



The Effect of Brand Image of Food and Beverage Products by People with Disabilities on Sales Volume of KUBE “BISA” PERPENCA

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Abstract

This study aims to determine the effect of brand image on sales volume in KUBE “BISA” PERPENCA joint business group where most of its members have disabilities, whether the level of product sales can increase by using a brand image strategy. In this study, researchers used a qualitative descriptive method, where researchers collected, reviewed, and described the results of the field research to determine the effect of brand image on KUBE “BISA” formed by PERPENCA. This research was conducted in August 2022 with a period of approximately one month. This study has two types of data groups, the main data and supporting data. The main data of this research is data sourced from KUBE (join business group) which uses brand image on its products. Supporting data in this study is data sourced from all members of KUBE “BISA” PERPENCA who use brand image. The data of this study were collected from unstructured observations, interviews or brief interviews about the influence before and after using brand image, as well as documenting data from all events occurring in the field. After performing the brand image, most members of the “BISA” joint business group admitted that there are increases in sales volume. This was also felt by other members who initially stated that their products were selling well, but after making brand image and changing to more attractive packaging, more customers are now interested on their products, for example, the sales of opak gulung (egg rolls) of Karang Anom saw an increase from 33% to 60% due to the brand imaging of such products.

Keywords: Brand Image, Disabilities, KUBE (join business group)





1. INTRODUCTION

Micro, small and medium enterprises or more often called MSMEs and home industries have an important role in domestic development. This is related to the rise of the Nation from the onslaught of the economic crisis that occurred around 1998. Back then, the government was trying to increase the growth of MSMEs in all corners of the country. And it is proven, with the growth of MSMEs in Indonesia, the economic conditions in Indonesia are getting better. Since then, the government has been aggressively voicing the growth of MSMEs by providing capital assistance and promoting MSMEs' products in every region in Indonesia. Not only the government, there are also companies that take part in the MSME growth program. For example, the franchise company of PT. Indomarco Prismatama TBK. and PT. Sumber Alfaria Trijaya. The two franchise companies are also very supportive of the MSME program. It is shown by the number of traders included in MSMEs occupying the empty space provided by these two franchises in each of their branch outlets

The toughness of MSMEs was tested for the second time when the corona virus pandemic hit the world recently. This pandemic has not only attacked the health sector but also the economic sector. The fast spreading of this disease has not only resulted in the high number of infected people but also the high number of death. This has resulted in the high number of MSME's, big scale companies, government and also international companies inactivated their business. As a result, most of the economic cycles are paralyzed domestically and internationally. This economic paralysis has resulted in many micro, small, medium, large and multi-national companies reducing their workforce. This is caused by the regulation which obliged these companies to pay the laid-off employees or workers although they are not operated the companies. As a result, the companies had to reduce the number of employees in order to limit the cost while the companies were not making any income.

The onslaught of the COVID-19 pandemic outbreak in the economic sector felt very powerful, due to social distancing set by the state which restricted activities, as a measure to anticipate the spread of COVID-19. As a result, the economic sector, which is mostly production, distribution and transactions between communities, is finally completely paralyzed. This paralysis of the economy by observers and economists is referred to as an economic shock which is able to decrease economic levels on individual households, small and medium to large micro-enterprises groups. It even impacted the economy of a country with local, national, international or global scale coverage [F. Thaha,2020]. The economic shock that occurred during the Covid-19 outbreak, had forced economic actors to think





creatively in order to get out of this problem as it has an impact on the decline in the number of MSME growth. Not only the small number of MSME growth, but also the declining number of the existing MSMEs which had alarmed our economy. This is probably due to the social distancing imposed by the government which caused bankruptcy of several MSME business sectors

The decline in the number of MSMEs due to the onslaught of the pandemic lasted for approximately a year. The number of MSMEs has slowly increased together with the decline of the spreading of covid-19. This is due to the fact that the social distancing regulation was slowly loosen as well as the number of MSMEs have performed strategic steps in their activities by using technology such as e-commerce and branding image as well as join business.

During the COVID-19 pandemic, household-scale MSMEs were badly impacted. This decline occurred due to the lack of familiarity with the household scale as they rarely carry a brand image. So even though these MSMEs have utilized e-commerce in their marketing strategy, the absence of a brand causes potential consumers to be reluctant to try the product. There are even consumers who have tried the product, but no longer repurchase the product as they preferred to switch to other similar product a large selection. In contrast to this, consumers usually will directly purchase product with familiar brand rather searching for similar product.

Another strategy used by MSMEs in addition to brand image to increase sales is to create associations or joint business groups, better known as KUBE. KUBE is a business group formed by several household-scale SMEs, with the aim of establishing the diversity of products marketed to the public. In the next discussion, the writers would like to present the research results from KUBE. Moreover, this KUBE is a KUBE formed by MSME actors with disabilities which is named KUBE "BISA" initiated by the PERPENCA association in Jember Regency. This PERPENCA KUBE "BISA" is a KUBE formed in Jember Regency, where most of the members are people with disabilities. This KUBE "BISA" attracted the attention of the writers to be investigated because this KUBE managed to get through the onslaught of the crisis caused by the Covid-19 outbreak.

The limitation of this research is merely sales amount before and after brand imaging. For the next research, it is better to integrate examined sales rate with consumer loyalty towards advertised products. Apart from brand imaging or consumer loyalty, product innovations after brand imaging in relation to sales rate are potentially researched with





KUBE “BISA” PERPERCA as an object of research. Based on the background explanation, the main problem of this research is: what are the effects of brand image on the sales rate of KUBE “BISA” PERPENCA products? Based on the above problem formulation, the objective of the research is to know the impact of brand image on the sales rate of KUBE “BISA” PERPENCA products.

2. LITERATURE REVIEW

2.1 Brand

A brand is a method used to form characters in names such as symbols, models, and packaging used to characterize a product or service. (Kotler and Amsrtong,v2021) states that there are several goals conveyed through a brand, namely: A brand is a medium that will facilitate consumers in the stages of searching for a product or service. A brand is a form of legal protection against the characteristics or uniqueness of a product. Brand is a level of quality for consumers who express satisfaction with their loyalty to a particular brand

2.2 Brand Image

Brand image is a number of impressions, ideas and beliefs that a person gets towards an object. In economics, brand image is concluded as perceptions and beliefs that a consumers obtained from a product, reflected and embedded in consumers' memories(Kotler and Kevin, 2009). In addition, according to (Surachman, 2008) brand image is part of a brand that can be recognized but cannot be spoken, such as logos or symbols, special letter or color designs, or customer perceptions of a product or service that has been represented by the brand. Furthermore, (Ferrinadewi , 2008) argues that brand image is a form of concept created by consumer understanding on the basis of subjective reasons due to their personal emotions or commonly called brand loyalty.

2.3 Brand Loyalty

Brand loyalty or a loyalty to a certain brand is a level of how far is a consumer shows positive attitude toward a certain brand, having a commitment toward a certain brand, and having an intention to continuously using the brand in the future to come (Mowen and M. Minor, 2002)





2.4 Product

Product is an item produced by labor or tools or machines. In the industrial world, products are goods or services that will be used in buying and selling transactions. In terms of marketing, products are goods or services offered to the market with the aim of meeting customer needs and satisfying customer desires (Kotler and Amstrong, v2021). The product is a subjective understanding of the producer about everything that can be offered as a form of effort to achieve individual and organizational goals through fulfilling the needs and desires of consumers in accordance with the competence and capacity and purchasing power of consumers (Tjiptono, 2002).

2.5 Marketing

The activity of marketing products and services is one of the activities included in economic activities that help in the creation of the economic cycle (Swastha., 2008) (Kotler and Kevin) explains that marketing is an exchange which is the central point of the economy, where someone tries to offer a number of products to consumers. The existence of exchanges with various social groups and individuals is expected to meet the needs and desires and expectations of consumers in society.

2.6 MSME

MSME is a small company owned and managed individually, or a company that is formed, owned, and managed by a small group of individuals community with a certain amount of wealth and income (Firdaus, 2017). MSMEs became a powerful weapon for Indonesia during the economic crisis in 1998. Although the management was simple, in fact MSMEs could take an important role in facing and overcoming the economic crisis. During the end of 2019 until the beginning of 2022, MSMEs have proven that MSMEs were able to restore economic stability that was shattered by the Covid-19 outbreak.

2.7 KUBE

KUBE is a Joint Business Group which means a group of citizens or socially assisted residents formed by residents or socially assisted families who have received guidance and training through the process of social welfare program activities, in order to perform social welfare activities and economic efforts in the spirit of togetherness as a means to improve the level of social welfare. KUBE is a social welfare approach that is included in the service





approach method for Persons with Social Welfare Problems (PMKS). KUBE is a tool created to improve social welfare within the scope and atmosphere of togetherness. KUBE is a hope for the success of economic activities in the spirit of togetherness in groups. KUBE was formed with the aim of facilitating more effective monitoring and evaluation (Paulu, 2022).

With the explanation above, the establishment of KUBE is aimed at increasing the ability of Persons with Social Welfare Problems (PMKS), especially poor families in entrepreneurship activities and aims to increase the sense of mutual cooperation with all KUBE members and with the surrounding community. KUBE is a program which is shaded by the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 25 of 2015 concerning joint business groups which is based on implementing Government Regulation Number 39 of 2012 concerning the implementation of social welfare, whether intentionally or unintentionally formed with certain goals, are poor, remote, and/or socio-economically vulnerable.

2.8 Disability

Disability is defined as an individual with physical, mental, intellectual, sensory and motor limitations for a very long time, causing obstacles in interacting with the environment and having difficulty in participating fully and effectively in society (Rifai and S. Humaedi, 2020). Persons with disabilities are people who live with limitations and special characteristics both physically and mentally. In general, these limitations require special handling and services in the fulfillment of their rights as equal human beings in the eyes of the general public.

3. RESEARCH METHODOLOGY

In this study, the researcher uses a qualitative descriptive method, where the researcher collects, examines, and describes the results to determine the effect of brand image on KUBE "BISA" formed by PERPENCA where PERPENCA is an association of people with disabilities. Qualitative research is research with a natural background, which has the aim of providing an interpretation of the occurring phenomena, Moleong in (Mais, 2015).

Yuswan in (Bungin, 2021) explained that qualitative research has the aim of providing more detailed, accurate and clearer description. It is hoped that the data obtained by the researcher is in the form of descriptive data which contains all indications, symptoms and social facts, as well as the meaning of social facts that occurred and were found during the





research. This study is a study that describes the results of research using a qualitative approach, as mindset is not easy to be directly observed and not easy to be quantitatively measured (Montessori,2006).

This research was conducted in August 2022 with a period of approximately one month. There are two types of data groups presented in this study, the first is the main data and the second is the supporting data. The first qualitative research data is data sourced from joint business groups or KUBE that have created a brand image on the products that have been produced and offered by KUBE "BISA" PERPENCA. Supporting data in this study is data sourced from all members of KUBE "BISA" PERPENCA who performed brand image. All data collected in this study is the result of interviews with all members of KUBE "BISA" PERPENCA before and after doing brand image.

3.1 Data Collection Method

Mekanisme pengumpulan data pada penelitian ini adalah tim peneliti melakukan observasi yang tidak terstruktur, dalam hal ini maksudnya adalah observasi yang dilakukan berupa wawancara atau interview singkat tentang pengaruh sebelum dan sesudah melakukan *brand image*. Saat observasi berlangsung, peneliti melakukan pengamatan secara bebas (tidak ada pedoman baku), serta mendokumentasikan data dari semua peristiwa yang terjadi dilapangan. Kemudian dilanjutkan mengumpulkan seluruh hasil interview dari semua anggota KUBE "BISA" PERPENCA.

3.2 Data Reliability

Comparing the interview data is used as the technique in this research. In order to obtain validity, the data will be compared using the triangulation technique. Triangulation is a technique to analyze the validity of data using something different from the previously obtained data for examination purposes or comparing the previously obtained data, Moleong in (Mais, 2015). The methods used in Triangulation are as follows:

1. Comparing the data obtained from observation and interview;
2. Comparing the data presented in public with the data presented personally;
3. Comparing the result of the interview with the related documents.



3.3 Data Analysis Technique

Descriptive analysis is used by the researchers to analyze the data. Descriptive analysis is where the research objects will be defined in the form of words and sentences, unlike in quantitative research where the data is presented in the form of numbers. In this study, the research team analyzed and defined the effect of brand image used by KUBE “BISA” PERPENCA joint business group using all data that had been obtained and combined, whether it is data obtained from observations, interviews and documentation data.

3.4 Overview of Research Objects

This research specifies the objects to all members of KUBE “BISA” PERPENCA in which all of them have disabilities and use brand image in their products. The members of KUBE “BISA” PERPENCA who eligible as the objects of the research are those who used brand image in their products. This is due to the fact that not all members of KUBE “BISA” used brand image in their products. Below is the examples of some products of KUBE “BISA” PERPENCA which already have brand image.



Figure 1 Picture of products with brand image

4. THE RESULT OF THE RESEARCH

The research results based on all data collection processes starting from observation, interviews and recording of documents are presented as follows:



4.1 The product Marketing before Using *Brand Image*

Based on the information from the members of the PERPENCA joint business group "BISA" who became the object of this research, the members stated that before making a brand image, the level of product sales was very small. Especially before these "BISA" KUBE members joined a joint business group, they did not know the benefits of branding. As a result, people are less familiar with their products. In addition to the absence of brand, unattractive packaging is one of the factors that people are reluctant to try products from MSME actors with physical limitations. However, not all members of KUBE "BISA" stated that their products lacked of interest from consumers. Some members stated that their products were in demand in the market because these business activists often promoted their products.

Table 1. Sales Rate

No	Product	Before brand imaging	After brand imaging
1	Opak Gulung Karang Anom	33%	60%
2	Kembang Goyang Karang Anom	35%	65%
3	Abon Lele Cangking (shredded catfish meat)	51%	83%
4	Dis Coffe Robusta	26%	50%
5	Syrup Kopi Ratu	24%	50%
6	Kopi Ratu Klungkung	24%	50%
7	Minuman kesehatan (healthy drinks) (JAHEMA, KOHEMA, MARONGGIH)	40%	58%
8	Kopi Stamina Raja Amor (coffee for stamina)	21%	52%
9	Es Rolek	29%	66%

Based on the above table, it can be concluded that there is an increase of sales rate from the products offered by KUBE "BISA" PERPENCA, such as the sales of Opak Gulung Karang Anom, which amounted to 33% of production at the beginning, experiencing increase up to 60% of production after brand imaging.





4.2 Product Marketing after Using *Brand Image*

Upon using brand image, most of BISA members stated that they felt increase in the sale volume of their products. This is also felt by other members whose were already in demand in the market in which their products attracted more consumers after using brand image. This increase in sale volumes is usually comes after the previously unbranded product which is unfamiliar to the consumers, now can be easily recognize by the consumers. This can be seen after implementation of brand image, more consumers have expressed their loyalty to the products of this joint business group. In addition to an increase in sales due to the brand image, frequent promotions and participation of KUBE "BISA" PERPENCA in events organized by local governments such as local product exhibitions and Car Free Days every Sunday also contributed to the increase of sales volume of KUBE "BISA" products.

5. CONCLUSION

Based on the description of the research result related to the discussion of the impact of brand image to the increase of sales volume of KUBE "BISA" products, it can be sum up that after implementing brand image, the sales volume of KUBE "BISA" products is increase. This is due to the fact that the products produced by KUBE "BISA" can be easily recognized as the product that have been previously purchased by the consumers. As explained by some of these KUBE members, that there are some consumers who declare their loyalty to the products offered by this KUBE. It can be ascertained that with the brand image, the product can be easily recognize by the consumers making it easier for consumers to make choices about the products they use or consume.

6. Suggestion

By implementing brand image, the sales volumes of a certain product can be increased. However, the increase in the sales volumes is not significant. Therefore, beside implementing brand image, business actors can promote their product. Without promotion,

Dengan melakukan *brand image*, volume penjualan suatu produk memang dapat meningkat. Hanya saja peningkatan penjualan tersebut tidak akan signifikan, oleh karena itu selain melakukan *brand image* seorang pelaku usaha haruslah melakukan promosi. Karena tanpa adanya promosi, targeted consumers will not know the existence of the products. In today's era, promotion can be said to be the spearhead of the level of sales. Therefore, the research team suggested to the joint business group "BISA" to be more active in promoting





their products. With more intense promotion and using the current technology, a much higher increase in sales can be achieved compared to using only a brand image.

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