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PUTERI INDONESIA AS A BUSINESS STRATEGY TO BUILD IMAGE OF MUSTIKA RATU

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Abstract- This research focuses on how Puteri Indonesia gives such a huge impact to Mustika Ratu in building and managing its brand image. Puteri Indonesia is a tool to add value in building image of Mustika Ratu through her activity and contribution, also the appearance includes clothes and the attributes, the activities in social field also in commercial, the ability in marketing communication as well as product knowledge which is surely well-exposed by mass media. It is done by participating method in the reign of Puteri Indonesia 2011.

Keywords: Puteri Indonesia, Mustika Ratu, Puteri Indonesia 2011, Building image, Brand image, Marketing communication.

Introduction

Self branding or building a strong image is not an easy job. Public figures or celebrities is often used as a special attraction to represent a brand, product, or specific activities. Popularity and good image of someone is used as a bridge to facilitate the marketing of a product or activity to the public. Brand ambassador is evaluated quite effective as a tool to enhance the image even to improve sales. Nowadays beauty pageants which become popular in Indonesia is one of good strategy in emerging brand image or certain products. Similar public enthusiasm for the event shows an open attitude in this era of globalization. Of course a lot of pros and cons that happen. Indonesian society is largely made up of eastern culture which is not easy just to accept that western thing. But are the pros and cons of this are included in its business strategy itself? It could be.

Puteri Indonesia is a pioneer in the field of beauty pageants in Indonesia. DR. BRA Mooryati Soedibyo as the founder of PT. Mustika Ratu Tbk. and also as the founder of Puteri Indonesia has desire to be able to provide opportunities for young people, especially women to be able to play and contribute directly to our beloved country, not only on a national scale but also as an Ambassador of Indonesia in the international scale. But beyond of that very noble desire, of course it all must be in line with the vision of the company as a top priority in business. The presence Yayasan Puteri Indonesia is as a bridge between PT. Mustika Ratu Tbk. with Puteri Indonesia. Yayasan Puteri Indonesia is fully responsible for the performance of Puteri Indonesia during her reign. That performance is also an asset of PT. Mustika Ratu Tbk, an asset which is expected to lift the image of the company to further achieve the commercial objectives of PT. Mustika Ratu Tbk. itself.

Concept

Personal Branding

Personal branding, self-branding and all individual branding by whatever name, is the practice of people marketing themselves and their careers as brands. While previous self-help management techniques were about self-improvement, the personal-branding concept suggests instead that success comes from self-packaging. Personal branding also involves creating an asset by defining an

individual's body, clothing, physical appearance, digital and online presence and areas of knowledge in a way leading to a uniquely distinguishable, and ideally memorable, impression^[8].

Strategic Brand Management

This activity is defined as a long-term and integrative approach that the company adopts in creating, developing and managing its brand. The Strategic Brand Management process adds value to the company's products and services by creating a unique identity in the marketplace. It allows the company to differentiate itself from its competitors, and communicate its message and market position in a consistent and holistic manner^[3].

It defined as having four main steps^[1]:

- i. Identifying and developing brand plans
- ii. Designing and implementing brand marketing programs
- iii. Measuring and interpreting brand performance
- iv. Growing and sustaining brand equity

Leveraging Secondary Brand Association

Leveraging secondary brand associations is an indirect approach to building brand equity^[1]. Secondary brand associations may be quite important to creating strong, favorable, and unique association or positive responses if existing brand associations or responses are deficient in some way. It can be also be an effective way to reinforce existing associations and responses in a fresh and different way.

There are eight different means by which the company can leverage secondary brand associations^[1].

1. Companies (through branding strategies)
2. Countries or other geographics areas (through identification of product origin)
3. Channels of distribution (through channel strategy)
4. Other brands (through co-branding)
5. Characters (through licensing)
6. Spokesperson (through endorsement)
7. Events (through sponsorships)
8. Other third-party sources (through awards or reviews)

Marketing Strategy

Marketing strategy is defined as a process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives^[7]

Marketing Communication

There are four major marketing communication options^[1]:

- a) Advertising and promotion
- b) Interactive marketing (Online Marketing Communication)
- c) Events and experiences
- d) Mobile marketing

Methodology

Writer is using participation method in the reign of Puteri Indonesia 2011 and Miss Universe Indonesia 2012.

The winner of Puteri Indonesia actively participates in social development activities in Indonesia. The social development activities include the activities in the social and charity, environmental, tourism, health, education, culture and the field of women in Indonesia. The main function of these

activities is to increase public awareness and build the character of Puteri Indonesia itself. Puteri Indonesia is expected to have a good image and can be a role model for young women in Indonesia that has its own value in the public space.

Data Analysis

Puteri Indonesia Contest

This annual event is a communication tool which Mustika Ratu uses in promoting their products each year. According to Keller, this kind of way is included in the events and experiences. Mustika Ratu becomes Puteri Indonesia public sponsorship. This strategy is very effective for managing Mustika Ratu's brand equity [1]. Puteri Indonesia is being held every year with a different theme and always updated in accordance with the times, of course with a theme that suits the character which Mustika Ratu wants to show to the public.

Another major that implemented by Mustika Ratu is advertising and promotion. This kind of sales promotion is done through tv commercial, online media, newspaper and any other print medias. Advertising and promotion is such a common thing which is done by a company. Mustika Ratu has some of those stuffs, but it is no longer effective since it is lack of interaction and a tighter competition in today's global era.

There are quite a familiar name from the top row of the jury such as Nurul Arifin and Ingrid Kansil. Eleventh jury over a fairly popular public figures fit their respective fields. It is intended to support the image of Puteri Indonesia itself. Capacity and popularity of the jury also become one of the promoting tools in building the image of Puteri Indonesia desired by Mustika Ratu.

The questions come from the jury about tourism, culture, general knowledge, to politics. The quality of the questions to the finalists of Puteri Indonesia certainly has gone through various stages in order to maintain the weight of the question itself. These questions represent the quality and image of Puteri Indonesia.

The Exposures and Mass Media

The mass media play an important role in increasing public awareness of the event and also build Puteri Indonesia image itself with a variety of positive activities promoted by the organizers. The phenomenon that occurs today is that digital media has taken over communications media. Advertising on television, radio, newspapers or magazines have not been at the peak of its performance, the new media environment affect the way society communicates that always connected the Internet.

The existence of the mass media is very essential for news and Puteri Indonesia exposure to the public. Mustika Ratu tried to consistently present a wide range of beauty products with the use of such products by the participants of Puteri Indonesia which are covered by the mass media. This is a secondary application Association brand in the beauty market by identifying the contestants of Puteri Indonesia with Mustika Ratu.

Product Knowledge

Puteri Indonesia is obliged to know well Mustika Ratu products as a spokes person and brand ambassador. Puteri Indonesia introduced the products with urge people through exciting experiences that can be shared with the wider community. By offering experience, the consumer has a higher awareness. Marketing communication is done becomes two-way. The presence of Puteri Indonesia still has a place in the hearts of people and have considerable influence in attracting customers with an unusual way. Puteri Indonesia is generally focus on slimming products such as Mustika Ratu Slimming Tea, Slimming caplet and Slimming Gel. Profile of Puteri Indonesia is just suitable for this kind of products in the category to lifestyle and appearance of Puteri Indonesia everyday and in every occasion.

Clothing

Puteri Indonesia always looks elegant with batik clothing, weaving and kebaya at every opportunity. This is a characteristic that is to be conveyed to the community with pride wearing the local products as well as their commitment to preserve the culture of Indonesia. Not only the gown or just sexy appearance, Puteri Indonesia more often using traditional fabric so that the whole picture of Indonesian women is in Puteri Indonesia. This is how Puteri Indonesia communicating her image to the public, which in conjunction with the image of Mustika Ratu as a local brand with its typical traditional products.

Conclusion and Recommendation

Conclusion

Puteri Indonesia has a significant impact which add value in building image of Mustika Ratu through her activity and contribution as an independent and modern Indonesian woman which is not only beautiful but also smart and has the best attitude that suitable with the slogan; Brain, Beauty and Behaviour. It can be seen from every details which Puteri Indonesia delivers in representing Mustika Ratu; the appearance includes clothes and the attributes, the activities in social field also in commercial, the ability in marketing communication as well as product knowledge which is surely well-exposed by mass media. Puteri Indonesia definitely brings Mustika Ratu as local products that can compete with other eminent cosmetic products. Through the analysis it can be concluded that Puteri Indonesia is the right business strategy in developing image of Mustika Ratu.

Recommendation

To do further research on the influence of the presence of Puteri Indonesia for the production of PT Mustika Ratu. In addition, research should also be done to the public perception of the existence of Puteri Indonesia.

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