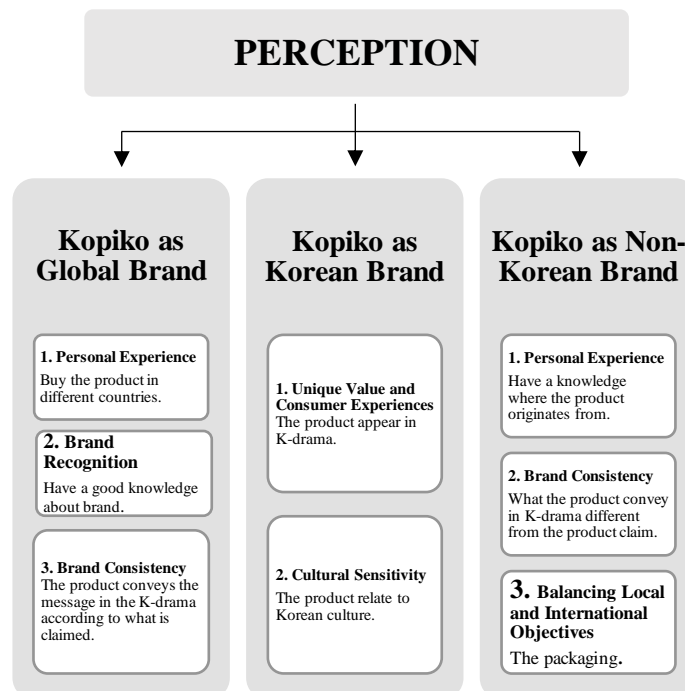


CHAPTER 4

ANALYSIS OF CONSUMER'S PERCEPTION OF KOPIKO'S GLOBAL BRANDING PRODUCT PLACEMENT IN KOREAN DRAMA

In this chapter we will discuss the results of the research findings which were previously described in the results of interviews with three people who were included in the criteria as informants in the third chapter. as explained in the previous chapter, the findings were analyzed based on the five main themes in the third chapter which are associated with the global brand kopiko in Korean dramas, which resulted in Kopiko being divided into three perceptions as a brand. With descriptive qualitative research, a description of the findings will be explained based on the results of in-depth interviews and the results of observations made to the three informants who were viewers of Korean dramas in which Kopiko products were included in the drama scenes. The results of the analysis produce the following chart which will then be described below.



4.1 Different Perceptions of Kopiko as a Global Brand

Based on findings as discussed in chapter 3 and the diagram above, there are three different types of perceptions according to the informants which will be discussed as follows:

4.1.1 Perception Kopiko as Global Brand

Kopiko as global brand means that consumer recognize Kopiko as a global brand, they understand Kopiko is a candy that can compete on a worldwide level, as mentioned by Rolls (2015), Global branding includes the strategic and procedural aspects of creating and maintaining brands to effectively compete on a global scale. It requires the integration of branding strategy with brand recognition, unique value and consumer experiences, brand consistency, and create balance between local and international objectives. Martin Roll views global branding beyond a brand that is easily found in the world market as a strategic procedure that involves a unique brand commitment and outstanding brand delivery. He highlights the importance of maintaining consistency in aligning brand promise and delivery to build and maintain strong brand equity. One of the things that sets global brands apart is their ability to build emotional connections with consumers across multiple markets.

Based on the findings from interview, Kopiko as a global brand can be emerged with the existance of several factors:

1. Brand Recognition

Brand recognition is an important aspect that shapes the perception of global brands. It is essential to have brand recognition. When it comes to global branding, the process of developing a powerful brand presence across many cultures and areas. It is necessary for companies to create a strategy in order to assist consumers in remembering their brand. This can be accomplished through the utilization of consistent visual and auditory cues, such as logos, colors, marks, or jingles (Rolls, 2015).

From the definition of brand recognition above, it can be explained based on the interview results, the interviewees have good knowledge about the Kopiko brand, where they can describe, and explain their perceptions of what they think about Kopiko when they first hear the brand.

The informant perceives Kopiko as a regular candy infused with inventive coffee extract. Additionally, Kopiko is regarded as a distinctive innovation that allows coffee enthusiasts to enjoy the flavor of coffee without the need to brew traditional coffee. This suggests that the informant still links Kopiko with the authentic taste of coffee. This also emphasizes Kopiko's achievement in establishing a distinct brand identity that sets it apart from other candy companies.

Moreover, the inclusion of Kopiko in K-drama scenes significantly contributes to enhancing brand recognition. According to the informant, they experienced a sense of connection with Kopiko due to the portrayal of characters consuming the candy in K-dramas. The utterance of phrases such as "I feel very awake" during the scene remains firmly imprinted in their minds, indicating that

Kopiko has effectively established an emotional bond by offering a cure for tiredness to its consumers.

2. Personal Experience

Personal experience is an important aspect in a person's perception of the brand. Consumer experience in branding strategy is an integration hall to build and maintain a significant global brand (Rolls, 2015). In this case, informants have experienced with the Kopiko brand where informants already know Kopiko even before watching K-dramas, and how informants find Kopiko in several countries, which then strengthens the perception that Kopiko is a global brand because it is easy to find anywhere in accordance with Roberts (2009) that states that global brands are products that have been coordinated and can be found in many countries.

3. Brand Consistency

Brand consistency is an important aspect to form the perception that Kopiko is a global brand. Brand consistency is a crucial aspect of maintaining a brand as a global, Rolls (2015) highlights the importance of maintaining brand consistency in global brand management. Roll arguments that successful global brand management includes a careful balance between the brand promise and its actual delivery, with functional and emotional aspects serving as critical components to maintain customer satisfaction. He believes that brands are critical assets for contemporary companies striving for long-term success, and that an effective brand management strategy should include distinctive brand commitment and exceptional brand execution. Consistency plays an important role in building and maintaining

a good brand reputation. This is achieved when the brand consistently and effectively meets customer expectations across every interaction, aligned with overall strategic objectives.

In the context of brand consistency, Kopiko has several aspects that shape the perception of Kopiko as a global brand by utilizing consistent experiences in creating a careful balance between the brand promise and the actual delivery and representation of the brand in various markets. In this case, Kopiko highlights consistency by underlining that its product is a practice partner to be carried around, which is in line with what Kopiko is branding about its product, and also in line with what is conveyed in the drama. In addition, in the K-drama, Kopiko presents its image as a practical companion that can be carried everywhere, a concept that appeals to consumers who are active and have high mobility in various countries.

4.1.2 Perception Kopiko as Korean Brand

South Korea has been a centre of innovation and creativity across a wide range of industries, radiating its influence around the world through its famous brands and thriving popular culture. The term "Korean brand" refers to brands from South Korea that have gained global recognition and reflect various aspects of the country's excellence. Korean brands are often recognised for several distinctive features that set them apart from brands from other countries. One of these is a strong focus on innovation and attractive design as well as practicality and ease of mobility.

Korea is also known for its culture of drinking coffee and making coffee a drink that can be enjoyed every day, the culture of drinking coffee in Korea is related to having a history where when King Gojong in 1896 first tasted coffee, which at that time coffee. Because of this, several aspects arising from this perception make the Kopiko brand considered a Korean product, which will be discussed below:

1. Unique Value and Consumer Experiences

Roll (2015) emphasises the importance of providing unique value and consumer experience in order to integrate into the social and cultural environment. Unique value is an aspect that shapes the perception of Kopiko as a Korean brand, this is explained when informants feel interested and consider Kopiko unique because of its appearance in K-dramas collaborating with their favourite actors and actresses. Kopiko's appearance in K-dramas is what shapes informants' perceptions of Kopiko as a Korean brand.

2. Cultural Sensitivity

Another aspect that shapes the perception of Kopiko as a Korean brand is cultural sensitivity, being culturally sensitive allows organisations to tailor their strategy to local audiences, avoid potential controversy, and maintain strong customer connections (Roll, 2015). This is especially crucial when entering new markets, because understanding the language and cultural differences may help firms avoid marketing mistakes and develop a strong brand image.

Informants' perceptions of Kopiko, which has the innovation of turning coffee into coffee candy that helps facilitate coffee lovers, especially the Korean habit of drinking coffee before doing or while doing activities, strengthens the perception of Kopiko as a Korean brand, and remembers the "ppali-ppali culture" found in Korea, which is the habit or culture of Koreans who do things quickly and efficiently.

The pronunciation of "Kopiko" itself which sounds like Korean pronunciation or language is also the reason that forms the perception of Kopiko as a Korean brand, where the Korean language of coffee is 커피 (keopi), which is pronounced as "kopi" which sounds familiar with the name Kopiko itself, because that is what makes the perception that Kopiko is a Korean brand.

4.1.3 Kopiko as Non-Korean Brand (Local Brand)

Kopiko as a Non-Korean Brand (Local Brand) refers to brands that originate from a specific country outside Korea, but are nonetheless recognised as local brands in the country in which they operate. In contrast, local brands are described as brands that exist only in a small geographical area or in a single country (Wolfe 1991). Aspects such as Kopiko's brand recognition as an Indonesian brand, brand inconsistency, and the imbalance between local and international goals reinforce people's perception of Kopiko as a non-Korean brand in terms of local brands.

1. Brand Recognition of Kopiko Origin

An individual's recognition of Kopiko's origins is a crucial factor that reinforces their perceptions that Kopiko is not a Korean brand. According to the informants, they have identified that Kopiko originates from Indonesia based on information provided by their acquaintances. This reinforces the belief that Kopiko is not a Korean brand.

2. Brand Inconsistency

One of the important parts of maintaining a global brand according to Martin Roll is brand consistency. Martin Roll highlights the importance of maintaining brand consistency in global brand management. Roll argues that successful global brand management includes a careful balance between the brand promise and its actual delivery, with functional and emotional aspects serving as critical components to maintain customer satisfaction. He believes that brands are critical assets for contemporary companies striving for long-term success, and that an effective brand management strategy should include distinctive brand commitment and exceptional brand execution. Consistency plays an important role in building and maintaining a good brand reputation. This is achieved when the brand consistently and effectively meets customer expectations across every interaction, aligned with overall strategic objectives.

Based on the information listed on the website (<https://www.mayoraindah.co.id/berita/Kopiko-besar-dari-Sekedar-Permen-Kopi-17>) Kopiko claims that its product is a candy made from authentic Indonesian coffee

bean extract, but based on the findings, according to the informants there is no scene where Kopiko highlights that Kopiko is made from real coffee beans, which also contradicts one of the aspects of global brand by Roll (2015) where consistency plays an important role in global brand which includes the balance between the brand promise and how the brand delivers the message to the audience.

3. Inbalance Between Local and International Objectives

In global branding, Roll (2015) also highlights the importance of creating a balance in local and international goals. To achieve success in global branding, strategies must be flexible and consistent. This delicate balance involves maintaining a unified and consistent brand image in each region while modifying the strategy to suit regional customs without diluting the essence of the brand, which is called “glocalization” this includes logo utilization, color palettes, and tones of expression across all platforms.

The informants revealed why they do not think of Kopiko as a Korean product from the aspect of Kopiko's packaging which has dark colors and does not use Hangeul letters, which is different from most other Korean candy packaging which has colorful and cute colors accompanied by Hangeul letters. Kopiko also has a halal logo which is very difficult to find in Korean candy products which usually don't have a halal logo. These things strengthen the informant's perception that Kopiko is not a Korean brand. Kopiko still stands by its stance of using dark packaging which is contrary to Korean sweets in general, and uses a halal logo.