

How Jingle Can Drive Brand Awareness ?

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Abstract. Economic growth, smartphone and internet technology users, as well as online ticket transactions are growing rapidly. This has been exploited and made an opportunity by business people. The increasing number of online flight ticket booking sites is certainly a challenge of competition for management to win hearts of consumers. Management must introduce brand to consumers to create a positive impression. Therefore, the branding process can create brand awareness. Pegipegi.com is an online flight ticket booking site that uses jingles in its advertisements. This research was conducted to examine the effect of jingles on brand awareness on the Pegipegi.com site which ranked third on the TOP Brand Award. Therefore, the method used is descriptive and verification by using 70 respondents who watched Pegipegi.com ads as a research sample, and the sampling technique used probability sampling method. The questionnaire was distributed with Google Form through social media LINE and WhatsApp. The results of this study indicate that the picture of jingles and brand awareness is in the high category. Other results also showed a positive and significant effect between jingles on brand awareness.

Keywords: Jingle, brand awareness, pegipegi.com, advertising.

1 Introduction

There are sound symbolisms such as jingles and logos in giving brand meaning to consumers. Signals of sound provided to customer's memory can bring a brand recall effect 1-5.

The increasing number of online flight ticket booking sites is certainly a challenge of competition for management to win hearts of consumers. Management must introduce brand to consumers to create a positive impression. Therefore, the branding process can create brand awareness.

Branding can create brand awareness. In general, it is believed that brand awareness is improved the extent to which brand name are chosen that are simple and easy to pronounce or spell; familiar and meaningful, and different, distinctive, and unusual 6. By creating brand awareness, marketers hope that whenever the category needs arise, the brand will be brought back from memory to be considered as alternative in making decisions. To create brand awareness, advertising is needed.

Marketers are aware of the need to build a positive image of consumers. Marketers put up strategies with repetitive impressions so that consumers can improve their memory. A way to increase the attractiveness of advertisements is to use jingles.

According to data obtained from the Top Brand Award website, for the online flight ticket booking site category, pegipegi.com that uses jingles in its marketing strategy is only ranked third. The pegipegi.com is one of the online flight ticket booking sites and travels that uses jingle in their advertisement. The Jingle is shown on TV and Youtube. Seeing the rapid rise of Youtube viewers and increasing digital ad spend, this study concerns the brand awareness of the pegipegi.com site to Youtube users. The ad has been watched 30,411 times.

1.1 Literature Review

Jingle is a way to increase the attractiveness of advertisements. According to 6, jingle is musical message written for a brand. Jingle is a catchy song that usually contains a simple advertising message about an item or service that was created specifically for advertising a product. Jingle is used as a form of identification of products that only appear at the end of advertisements. 7-8 discuss the elements of television advertising that influence Customer's Purchase Decision and Brand Building as follows (1) Celebrity Endorsed, (2) Message Given (Information about products or services), (3) jingle used, (4) Character used, (5) Punch Lines, and (6) Logos (Symbol of Brands).

According to 6 there are seven types of brand elements, including Brand Names, URLs, Logos and Symbols, Characters, Slogans, Jingles, and Packaging.

Furthermore 6 states that Jingle is a part of brand element. In creating jingles, there are six criteria that must be met 6, namely Memorable (Easy to recall & Easy to recognition); Meaningful (Descriptive & Persuasive) Likable (Fun and interesting, rich visual and verbal imagery & Aesthetically pleasing) Transferable (Within and across product categories, Across geographic boundaries and cultures) Adaptable (Flexible, Updatable) Protectable (Legally, Competitively) believed that brand awareness is improved Brand awareness in general, it is the extent to which brand name are chosen that are simple and easy to pronounce or spell; familiar and meaningful; and different, distinctive, and unusual 6. Based on the above definition, it can be concluded that brand awareness is a brand that comes to mind in the form of memory when consumers think about a particular product. Brand awareness is the main goal of advertising to provide knowledge to consumers about a product of a brand. In recognizing and remembering a product, there is a so-called level of consumer ability that depends on the level of brand communication and consumer perception. The level is explained by 6 as brand recognition and brand recall.

Reveal that there is a relationship between consumer attitudes towards advertising music (such as jingles) 9. Jingles and other musical elements in advertising lead to the level of consumers' involvement to like products offered. These musical elements are considered more effective in influencing customers than other inherent verbal elements. It studies the cognitive and affective components that influence attitudes toward and, thus, customer buying behavior.

In their study state that music in branding adds value to advertisers and increases the effectiveness of advertisements in influencing customers to make purchases¹⁰.

Has analyzed more than three thousand prime time advertisements¹¹. Among advertisements that use music, 14% use popular music, 5% use jingles, and 81% use needledrop music. The results of the study state that popular music and jingles can produce meaningful relationships between music and brands.

2 Method

This study uses descriptive and verification methods. Descriptive research method was used to get a figure of the responses of people after watching pegipegi.com ads, especially the jingles and to get an overview of brand awareness. The verification approach is used to know the relationship between jingles as independent variables (X) and brand awareness as dependent variables (Y).

The population of the study were active students of the study program of Management of the Universitas Pendidikan Indonesia (UPI –Indonesia University of Education) who have known pegipegi.com ad jingle. The population consisted of 249 people. The number of samples of the study is 70 people.

3 Results And Discussion

To measure the jingle, the study used six indicators. They are memorable, meaningful, likable, transferable, adaptable, and protectable. Of the six indicators, memorable get the highest results. The jingle of pegipegi.com is easy enough to be remembered by consumers. Exactly 25 of 70 respondents, or 41.43%, remember the jingle.

The recapitulation of scores on jingle variables based on the six measurement indicators namely memorable, meaningful, likable, transferable, adaptable, and protectable as a whole can be seen in the following table.

Table 1. Recapitulation of Jingle Research Results

No	Indicator of Jingle Criteria	Number of Statements	Total Score	Average Score
1	<i>Memorable</i>	2	773	387
2	<i>Meaningful</i>	2	687	344
3	<i>Likable</i>	3	1094	354
4	<i>Transferable</i>	2	696	348
5	<i>Adaptable</i>	2	721	361
6	<i>Protectable</i>	2	757	379
Total		13	4728	2173

Source: Data processing of the questionnaires

Based on the recapitulation of jingle variable scores in Table 1, it can be seen that the memorable indicator has the highest average answer for 387. The meaningful indicator has the lowest average answer with an average result of 344. It can be concluded that memorable is the highest performance indicator on jingle variable. Memorable includes two questions, namely about the ease of pegipegi.com jingles to be recognized and the ease of pegipegi.com jingles to be remembered. Of these two questions, the respondent feels that the jingle can be easily remembered and recognized by consumers. Therefore, it can attract consumers' attention and get recognition in their purchases or consumption. Based on the data, the pegipegi.com jingle is easily recognized. By reason of respondents obtained from the results of open questions namely "Lyrics of the jingle", pegipegi.com is "an online ticket booking site like traveloka". Some of the respondents also say "Interesting visual and lyrics factors and know that it is Pegipegi.com".

The recapitulation of scores on the Brand Awareness variable is based on two measurement indicators, namely brand recognition and brand recall. It is explained in the following table.

Table 2. Recapitulation of Brand Awareness Research Results

No	Indicator of Jingle Criteria	Number of Statements	Total Score	Average Score
1.	Brand Recognition	1	380	380
2.	Brand Recall	1	388	388
	Total	2	774	774

Source: Data processing of the questionnaires

Based on the recapitulation of brand awareness variable scores in table 2, it is known that the brand recall indicator has the highest average answer with an average yield of 388. The brand recognition indicator has the lowest average answer with an average yield of 368. It can be concluded that the brand indicator recall with the highest performance on brand awareness variables. The brand recall indicator is explained in the Level of recalling pegipegi.com after hearing the pegipegi.com jingle. The statement shows that respondents can remember pegipegi.com after hearing the pegipegi.com jingle.

Table 3. Output Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	1.068	1.217		.878	.383
	Jingle	.148	.018	.709	8.289	.000

a. Dependent Variable: Brand Awareness

Source: Results of Data Processing Using SPSS Program 24.0, 2019

From these results, we get the following regression equation.

$$Y = 1,068 + 0,148X$$

Based on the above equation, a constant value of 1.068 is obtained. It indicates that if jingle is constant, the brand awareness process is only 1.068. Jingle regression coefficient is 0.148, which means that every time there is an increase in jingle by one unit, there will be an increase in brand awareness of 0.148. To calculate the influence of the jingle on brand awareness, the coefficient of determination with the following formula was used.

$$\begin{aligned} KD &= r^2 \times 100\% \\ &= (0,709) \times 100\% \\ &= 50,3\% \end{aligned}$$

According to the calculation, the jingle has a positive effect on brand awareness of 50.3% while the remaining 49.7% is influenced by other factors or variables that were not examined by the study.

Based on the result, the study can prove the opinion expressed by12 in their research which aims to determine the dimensions of jingles that have an influence on brand awareness of the mizone's consumers. The result of the study is that the Mizone television advertising jingle version of "Don't Stop The Beat" can positively influence the brand awareness of people aged 18-25 years in Surabaya towards the brand Mizone.

4 Conclusions

Based on the results of the study, the respondents easily remember the pegipegi.com site after hearing the site's jingle. The respondents said that the lyrics from Pegipegi.com's jingle are easy to remember. Based on the results of the study, the jingle has an influence on the site's brand awareness.

Acknowledgments

We would like to express our deepest gratitude to the Universitas Pendidikan Indonesia (UPI), that has funded the research, and other parties who have help the research from the beginning until its completion.

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