

ABSTRACT

The brand equity of the company is related to the company's revenue from a series of cash flows generated by its ability to acquire and retain customers. This view is not limited by current products, product lines, or even current customers. PT. Sukun Wartono Indonesia illustrates the difference between total brand equity and customer brand equity very clearly. Brand management is an important concept to understand, considering that the meaning of a brand needs to be applied from top to bottom towards a philosophy that acknowledges the importance of managerial roles in the brand development process. There are several underlying factors considering that young consumers demand an increase in the number of online and offline contact points, where stakeholders can exchange and interact with ideas and experiences regarding a brand.

Qualitative methods using in-depth interviews can provide a clear picture of how to improve EBBE in PT Sukun Wartono Indonesia employees. This research will conduct six interviews with the interviewees, where each interview will be limited to no more than one hour in duration.

The findings of this research highlight the important aspect that employees in EBBE take on the role of brand influencers, where employees no longer express themselves merely as individuals but also as "role players." As a result, it gives them legitimacy to act as the "voice of the company" and brand rather than as individuals. Furthermore, this research observes that social media accounts with higher exploitation of co-creation efforts with the brand also have consumers or audiences who play a key role in their business sector. The most interesting thing is that all the employees in the research informants revealed that they are loyal and devoted to the company, and even their active role in social media is a voluntary act without coercion.

Keywords: Employee-Based Brand Equity, PT. Sukun Wartono Indonesia