

**BRAND EQUITY STRATEGY IN BUILDING BRAND IDENTITY FOR ACRYLIC
FLOWER BOARD PRODUCTS**

**STRATEGI EKUITAS MEREK DALAM MEMBANGUN IDENTITAS MEREK
PADA PRODUK PAPAN BUNGA AKRILIK**

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ABSTRACT

The research problem is motivated by increasing business competition that requires MSMEs to strengthen brand identity and consumer trust through effective brand management. This study uses a qualitative approach with a case study method. Data collection techniques were carried out through interviews with business owners, direct observation, and documentation. Data analysis uses the Miles, Huberman, and Saldana model, which includes the stages of data condensation, data presentation, and conclusion drawing. The results show that Miracle Florist has successfully implemented the five main components of brand equity according to Aaker (1991): brand awareness, brand association, perceived quality, brand loyalty, and other proprietary. Brand awareness development is carried out through consistent digital promotions on Instagram and TikTok platforms. Brand association is reflected in the consistency of the logo, colors, and brand name. Perceived quality is maintained through premium product quality and responsive service. Brand loyalty is formed from customer satisfaction and word of mouth promotion. In addition, other proprietary rights are realized through legal protection of brand identity through Intellectual Property Rights (IPR). This study concludes that the implementation of brand equity strategy is able to strengthen product identity, increase consumer trust, and build sustainable brand loyalty at Miracle Florist MSME.

Keywords: Brand Equity, MSME's, Product Identity

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan strategi brand equity dalam membangun identitas produk pada UMKM Miracle Florist yang berfokus pada pembuatan dan penyewaan papan bunga akrilik di Kabupaten Malang. Permasalahan penelitian dilatarbelakangi oleh meningkatnya persaingan bisnis yang menuntut pelaku UMKM untuk memperkuat identitas merek dan kepercayaan konsumen melalui pengelolaan merek yang efektif. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara dengan pemilik usaha, observasi langsung, serta dokumentasi. Analisis data menggunakan model Miles, Huberman, dan Saldana, yang meliputi tahap kondensasi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Miracle Florist telah berhasil menerapkan lima komponen utama brand equity menurut Aaker (1991), yaitu brand awareness, brand association, perceived quality, brand loyalty, dan other proprietary. Pengembangan brand awareness dilakukan melalui promosi digital di platform Instagram dan TikTok secara konsisten. Brand association tercermin dari konsistensi logo, warna, dan nama merek. Perceived quality dijaga melalui kualitas produk premium dan pelayanan yang responsive. Brand loyalty terbentuk dari kepuasan pelanggan dan promosi dari mulut ke mulut. Selain itu, other proprietary diwujudkan melalui perlindungan hukum terhadap identitas merek melalui Hak Kekayaan Intelektual (HKI). Penelitian ini menyimpulkan bahwa penerapan strategi brand equity mampu memperkuat identitas produk, meningkatkan kepercayaan konsumen, dan membangun loyalitas merek yang berkelanjutan pada UMKM Miracle Florist.

Kata Kunci: Ekuitas Merek, UMKM, Identitas Produk

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are business activities carried out productively by individuals or business entities that fall into the micro-enterprise category

(Saputra et al., 2022). Specifically, the definition of MSMEs is explained in Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. In this regulation, MSMEs are classified into

three categories: micro-enterprises, small enterprises, and medium enterprises (Sinaga et al., 2024).

MSMEs play a strategic role in driving national economic growth, expanding employment opportunities, and improving community welfare (Vinatra, 2023).

Miracle Florist is an MSME (Micro, Small, and Medium Enterprise) located in the Malang area that operates in the creative business of making and renting acrylic flower boards. The formation of the Miracle Florist brand began with inspiration from a brand that was developing in the city of Bandar Lampung, which involved acrylic message boards with various design variants. Seeing this opportunity, the founder realized that in Malang City, which is known as an education city with a high number of university and school students, a similar business was still rare, even though the market potential was quite large. Therefore, Miracle Florist was established as an effort to meet this market need. The initial promotion strategy was carried out by utilizing friendship networks within the campus environment, considering that the business owner was still a student in Malang City.



Figure 1. Logos



Figure 2. Product catalog

However, in an increasingly competitive and dynamic business era, MSME (Micro, Small, and Medium Enterprise) actors face a major challenge in maintaining their existence and building sustainable competitive advantage. One important strategy to face these challenges is through branding reinforcement (Susanti & Oskar, 2018). Branding serves as the product identity generated by micro, small, and medium business actors and also becomes a crucial long-term investment because it can sustain the product amidst market competition (Saputra et al., 2022). Through strong branding, MSMEs can create clear differentiation compared to their competitors and strengthen the brand's position in the market (Ollivia et al., 2025). To ensure the effectiveness of this branding strategy, systematic measurement and management of brand value are necessary to understand the extent to which the brand impacts consumer perception and behavior, which can be realized through brand equity (Chatzipanagiotou et al., 2019).

Brand equity is the added value endowed by a product or service, reflected in how consumers think, feel, and act toward the brand, as well as by the price, market share, and profitability generated by the brand (Kotler & Keller, 2016). According to Aaker (1991), brand equity is determined by five main components: brand awareness, brand association, perceived quality, brand loyalty, and other proprietary assets.

This research focuses on the brand equity strategy that has been implemented by Miracle Florist as an MSME actor in the field of making and renting acrylic flower boards. Through the application of the five brand equity strategy components, this study aims to analyze how Miracle Florist builds its product identity to achieve strong brand value, be widely known by consumers, and be able to survive in the increasingly competitive florist industry

LITERATURE REVIEW

Micro Small and Medium Enterprises (MSME's)

MSMEs According to the 2008 Law of the Republic of Indonesia, Article 1 explains that Micro Enterprises are productive businesses owned by individuals or business entities that meet the criteria for micro businesses as regulated in this Law. Small Businesses are independent productive economic enterprises carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly a medium-sized business or large business that meets the criteria for small businesses as referred to in this Law. Meanwhile, Medium Enterprises are independent productive economic enterprises carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly a small business or large business with the amount of net assets or annual sales results as regulated in this Law (Collins et al., 2021). The Central Bureau of Statistics (2023) explains that small businesses are business entities that have a workforce of between 5 and 19 people. A medium-sized business is a business entity with a workforce of between 20 and 99 people, while a large

business is a business entity with more than 100 employees.

Previous research shows that in facing digitalization, MSMEs need to implement various strategies tailored to their context and needs. These strategies include maintaining business by updating technology, optimizing content through SEO, utilizing social media platforms, using analytical tools, implementing financial technology and digitizing human resources, and ensuring high-quality digital infrastructure. By considering these strategies, MSMEs can achieve success in the increasingly advanced digital era and remain competitive in a competitive market (Evangeulista et al., 2023). According to the study "Brand Identity Training for MSMEs: Increasing Brand Awareness and Competitiveness in the Digital Era" brand identity training is crucial for differentiating MSMEs from competitors. MSMEs need to pay attention to consistency in every element, including logos, colors, messages, and the overall customer experience. Maintaining brand consistency can create a consistent and reliable image for customers, thereby building loyalty. Indirectly, MSMEs can achieve their goals, increase visibility, and increase competitiveness (Murnawan et al., 2023).

Brand Equity

Brand equity is a set of assets and liabilities linked to a brand's name and symbol, which can influence the value of a product or service, both positively and negatively. The level of strength and value of a brand in the market depends on how that brand equity is built and managed (Putri & Widiastuti, 2025). Brand equity plays an important role in helping companies create an identity that is unique, relevant, and desirable in the minds of consumers. This identity not only increases customer loyalty but also

strengthens competitiveness amidst increasingly tight market competition.

According to Aaker (1991), brand equity is the collection of values and perceptions towards a brand that can enhance customer loyalty and preference. Brand equity is not just pure financial value, but also the value that arises from consumer perception, association, and loyalty to the brand. Aaker (1991) emphasizes that a strong brand adds value both for the company and for customers, but it can also reduce value if the brand assets are negative or its liabilities are large. Aaker (1991) statement can be substantiated by the research results from *"The Effectiveness of Positioning Branding Training in Enhancing Brand Equity for MSME Actors in Tenggilis Mejoyo Village, Surabaya City"*, which showed that positioning branding training activities can be effective in increasing brand equity for MSME actors, as this training provides benefits in the form of increased knowledge and understanding in effective branding for MSME actors. Therefore, brand equity becomes an important strategy for strengthening the brand and improving the brand image (Rahmawati & Sugito, 2024).

Brand Awareness

Aaker (1991) explains brand awareness as the foundation for brand equity, because before consumers can have an attitude or preference toward a brand, they must first be aware of it. This means that brand awareness is the ability of consumers to recognize or recall a brand as part of a particular product category.

Brand awareness is the level of consumer consciousness or understanding of a brand or several brands. It refers to the extent to which consumers recognize and recall the brand, and how familiar they are with the

products or services offered by that brand (Wasil, 2018). The level of brand awareness can be measured through consumer behavior. If consumers have a high level of awareness of a brand, they tend to prefer the products or services from that brand over other lesser-known brands (Khasanah, 2013).

Brand Association

A collection of associations that arise when consumers remember a brand, formed through information related to product attributes, organization, personality, symbols, and communications received by consumers. Brand associations help summarize various facts and specifications that are difficult for customers to understand, creating dense information, influencing how they interpret facts, and facilitating recall when making decisions (Wasil, 2018). Brand association is the overall thing or image that appears in consumers' memories when they think of a brand, including the perceptions, experiences, and impressions formed from their interactions with the brand (Warpindyastuti et al., 2021). According to Aaker (1991), various associations that provide value to a brand, from both the company and customer perspectives, encompass several important aspects. Brand associations play a role in helping consumers organize and interpret information that influences memory and purchasing decisions. Furthermore, associations serve to differentiate a brand from its competitors, form the basis for establishing a brand's position in the market, and generate rational and emotional reasons for consumers to purchase. Positive brand experiences also create positive attitudes and feelings that strengthen customer loyalty. Brand associations serve as a strategic foundation for product expansion because the perceived congruence

between an existing brand and a new product can encourage consumers to purchase the expanded product line (Warpindyastuti et al., 2021).

Perceived Quality

Perceived quality is the customer's judgment of the overall level of quality or superiority of a product or service compared to their expectations (Triaji, 2022). Perceived quality is a key resource that plays a vital role in creating and achieving superior competitive value (Arviana & Herdinata, 2025). Perceived quality is the customer's perception of the extent to which a product or service meets their goals and expectations compared to other products or services. A product is considered good quality if it meets expectations, and conversely, it is considered poor if it fails to meet them (Arviana & Herdinata, 2025). Research by Fitri & Sulaeman (2021) states that consumers have a tendency to make repurchases if they feel satisfied with the product they have used. The indicators of perceived quality, according to Kotler and Keller in Mokoagouw et al. (2023), include performance quality, reliability, special features, durability, conformance quality, and style, which collectively reflect consumers' perception of the quality level of a product or service based on their experiences and expectations (Celyn & Hasan, 2023).

Brand Loyalty

Brand loyalty is a form of consumer allegiance to a specific brand, where consumers will consider the company's brand image as the basis for their decision before making a purchase (Prawira & Setiawan, 2021). Brand loyalty reflects the level of attachment between consumers and a particular brand, which can be seen through customers' repurchase behavior

(Kennedi & Lady, 2023). The consumer's tendency to continuously buy the same brand within a product or service category reflects a preference for that brand, while brand loyalty indicates a strong consumer commitment to continuously choose and use the same brand in the future.

Other Proprietary

The four elements of brand equity that are separate from other brand assets are viewed as the main components that form a brand's value, because these elements play a crucial role in strengthening the brand's position in consumers' minds and continuously influencing purchase decisions (Tjiptono, 2005). Other proprietary assets will heavily depend on the quality and strength possessed by the previous four main elements; thus, the better those four elements are, the greater the positive influence created on this fifth element. Examples of other proprietary assets include patents, trademarks, channel relationships, and others.

RESEARCH METHODS

This research uses a qualitative approach. According to Creswell & Creswell (2018), qualitative research is an approach for exploring and understanding the meaning ascribed by individuals or groups to a social or human problem. The research process involves emergent questions and procedures, data typically collected in the participants' environment, data analysis that is built inductively from specific details to general themes, and the researcher making an interpretation of the data's meaning. The type of research employed is the case study method. According to Satori (2011), a case study is an in-depth and comprehensive study of one or several elements under specific conditions with

the aim of understanding the phenomena that occur. The data sources in this research consist of primary data and secondary data. Primary data were obtained directly from informants through interviews, observation, and documentation. Interviews were conducted with the owner of the MSME Miracle Florist and two customers to obtain in-depth information related to the brand strategy and perception. Observation was conducted to directly observe phenomena in the field, while documentation included collecting data such as product photos and business activities of Miracle Florist. Secondary data, on the other hand, is information obtained from previously available sources, such as documents, scientific literature, as well as the results of literature reviews and library research relevant to the research topic.

The data analysis technique in this study uses the Miles, Huberman, and Saldana model, which comprises three main stages: data condensation, data display, and conclusion drawing or verification. This model is used to identify valid meanings, patterns, and conclusions from the qualitative data through a systematic and structured process. This research was carried out at the MSME Miracle Florist, which focuses on the making and renting of acrylic flower boards, located in Karangploso, Malang Regency.

RESULTS

Brand Awareness

The implementation of a brand awareness strategy among the public and students of Malang City, which has been carried out by the owner of Miracle Florist for acrylic flower boards, involves several steps. First, creating interesting and relevant content on social media platforms such as Instagram, TikTok, the website, and collaboration.

Miracle Florist uses content as the main medium because it is most easily accessible to the public, especially students. In fact, Miracle Florist regularly holds special promotions for students every month as an effort to attract attention, retain customers, and as an initial step in introducing the brand. Second, the selection of promotional media. Miracle Florist uses Instagram and TikTok as the main platforms used. Instagram was chosen because it is widely used by the public and is effective for building personal branding through product visuals, while TikTok is considered superior in terms of interaction and audience reach thanks to its e-commerce features and high levels of user engagement such as likes, comments, and shares that can increase engagement between brands and consumers.

Brand Association

To determine the brand association strategy, observations and interviews were conducted on acrylic flower board products. The results showed that the implementation of the strategy was formed because this business has a primary target market, namely all students, especially campuses in Malang City. The choice of the name Mirale Florist uses the letter "M" logo, an abbreviation of Miracle Florist, meaning the owner's name, namely "Mira" which becomes Miracle with the meaning of miracle and color that has the philosophy of building a friendly impression and hope. Miracle Florist prioritizes product quality and service. Therefore, the owner always ensures the flowers used are premium quality and neatly arranged to foster a sense of trust and customer loyalty. In addition, fast and friendly service is an added value, because the target market is students who are busy and require a quick response. This can

indirectly strengthen a positive image and can increase brand closeness with consumers.

Perceived Quality

Interviews with the owner of Miracle Florist revealed that efforts to maintain perceived quality and consumer trust are achieved through consistent product and service quality. From a product perspective, Miracle Florist uses premium raw materials and ensures each acrylic flower board is neatly arranged according to customer orders. Stock and material quality are routinely monitored to avoid complaints. In terms of service, the business emphasizes friendliness, quick response, and clear communication through social media and instant messaging. Timely delivery, especially for important occasions like graduations, is a factor that strengthens customer trust, particularly among students in Malang.

Regarding customer complaints, Miracle Florist implements a solution-oriented service recovery approach. Each complaint is handled with empathy, followed by an apology and compensation, such as a product replacement or free reshipment. Complaints are also used as evaluation material for future service improvements. This approach demonstrates Miracle Florist's commitment to maintaining its brand image and increasing customer loyalty through responsive and responsible service.

Brand Loyalty

Based on interviews, Miracle Florist is currently in the early stages of building loyalty and long-term relationships with customers. The primary strategy implemented focuses on providing good and friendly customer service to create a positive experience from the first interaction. Although it

does not yet have a formal planned strategy, long-term relationships are starting to form naturally through customers who repeat orders due to satisfaction with the service and product quality. In an effort to retain existing customers, Miracle Florist offers discounts on delivery fees, including free delivery and pickup of flower boards, as a token of appreciation for loyal customers. Furthermore, the business also has a simple loyalty program, such as providing special discounts on certain occasions and a personalized approach through thank-you messages to customers after transactions are completed. Although these programs are not yet fully operational, the owner is committed to continuing to develop them to increase customer loyalty and strengthen long-term, mutually beneficial relationships.

Other Proprietary

The other proprietary component of Miracle Florist's brand equity strategy represents the legal and ownership aspects that serve to protect the brand's identity and creative assets. As a creative MSME engaged in the manufacture and rental of acrylic flower boards, Miracle Florist strives to maintain the originality and innovation of its products through Intellectual Property Rights (IPR) protection. This IPR includes trademarks, logo designs, and other original works produced by the business. This legal protection plays a crucial role in maintaining product authenticity, preventing imitation by competitors, and strengthening Miracle Florist's competitive position in the creative industry market. In addition to providing legal protection, the existence of IPR also increases the credibility of the business in the eyes of consumers, because brands with legal status are considered more professional,

trustworthy, and have added value compared to other similar products.

DISCUSSIONS

Based on the research findings, the implementation of the brand equity strategy at the MSME Miracle Florist, which operates in the field of making and renting acrylic flower boards, is in accordance with the theory proposed by Aaker (1991). This strategy encompasses five main components: brand awareness, brand association, perceived quality, brand loyalty, and other proprietary assets. The application of these five components plays a crucial role in developing and increasing consumer trust, while also differentiating Miracle Florist's products from competitors offering similar products. With the proper implementation of the brand equity strategy, Miracle Florist is able to create customer satisfaction, which ultimately contributes to the formation of brand loyalty. The success of implementing this strategy can be compared with the results of previous research (Saputra et al., 2022).

Based on the research findings, the development of brand awareness is one of the main strategies implemented by Miracle Florist. This business conducts promotional activities through giving discounts at certain moments and holding giveaways as a form of approach to attract new customer interest. Social media platforms like Instagram and TikTok are actively used as promotional tools because they have a wide reach and are relevant to the primary target market, namely students in Malang City. Through these promotional activities, customers increasingly recognize the superiority and uniqueness of Miracle Florist's acrylic flower board products compared to similar products, indicating that the implementation of the brand awareness strategy has been successful.

Furthermore, the brand association strategy is implemented through the consistency of brand identity elements, such as the name, logo, and dominant colors used on products and promotional media. This consistency makes it easier for customers to recall and recognize the Miracle Florist brand among various similar business options. For example, when consumers search for recommendations for acrylic flower board rentals, the name Miracle Florist tends to appear first due to the positive associations that have been formed through previous experience and social media influence. This indicates that the brand's visual and symbolic elements play a crucial role in building perception and differentiating the product's value from competitors. Subsequently, the perceived quality of the MSME Miracle Florist, based on interview and observation results, proves that many consumers perceive the brand's overall quality or superiority in the product as different, and purchases from Miracle Florist are made due to this excellence. Thus, the implementation of the brand association strategy at Miracle Florist is considered to be in line with the principles of brand equity reinforcement according to theory (Aaker, 1991).

The strategy implemented by Miracle Florist can be considered successful as reflected by the company's efforts in providing good and friendly service through customer service, thereby creating a positive experience from the very first interaction. Furthermore, Miracle Florist consistently maintains its product quality by using premium quality flowers and ensuring that every acrylic flower board is arranged neatly and according to the order. These efforts cultivate a sense of trust while simultaneously increasing customer loyalty. Miracle Florist's positive reputation is also growing

among the community and students in Malang City through word-of-mouth promotion and positive reviews on social media like Instagram and TikTok. This indicates that satisfied customers tend to repurchase (re-rent) and recommend the product to others, thus strengthening Miracle Florist's position as a brand with high customer loyalty. This aligns with the research by (Saputra et al., 2022).

The other proprietary assets component in brand equity can be understood as a form of asset rights or product legality that provides protection for brand identity and ownership. For the MSME Miracle Florist, which operates in the field of making and renting acrylic flower boards, this component is realized through the ownership of Intellectual Property Rights (IPR) (or *Hak Kekayaan Intelektual - HKI*) as a form of legal protection over creative works, innovations, and brand identity. This protection covers elements such as the trademark, logo design, and original product works, which play a vital role in maintaining originality, preventing imitation, and strengthening Miracle Florist's competitive position in the creative industry market.

CONCLUSION AND SUGGESTION

Based on the research results, it can be concluded that the implementation of the brand equity strategy at Miracle Florist MSME has been effective and in line with Aaker (1991) theory, which consists of five main components: brand awareness, brand association, perceived quality, brand loyalty, and other proprietary elements. Each component plays an important role in building a strong brand identity and increasing competitive advantage. Miracle Florist has succeeded in increasing consumer awareness and trust through consistent digital promotions, the implementation of a

clear visual brand identity, and a commitment to product and service quality. Customer satisfaction also creates loyalty and positive word-of-mouth promotion that strengthens the brand image in the community. In addition, legal protection through Intellectual Property Rights (IPR) provides legitimacy and strengthens business credibility. Overall, this study shows that the implementation of a planned brand equity strategy can help MSMEs strengthen product identity, increase brand value, and create business sustainability amidst increasingly competitive creative industry competition.

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