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ISLAMIC BRAND ANALYSIS ON RETAIL USING BRAND CANVAS MODEL (Case Study on La Tansa Gontor Department Store)

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Citation: Ulumuddin, A. I., Tussifah, H. (2018). ISLAMIC BRAND ANALYSIS ON RETAIL USING BRAND CANVAS MODEL (Case Study on La Tansa Gontor Departement Store). *Islamic Business and Management Journal*, 1(2) p 57-65*

Academic Editor: Muhammad Qodri Pangestu

Received: 14 September 2018

Accepted: 21 December 2018

Published: 21 December 2018

Publisher's Note: IBMJ, Faculty of Economics and Management UNIDA Gontor stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



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Abstract: The growth of the world's Muslim population today has greatly affected the governance in the daily life of people in different parts of the world. It has attracted the attention of some observers in the business unit sector. Particularly companies that will target Muslim share. It is clear that if the awareness of Halal and Haram increases, then the equity of Islamic brands will also be affected. Islamic values in the brand can be through several ways, including: based on aspects of compliance, based on its origin, based on the consumer. The purpose of this research is to find out how the points of Islamic brand can be implemented by LaTansa Gontor Department Store along with a good strategy identification. This research used qualitative method with grounded theory. The data were collected using observation, interview and documentation techniques. Determination of sample used by the researcher is purposive sampling, while data analysis method used is a method of Miles and Hubberman with Brand Canvas as an instrument. From this research, it can be concluded that LaTansa Gontor Department Store has succeeded in infusing its brand image into the minds of their customers. LaTansa Gontor logo is considered to be less able to inform its brand. The research also found that application of Islamic values based on the aspect of compliance is on the name, promise, character, and sales. Based on the origin, it can be reviewed from the name, position statement, color, logo, and text. Based on consumers, it can be reviewed from the persona and basic story of the brand.

Keywords: Brand, Islamic Brand, Brand Canvas, Brand Strategy.

1. Introduction

In over a time, the number of world muslim population increased. Based on Pew Research Forum, The increase of muslim population in the world rose 1.5 % per year on average, this increase is more than number of non-muslim increase that only 0.7 % per year. Especially after 911 disaster, many people want to learn about islam even is non-muslim. the world community is interested in the concept of Islamic teachings.

One that has the needs and market opportunities in the halal market sector is Indonesia, a country with the majority of Muslims in Southeast Asia (Kurniawan & Fajri, 2019). These signs can be read from the emergence of halal products that indicate the increasing market of Muslim markets in Indonesia significantly (Kurniawan & Maemunah, 2019). Data by Thomson in 2016 mentions that the market share of Muslims in the world reached 1.9 billion dollars and continues to creep up to 2021 in the figure of 3 trillion dollars. Indonesia ranks 10th in the world with the largest sharia economy in the world even though its Muslim population ranks first in the world's largest (Anggara, 2019).

Muslims in this modern era again face the modern halal issues caused by the increasing variety of products and services offered to them. One of the highlights is

Ranto's opinion that consumers today are consumers who manifest themselves with a product purchase form (Setyanta, & Kurniawan, 2019).

They seem to want to show their identity to others through various purchases of products with a brand that suits their character. Not with the exception of Muslim consumers who amount to become the majority in Indonesia (Maulana, Umam, Astuti, Cahyo, & Faradisi, (2019). On the other hand, Providers of Islamic products or services or targeting the Muslim segment should be able to extinguish this confusion and increase halal awareness.

Oneway Muslim producers to get the market is to do brand strategy by highlighting the Islamic side of the brand. Islamic Brand is where the brand has met the criteria in accordance with God (Allah).

Of the many Muslim producers who provide halal products, La Tansa is one of them. La Tansa Gontor Department Store is owned by of Islamic educational institutions known as Pondok Modern Darussalam Gontor. To get its market, then La Tansa Gontor Department stores need to build up the image of its products among other product providers in tune with it. So, this research aims is to analyze about how is the potential and condition around La Tansa Gontor Department Store and about their brand strategy that relates to Islamic value.

1.1 Brand

The Brand according to Kotler (2009) plays a role to identify the source of the product maker to enable consumers to evaluate and hold them accountable for the performance and quality of the products produced when it does not meet consumer expectations. The definition of a brand by Kotler & Keller (2009) is the name, term, sign, emblem, design, character, and various combinations intended to define, identify and distinguish the product or service of a seller from competitors or other products and services (Fasa, Aviva, Firmansah & Suharto, (2019).

1.2 Islamic Brand

Ismail and Alias argued, that one of the most vital components that exist in the Islamic Brand is its conformity with the rules of Shari'a. In addition, another aspect states that one of the implementations of Islamic Brand is to target the Muslim market share. Nasrullah argues that Muslim consumers are a delectable market share for marketers (Astuti & Kurniawan, 2019).

The overall opinion is summarized in Alserhan's opinion on Islamic Brand. Alserhan argues that the notion of Islamic Branding can be described in 3 ways:

1. Islamic brands by compliance (halal brands) is a brand of products or services with strict sharia regulations by basing the appeal of trademarks on religious law.
2. Islamic brand by origin, is a brand of product or service that is entirely the same as other products. The criterion of this product with another country is where the creators of this product or service are an Islamic State or the majority of the Muslims population.
3. Islamic brands by the customer, is a brand of products and services that target the market and the majority of its customers are Muslims.

1.3 Islamic Brand Strategy

In the opinion of Muhammad Nasrullah, the form of the Islamic brand strategy is to embed the symbols of Islam into their products, even willing to use Islamic regulation (halal) if necessary (Firmansah, 2015). Ismail and Alias argue that what is meant by the Islamic brand strategy is the implementation of existing marketing strategy based on the 3 main components of Islamic Brand from Alserhan. These two concepts are then synergized between one another to target the Muslim and Muslim markets (Maulana, 2019).

2. Method

The type of research used is Grounded Theory, which is one of the qualitative research. Researcher used qualitative because researcher wants to examine more in accordance with the natural conditions of the implementation of Islamic Brand in order to obtain conclusions on the matter, so as to identify appropriate strategies to be done (Triyawan, Tussifah, syahrudin, & Armayanto, 2019). The Grounded Theory approach is designed to allow researcher to draw conclusions from random data that match the conditions in the field.

3. Findings and Result

3.1 Brand Name

The name is an identity which will be pinned to the brand. To specify a name, a brand should do some steps to identify the source of inspiration (Djayusman, Anggara, Ihsan & Kurniawan, 2019). According to Kamal Muhtadi, the name La Tansa Gontor itself is a name with the determination of a long path where there are former names such as Darussalam, Kopontren La Tansa, etc. Finally, the name La Tansa is used. As time goes by, the name La Tansa is widely used on merchants and other stores.

3.2 Positioning Statement

Dias Satrio Wibowo states that La Tansa Gontor Department Store stands to meet the needs of santri and the community with a clear product origin. In addition, Kamal Muhtadi also agreed with Dias that La Tansa Gontor Department Store always selects and cultivates from Muslim producers. Variants and the price is also adapted to the different walks of life.

3.3 Brand Personality

Dias Satrio Wibowo states that La Tansa Gontor Department Store stands to meet the needs of santri and the community with a clear product origin. In addition, Kamal Muhtadi also agreed with Dias that La Tansa Gontor Department Store always selects and cultivates from Muslim producers. Variants and the price is also adapted to the different walks of life (Hastuti & Anggara, (2017). In addition, Kamal added that what wants to build by La Tansa Gontor Department Store is an emotional character where everyone who remembers La Tansa Gontor Department Store then remembers Gontor.

3.4 Persona

Persona defined by La Tansa Gontor Department Store experienced some changes. At the beginning of the establishment of La Tansa Gontor Department Store is one of the business unit of Pondok Modern Darussalam Gontorcwhich has a goal as the fulfillment of the needs of students and family of boarding school. It emphasizes that the special persona targeted by La Tansa is a consumer market the boarding school that includes santri and teachers and in-house Gontor families.

3.5 Brand Storyboard

In addition, Taufiq Affandi told the story of finding the goods that are expected in La Tansa Gontor Department Store with good quality and price in accordance with

the portion, is not too expensive and relatively cheap. Likewise Fajrul Aryadi who have ever found the book Tafsir Al-Azhar written by Buya Hamka in La Tansa Gontor Department Store.

3.6 *Brand Typograph*

Brand typography owned by La Tansa Gontor Department Store is a complete printout of La Tansa Gontor Department Store in green. Coupled with a Gontor flag that becomes the bottom line of writing. La Tansa written is an identity owned by the store, while the name Gontor is an affiliate of the business unit owner. In addition to the typography on the logo, the researcher also found the various writings that exist in La Tansa Gontor stores all reflect Islamic values and Modern Islamic Boarding School Values.

3.7 *Color Palette*

According to Andika, the existing color combination on La Tansa Gontor Department Store is a combination of green and white with a few yellow and brown accents. The method of determining the colors used La Tansa Gontor Department Store is the first method, and it is the determination associated with the industry or product or service from the brand. In this case, La Tansa Gontor took the Green and White colors because it is associated to the color of Pondok Modern Darussalam Gontor building which became the central institution of the Gontor business unit foundation.

3.8 *Brand Logo*

According to Kamal Muhtadi, the logo used by La Tansa is the dome of the Jami 'Gontor mosque. The dome of Gontor mosque is used because the mosque of Gontor is the spot that is best known by the people from Gontor. It is also as a part for syi'ar of Gontor.

3.9 *Awareness*

The media used by La Tansa Gontor Department Store to build awareness is through the media of advertising through radio and advertisement in the newspaper. It also used media relations with word of mouth and customer recommendations. It also through a variety of major events held by La Tansa Gontor Department Store, as well as various online media.

This was conveyed by Andika as coordinator, that La Tansa Gontor Department Store is using various media such as Java Pos National news portal, banners, billboards, also Radio Gontor to be known to the public. In addition, through various events organized by La Tansa Gontor Department Store, as an example Dias Satrio stated that La Tansa Gontor had held a seminar on herbal medicine for the media campaign.

3.10 *Sale*

To communicate the brand, La Tansa Gontor Department Store used the store as a place of transaction. In addition, La Tansa also used online store platform. The service

process when selling is also one method to introduce the brand. Based on information extracted from the staff of La Tansa Gontor Department Store, researcher found a variety of processes conducted by La Tansa Gontor Department Store in introducing its brand during the sale. As revealed by Dias Satrio that the friendliness of the staff to the consumer is something that must be done.

3.11 Delivery

La Tansa Gontor Department Store in delivery of its brand using a car carrier with the label La Tansa Gontor Department Store with staff who attribute Brand La Tansa Gontor. In addition, the findings of researcher in the field that La Tansa Gontor Department Store also provides good delivery to customers post sales with a smile, salam, and greetings.

3.12 Use and Post Delivery

La Tansa Gontor Department Store in delivery of its brand using a car carrier with the label La Tansa Gontor Department Store with staff who attribute Brand La Tansa Gontor. In addition, the findings of researcher in the field that La Tansa Gontor Department Store also provides good delivery to customers post sales with a smile, salam, and greetings.

4. Discussion

4.1 Integration between Islamic Brand by Compliance with Brand Canvas

Supervision of activities in accordance with Islamic Shari'a values is done by the foundation and coordinator who oversees all staff. The supervisory parties of the foundation are Ustadz Imam Muchtar and Ustadz Suraji Badi ', while the supervisor and executor of the application of Shari'a values in the daily activities is Andika Putra Rianda as the coordinator.

Based on the deliberations of the foundation and the coordinator of La Tansa Gontor Department Store, it was decided that the basis of all activities in accordance with Islamic law and syari'ah conducted by La Tansa Gontor Department Store is in accordance with the Qur'an and al-Hadith. This was conveyed by ustadz Suraji Badi 'repeatedly at each meeting.

The name used by La Tansa Gontor Department Store is inspired from one verse of the Qur'an where the Qur'an is the holy book of Muslims all over the world. The name taken from Quranic verses of Al-Qashash verse 77 is very characterized that La Tansa Gontor Department Store stands with a shaft of Islamic values. The tagline used by La Tansa Gontor Department Store is also very closely related to Islamic values.

Looking at the various sides, the character built by La Tansa Gontor Department Store is a religious character with various values of Islamic values contained in various aspects and attributes of its shop. Religious values are reflected in the atmosphere, interests, products, etc.

4.2 Integration between Islamic Brand by Origin with Brand Canvas

It can be viewed from positioning statement from La Tansa Gontor Department Store, the Islamic side that was revealed was when La Tansa Gontor Department Store tried their goods taken from Muslims who entered on the value of Islamic by Origin.

Logo of La Tansa Gontor Department Store is the dome of jami 'mosque owned by Gontor. Gontor Mosque dome taken with the intention to provide information that La Tansa Gontor Department Store is one business unit owned by Pondok Modern Darussalam Gontor. Also, La Tansa Gontor Department takes the green and white colors because it is associated to the color of Pondok Modern Darussalam Gontor.

4.3 Integration between Islamic Brand by Customer with Brand Canvas

Persona set by La Tansa Gontor Department Store undergo some changes. At the beginning of the establishment of La Tansa Gontor Department Store is one of Pondok Modern Darussalam Gontor business unit which has a goal as the fulfillment of the needs of students and family of boarding school. After subsequent development, the targeted persona is also among the community. One of the customers of La Tansa Gontor Department Store who is also this research informant also made recommendations to purchase books to La Tansa Gontor to the boarding school owned by alumni of Pondok Modern Darussalam Gontor.

5. Conclusion

Based on the data obtained by researcher from the results of research on brand building using brand canvas, the implementation and practice of brand building by La Tansa Gontor on La Tansa Gontor Department Store brand has been done well. The implementation of brand formation at La Tansa Gontor Department Store is categorized as good because some of the values and information formed by La Tansa Gontor can be delivered well in the minds of consumers and customers.

Some steps in a matter about building of the brand La Tansa Gontor Department Store that is tailored according to Jake Nielson's Brand Canvas has been integrated with the values of Islamic Branding which are summarized in the opinion of Baker Ahmad Alserhan. Some points that are integrated with Islamic Branding are as follows:

1. On brand name, brand promise, brand personality, and sale (transaction) that integrated with Islamic Brand by Compliance.
2. On brand name, positioning statement, color palette, logo, and typography that integrated with Islamic Brand by Origin.
3. On positioning statement, persona, and storyboard which is delivered by the customers that integrated with Islamic Brand by Customer.

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