

CHAPTER I

INTRODUCTION

1.1 Background

As time goes on, globalization continues to expand, leading to the rapid advancement of science and technology. The fashion industry is no exception, experiencing significant growth and diversification in various fashion trends and styles. While fashion does not have an expiration date like food or medicine, trends in the industry are constantly evolving and changing (economist.com, 2020). Every year, new developments and trends emerge, with the potential to revolutionize the fashion industry. In Indonesia, for example, Indonesia Trend Forecasting (ITF), a fashion consultant, unveils anticipated fashion trends for the years 2021–2023 (republika.id, 2020). These trends encompass various elements such as oversized apparel, printed head scarves, pastel-colored clothing, folk-themed coats, white boots, and monochromatic ensembles (idntimes.com, 2021).

Several Muslim fashion trends emerge every year. New trends are influenced by a variety of variables. Many trends that are anticipated for the years 2021–2023 were unveiled by Indonesia Trend Forecasting (ITF), a fashion consultant (republika.id, 2020). Fashion trends for 2020 will include designs with soft minimal, light, clean, fresh and simple, and wavy themes as well as urban, retro, authentic/naive, casually goofy, and boxy themes (republika.id, 2020). More and more business individuals are developing Muslim fashion companies as a result of the industry's growth and potential future. These Muslim fashion companies offer a range of looks, from everyday wearable casual looks to avant-garde creations for fashion shows.

The phenomenon of Muslim fashion, particularly in Indonesia, has become an integral part of the fashion landscape. Well-known brands such as Famys, Rabbani, and Zoya have established themselves as prominent players in Indonesia.

Additionally, new brands, including distro brands, have emerged, intensifying competition in the Muslim fashion market. An example of such competition is seen in the city of Bengkalis, located in the Riau Province of Indonesia. With its diverse Muslim population, Bengkalis has become an important market for Muslim fashion, including the well-established SAMASE brand (samase.co.id, 2018). However, SAMASE faces the challenge of building and maintaining brand awareness in Bengkalis, where consumers have a plethora of options to choose from.

One of the Muslim fashion outlets in Bengkalis is Ila Jannah Moslem Store, which specializes in selling various models of men's Muslim clothing. Despite being a relatively new addition, the SAMASE brand has garnered significant attention and popularity among the people of Bengkalis. This is evidenced by the increasing sales and purchases of SAMASE products.

Table 1.1 Best Seller SAMASE Product Categories at Ila Jannah Moslem Store Bengkalis

No.	Categories	Product	Types
1.	Clothes	1. Ghamis	- Basic Ghamis - Lining Chest Ghamis - PDK Ghamis
		2. Koku	- Basic Koku - Zipper Koku - Big Size Koku
		3. Hoodie	- Basic Hoodie - Big Size Hoodie
		4. Rompi	- Basic Rompi - Big Size Rompi
		5. Kurta	- Kurta Basic - Kurta Big Size
		6. Jubba	- Jubba Reg Hoodie
		7. Shirt	- Basic Shirt
		8. Kemko	- Basic Kemko - Heritage Kemko - Kemko Cut & Sew - Kemko Chest Line - Kemko Color Combine - Kemko Casual - Color Block Kemko - Side Layer Kemko
2.	Pants	1. Sirwal	- Sirwal Office - Sirwal Big Size
3.	Accessories	1. Prayer Mat	-
		2. Cap	- Cap Rajut

Source : Ila Jannah Moslem Store Bengkalis (2023)

The owner of Ila Jannah Moslem Store Bengkalis named Mr. Ade Hendra, he has taken an active role in introducing SAMASE products to the public through various Integrated Marketing Communication (IMC) initiatives. These initiatives include product launches, promotional activities during the holy month of Ramadan and Eid al-Fitr, and offering discounts on SAMASE products. He also utilized social media platforms such as Facebook and Instagram to increase public awareness of SAMASE products, particularly in Bengkalis. The increasing sales figures since the product launch in November 2019 until December 2022 reflect the positive response and growing interest among the people of Bengkalis.

To further support the findings on the growth of brand awareness in Bengkalis, the researchers conducted interviews with SAMASE product buyers. These interviews revealed that people have become familiar with SAMASE products through advertisements on Facebook and Instagram. The diverse range of clothing styles and promotional offers were cited as factors that attracted consumers to SAMASE products. Sales data over a three-month period from January to March 2023 showed a notable increase in interest in SAMASE products among the people of Bengkalis. This growth can be attributed to the effective IMC strategies employed by Ade, the proprietor of Ila Jannah Moslem Store Bengkalis. Hence, there is a need for further research to delve into these findings.

Based on Yvonne & Zon (2022), online advertising and public relations through social media have been identified as successful marketing strategies for increasing brand awareness. This underscores the effectiveness of utilizing online platforms to optimize integrated communication strategies.

According to Estik & Yulyar (2022), Integrated Marketing Communication (IMC) is the most effective marketing approach that companies need to implement to increase profits. IMC incorporates various elements of communication and marketing, such as advertising, promotion, events and sponsorships, public relations, personal selling, and direct marketing, to enhance public awareness of the company and its products.

The relationship between Integrated Marketing Communication (IMC) and brand awareness, as highlighted by Cut et al. (2021), demonstrates that effective

IMC strategies can positively influence brand awareness. By utilizing various communication channels like advertising, sales promotion, social media, and public relations, companies can enhance brand awareness among their target consumers. A well-executed IMC approach can also foster consumer engagement through relevant and captivating content, as well as direct interaction via different communication channels. Thus, IMC serves as a powerful tool for building strong brand awareness and improving brand perception among consumers.

Based on the above background, it is evident that Integrated Marketing Communication (IMC) plays a pivotal role in effectively communicating products to the market and building brand awareness. Therefore, this research aims to further analyze "**Analysis of Integrated Marketing Communication Strategies in Building Brand Awareness (Case Study of SAMASE Brand in Bengkalis).**"

1.2 Formulation of the Problem

Based on the above background, the formulation of the problem taken from this research is how to implement an Integrated Marketing Communication strategy in building brand awareness of SAMASE products among the people of Bengkalis, especially at Ila Jannah Moslem Store?

1.3 Purpose of the Study

The objectives that the researcher wish to achieve in this study are as follows:

1. To find out the implementation of Integrated Marketing Communication elements carried out by Ila Jannah Moslem Store in building brand awareness of SAMASE products in the people of Bengkalis.
2. To find out the level of brand awareness among the people of Bengkalis through the implementation of Integrated Marketing Communication elements used by Ila Jannah Moslem Store towards the SAMASE brand.

1.4 Significance of the Study

The benefits that are expected by the researcher in conducting this research include the following:

1. For Researcher

This research is expected to train the researcher's knowledge so that the researcher can continue to explore knowledge and information about things that the researcher has never known, both theoretically to be studied and in good writing and through this research can also be a graduation requirement to graduate and get a degree undergraduate (one) at the researcher's campus.

2. For International Business Administration Study Program

The research that the researcher has done is expected to become a useful library in the study program which one day will be achieved for academic purposes.

3. For Company

The results of this study are expected to be input and as material for consideration for Ila Jannah Moslem Store, especially for owners and employees at Ila Jannah Moslem Store and other related parties in carrying out the implementation of Integrated Marketing Communication in building Brand awareness of Brand SAMASE products in the people of Bengkalis.

1.5 Scope and Limitation of the Problem

This research is expected to function and be useful for several parties, including:

1. This study only focuses on the Integrated Marketing Communication Strategies in Building Brand Awareness to be studied.

2. This research is only intended for owner, consumers, and all people of Bengkalis who are interested in SAMASE products.

1.6 Writing System

The systematic of writing the Final Thesis, Analysis of Integrated Marketing Communication Strategies in Building Brand Awareness (Case Study of SAMASE Brand in Bengkalis) are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the researcher explains the background, problem formulation, research objective, research significance, scope and limitation of the problem, and writing system.

CHAPTER II : LITERATURE REVIEW

This chapter contains previous research, literature review and framework of thought. And all the issues discussed are summarized in this literature review.

CHAPTER III : RESEARCH METHODOLOGY

This chapter describes the location and object of research, types and searches of data, population and samples, sampling techniques, data collection techniques, data processing technique, and types of research.

CHAPTER IV : RESEARCH RESULTS AND DISCUSSION

This chapter contains the results and discussion. the Results of this final thesis contain data that includes, among other things: to find out the implementation of Integrated Marketing Communication elements carried out by Ila Jannah Moslem Store in building brand awareness of SAMASE products in the people of Bengkalis and to find out the level of brand awareness among the people of Bengkalis through the implementation of Integrated Marketing Communication elements used by Ila Jannah Moslem Store towards the SAMASE brand.

CHAPTER V : CONCLUSION AND SUGGESTION

In this chapter the researcher will describe the conclusions obtained from the discussion and the suggestion that will be conveyed by the researcher.

REFERENCES

APPENDICES

WRITER BIOGRAPHY