity to have value within a particular linguistic community, it must be directly accessible or widely represented. Brand equity that is easily accessible will make a brand easier to find in digital marketing media and can shape people's purchasing intentions. Consumer purchasing intentions can be influenced by brand equity which is previously formed by a good reputation, perceived added value, and positive emotional associations (Carvalho *et al*., 2020). Brands must be widely accessible and liked by the public, and brand equity influences community members' reactions to various brands (Cornwell *et al*., 2022). The "Emang Joss" event program must have brand equity that focuses on collecting or adding value to its display program. Riau TV

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must be able to compete by continuing to develop the program by giving an attractive impression in the eyes of its viewers. One of the exciting shows that Riau TV can present to its viewers is by creating interesting slogans that can stick in the memories of the viewers who watch. Product placement increases brand equity and customer intent to purchase. An optimistic and increasing brand personality is influenced by brand equity and sharing intentions when the brand name is introduced.

Customers can process large amounts of information and make better decisions (Srivastava, 2020). Riau TV can increase brand equity and customer interest in the "Emang Joss" program by carrying out promotions on the social media platforms YouTube and Instagram. These two media are able to increase customer interest. Apart from using these two media in product positioning to increase brand equity, Riau TV can also make efforts such as using social media TikTok. It is also recommended that Riau TV utilize TikTok to promote the "Emang Joss" program. Considering the current trend, where TV shows are often turned into short videos that fit viral trends, TikTok could be the right tool to introduce such shows to a wider audience. This strategy can effectively increase brand equity and audience interest in event programs.

Riau TV must also carry out in-depth product placement, so that it can increase customer demand and brand equity on social media. Proper product placement can increase the likelihood of users providing positive feedback. Riau TV's TikTok account was identified as having only a few videos uploaded with a minimal number of viewers. Even some content may need more viewers. To overcome this, Riau TV can implement several strategies to increase the engagement and effectiveness of its TikTok social media account. Producing video content that is interesting, creative and attracts audience interest on the TikTok platform is one of the important steps that Riau TV must take. Social media marketing strategies and online interaction tendencies as motivators for user engagement on social media with brand-related content (Majeed *et al*., 2021). Riau TV's "Emang Joss" program has a more significant opportunity to increase user engagement, expand brand visibility, and build stronger relationships with viewers through social media platforms by implementing effective marketing strategies. This marketing strategy on social media is important to increase the RTV audience.

The "Emang Joss" program requires an integrated social media marketing plan and focuses on creating content that is interesting and relevant to the target audience. By using social media such as TikTok, Instagram, or other platforms used by Riau TV for marketing, the "Emang Joss" program must be able to interact with users through comments, likes, and responses to messages or questions. Riau TV can also invite the public to participate in creating content related to the "Emang Joss" program, such as challenges, questions or creations that can motivate them to talk more about the program. The increase in brand equity in advertising has expanded the meaning of an organization's value image. Promotional efforts are an important element in ensuring the achievement of brand goals. Promotion plays an important role in creating brand equity because it can shape consumer purchasing intentions (Chakraborty, 2019). In creating promotions, marketing strategies on social media such as e-WOM, ads, copywriting are needed to attract the attention of the audience.

Smart strategic positioning can yield more significant benefits, allow brands to be valued at higher prices, and overall drive better performance compared to brands without large equity (Gielens *et al*., 2021). RTV can maximize the potential to increase brand equity through advertising and promotions, expand the meaning of valuable images, and better achieve overall brand goals.

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The two main recommendations for Riau TV to increase brand equity are as follows. First, Riau TV should focus on building a positive and valuable organizational image in the eyes of the public. This can be achieved through advertising content that prioritizes positive values, ethics and the contribution that Riau TV makes to society. Second, Riau TV can also display unique values that differentiate Riau TV from other competitors. Consistency and high-quality content must be prioritized while maintaining active interaction with the audience across various social media platforms and promotional efforts.

Crafting about promotions and brand value is often considered the best approach to build a solid foundation for companies to maintain positive interest in existing brands (Marques *et al*., 2020). Riau TV can maintain positive brand values and content quality, as well as present innovations that remain related to the brand's core values. Active interaction with the RTV audience on social media and a deep understanding of their preferences will help maintain positive interest. Recognizing trends in audience interest and response through regular performance analysis and openness to feedback will be important in ensuring that the "Emang Joss" program continues to be engaging and relevant to viewers, thereby building a solid brand foundation over time.

The consequences of comparing branded and unbranded goods are reasonable compared to multifaceted brand value models, except for other problems (Verma, 2021). Riau TV's "Emang Joss" program can take strategic steps to strengthen its brand value. It is recommended that Riau TV consistently prioritize the unique value of its programs by highlighting the advantages that differentiate it from other content. Apart from that, RTV tries to create interesting and consistent content so that viewers better understand and appreciate the “Emang Joss” brand. The program can continue to increase its brand value and have a significant impact on its audience by conducting regular evaluations and adjustments based on feedback and performance analysis.

The brand resonance model, or established brand construction model, is used to understand how these “secondary associations” can change brand knowledge (Keller, 2020). This model can be a practical guide to measure how Riau TV viewers receive the “Emang Joss” program. This program, which has been broadcast for seven months, shows that it has quite a strong appeal in the eyes of its audience. So far, the production team for the "Emang Joss" program has applied the principles of the brand resonance model to identify how the show connects with viewers. The production team must understand audience preferences and secondary associations. The production team can then continue to build and strengthen the program's brand equity. Riau TV has a greater opportunity to market the program effectively and create strong brand associations with viewers.

These valuable opportunities include developing brand affiliation, delivery quality, and loyalty (Azzari &; Pelissari, 2020). Riau TV must build a strong brand affiliation with the "Emang Joss" program. This can be achieved by designing a marketing strategy that reflects the positive values and unique characteristics of the event. Focus on the elements that differentiate the show from other quiz shows, such as the unique format, interesting questions, and the host's charm. Riau TV must ensure that its messages consistently build a positive image and attract viewers in its promotions. The quality of visual and audio production must also be maintained to provide an exciting and professional experience to the audience. Brand value can be created through significant effort, expanding the association's financial appeal to primary search and affiliates. All modern businesses now place a higher priority on existing customers (Mahmood & Bashir, 2020). Riau TV must design a marketing strategy that highlights the characteristics and main attraction of the quiz show “Emang Joss” to build substantial brand value. To broaden its financial appeal, Riau TV can

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explore partnership or sponsorship opportunities that are relevant to its target audience. This collaboration can provide attractive prizes that can attract the interest of potential viewers.

Table 3 shows that the number of viewers of YouTube channels produced by Riau TV has increased quite significantly. The "Emang Joss" program even recorded an increase in viewers of up to 500 people, making it the highest compared to the other two programs. This shows that the program has succeeded in stealing the attention and interest of the audience. This increase in viewership provides an excellent opportunity for Riau TV to continue to strengthen the "Emang Joss" brand, maintain a high level of interest, and even increase it further. Brand information consists of different "brand centers" in the buyer's mind, each with a different affiliation.

As a result, brand equity in customer-based event programming is achieved when consumers recognize the brand and its unique, positive, and influential associations. Clients have a favorable view of the brand (Steenkamp *et al*., 2020). Riau TV needs to focus on building unique and positive brand associations. Identify the distinctive features that differentiate the program, such as the quality of its quiz questions or its interactive style, and highlight those features in all promotional messages. Maintain consistency in brand delivery, both visuals and messages, to ensure a strong perception in the minds of the audience.

Customer experience is a more comprehensive concept that considers customers' mental, social, and physical reactions (Shaalan *et al*., 2022). Riau TV can optimize the marketing strategy of the "Emang Joss" quiz program. RTV should create an interesting and positive holistic experience to promote the program. Promotions must be designed in such a way that it challenges their mentality through interesting quiz questions and stimulates a positive emotional response from the audience.

Table 3. Number of Program Viewers

Event Program	Number of Viewers	Enhancement
Indeed Joss	100 Viewers	500
Poison Opium	60 Viewers	100
Eating out	80 Viewers	200

Source: Youtube RTV (processed), 2023.

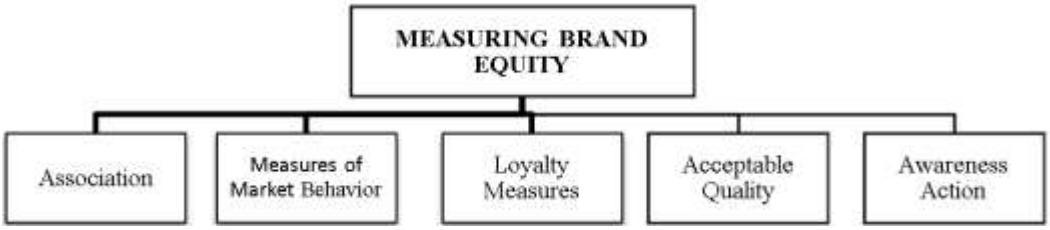


Figure 1. Aaker's Theory
Source: Aaker, 1991.



Figure 2. Brand Equity Concept
Source: Summary and Problem, 2021.

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The behavioral loyalty perspective looks at actual customer behavior by making repeat purchases, the attitudinal loyalty perspective looks at consumer loyalty intentions, and the loyalty mix perspective looks at brand loyalty by combining behavioral and attitudinal loyalty (Gemilang & Marsasi., 2023). Riau TV can apply these three approaches to measure brand loyalty. Riau TV can monitor active viewer engagement and repeat purchases, thereby consistently identifying opportunities to strengthen relationships with engaged viewers by adopting a behavioral loyalty perspective. Brand equity has proven its value as an important source of strategic information for marketers in today's fierce competition. It is important to build loyalty so that a program continues to run (Mourad *et al*., 2020). Riau TV can take strategic steps to build substantial brand equity for the quiz show program "Emang Joss". Riau TV should focus on building audience loyalty by providing a consistently satisfying and entertaining experience. Interactive, engaging quiz questions and quality content will help maintain brand dependability from a loyal audience.

Figure 1 shows a chart of Aaker's theory. There are five main elements in this image in forming brand equity, including loyalty, perceived quality, brand awareness, brand image (association), and market behavior measures. Building brand equity can focus on loyalty, where loyalty is directed towards loyal event viewers. The level of brand equity owned by a company has a significant influence on consumer purchasing decisions. Brand value consists of brand awareness and disposition towards the brand or brand image. Individuals make purchasing decisions through cognition, knowledge, likes, preferences, beliefs, and purchases (Smith *et al*., 2021). Riau TV needs to understand that the level of brand equity has a significant influence on audience satisfaction. Focus needs to be given to two main components, namely high brand awareness among the target audience, and the formation of a positive brand image. Brand equity generally consists of four fundamental components, namely perceived quality, brand loyalty, brand awareness, and brand association, which contribute to building a solid and sustainable brand image (Tong *et al*., 2023). Riau TV needs to focus its promotional efforts on two aspects, namely awareness and brand image. Practical steps to improve marketing strategies using social media are recommended.

RTV innovation marketing strategy refers to the approach RTV should adopt to strengthen the promotion of its events through the social media platform TikTok. Defining brand equity as a collection of brand assets and liabilities, these two components include low loyalty, brand awareness, quality, and brand relationships (Cobbs & Groza, 2022). Riau TV must prioritize customer loyalty. This can be achieved by providing an unforgettable and satisfying experience through quality content that is maintained, interactive and entertaining as well as creating deep brand awareness by optimizing promotions on various channels, including social media, advertising and other promotional materials. Improving the quality of the "Emang Joss" program is very important to build positive brand equity.

Figure 2 illustrates the concept of brand equity. Each aspect has a unique role in shaping brand perception. Perception, which is part of "consumer perception", aims to determine consumer trust in a brand. The "positive/negative effect" aspect is built on the continuity of consumer perception with a focus on emotional and cognitive impacts. This effect describes how consumers perceive a brand with respect to reputation and emotional connection. "Delivered value" connects all these elements to the real impact on the business. Customers who consistently buy or watch, develop trust, and prefer certain brands over competitors will have a significant impact on brand equity (Nag & Gilitwala, 2022). The consumer perception that is built will result in consumer purchase intentions towards a product. This perception can form a good brand image so that it

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arouses the audience's intention to choose RTV as entertainment. Consumer purchasing intentions will provide opportunities for companies to create good experiences to attract consumer attention (Martins *et al*., 2019). This will further influence the development of brand image. Developing a unique brand image that can differentiate the brand from competitors and ensure adequate recognition in the market will have important implications for promoting the "Emang Joss" program on Riau TV. This program has the potential to form a positive image in the minds of audiences from various groups, from parents to the millennial generation, with a unique and easy to remember name.

Personal development can also be a strategy to encourage customers to buy, plus celebrity endorsement of a product can influence customer behavior (Liu *et al*., 2020). Collaboration between companies and celebrities can bring mutual benefits. Celebrities have brand equity similar to product brands because of their ability to build awareness and image in the minds of customers. The various brand qualities based on consumers are memory, recognition, and attitude. Functional advertising messages are helpful in developing stronger brand content among enthusiastic customers (Alvarado-Karste & Guzmán, 2020). Riau TV can adopt emotional messages in its advertising strategy to increase brand recognition and strengthen the brand equity of the "Emang Joss" program. The value of a product or service to a company or its customers can be affected by these assets and liabilities.

Factors that influence customer choices include advertising, price, warranties, policies, and brand (Milfeld & Flint, 2020). Riau TV can build brand equity from the "Emang Joss" program substantially by choosing the right signals, such as attractive and informative advertising, competitive prices, guaranteed quality of the programs presented, and useful policies. Riau TV can implement an integrated strategy to increase promotion and obtain advertising and sponsorship for the program. Riau TV can start by optimizing marketing through social media, websites and other online platforms, with interesting content such as show trailers, interviews and teasers with interesting questions.

Product marketers should understand the relationship between brand equity and brand loyalty, the role of online word of mouth, and the perceived value of these variables. Brand quality, brand experience and brand awareness, have a significant effect on equity. The proposed RTV innovation strategy could include product marketers' deep understanding of the interaction between brand equity and brand loyalty. Riau TV can utilize knowledge about the factors that influence brand equity, such as brand quality, brand experience, and brand awareness, to create programs that attract attention and provide positive and quality experiences to viewers. Various factors calculate brand equity, including loyalty, strength, value, and valuation (Nuseir & Elrefae, 2022). Riau TV can direct efforts to develop messages that combine elements of trust, useful guidance and interesting entertainment to optimize marketing and increase the popularity of the "Emang Joss" program. It is important to assess factors that influence brand equity, including brand loyalty, strength, and valuation. Each of the predefined market categories has a different attitude towards customized advertising.

Brands help customers communicate something about themselves to others in addition to the emotional and practical benefits they provide (Feiz & Moradi, 2020). Riau TV needs to note that each predetermined market category may have different attitudes towards tailored advertising. Marketing strategies must take into account variations in attitudes and adapt promotional messages to be more relevant and attractive to each audience segment. Remember that the "Emang Joss"

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brand has an important role in helping the audience communicate their identity and values to others and focus on the emotional and practical benefits of the program's products, and how interactive the program is to increase audience interest.

Public reactions to inoculation in certain circumstances can strengthen brand associations with the services provided. The team's various strategies demonstrate how to communicate the brand and provide opportunities for storytelling on social media (Zollo *et al*., 2020). The actuality of the content presented can have a significant impact on people's reactions. The public's reaction to the experience of taking part in the quiz show "Emang Joss" can be a meaningful element in strengthening the brand's relationship with the services provided. Competition is a sponsorship problem, and shows that when unethical problems occur, the bad image will spread to the brand image (Liyanage & Wanninayake, 2021).

Consumer satisfaction and trust in Riau TV's "Emang Joss" program is greatly influenced by positive experiences with the program and seller behavior. Creating a satisfying and memorable experience for the audience and maintaining professional and trusting interactions with the audience is essential to building a positive brand image. Combining social media platforms and additional dimensions that represent the messages that businesses continually build to consumers is necessary to ensure customer satisfaction (Koay *et al*., 2021). Efforts to ensure customer satisfaction is maintained through efforts to combine social media platforms with additional dimensions that reflect the messages that businesses continue to convey to consumers. As a company, Riau TV participates in discussions with its clients and considers the interests of society as a whole, not just the interests of the organization itself.

RTV is seen as aware of the importance of brand ethics, especially when dealing with comparative or unique brands. High publication credibility has a positive impact on consumer attitudes towards advertising. Positive brand associations and loyalty are influenced by attachment based on brand identity to a product in branding. Marketing communications impact the brand recognition, and a product conveys information about its overall quality (Nurhadi *et al*., 2023). Measuring public reactions and brand implications of promotional efforts is very important to understand the extent of audience interest in the content and messages conveyed. Promotion is introducing products and promoting goods in advertising, which can increase brand equity.

A company's experience with a brand significantly drives brand attachment, thereby influencing consumer purchase intentions. Developing a marketing strategy to promote a brand is considered very important in influencing consumers to buy (Marsasi & Yuanita, 2023). Riau TV can direct its promotional efforts to produce positive and interesting experiences for its viewers. The marketing strategy developed should focus on promoting the “Emang Joss” brand program in such a way that it can generate audience engagement and enthusiasm. Riau TV can use social media platforms such as TikTok to create interesting, interactive and entertaining content. Such content may include interesting clips from the program, challenges or competitions that engage viewers, and behind-the-scenes content that reveals interesting aspects of the show's production. Riau TV must also ensure that the messages conveyed in promotions reflect the quality and brand image of "Emang Joss".

Customer attachment to the brand and consumer purchasing intention behavior are seen as very strong. Consumer purchase intentions will generate loyalty if the company can maintain consumer trust in choosing a brand (Bagaskara & Marsasi, 2023). Riau TV must build a strong and relevant personality brand for its viewers. The primary focus should be on developing brand

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characteristics that increase individuals' trust as they engage with the brand. It is recommended that Riau TV be able to create messages that entertain, motivate and provide positive value to its viewers. Riau TV can raise relevant issues through the "Emang Joss" program which raises self-confidence and positive enthusiasm through TikTok social media. Riau TV can connect emotionally with viewers and drive stronger purchase intent towards the program by building a brand image that reflects empowerment and self-confidence.

Discussion

This research uses SWOT analysis to help find the company's strengths, as well as weaknesses that the company can still control. This research will focus on these two things to find solutions to overcome them assisted by the opportunities and threats facing the company. The results of the analysis show that the company has several advantages, such as an adequate number of employees and being able to keep up with renewable technology, while the company's main weakness is that it has not maximized the use of social media and has not been able to distribute TV broadcasts widely. This could be an opportunity to introduce RTV to the wider community. The evaluation that is deemed necessary is carrying out a campaign or product introduction via social media and establishing a brand image in society. It is hoped that the use of these efforts will make people like RTV and want to subscribe to watch RTV.

The results of this analysis obtained the development of "Emang Joss" through a marketing program called RTV Innovation, which is a program proposed as an effort to encourage brand equity in society through social media, especially TikTok. The aim of this program is to increase brand equity in the "Emang Joss" program itself. Basically, brand equity will help companies give their company a name (Foroudi *et al*., 2018). RTV can develop the company's brand equity through the TikTok application to introduce the company's superior programs to the community, especially the people of Riau and its surroundings. Currently, TikTok is the fastest growing application in the world (Fan & Hemans, 2022), so RTV can take advantage of this as a medium to introduce RTV to the public. TikTok has users of all ages and can be accessed all over the world (Feldkamp, 2021). The rapid spread makes creators use TikTok as branding for products, companies and individuals (Guarda *et al*., 2021).

The RTV Innovation Program is expected to develop over 6 months and be implemented by the company's marketing division. Generally, things such as branding in a company are carried out by the marketing division as the holder of control over the company's marketing (Burrati *et al*., 2018). Marketing activities in this program can be carried out by using viral songs as background sound for uploaded videos, using hashtags that are in harmony with the video, utilizing visual filters and animation effects to make it look exciting, creating a video start that attracts the audience's attention in the first three-seconds, and consistent in uploading videos regularly. This TikTok video creation targets all ages and all groups in the Riau region and surrounding areas. It is hoped that people who have never watched RTV and don't know about RTV, will realize that this company exists for the people of Riau and its surroundings, especially the "Emang Joss" program.

Building brand equity through social media is becoming increasingly important for modern companies. Social media is not just a promotional tool, but also a place to build strong relationships with customers and businesses in an era where digital interactions are becoming the norm (Poon & Jevon, 1997). To increase consumer awareness of their brands, companies can utilize social media platforms to disseminate interesting and relevant content, promote brand values, and respond to

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consumer questions and input. To enhance a brand image, consistency in messaging and visual aesthetics is essential, to ensure that each post depicts the desired brand image (Park *et al*., 1986). Additionally, active engagement with followers through contests, polls, and comments can increase brand relationships and loyalty. By understanding the role of social media as an important part of its marketing strategy, companies can optimize the use of their fans by collaborating with influencers or participating in relevant trends on social media platforms. Lastly, social media provides companies with the opportunity to present high-quality goods or services transparently through testimonials, reviews, and demonstrations, thereby forming positive perceptions.

Studies show that social media is essential for increasing brand awareness, especially when used to disseminate interesting and relevant content (Preston, 1982). In the context of RTV, the results of this study show that show trailers, breaking news and exclusive content offered by these platforms are critical to expanding the audience. Consistency is an important part of creating a strong brand image, both through visual elements and the messages conveyed. It is proven that participation in ongoing trends and collaboration with influencers on social media is an effective way to strengthen RTV brand associations. The research results also show that active interaction with the audience is needed. Live streaming and Q&A sessions can be an effective way to increase customer engagement. Therefore, RTV companies can use this strategy as an important part of their marketing strategy, ensuring that they receive feedback and questions on social media. In conclusion, this research shows that social media is not only a promotional tool, but also a platform that allows RTV companies to build and maintain strong brand equity with their audiences.

The brand equity that a company creates through the TikTok application can have a big impact on the company. The company name has its own value in the minds of the public because one of the goals of brand equity is to provide a memory in the minds of consumers of RTV's superior programs. Apart from having an impact on companies, this program will also have an impact on people's knowledge about Malay culture, because one of the aims of this program is also to introduce the culture to the wider community. Company branding by building brand equity is one of the right ways to achieve this goal (Gupta *et al*., 2020).

CONCLUSION

This research resulted in a proposal for an innovation program, that is the Riau TV can expand its work to the wider community. To overcome the weaknesses that exist in the company, it is recommended that management understand that the essence of this program is to create clients on RTV. With this program, new clients will appear at RTV. This effort promotes programs and companiy through online entertainment, and utilizing TikTok social media. These programs will be beneficial for RTV by increasing consumer appeal to the audience, and allowing customers to spread programs about it through TikTok. The approach that supports this concept is Aaker's theory which applies Brand Equity, namely having a wide network that can be connected to the internet or social media. Brand Equity is what differentiates Riau TV products from other products, which is a term used to describe the value recognized and owned by the brand.

The proposed RTV Innovation program is through the "Emang Joss" program which uses TikTok social media and is expected to increase the company's brand equity. Things that can be done to manage social media are: (1) utilizing songs provided on social media that have a viral background; (2) using hashtags that are trending but still match the content of the video will make it easier for users to find our videos; (3) using the text feature on TikTok to provide services to those

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who are not listening; (4) the first three-seconds of the video must be interesting because it can make the audience interested in watching it until the end; and, (5) actively use social media and create appropriate and exciting videos, which will further increase customer loyalty. These suggestions can be implemented by companies so that brand equity can be formed within them, and this will be profitable for the company because the number of viewers will increase.

This research has limitations in looking at the public's views on the company. In research with the theme of brand equity, it is also a good idea to understand the public's view of the company to ensure that this evaluation is successful and influential. This can be done by distributing questionnaires to the surrounding community as research objects. The results of the questionnaire will be a strong reason why this research is successful and influences the progress of the company's marketing programs.

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