

IMPACT OF EVENT INDONESIA FASHION WEEK TO WARDAH'S BRAND

Sa'diyah El Adawiyah^{1,*}, Alfa Taufan Latif¹, Anwar Ilmar Ramadhan²

¹Faculty of Social and Political Science, University of Muhammadiyah Jakarta

²Faculty of Engineering, University of Muhammadiyah Jakarta

*Email: sadiyah.eladawiyah@umj.ac.id

Received: 19 09 2020

Revised: 30 12 2020

Approved: 31 12 2020

Abstract

Indonesia Fashion Week Event (IFW) is a movement in the fashion sector initiated by the Indonesian Fashion Designers Association (APPMI). This movement aims to make Indonesia as one of the world's fashion centres. This event held regularly every year since 2010. This event is Wardah's event as one of the famous cosmetic brands to increase awareness. This study aims to measure how much influence the Indonesia Fashion Week (IFW) Event on Wardah's Image is in the Jabodetabek Hijabers Community. The theory used in this study is the theory of public relations, the theory of events and the theory of image. This study uses a quantitative approach to analytical methods. This method is to examine the influence between Variables (X) and Variables (Y). Data collection techniques using questionnaires distributed in Hijabers Community using accidental sampling techniques. From the results of research and discussion, it can see that the dimensions of Perishability at the Indonesia Fashion Week event have the lowest average value among the four other variables 73.6%. Which means that the Indonesia Fashion Week event schedule does not have an event schedule must adjust to the target visitors and participant following the theme carried. Besides, the results of the second study that Wardah's Image is in the "Good" category. It proves from the results of the comparison of the results obtained with the achievement value of 82.3%. The results of the third study, the Indonesia Fashion Week 2018 event was able to increase Wardah's image in the Jabodetabek Hijabers Community. Based on the calculation of the Determinant Coefficient, the value of the Indonesia Fashion Week Event is 0.3169 or 31.69%. The Indonesia Fashion Week Event influences Wardah's image at 31.69%, and other variables determine the remaining 68.31%.

Keywords: *Public Relations, Event Management, Brand Image*

INTRODUCTION

Indonesia Fashion Week (IFW) is a movement in the field of fashion initiated by the Indonesian Fashion Entrepreneurs Designers Association (APPMI). This movement aims to make Indonesia as one of the world's fashion centers. In 2018

Indonesia Fashion Week will be held again on March 28 - April 1, 2018. The cultural theme raised this year is the beauty of three tourist attractions in Indonesia, namely Lake Toba in Tanah Batak, Borobudur in Central Java and Labuan Bajo in East Nusa Tenggara. The event collaborated with 200

designers and 460 exhibitors of fashion and textile brands. This event is one of the tools from producers to consumers to increase awareness.

Public relations activities become one of the crucial ways to improve image or brand awareness. One of the public relations activities can be Event or Special Event. Events have become a fairly popular part of communication activities. Because with an event or special event, viewers or consumers can receive messages from the promotion. It was also used by Wardah as the Halal Beauty Care Market Leader, co-sponsoring the event. In addition to the promotion and awareness event, through Indonesia Fashion Week, Wardah hopes to help in the progress of Muslim fashion in Indonesia. Wardah is also committed to being a partner in realizing Indonesia's 2022 Muslim Fashion Qibla. Based on the TOP Brand survey results, in 2017 and 2018, semester 1 for the category of facial cleansers and facial moisturizers are as follows:

Table 1.

Table 2.

Event

Event is an activity that runs to commemorate important matters throughout human life, both individually or in groups that are bound by custom, culture, tradition, and religion which are held for specific purposes and involve the community environment which runs in a particular time (Any Noor: 2009). According to Shone and Parry (2002): "Events are the phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose to enlighten, celebrate, entertain or challenge the experience of a group of people."

Event Characteristics

Events have several characteristics because each event must have its characteristics. The characteristics of the event are almost the same as the services provided by other service industries. According to Shone and Parry, these characteristics are:

1. Uniqueness

The primary key to the success of an event is the development of ideas. If an organizer can realize an idea following its expectations, then the event carried out will have its Uniqueness. An event must have unique elements and be different from other events. An event is a work of creative ideas. Therefore, a creative idea cannot imitate.

2. Perishability

Perishability relates to the use of facilities in organizing these events. Willingness event venue, how an event adapts the venue, and the big theme of the event. Because events that run will never be the same if created again.

3. Intangibility

After attending the event, what visitors and participants remember is the experience they gained while attending or attending the event.

4. Atmosphere and Service

The Atmosphere and service are one of the essential things in the characteristics of the event. Events that run in an appropriate atmosphere can produce an event's success.

5. Personal Interaction

One key to the success of an event is Interpersonal Interaction. In an event, personal interaction becomes an essential thing because it can create a livelier atmosphere.

Brand

The Brand is a differentiator between one products with another product. Humans save memory about a product because they know the product, in addition to its uses and functions. The Brand has become an essential element in a product. Aaker and Joachimstahler (2000: 51) suggested that "brands have a broader characteristic than products, namely the image of product users, company associations, symbols, and brand/customer relationships". While Kotler (2003: 38) suggested brands play an important role as a). Means of identification to facilitate the process of handling or tracking products for companies; b). A form of legal protection for unique product features or aspects; c). Signal quality levels for satisfied customers, so they can easily choose and repurchase it another time; c). Means of creating associations and unique meanings that differentiate products from competitors; d). Sources of competitive advantage, primarily through legal protection, customer loyalty, and a unique image shaped in the image of consumers; e). Financial sources of return mainly concern future income.

Brand Image

Brand image associated how consumers know the extent of the product in terms of the meaning or value of the product, composition, packaging, and all that. For a company, the image has the meaning of people's views on the Company's identity, and the image has the meaning of people's views on the Company's identity. Keller (2003: 166) gives an understanding of Brand Image: a). Assumptions about brands reflected by consumers that hold on to consumers' memories; b). The way people think abstractly in their thoughts, even when they think about it, they do not deal directly with the product.

Aaker (1991) Brand Image has three components, namely: a) Product Attributes are matters related to product identity, such as logos, packaging, colors, flavors, variants, product contents, product categories and so on; b) Consumer Benefits, namely matters relating to the benefits or benefits of the product; c) Brand Personality is a matter relating to the consumer or community association of the product, or it can call with the Personality of the Product.

Conceptual framework

The conceptual framework of this study is:

Figure 1.

RESEARCH METHODS

The method used in this study is an analytical survey method. Explanative is research that

connects or searches for cause and effect two or more concepts or variables to be studied. This method uses to find out why certain situations and conditions occur and what influences the occurrence of something.

Operating Concepts

Population

The population in this study was 204 Hijabers Community who had attended the 2018 Indonesia Fashion Week event. Respondents used in this study had the following criteria: Wardah Instagram Followers, aged 17-30 Years, Coming to the 2018 Indonesia Fashion Week Event.

Sample

To determine the sample size in this study, researchers used the Slovin formula, namely:

By using the Slovin formula, obtained a sample size of 70 samples. Moreover, in distributing questionnaires, researchers used internet media <https://google.com/docs/>, which is a website that can store data and create data in tabular form and can be distributed online and by distributing questionnaires manually.

RESULTS AND DISCUSSION

The research found the majority of respondents in this study were women. They are domiciled in Jakarta as many as 17 people or 24.3%, the majority aged 25-27 years, as many as 26 people or 37.1%. Also, the majority of Bachelor Degree (S1) graduates were 26 people or 37.1%, and the majority were 49 employees or 70%.

Indonesia Fashion Week event

Event is an activity that runs to commemorate important things throughout human life, both individually or in groups that are bound in custom, culture, tradition, and religion which are held for a specific purpose and involve the community environment which runs at a particular time. Indonesia Fashion Week event is following the characteristics of an event. Uniqueness gets the highest value at 83.4%, then Intangibility at 82.9%. Followed by Infrastructure Facilities at 79.9%, then Personal Interaction at 78.2% and the lowest was Perishability at 73.6%.

Overall, the Indonesia Fashion Week 2018 Event runs in the category of "Good", the value of the comparison of the expected score with the achievement score of 80.2%. An event has several characteristics because each event must have its characteristics. The characteristics of the event are:

1. Uniqueness

An event must have unique elements and be different from other events. An event is a work of creative ideas. Therefore, a creative idea cannot imitate. Based on the average indicator of each dimension, the uniqueness dimension has a positive and excellent response of 83.4%. Compared to the other four dimensions, Uniqueness has the highest value. It can interpret that the Indonesia Fashion Week Event has a uniqueness, characteristics and a creative idea. With the Uniqueness, an event will be able to attract more visitors and will always wait by visitors or participants of the event because the event cannot find in other events.

2. Perishability

Perishability relates to the schedule and theme that run. In this case, the event schedule must adjust to the target audience and participants. Where this event runs are also following the theme carried. Based on the average indicator of each dimension, the Perishability dimension has a positive and excellent response of 73.6% compared to the other four dimensions, and Perishability gets the lowest value. It can interpret that the

Indonesia Fashion Week Event Schedule is following the theme and target of visitors and participants. However, there must be improvements if they want to get a higher value.

3. Intangibility

After attending the event, what visitors and participants remember is the experience they gained while attending or attending the event. For organizers, this is a challenge for an Organizer to turn Intangible into tangible and tangible things because it can change the perception of visitors. Based on the average indicators of each dimension, the dimension of Intangibility has a positive and excellent response of 82.9%. It can be interpreted that the Indonesia Fashion Week Event has educational or learning value and has a positive value in the eyes of visitors and participants.

4. Atmosphere and Service

The Atmosphere and service are one of the essential things in the characteristics of the event. Events that run in an appropriate atmosphere can produce an event's success. Based on the average indicator of each dimension, the dimension of Atmosphere and service has a positive and excellent response of 79.9%. It can interpret that the Atmosphere and services of the Indonesia Fashion Week Event are quite adequate and conducive. Nevertheless, there needs to be an increase in capacity and information.

5. Personal interactions

In an event, personal interaction becomes an essential thing because it can create a livelier atmosphere. In performance, for example, the audience does not just quietly enjoy the show. The audience can also interact with other spectators or with the organizing Committee. Example, in a music concert, the audience can sing along even if only occasionally, so that the audience felt involved in the event. Based on the average indicator of each dimension, the Personal Interaction dimension has a positive and excellent response of 78.2%. It can interpret that at the Indonesia Fashion Week Event visitors and participants interact with each other so that the event can run well. At the

Indonesia Fashion Week Event, there still needs to be a means or place to present criticism and suggestions because it is still not evenly available.

Wardah's Image

Image is formed by the impression or experience of someone about something so that eventually it forms a thing that is commonly called mental attitude. Mental attitude will be used as a basis for decision-makers because the image considers representing the totality of an acknowledgement of something.

From the results of Wardah Image Variables, consisting of 3 dimensions call Product Attributes, Consumer Benefits and Brand Personality, it can prove that all dimensions have ethical values. Wardah's image is in the "Good" category. It can prove from the results of the comparison of the results obtained with an achievement value of 82.3%.

From sme characteristics, Product Attributes get the highest value at 84.0%, then Brand Personality at 82.6%, and the lowest is Consumer Benefits at 79.5%.

The brand image come to mind when we think of some category brand. Similarly, when we think about other people when someone mentions a name, certain things emerge about that name. According to Joseph Plummer (in Aaker, 1991), Brand Image has three components, namely:

1. Product Attributes

Relate to product identity, such as logos, packaging, colors, flavors, variants, product contents, product categories and so forth. Based on the average indicator of each component, the product Attributes component has a positive and excellent response of 84.0%. Compared to the two other components, Product Attributes have the highest value. It can interpret that through the Indonesia Fashion Week Event, Wardah's Product Attributes are understood and understood by consumers.

2. Consumer Benefits

Relate to the advantages or benefits of the product. Based on the average indicator of each component, this indicator has a positive and

excellent response of 79.5%. Compared to the others, Product Attributes have the lowest value.

It can interpret that through the Indonesia Fashion Week Event, Consumer Benefits from Wardah are understood and understood by consumers but not as well as other components. From that, there is a need for further communication about Consumer Benefits from Wardah.

3. Brand Personality

Matters relating to consumer or community associations of the product, or can call with the Personality of the Product. Based on the average indicator of each component, the Brand Personality component has a positive and excellent response of 82.6%. It can interpret that through the Indonesia Fashion Week Event, Wardah's Brand Personality is known and understood by Wardah consumers.

Based on the results of the statistical analysis of the product-moment correlation coefficient obtained $r = 0.563$, thus it can be said that the Effect of the Indonesia Fashion Week Event on Wardah's Image on Jabodetabek Community Hijabers members is positive and in the medium category.

Based on the calculation of the determinant coefficient (KD) melted value = 31.69%. Thus, it can call that Wardah Image (Y) is influenced by the Event Indonesia Fashion Week (X) variable by 31.69% and the remaining 68.31% influence by other variables not analyzed in this study, such as advertising, promotion, CSR, Campaign, Sales and all that.

Hypothesis test results using the test (t) obtained t count = 5.613 with DF = 70 - 2 and t table = 1.9955. Because t arithmetic (5,613) > t table (1.9955) then H_0 is rejected, and H_a is accepted. Thus, there is an influence of the Indonesia Fashion Week Event on Wardah's Image on members of the Jabodetabek Hijabers Community and proved to be significant.

CONCLUSION

Based on the results of the study, several conclusions can explain as follows:

1. Indonesia Fashion Week event is following the characteristics of an event. Based on several characteristics, Uniqueness gets the highest value at 83.4%, followed by Intangibility at 82.9%. Next component is Atmosphere and Service at 79.9%, then Personal Interaction at 78.2% and the lowest is Perishability at 73.6%.
2. Wardah's image is in the "Good" category. It can prove from the results of the comparison of the results obtained with an achievement value of 82.3%. It is also evident from the results of the majority of respondents' statements stating knowing and understanding Wardah's Brand Identity through the Indonesia Fashion Week event.
3. Based on the results of statistical analysis, the correlation coefficient obtained $r = 0.563$. Thus, it can be said that the Effect of the Indonesia Fashion Week Event on Wardah's Image on Jabodetabek Community Hijabers members is positive and in the strong category. The determinant coefficient (KD) obtained value = 31.69%. It means Wardah's Image (Y) is influenced Event Indonesia Fashion Week (X) variable by 31.69% and the rest 68.31% influence by other variables not analyzed in this study, such as advertisements, promotion, CSR, Campaign, Sales and all that. Hypothesis test results using the test (t) obtained t count = 5.613 with DF = 70 - 2 and t table = 1.9955. Because t arithmetic (5,613) > t table (1.9955) then H_0 is rejected, and H_a is accepted. Thus, there is an influence of the Indonesia Fashion Week Event on Wardah's Image on members of the Jabodetabek Hijabers Community and proved to be significant.

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