

Brand Awareness of 'I Channel Bandung' Through Local Culture in the Golek Puppet Show "Sampurasun Cepot"

Umaimah Wahid¹, Menati Fajar Riski²
{umaimah.wahid@budiluhur.ac.id¹, Meifarizmei@gmail.com²}

Magister Program of Communication Sciences¹,
Post-Graduate Budi Luhur University, Jakarta, Indonesia²

Abstract. The purpose of this research is to know the process of increasing brand awareness of I Channel Bandung through the event 'Sampurasun Cepot' by using integrated marketing communications. Besides that the researcher wanted to see the level of brand awareness I Channel Bandung achieved after using the cultural event program. The theory used in this research is integrated marketing theory by Tuckwell and theory of brand awareness level by Aaker. Integrated marketing communications has six elements that are used to improve this television brand. It aims to see the level of brand awareness companies in the minds of the audience. This research uses case study method with intrinsic qualitative approach and constructivist paradigm. The result of this research is that integrated marketing communications can be associated with cultural programs to increase awareness of the company's brand. The use of puppet show of 'Sampurasun Cepot' managed to attract the audience became more aware of the presence of this local television. I Channel Bandung brand awareness improved and reached the brand recall level in the audience.

Keywords: brand awareness, local television, local culture-'sampurasun cepot'.

1 Introduction

The local television existence is currently increasing in Indonesia with various cultures. The ability of local television to explore the local culture makes local television has a role in preserving local culture. In Article 36 paragraph 1 of Law no. "The content of the broadcast must contain information, education, entertainment, and benefits for the establishment of intellectual, character, morals, progress, and nation power, maintaining unity and unity, and practicing Indonesian religious and cultural values."

The announcer should pay attention to these things in making broadcasts basically. In addition, the contents of private television shows can be seen under the Broadcasting Act no.32 "Keeping unity and unity with political, legal, and economic, social, cultural and security information". Local television has a very important role in the dissemination of information to the community irrespective of the things that can break the unity and unity of the nation. Local television was established to be one of the best quality shows, by highlighting the cultural elements of a particular region, and raising events related to local government, so that the public can get complete information without forgetting the cultures of the area.

Local television has some show content advantage, it is expected to revive indigenous cultures in an area that has already been forgotten by the people. One excellence example is the content of the event with the local language in accordance with the local television establishment. In addition, various art events are displayed, such as puppet show, *wayang kulit*, *wayang golek*, local music events containing local songs, to the typical culinary places and cultural attractions of the area.

The presence of local television is closely related to the Broadcasting Act as a foundation and its management. On Broadcasting Act no. 32 of 2002 Article 36 paragraph 1 and 2 as follows:

1. The content of the broadcast shall contain information, education, entertainment, and benefits for the formation of intellectual, character, morals, progress, and nation power, maintaining unity and unity, and practicing Indonesian religious and cultural values.
2. Broadcast content of TV broadcasting services, organized by Private Broadcasting Institution and Public Broadcasting Institution, shall contain at least 60% (sixty per cent) of domestic event's eyes.

Based on the fact, the program should have the same purpose with the Broadcasting Act from local television, the content of the event must have the moral and ethics of the Indonesian nation, put forward the diverse Indonesian culture and shape the mindset of the community to always unite in keeping unity and national unity. KPI issued the regulation No. 01 / P / KPI / 03/2012 article 68 paragraph (1) which reads "Local broadcasting program shall be produced and aired with a duration of at least 10% for television of at least 60% for radio of all networked broadcasts per day".

One of the city that is putting forward the local culture is Bandung, so many emerging local television stations in Bandung amounted to 11 based on data from Bandung Information and Documentation Management Officials in 2017 [1]. I Channel Bandung has a minimization of brand awareness in Bandung society. With a variety of programs with bold and modern concepts, it is unfortunate that this television has not been known by many audiences. Brand is very influential in the continuity of this television, one of which is to be able to attract clients to advertise as a source of income I Channel Bandung. According to Shimp (2007) the brand also has an important role to be a differentiator between services or products offered by a company with rival brands (see (Rouly et al., 2017) Meanwhile, according to Rangkuti (Rangkuti, 2007) tendency of development of marketing war in the future will become war between brands that is a competition to gain brand dominance [2],[3].

Interestingly, the local TV reinforces existence by re-reminding the legend of the Sundanese legend on puppet show namely Cepot. When compared with other local television stations, puppet show as a hallmark of Bandung is not appointed to the surface, but other local television stations put forward the life style of young people in Bandung. With the goal I Channel which began airing October 10, 2012 is still having difficulty in the introduction of their brand. By promoting local culture, I Channel preserves the puppet show culture through its show 'Sampurasun Cepot'. The program 'Sampurasun Cepot' is using Sundanese language and performed with typical humor. To increase brand awareness of I Channel, in addition to using the local culture of the program 'Sampurasun Cepot', I Channel itself is a television media, which has a very powerful function in the dissemination of information to the public. As a mass media, I Channel must be able to utilize its function as a disseminator of information to be able to increase brand awareness in society. Based on the background of research that has been put forward, it can be formulated the main issues that will be discussed

about the process of increasing brand awareness through local culture, namely: (2) how does brand awareness improve I Channel Bandung with the use of 'Sampurasun Cepot'?

It takes serious and sustained effort in the development of local television in order to become a chosen television for audience to watch. The condition for local television is not easy compared with national private television as local television is limited in its range, competing for audience, and its advertisement is relatively same. However, local television has advantages in its 'closeness to social-cultural' with audience. Therefore, special efforts and activities such as utilization of content based on local wisdom to attract the audience can form brands awareness of local television.

1.1 The Theory of Brand Awareness

The brand awareness level of Aaker is chosen by researchers as a theory that can be used to describe the level of brand awareness felt by consumers related to this research. The stages of brand awareness is needed to see whether marketing communications conducted by a company can achieve the highest stages of corporate brand awareness.

According to Aaker (1997 in Farjam and Hongyi, 2015) brand awareness is the ability of a person who is a potential buyer to be able to recognize or recall a brand is part of a product category. Brand awareness necessitates the continuum of the uncertain feeling that a particular brand is known, being a belief that the product is the only one in the product class Aaker, 1997 [4]. Aaker (1997) in Chi, Yeh and Yang, (Chi, 2009), the level of brand awareness is as follows:

1. Unaware of Brand (Unaware of Brand)
It is the lowest level of the brand awareness pyramid in which consumers are unaware of a brand.
2. Brand Recognition (Brand Recognition)
This is a stage in which consumers know the brand that the level of consumer awareness of a brand is measured by providing assistance such as the characteristics of a product.
3. Brand Remake
The brand recall is a reminder of a brand that is mirrored by another brand that the respondent remembers after mentioning the first brand. Brand recall using multi respond questions is to provide answers without help.
4. Top of Mind
It is a brand first remembered by consumers or first mentioned when consumers are asked about a particular product. This level uses single respond question which means the respondent can only give one answer to the question about this.

The creating brand awareness the marketer hopes that whenever the needs of the category arise, the brand will be reappeared in the minds of consumers who are then taken into consideration various alternatives in decision making. Brand awareness shows the consumer's knowledge of the existence of a brand. This theory will be used to see where the level of the brand from I Channel Bandung [5].

In addition, the role of brand awareness in the brand value depends on the level of attainment of consciousness in the minds of consumers [6]. Brand awareness can be built and improved through the following ways:

1. The message is conveyed by a brand should be easy to remember by consumers.
2. The Messages are delivered must be different from other products and there must be a relationship between the brand with its product category.
3. Wear exciting slogans and jingle songs help consumers remember the brand.

4. If a brand has a symbol, it should be associated with the brand.
5. Brand name extension can be used to make the brand more consumers remember.
6. Brand awareness can be reinforced by using a cue that matches the product category, brand, or both.
7. Repeats to improve reminders, because forming memories is more difficult than forming as an introduction.

1.2 The Brand Definition

The brand is came from the word brand that has the meaning of "to burn", the Vikings are fueling their animals as a form of pet ownership. According to Kotler and Keller (Keller, 2008) brands or brands may take the form of logos, names, trademarks or a combination of the whole [7]. Based on that definition a brand has a function as a differentiator between a company's products with other companies. Using a name, logo, or trademark, the company seeks to notify consumers of their brand differentiator that aims to provide the company's brand knowledge and brand awareness. [8]

Meanwhile, according to the American Marketing Association (AMA) in Kotler and Keller (Keller, 2008) "A brand is a name, name, term, sign, symbol, or design of one seller or group of sellers to differentiate them from those of competition " [7]. According to Kotler and Keller (Keller, 2008) brands are names, terms, signs, symbols, designs, or combinations of these which are intended to identify products or services of a person or a seller and to distinguish them from competing products [7]. So the brand identifies the maker or seller of a product.

According to Laksana (Fajar, 2008), a brand is a name, term, sign, symbol or design, or a combination of all that is expected to identify the goods or services of a person, a seller or a group of sellers, and is expected to differentiate the goods or services of a competitor's product. Lindstrom (Lindstrom, 2005) says that, "Branding continuously strives to achieve authenticity and build a relationship with consumers that will extend from cradle to grave" [10]. So it can be said that branding is a process of communication and communication between both companies and consumers.

1.3 Local Culture

There are some cultural sense according to some experts one of them is the famous character of Indonesia is Koentjaraningrat .(2000) culture with the basic word culture comes from the language sansakerta "buddhayah", the plural form of buddhi which means "mind" or "mind" [11]. Thus Koentjaraningrat defines culture as a "power of mind" in the form of creativity, intention and taste, while culture is the result of creation, intention, and taste [12].

Koentjaraningrat explains that essentially many differentiate between culture and culture, where culture is a cultivated form of cultivation, which means the power of the mind. Culture is considered an abbreviation of a culture that is no different from the definition. So culture or abbreviated culture, according to Koentjaraningrat is the whole system of ideas, actions and the work of human beings in the framework of the life of society that made human self by learning [13].

Koentjaraningrat distinguishes the existence of three forms of culture are: (1) the form of culture as a complex of ideas, ideas, values, norms, regulations and so forth. (2) The form of culture as a complex of activity and the patterned actions of man in a society. (3) The form of culture as objects of human works.

According to Liliweri (Alo, 2002:, see Nugroho, 2012) culture is the life view of a group of people in the form of behaviors, beliefs, values, and symbols they receive unconsciously that are all inherited through the process of communication from one generation to the next. Culture, then, is the whole way of life of any society and not just about a part of the way of life that part of society that is perceived as higher or more desirable. From some cultural definitions it can be concluded that culture refers to various aspects of life including ways of prevailing, beliefs and attitudes, as well as the outcome of a typical human activity for a particular society or population group.



Fig. 1. 'Sampurasun Cepot' Event Program.

The program 'Sampurasun Cepot' was first aired on January 6, 2016. The show raised puppet show as a legendary art in West Java to be able to exist again through TV media. The event consists of seven players, one mastermind, the mastermind of Riswa and six traditional music players. Wayang golek as a Sundanese art serves as a messenger and advice to the community and wrapped with humor. Pogram event 'Sampurasun Cepot' is a medium from I Channel Bandung to be able to increase their brand awareness.

2 Research Method

This study aims to gain knowledge about the process of increasing local TV brand awareness through local culture using constructivism paradigm. According to John W Creswell (2013), the paradigm is very important because it can help researchers to determine the right way of looking at a problem and to help determine the theories and methods appropriate in the research [14],[15]. Littlejohn (2017) says that flow theories are based on the idea that reality is not an objective formation, but is constructed through the process of interaction within groups, society, and culture [16].

The research uses qualitative approach. According to Denzin and Lincoln (2009), that "qualitative research has an emphasis on processes and meanings that are not studied closely or not measured in terms of quantity, quantity, intensity, or frequency". Neuman (2013) In qualitative research, the process relies more on interpretative or critical principles on the case studied and research focus in a particular context [17],[18]. The emphasis is on doing a detailed analysis of specific cases that arise naturally in social life. The selection of qualitative approach in this research is based on the authors want to get the depth of the answer to explore the process of increasing brand awareness done through local culture on TV local I Channel Bandung. The study was conducted using case study method. A case study is an approach to studying, explaining or interpreting a case in its natural context without any outside

interpretation. According to Daymon & Holloway (2008), case studies are an intensive test using various sources of evidence, (which may be qualitative, quantitative, or both) bounded by space and time. The case raised can be an organization, a set of people, communities, events, processes, issues, or even campaigns [19].

Yin (2012), the focus of the case studied is about the process of increasing brand awareness using local culture in the minds of the audience I Channel TV Bandung [20]. The fundamental reason of the authors using the case study approach in this study, namely:

1. The appointed case is unique. This can be seen from the focus of research that wants to see cultural values play a role in raising brand awareness on local TV viewers I Channel Bandung. Where cultural values are poured through the *Sampurasun Cepot* event.
2. The selected case can be a proof of a well-constructed theory. The constructed theory has a clear proposition, which corresponds to a single case chosen so that it can be used to validate it. In this research the theory used is The Awareness Aaker Improvement Theory.

2.1 Spatial Approach

Spatial approach is intended that in developing water tourism area on the Pulau Lancang Kecil is done by observing the study area with all the potential and constraints contained there, so that the development of water tourism area on Pulau Lancang Kecil is achieved. However, this development remains paying attention and utilizes the existing potential. Spatial approach is used to observe the supply side of the tourist market that is considering Pulau Lancang Kecil as tourism area consisting of several sub-areas that have different potential. Thus, the intention of developing agro tourism needs to be done to select the most appropriate location, so the application of development efforts can be done optimally and supported by other tourist sub-region contained in the tourist area of Pulau Lancang Kecil as a form of new tourist offer to the tourists.

2.2 Result Approach

Natural resources and environment determine the type, quantity, and quality of water tourist development in Pulau Lancang Kecil. This approach emphasizes supply factors rather than demand factors. Natural factors, ecological considerations, environmental carrying capacity, and so on are more dominant in terms of social factors and the demands of human needs.

2.3 Activity Approach

This approach is based on common tastes and desires by first reviewing past activities to estimate the opportunities that need to be contained in the future. The emphasis of this approach is on the "user". In the process of planning, it is heavily influenced value of certain groups that is a well-organized group of values. This approach can work best if applied to homogeneous populations with limited scope.

If this approach is done in large cities with heterogeneous populations, it will be difficult to determine the types of activities that are mutually agreed upon because the heterogeneous population has diverse lifestyles, values, and socioeconomic levels.

2.4 Human Behavior Approach

This approach is based on an assessment of the attitudes and behaviours of residents in using leisure time (how, when, and where). The emphasize is on tourism activities as an experience, which is why people conduct travel activities, what kind of the most favourable tourist attractions, and what are the benefits derived from the trip. The desires, preferences, and satisfaction of the user of a tourism object determine the planning process.

This approach is used to understand market segmentation based on the characteristic of tourists so that the researchers can find out the market tendency from the opinion of tourists about the motivation, perception, and expectations that tourists want to develop the study area.

The results of this approach are used to further analyse in order to get the most appropriate form of development to be applied in Pulau Lancang Kecil.

2.5 Demand and Supply Approach

This approach combines elements of demand, supply, and identifies the social needs indicator to prepare the physical environment (space) that is compatible with human behaviours. This approach covers a wider range of possibilities than traditional recreational parks in general.

2.6 Development Approach

The exploring of tourism potential of Pulau Lancang Kecil has not been optimal yet. It caused the tourism activity in the area is less diverse and less well-coordinated. This development approach is used to direct the research that will be carried out to formulate the concept of agro-tourism development that is suitable to be applied in Pulau Lancang Kecil area to increase the development of the tourist area as a whole, both for Pulau Lancang Kecil itself and for the development of tourism in Kepulauan Seribu.

3 Results And Discussion

3.1 Definition of Tourism and Tourists

To expose and examine the process of increasing brand awareness at I Channel Bandung, the researcher conducted interview with key informant, that is Head of Marketing Communication at I Channel Bandung, because as Head of Marketing Communication, resource person have duty to increase brand awareness I Channel Bandung good our concept is more to young people, so there are mostly rich from its own show segment ranging from 15 years.

There is a program that is rather serious at night, but mostly 70% of the program is for young people. So the concept is different from the others, more highlight the creativity of young people, but still preserve the culture of West Java itself. Interview with Head of Marketing Communications I Channel Bandung, Mrs. Ria Rinjani, October to audience also advertiser:

“Brand awareness is vital to the growth of the company, supported by the uniqueness that distinguishes it from other local television. As said by the key informant, Mrs. Ria Rinjani about the uniqueness owned I Channel Bandung namely:” I Channel has a colorful slogan of Bandung, 25th at 10:17 pm).”

Brand awareness starts from the uniqueness of a company, which aims to attract the attention of people to be able to feel closer to the company. With so many local television popping up, the differentiating factor with other local television should be a major force in raising brand awareness to the audience. By looking at the needs of urban people in Bandung, I Channel put forward a fresh concept to get the attention of the audience and also advertisers.

From the results of research conducted, obtained information that I Channel Bandung has a uniqueness that can be used as capital to increase brand awareness on the audience. The number of other local television to make the company not only use the uniqueness owned, but the program must also successfully attract the attention of the audience in order to compete.

Determining the right target audience in I Channel Bandung as a local television in a tourist city that closely with the urban and Sundanese distinctive culture makes this television acceptable because it can accommodate every need of information audience. This is embodied in every event program that is present on I Channel, such as music program, lifestyle, and talk show to cultural arts program that did not escape from its function to raise locally charged themes in Bandung area.

Local television was formed in order to focus more on locally loaded news on an area where local television was built. Cultural themes are presented as one of the local means of television in preserving the culture. As well as the key informants regarding cultural preservation through local television, as follows:

"For your own culture, this local TV is loaded with 90% local information. One of them by raising the original local cultures of Bandung, because then we run the function of local TV as well as preserving art and culture of birth ground I Channel Bandung ". (Interview with Head of Marketing Communications I Channel Bandung, Mrs. Ria Rinjani, 25 October at 10:17 pm)."

The key informant statements are reinforced by producers and Dalang Riswa, namely:

Producer (informant 1): "I Channel is present in addition to meet the information needs around Bandung, but also to preserve the culture. Both cultured with urban lifestyle in Bandung, and still lift the art of Sundanese culture to be seen again by the urban people in Bandung ". (Interview with Producer I Channel Bandung, Mr. Rori, 26 October 2017 at 16.00 WIB).

The puppeteer Riswa (informant 3): "I see a very rapid cultural shift, with that what barudak-barudak (children) everyday use gadgets continue. The emergence of local TV at least a way of opening to preserve the art of Sundanese culture, because through this typical TV art media can be reappointed. Barudak-barakak tea where anyone else who knows or want to watch puppet show directly, but if via TV it's easier to watch it, stay a bit remot, tah so know them the same art of Sundanese culture ". (Interview with Dalang Riswa, Dalang on "Sampurasun Cepot" event, 30 November 2017 at 13.00 WIB)."

In an interview with Head of Marketing Communications I Channel Bandung, he revealed the same thing about the cultural program they created to increase brand awareness of this local television, namely:

"The event" Sampurasun Cepot "present at I Channel Bandung aims to preserve the culture of wayang golek that has long been invisible. Many young people who only know his name, puppet show, but do not know the antics of the puppet show itself. Like this legendary cepot, with his cuteness accompanied by other wayang figures and wrapped with traditional Sundanese traditional music, is expected to provide new colors and knowledge to the people who watch that wayang is not boring. At the same time to be able to increase brand awareness of I Channel as well ". (Interview with Head of Marketing Communications I Channel Bandung, Mrs. Ria Rinjani, October 25th at 10:17 pm).

The statement of the first informant, reinforced by the exposure of the third informant, is as follows:

"With the concept and theme that is being talked about in Bandung make the message from Dalang more easily accepted in the community. Therefore, the dalang is expected to adjust to the tastes of the audience, for example through the presentation of fresh humor that matches the theme of the pawayangan during the performance. "(Interview with Dalang Riswa, Dalang on" Sampurasun Cepot "event, November 30th 2017 at 13.00 pm).

To be able to increase a brand awareness requires many aspects that support each other. In the use of a cultural event program to increase the brand awareness of the company, must be paid attention to the harmony of all the performers. The event is the key to the success or failure of the company's brand awareness. So it takes good cooperation between each of the performers. Puppet will successfully deliver the desired information to the audience based on the slick game of the puppeteer. Where the puppeteer plays a very important role to create persuasive communication to the audience. The selection of puppeteer is certainly done based on the vision of a company's mission to create a wayang golek event in accordance with the company's goals.

The use of language that is easily understood by the audience becomes a key success to get the message from the puppeteer. The puppeteer communicates to the audience through "Sampurasun Cepot" on the theme raised. Communication is an advantage possessed by puppeteer in the delivery of messages so as to give color to a puppet show event. Submission of various information and advice cannot be separated from the themes that must be sung.

The increasing brand awareness through an event requires a good cooperation between the marketing division and the program division, because this event must have an impression in the minds of the audience. So the theme selection of the event should be discussed carefully in order to get the appropriate topics. This is justified by the statement of the first informant namely:

"If it is here, I belong to the program division, and indeed in some events there are working together to determine the theme of the event. Like the "Sampurasun Cepot" event it is being worked on by marketing people for brand awareness to the community. This we like to sit together and decide the theme for every week. But for example the rich tea this month I already have a theme, we continue to tea together it Teh Ria (Head of Marketing), well we talk that generally first .. ". (Interview with Producer I Channel Bandung, Mr. Rori, 26 October 2017 at 16.00 WIB).

3.2 Level Brand Awareness I Channel Bandung through Program Event "Sampurasun Cepot"

I Channel Bandung is used integrated marketing communications to increase brand awareness to achieve the level of corporate brand awareness. Based on the results of interviews regarding the level of brand awareness with key informants and informants, as follows:

3.2.1 Unaware of Brand

In creating brand awareness, it begins with a lack of awareness of a brand. This is the lowest level in the brand awareness pyramid. Where people are not aware of the existence of a brand of a service company or product. As the key informant said, as follows:

"For the awareness of the community itself and also the client two years ago it's still a lot of people do not know about I Channel. So do not know at all so, like for example we offer advertisement to the client, many clients who asked I Channel Bandung Tea O Channel TV yes. For the audience also the results of our survey they do not know I Channel TV Bandung". (Interview with Head of Marketing Communications I Channel Bandung, Mrs. Ria Rinjani, 25 October at 10:17 pm).

The initial process of people's unconsciousness of a brand will be felt by all companies both engaged in services and products. So there must be a special attraction that can facilitate the public to be able to recognize the brand. In addition, the company must also have a uniqueness to be able to make people remember their brand. The uniqueness

owned by I Channel Bandung presented by the third informant, namely:

"The uniqueness that we have as a differentiator with other TVs lies in the concept of the show, the channel I view these young people as urban, urban people, with the mindset and thirst for information, so our concept is light, still contained, but the present. (Interview with Marketing Communications Staff of I Channel Bandung, Ibu Aulia, November 1st at 11.00 am).

The emergence of local TV that has fresh content and image quality equivalent to national TV, making people who initially did not know the existence of this TV to be more want to know about I Channel Bandung. Curiosity of the community is supported by the brand recognition made by I Channel Bandung through the program "Sampurasun Cepot".

3.2.2 Brand Recognition

Brand recognition is the first step in a company's marketing communications. Introduction is done so that the public is able to recognize the company's brand by generating interest and pleasure for the community.

To introduce the brand from I Channel Bandung, this company more use one program so that brand I Channel Bandung can be known in the community. It takes the right strategy in brand recognition to the public, so that the main purpose of brand recognition can reach the target and hit the community. In the case of introducing this brand submitted by the second informant that is as follows:

I Channel Bandung is an urban TV, providing impressions with contemporary content, light themes close to the people of Bandung, as well as cultural content that is also presented with the daily use of Sundanese language to be easily accepted by the audience. Especially the "Sampurasun Cepot" event used as a medium for brand recognition and increasing awareness to the public. Companies must also be able to keep up with the times, by doing brand recognition through other media. I Channel also perform brand recognition by providing information through social media, such as web, Instagram, twitter, YouTube, and path.

Brand recognition is not only done with social media, but by way of face-to-face. Face-to-face communication is done to be able to communicate information directly with the community. In addition, face-to-face communication has the advantage of interaction between communicator and communicant, so the message given was more easily accepted and understood.

Using a group communication approach will have a conformity effect, example a number of people in the group say or do something, there is a tendency for members to say and do the same, Jalaluddin Grace (2007: 150). Marketing Division I Channel Bandung strives to achieve that goal, so they make approaches to the communities in Bandung. When viewed from the point of view of the use of time, this way is not efficient, and very contrary to the use of social

media. Time ineffectiveness occurs because marketing and community divisions should meet in the communication process and spend time together in a place.

3.2.3 Brand Recall

Brand recall is a re-branding of a trademark that occurs in a walking society with no help to remind the brand. Well-known brands will usually stick to the community as the community categorizes the brand itself. I Channel Bandung is currently increasing brand awareness at brand recall level. To form a brand recall required a strong strategy and carried out continuously, so that people can receive the initial goals of the company.

The process of brand recall becomes very important because it is quite difficult to reach to this stage. A brand is easy enough to recognize only, but not to appear during the brand recall stage. The first brand that comes to the mind of someone will benefit more than a brand that has a low brand recall level. In this stage, I Channel Bandung requires hard work and to get to the stage of repetition to improve the reminders of the brand I Channel Bandung.

3.2.4 Top of Mind

Top of mind is the top level in brand awareness. At this level, the brand already has a place in the hearts of people. Top of mind this means that the brand is already at the highest peak in one's mind in making choices compared with other brands. When a brand reaches a top of mind position, people have full confidence in the brand for everyday use and are reluctant to replace it with others. This will lead to a purchase, be it a product or service. This level takes a long time to win the hearts of people. Brands must be of good quality and always consistent over time. As revealed by the second informant, namely:

"To get the top position of mind in the community is not easy, it takes a very long time to continue to maintain quality consistently. We still have a lot to do especially the Marketing Communication division to get to that stage. But we did keep trying to reach the final goal of reaching the top of mind stage ". (Interview with Marketing Communications Staff of I Channel Bandung, Ibu Aulia, November 1st at 11.00 am).

To be able to reach the level of top of mind, of course, required special activities to instill a strong product brand in the minds of the community. Each company would make the top of mind as the main target of the targeted to the community. This is also desired by I Channel Bandung in improving brand awareness. Activities in increasing brand awareness continue to be done, so that people increasingly recognize and realize this brand. The goal is for people to understand their needs for the weighted impressions and have the value and the message of life of each show program.

With the use of the "Sampurasun Cepot" event as a medium of increasing awareness in the community, this television is easier to achieve. The use of Sundanese art and culture related events becomes very interesting and has an emotional attachment with the audience. The puppet show presented by the mastermind of Riswa who is the famous puppeteer in West Java, has attracted enough public attention. Selection Dalang also be very important because the mastermind is the color giver in this program. The puppeteer should be able to convey the message well to be easily accepted so that the audience can receive the message well.

Based on the exposure of the key informants and some informants, it can be seen that I Channel Bandung has a very big hope to be able to reach the top of mind stage. So when people hear the television with a light concept and put forward the Sundanese culture, people can easily realize and remember television I Channel Bandung to meet those needs. I Channel

Bandung hopes to get the heart of Bandung society in the middle of the competition with other local television and national television.

Brand awareness is a common goal of a company's marketing communications. The goal is that the brand or the name of their company can be known to the public and reach the top of mind of the community. So with the existence of brand awareness, when the community needs the product or service, the brand will reappear from the public memory which will then be taken into consideration in making purchasing decisions.

Based on the results of interviews and observations that researchers do on I Channel Bandung, as well as some people of Bandung as the audience I Channel, there are similarities in the view of brand awareness between internal parties with external parties. Brand awareness will arise when a brand is easy to see, as well as complete information about the brand.

Brand awareness from I Channel Bandung is intended for the local television audience. Brand awareness will increase if the message given is well received by the audience, besides the message must be attractive and has always stable quality. The program "Sampurasun Cepot" can be said to always have good quality in every airing. This is supported by Dalang Riswa as a giver of power and meaning in the wayang golek played. Viewers of the event "Sampurasun Cepot", the informants know the event "Sampurasun Cepot" is a program located on I Channel TV Bandung. It proves that the program is successful in improving the brand awareness of the company at brand recall level. Based on the level of brand awareness according to Aaker, the following results are obtained.

4 Conclusions

From the results of the research results presented by researchers in Chapter IV, it is very clear how the process of increasing brand awareness by I Channel Bandung using integrated marketing communications through the program "Sampurasun Cepot". This is in line with the purpose of this study who want to know the process of increasing brand awareness of local television I Channel Bandung through local culture is the event "Sampurasun Cepot".

Brand awareness in the minds of people is very important for companies to attract advertisers. The level of brand awareness in the audience of I Channel Bandung allows I Channel to start the formation of brand image to the audience. Based on the results of research and analysis of the process of increasing brand awareness I Channel Bandung through local culture program "Sampurasun Cepot", researchers can draw conclusions:

1. The use of "Sampurasun Cepot" as a medium for increasing brand awareness I Channel Bandung is quite successful. This means that the program successfully attracted the attention of the public to watch and know local television Bandung.
2. The local culture program has an emotional attachment to the community, so the "Sampurasun Cepot" event can persuade the community with various themes that are displayed. The goal remains to introduce and increase public awareness that the event is only on local television I Channel Bandung.
3. Increased awareness of the program, linked with IMC marketing activities conducted by Marketing Communication I Channel Bandung resulted in a significant increase in audience and advertisers during 2016 to 2017.
4. Through the program "Sampurasun Cepot", currently I Channel Bandung already exists at the level of brand recall in the community. This can be seen from the statements of

the audience I Channel, who can already remember the brand I Channel Bandung without being given stimulation.

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