

ANALYSIS OF BRAND STRATEGIES AND BRAND ADVOCATES STRATEGIES IN BASMALAH MART SIDOGIRI

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Abstract: The retail business competition in East Java is currently very competitive. The actors are competing to win the hearts of consumers by creating a company that has its own characteristics. One way to create a distinctive company characteristic is brand strategy, because at this time the product strategy will be easily demonstrated by competitors. By contrast, the brand strategy will strengthen the image of the product to the customer's choices. Several cases that often occur in consumers are consumers manifest themselves in the form of product purchases, with changes in these properties, consumers who previously only bought because of need, at present satisfied consumers will buy the preferred brand even though the needs have been. In the formation of consumer traits as it is today, it is not wrong if the company establishes brand advocates, with brand advocates that companies can form consumers who recommend, love, and even defend companies from detractors and attackers. Basmalah mart is a retail store owned by the Sidogiri Islamic Boarding School which no person or group has criticized and attacked Basmalah mart. The purpose of this research is to find out how Basmalah mart applies brand strategy and brand advocates. This study uses descriptive qualitative methods. Data retrieval is conducted by using observation, interview, documentation and triangulation data. From this study, it can be concluded that Basmalah mart has succeeded in carrying out a brand strategy and brand advocates. The implementation and practice carried out by Basmalah mart has been done well, because Basmalah mart does and has products that are in accordance with all indications of the proprietary brand strategy, namely: new brand strategies, multi-brand strategies, brand extension strategies, brand line expansion strategies. The application of the Basmalah mart in carrying out and forming brand advocates is by creating unique products, providing excellent services, providing benefits to consumers, forming consumer trust, social responsibility. From these results, it is expected that the managerial Basmalah mart can maximize its strength and optimize its performance. In addition the researcher suggest tje menegement to update the SOP in creating new products immediately.

Keywords: Brand, Brand Strategy, Brand Advocates Strategy.

1. Introduction

Retail business in East Java is currently experiencing very rapid development, which makes the competition more competitive. The business people competing in the hearts of consumers, cannot be separated from the efforts of business people who are required to have a distinctive character of business to build a side of uniqueness and appeal to consumers.

To build a unique business, business people have many ways. One of them is developing a business by having an excellent and conceptual brand strategy that is in line with the market segment. Companies now increasingly recognize that brands are the most valuable asset for them, with changes in market behavior (shifting markers)

amid current industrial conditions that lead to digitalization, making efforts to build brands is a necessary step for business people (Tussifah, 2017).

In the future that will take place in the arena of business competition in an era that today is no longer vying for product quality but brand war. Product quality has become a standard that can be easily and quickly imitated and can be owned by anyone, while the only attribute that is difficult to imitate is a strong brand, which provides guidelines, guarantees, beliefs, and expectations to customers that he will be satisfied. Building and managing brand strategies have become a priority for any company, in all types of industries, and all types of markets. Building and managing well will increase the number of customers and company profits.

Brand strategy is an effort to build, develop and maintain a brand in order to compete with other competitors. Brand strategy may include the introduction of a brand new, multi-brand strategy, the brand extension strategy, and the line extension strategy. By building the company's brand strategy indirectly, it has built the company's long-term strategy.

Brand strategy will have more significant influence if the company also understands customer needs in offering products. Many cases that often occur to customers are consumers manifest themselves in the form of product purchases. It is as if consumers want to show their identity to others through product purchases. The shift in consumer behavior is increasing along with the increasing number of brands in the community.

A customer is someone, a group of people or organizations who buy products or services in a store or business organization. The customer is broadly the person or group that buys the product that has been made and marketed by a company, where this person is not just once buy the product but repeatedly. Because business competition is getting more complicated in the present, companies feel it is crucial to attracting customers who have high loyalty throughout branding campaign.

In the business context, there are seven types, namely: suspects, prospects, customers, clients, supporters, advocates and partners. To increase trust in customers, business people must have the highest level of customers, namely partners and advocates. In this study, researcher focuses on discussing the highest level of a customer, namely brand advocates.

Brand advocates are customers or clients who actively support organizations or companies by recommending to other parties to buy products or services offered by business people, telling brand goodness to others and defending brands from detractors, without coercion or payment from company, they have their own initiative that comes from the customer's heart. They have these qualities that do not arise on their own, of course business people must have a brand strategy and excellent service to customers.

Amid the flow of modernity, the existence of traditional markets as a nation's culture is currently trying to survive and develop themselves so they can compete amid the current. Increasingly unstoppable investment liberalization has made the traditional market increasingly pressed with the emergence of modern markets that offer more lots of commodities, prices and comfort. This fact has made the Indonesian people turn away from the cultural part and turn to modern practical life with minimal intensity of contraction.

In recent years the concept of Islamic retail companies has sprung up in Indonesia. Retail business people are aware that the Indonesian state has a demographic of the majority being Muslim. At the beginning of its growth they competed to attract consumers but in times of growth, many disagreements or rejections from grocery stores, agencies and small businesses to modern retailers, with this rejection it was proven that brand advocates would not be created (Djayusman et al, 2019).

One of the retail companies in East Java is Basmalah Mart Sidogiri. Basmalah mart is a cooperative boarding school that has developed. Until now the Basmalah mart has spread in East Java and Madura with a total of 126 branches. Basmalah mart

carries the concept of a company that is cooperative Islamic boarding school. From its official year, which was July 15, 1997, there were no parties who opposed or did not understand the concept and flow of activities of Basmalah Mart. Basmalah mart has loyal customers as evidenced by the number of member that have reached 40,212. They have a card that can only register at the center of the Basmalah office in Pasuruan. Basmalah mart until now there is no issue that Basmalah mart is not approved by any party.

From the background above, the authors are interested in analyzing and knowing the existence of brand strategies and brand advocates in Basmalah. The results of this study are expected to provide input to Basmalah mart so that it can be used as a marketing strategy in promoting its products. Based on the description above, researchers are interested in conducting research entitled "**Analysis of Brand Strategies and Brand Advocates Strategies in Basmalah Mart Sidogiri**".

2. Theoretical Basic

2.1 Brand Definition

In the language of the brand is taken from the word brand (Old Norse language) which means "to burn". In the ancient Scottish community, the term brand means "keep your hands off" (Djayusman et al, 2019).

This meaning is closely related to the context of that period, especially for the purpose of identifying past livestock, which began in 2000 BC. That is as a sign made with hot metal, especially in livestock to show who is the owner. Thus, the brand was initially used as a claim to ownership of livestock and property so as not to be confused with each other (Kurniawan & Fajri, 2019).

The brand definition by Kotler & Keller is the name, term, sign, symbol, design, character, and various combinations intended to determine, identify, and differentiate the seller's product or service from competitors or other products and services. Whereas Veithzal defines a brand as a dimension of products and services that serves as a differentiator of brands with other products and services designed to meet the needs of consumers with the same needs. Brands play a role in identifying the source of the product maker to enable consumers to evaluate and hold accountable for the performance and quality of products produced when they do not meet consumer expectations. Thus, differences in each brand can be functional, rational, or real in relation to performance, or can be symbolic, emotional, and unrealistic in relation to what the brand represents as a brand.

The 2001 Act explained a brand is a sign in the form of images, names, words, letters, numbers, or a combination of these elements that have distinguishing features and are used in the activities of goods and services (Djayusman et al, 2019).

. The contents of the Act almost have something in common with what the American Marketing Association (AMA) defined which states that brands are names, terms, symbols, or designs or combinations of which are intended to identify goods or services from one seller or group sellers and differentiate them from competitors.

Based on this, the brand is a name, symbol, sign, or design, as well as a combination of these things that aim to distinguish it from competing products. Basically the brand is not just a name or symbol, but an identity of a product or service. Brands are a reflection of the value provided by products and companies.

2.2 Brand Goals

The brand design aims to provide brand strength to products and services to create differences between products. Marketers must be able to teach what and how brands to consumers, so that in marketing their products business people have the right target with the expected target market. Brand goals are as follows:

1. As an identity that is useful in differentiating or distinguishing a company from its competitors' products. This will make it easier for consumers to recognize it when shopping and when repurchasing
2. promotional tools, as a product attraction.
3. To control the market.
4. To foster images by giving confidence, guaranteeing quality and certain prestige to consumers.

2.3 Brand Strategy

The existence of a brand becomes a symbol and identity for companies to make products to market and become part of a promotional strategy that can attract consumer interest to a certain level of loyalty that will continue to increase as the brand is well known in the market and knows market share specifically (Firmansah, Rusli, & Maulana, (2019). Brand strategies can be categorized as follows: new brand recognition, multi-brand strategy, brand extension strategies, and line extension strategies.

2.3.1 New brand

A company can create a new brand name when entering a new product category. This strategy can be done because there is no appropriate brand name, with the way the company offers a new brand for the products they will launch. In creating a new brand the company must determine what brand and product will be launched. By determining brand names, product packaging, product labels, and positive new things in these products and brands (Setyanta, 2019). However, the company must be careful, because the launch of a new brand requires considerable costs, in terms of advertising, especially to reach the stage brand loyalty of high.

2.3.2 Multi Brands

Corporate strategy to manage various brand names in existing categories to express different functions and benefits. This strategy is useful for attracting consumers from various walks of life.

2.3.3 Brand Expansion

Brand extension can occur if the company uses existing brands on its products in a new category . The brand expansion strategy gives a number of advantages, because the brand will be quickly appreciated because it is already known by consumers beforehand, so that its presence can be quickly accepted by consumers (Kurniawan & Abidin, 2018).

Brand expansion is often used by large companies because it has many advantages, which makes it easier for companies to enter the market with new products with brands that are already well known to consumers. Expanding brands can save a lot of advertising that is usually needed to familiarize consumers with a brand (Astuti & Kurniawan, 2019).

2.3.4 Expansion of product line

A product line is a product group that is closely related because the product group functions in the same way, is sold to the same group of customers, is marketed through the same type, or has the same price range. The product line decision involves the length of the product line - the number of items in the product line. The line will be too short if the company can increase profits by reducing goods. Companies must periodically analyze product lines to assess the sales and profits of each product and understand the share of each product to find the right momentum (Triyawan, Tussifah, syahrudin, & Armayanto, 2019).

The company can carry out product line extensions in two ways: by line expansion or line filling. Line expansion occurs when a company extends its product line beyond the current line range. The company can expand the line down, up or up and down.

This strategy can be done by means of companies introducing various kinds of features or additional product variations, in a product category that is under the same brand name, such as taste, shape, color or other packaging sizes (Kurniawan & Maemunah, 2019). This was intentionally done to expand the target market that the company aimed at and strengthened the brand among the wider community.

2.4 Brand Advocates

Brand advocates are defined as the extent to which customers actively recommend, support and defend certain brands, these customers are ready to sell products, give reference directions, tell the brand's goodness, and defend the brand from detractors. They will market the product with their social network, which is very functioning as a very efficient distribution channel, without cash payments (Khoirudin, & Kurniawan, 2019).

Brand advocates are marketers and the best sales people for the company. The main reason why people believe more in brand advocates is just one thing: trust. A survey by Brilliant Rori, Sem G Oroh, Sendry Loindong said nine out of ten consumers trusted recommendations from friends and family members rather than advertisements.

Brand advocacy is a very valuable asset for producers in a business environment where sellers hold influence over selected brands and purchasing decisions. In the sales literature, the Seller is defined as "the power, energy, or activity, which makes and distributes products" (Maulana, 2019). Thus, business sales are conceptualized here as the intensity of activities aimed at actively selling, recommending and supporting certain brands compared to other brands (Hasanah, 2016).

Brand advocates will promote, support, and maintain brands and products, there are several characteristics of brand advocates:

1. Provide direction, lead and help sell products and services, to the closest person.
2. Writing very positive reviews of products or services, increasing rankings on online platforms.
3. Testify both about their experience with the company or product.
4. Share company content and offers with social networks.
5. Help launch new products.
6. Participate in maintaining the company's reputation and fighting against its opponents.
7. Give profitable ideas and good feedback on the product.

2.5 Position and How to Empower Brand Advocates

In the case of customer behavior, brand advocates are different from followers and fans. Followers and fans like products, but they don't provide recommendations. Both have different motivations than brand advocates. As for how to empower brand advocates there are 5 steps :

1. Creating products that carry unique or crazy values. Advocacy starts from admiration for products that are truly unique and phenomenal.
2. Creating services that continue to be remembered. In the current era where products are almost the same, service becomes the biggest differentiation, by providing other services than others.
3. Focus on positive benefits. The more products have positive benefits to customers, the greater the chance to have more brand advocates.

4. Take the right steps, including if it requires a lot of money. For the sake of building trust, money is not a problem. Customer trust is the biggest capital for a developed and developing company.
5. Having social awareness. People will tend to recommend companies or brands to others if the company has social awareness. People will see companies that have environmental conservation efforts, community empowerment, better than those who don't.

3. Method

3.1 Types of Research

The type of research in this study uses a type of descriptive research with a qualitative approach. Descriptive method is a method used to describe or analyze a study but is not used to make broader conclusions (Fasa, Aviva, Firmansah, & Suharto, (2019). While what is meant by qualitative research according to Stauss and Corbin is a type of research that produces findings that cannot be obtained using statistical procedures or by means of quantification.

From the above definitions explain that descriptive research with a qualitative approach is a method that is carried out by describing or analyzing which will produce data in the form of speech or writing and the behavior of people who are objects of research that are not obtained using statistical procedures (Maulana, 2019). The qualitative approach in this study is expected to be able to produce in-depth descriptions of data obtained through speech, writing, and behavior that can be observed in the description of the object of research.

The steps of data collection in this study use the concept of qualitative research. The researcher collected data starting from the stage of field observation, qualitative interviews, data collection with documents, and triangulation. In this study the researchers collected data relating to brand strategy and brand advocates at Basmalah Mart.

The reason the researchers used the type and descriptive qualitative research approach were that the problem was not clear, the researcher intended to understand the deep situation about the study of theory on the object of research. Therefore researchers need to observe, participate and play a role in the object of research (Maulana, 2019).

3.2 Data type

In this study the author uses primary and secondary data. Sugiono provides an understanding of primary and secondary data as follows:

1. Primary data is a source of data that directly provides data to data collectors. Obtained through statements, and explanations from the company directly related to research in this thesis.
2. The descriptive word is the exploration and clarification of a phenomenon or social reality, by describing a number of variables relating to the problem and the object under study. The type of this research is not to question the network of relationships between existing variables does not mean to attract generations that explain antecedent variables that cause a symptom or social reality. Therefore, in a descriptive study, do not use and do not test hypotheses (such as those carried out in explanatory research); this means that it is not intended to build and develop a treasury of theory. In managing and analyzing data, it is customary to use descriptive statistical processing (descriptive statistics).

3.3 Objects, Subjects, and Research Locations

The object of the research is the variable or indicator of the variable that is the focus of attention in the study while the research subject is the parties that are sampled in the study to obtain research data. In accordance with the research title,

the objects in this study are brand strategy and brand advocates for Basmalah mart, while the research subject is the director (owner) and manager of Basmalah mart, customers who have brand advocates criteria, and retail company institutions or observers. The location in this study was in Basmalah mart, one of the business units owned by Sidogiri Islamic Boarding School unit 3 located in Ngempit village PO BOX 22 Pasuruan 67101 Sidogiri Kraton Pasuruan East Java.

3.4 Method of collecting data

In collecting data, researchers use techniques carried out by means of observation, interviews, documentation, and joint / triangulation. The servation method is a technique of collecting data that requires researchers to go down to the field to observe things related to space, place, actors, activities, objects, time, events, goals, and feelings. In this study, researchers used three stages of observation namely descriptive observation, focused observation, and selected observation (Kurniawan, & Abidin, 2018).

Descriptive observation, at this stage, the researcher conducts the observation grand tour, which is the exploration of the researcher in general, and thoroughly, then a description of what is seen heard and felt. At this stage, the researcher conducted an observation mini-tour, which was an observation that had been narrowed from the descriptive observation stage. So that it can find things that have been focused on certain aspects.

At this stage, researchers describe the focus found so that the data is more detailed. By doing a componential analysis of focus, at this stage researchers have found characteristics, differences, and similarities between categories, and found a relationship between one category and another. According to Spradley, this selected observation is still called the mini-tour observation (Anggara, 2019).

Data collection techniques used in qualitative research emphasize interview techniques, especially in-depth interviews. This technique is a technique of collecting data specifically in qualitative research. It was further stated that the main way in which qualitative methodologies are carried out to understand people's perceptions, feelings and knowledge is through in-depth and intensive interviews (Putra et al, 2018). In this study, researchers used qualitative interview methods with interview guides that contained questions to be asked to informants. The researcher asks questions more freely and freely without being bound by the arrangement that has been prepared beforehand. The subjects interviewed in this study were Basmalah shop owners, staff, and customer advocates.

Documentation is any written material or film that is not prepared because of the request of a researcher, the document is a record of events that have passed, while the record is any written statement prepared by a person or institution for the purpose of examining an event. In this study, the documentation method is used to obtain data in the form of images, videos, and writing as research material relating to the strategies of brands and brands that exist in Basmalah stores.

In the technique of data collection, triangulation can be interpreted as a technique of data collection carried out by combining various techniques of collecting data and existing data sources. These techniques are simultaneously combined to get data from the same source. In using the triangulation technique, the researcher actually collects data while testing the credibility of the data. The data collection techniques in this study are observation, interviews, and documentation.

3.5 Data Analysis

The process of data analysis carried out by researchers in qualitative research was carried out before entering the field, while in the field and after completion in the field. In reality, the process of data analysis in qualitative research is carried out when the process of collecting data rather than after completing data collection.

3.5.1 Prior Analysis in the Field

Analysis of prior data in the field was carried out on the results of secondary data in the company.

3.5.2 During Field

Data analysis carried out during the field was carried out when data collection took place and after data collection was completed at a certain time. The steps of data analysis according to Miles and Huberman during the field are as follows:

1. Data Reduction

Data reduction can be interpreted as summarizing the data obtained in the process of data analysis in qualitative research. The researcher will find a large amount of data when in the field. Thus, the researcher will reduce the data found by selecting important things, and discarding unnecessary data. This is done to provide a clearer picture of the data that has been found.

2. Data Presentation

After the data has been reduced, the next step is to present the data. Presentation of data can be done in the form of tables, graphs, and the like that are arranged from data reduction so that the structure can be understood.

3. Conclusion.

The third step in analyzing data in qualitative research is drawing conclusions. The conclusions raised at the initial stage must be supported by valid evidence, so that credible conclusions can be drawn.

3.6 Validity of Data

In this study, researchers used the triangulation method to test the validity of the data obtained. Triangular in checking the validity of data is interpreted as checking data from various sources with various techniques, and at various times. The researcher uses triangulation of data sources supported by several techniques to obtain valid and accountable data.

4. Results and Discussion

4.1 Brand Strategy in Basmalah Mart

4.1.1 New Brand Strategy at Basmalah Mart

The new brand strategy is how companies issue new products and brands to be introduced by consumers, new brands are issued by the company if the company feels the products and brands that already exist now, have less value in the eyes of consumers. Before a company makes a new brand strategy, the company must conduct research and surveys first, so that the product or brand that will be introduced to consumers can be well received.

Basmalah mart conducts a new brand strategy in its business activities, To launch new items, Basmalah launched cooking oil, tissue, and soy sauce products under the Sidogiri brand. Basmalah mart launches new products in accordance with previous surveys with the aim of knowing consumer demand that has not been fulfilled by Basmalah mart, consideration in launching new items Bs mart mart has the first several categories, fast moving goods or items that are selling well or as consumers' daily needs such as rice, water that had been produced previously by Sidogiri. The second consideration from Basmalah mart is to consider the risk of damage. Because if the goods sell quickly, the risk of damage will be minimal.

4.1.2 Multi-Brand Strategy in Basmalah Mart

The multi-brand strategy is a brand development strategy by launching many brands in the same type of product category. In this case the company seeks to reach market segments that have not been reached before. By bringing up the same product with different brands, quality and prices.

Basmalah mart has carried out a multi-brand strategy in its brand strategy. By bringing up the same product but having different prices and quality, it is done by Basmalah mart so that it can touch all segments. Examples of Basmalah mart products that carry out multi-brand strategies are Songkok and Sarong Sidogiri.

The case that happened at Basmalah mart, Basmalah has premium sarong branded with Sidogiri which costs Rp. 80,000, the sarong is made for Basmalah mart because it reaches the demand for middle and upper economic circles. In addition to making premium Basmalah mart sarongs, they also sell sarongs that look at the same color and style, but when viewed in detail the sarong has a quality that is different from the Sidogiri brand sarong, namely the Kipas Manggis brand sarong that only sells for Rp. 56,000. The strategy is carried out by Basmalah Mart to meet consumer demand whose economy is in the middle to lower.

4.1.3 Brand Extension Strategy

Brand brand expansion strategy is a corporate strategy to bring new products to the brands that are already owned by the company. The brand extension strategy provides a number of advantages, because the brand is generally appreciated faster because it is already known by consumers beforehand, so that its presence can be quickly accepted by consumers (Putra, Rahmawati, Abidin, & Ramlan, 2019).

Basmalah Mart has a brand extension strategy, this is evidenced by the private label products owned by Basmalah Mart. So that the products that will be introduced to the public with the sidogiri brand will be easily remembered and recognized by consumers. The private-label products of Basmalah Mart are: sarong, oil, sauce, soy sauce, rice, Muslim clothes, songkok, and bottled drinking water which are all produced by the boarding school of Sidogiri. The strategy used by Basmalah Mart is to regulate private label products by: always maintaining the quality and quantity of products, so that customers are not disappointed with the existing quality shrinkage, besides Basmalah mart always maintains the continuity of private label products, and private label products will always be displayed at the front in the arrangement in the store compared to the same product with a different brand.

4.1.4 Product Line Expansion in Basmalah Mart

The product line expansion strategy is the company's strategy to bring out products with different scales, flavors or variants in existing products and brands. Companies can extend product lines in two ways: by line expansion or line filling. Line expansion occurs when a company extends its product line beyond the current line range. The company can expand the line down, up or up and down.

Basmalah mart also runs a product line expansion strategy in its business activities, this is indicated by the presence of Santri's bottled drinking water (AMDK) products, which have different scales and variants, with sizes: 240 ml plastic glass packaging, 330 ml packaging plastic bottles, 600 ml packaging of plastic bottles, 750 ml packaging of plastic bottles, 1500 ml packaging of plastic bottles, 19 liters of packaging gallons, which aims so that consumers can buy the product with the scale of the desired needs.

4.2 Brand Advocates Strategies at Basmalah Mart

4.2.1 Creating Unique Products

Unique has many criteria, unique according to Basmalah mart, when the brands in Basmalah mart do not exist in other stores, the Basmalah mart has a product compensation. Uniqueness will make a product produced will always be remembered and have a place in the hearts of consumers (Brilian & Sendry, 2015). Even if the product can be replicated one day, the company must work hard to make a difference so that it is not the same as the same product on the market.

Basmalah mart has a unique product, because there are several products that are produced and marketed by Basmalah mart which are not sold in other retail stores, namely private label products. Private label products are products that are managed, produced, and sold by the Basmalah mart under the auspices of the Sisdogiri Islamic Boarding School. In addition, Basmalah Mart also has a product of cooperation with the business products of the surrounding small and medium enterprises, which aim to embrace the business unit and so that the products can be recognized by the community, because in Basmalah mart UMKM products still use the UMKM product brand without replacing it.

4.2.2 Good Service Delivery

Basmalah mart does good service to consumers with Islamic services characterized by shigot akad (buying and selling transactions) of Islam. besides that Basmalah mart also has a price service that has levels based on the scale of purchase and the scale of the amount of time of purchase with the price variants 1,2 and 3. Price 1 for retail buyers, price 2 for semi wholesale (has E-mall) and price 3 for wholesale price (Putra et al., 2018). So if consumers want to get cheaper service prices consumers can buy on a large scale or partner with Basmalah mart by registering E-mall.

Islamic law states that shigot contract is a form of transaction in which there is consent and Qobul of both the buyer and seller, or consent only. If only one party transacts. Ijab according to Madhhab Hanifah is to establish a work that shows keridhdoan which starts from both parties (buyers and sellers).

There are 4 pillars of buying and selling according to the majority of scholars: sellers, buyers, shigot contracts, and goods sold. In the discussion of ijab and qobul there are 2 categories, first seen from the shigot and the second from the nature. If from the shigot form are the words I sell and I buy and in the discussion of their nature or that buying and selling consisting of ijab and qobul can be said to be a contract if it is prevalent (agreement on 2 parties). Basmalah mart performs sigot akad based on the opinion of the majority of scholars (Tjiptono, & Diana, 2016). However, in Islam, if you do not use sigot, the legal contract is permitted with a condition that is if the transaction has become a habit that occurs in a certain place.

4.2.3 Giving Benefits to Consumers

Basmalah mart provides benefits to consumers by placing their shops around the village sub-district. So that residents who used to shop for their daily needs by traveling long distances and need a lot of time, with the Basmalah mart this has not happened again, besides an affordable place. Basmalah mart also took part in educating the surrounding community about Islamic transactions with a siggot contract. This can be evidenced by the sighot akad transaction at the grocery store or shop around Basmalah mart.

4.2.4 Establishment of Consumer Trust

Basmalah establishes trust in consumers by giving low prices compared to other retail stores. In addition to prices, Basmalah mart also always overcomes problems with consumers who are disappointed by the cold hand, so the trust to buy back at Basmalah mart is still awake. Employees at Basmalah mart always hold first place to create a good perception of consumers. Basmalah also always improves excellent services and holds discounts, prices, and completeness of updated items. Finally, the trust generated by Basmalah mart, namely with consumer perceptions of Pondok Sidogiri, which is 282 years old and until now Pondok Sidogiri has never been a conflict from the community indicates that the surrounding community in particular even the Indonesian people in general believes in the existence of Sidogiri hut, especially in Basmalah mart.

4.2.5 Social Responsibility

Social responsibility in the Company Law No. 40 of 2007 Article 1 point 3 states that the Company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment is beneficial, both for the Company it self, the local community, and society in general. Social responsibility in the sense of the World Business Council for Sustainable Development (WBCSD) and the World Bank emphasizes business commitment to contribute to sustainable economic development, working with employees, families of employees, and the local community in order to improve the quality of life. The formulation of the World Bank adds an emphasis on the benefits of CSR activities in business and development (sector in ways that are both good for business and good for development).

Based on this understanding, it can be seen that CSR is a social responsibility that relates to internal and external parties of the company. An understanding of CSR generally revolves around three main things, namely: First, a role that is voluntary in nature where a company helps overcome social and environmental problems, therefore the company has free will to do or not do this role; Second, besides being a institution profit, the company set aside a portion of its profits for philanthropy whose purpose is to empower social and improve environmental damage due to exploration and exploitation. Third, CSR is a form of obligation (obligation) for companies to care about and alleviate a growing humanitarian and environmental crisis .

The social responsibility carried out by Basmalah Mart is by participating in understanding the culture around the store, there are some Basmalah mart shops that close when entering during prayer times. Basmalah mart also provides educational responsibility with the routine recitation of the Basmalah mart and with scholarships for students who are competing. In addition to the aspect of education, Basmalah mart also participates in social matters, namely with the mass circumcision held once a year in collaboration with Laz-Sidogiri. Basmalah mart does social responsibility, not as a form of corporate promotion unlike other companies that use it as a mere promotion.

5. Conclusion

Based on research conducted at Basmalah mart about brand strategy and brand advocates conducted by researchers in 2019 by triangulating the technique using observations, interviews with several speakers, and documentation. Found some findings that can be concluded as follows:

1. Based on data obtained by researchers from the results of research on brand strategy, implementation and practice carried out by Basmalah mart has been done well. The brand strategy implementation is said to be good because Basmalah mart does and has products that are in accordance with all indications of Philip Kotler's brand strategy, namely: Brand new strategy by having cooking oil, tissue, and soy sauce products under the Sidogiri brand, Multi-brand strategy by having premium sarong brand Sidogiri Brand and Kipas Manggis brand and Brand extension strategy by having a private label product, Brand line expansion strategy by having the presence of Santri's bottled drinking water (AMDK) products, which have different scales and variants.
2. Some steps in establishing Brand advocates at Basmalah mart are in accordance with the concept of forming Rob Fugetta's Brand advocates strategies, namely: Creating unique products, Good service, Providing benefits to consumers, Establishment of consumer trust, and Social responsibility.

This is corroborated by the similarity of perceptions between managerial parties and the customers obtained from the interview process. The existing defense is the delivery of information on the brand extension strategies in Basmalah mart which is less than optimal.

6. Suggestion

Based on the conclusions of the study, the author recommends the following suggestions:

1. Maintaining brand strategy and brand advocates that have been built by Basmalah mart and standardizing SOPs on products that will be created so that quality and quality are maintained
2. To improve the brand advocates that have been built, Basmalah mart needs to always interact directly and specifically empower customers with advocates. In order for customers to advocate it can increase in the future.
3. In establishing a brand, advocates for the provision of good service. Basmalah mart should provide price tags on goods sold, so that consumers who buy at Basmalah mart can predict how much the price and money will be spent and know the price transparency.
4. Because this research applies to the Basmalah mart in general, then for future researchers to conduct special research on the sector or unit in the Basmalah mart so that the formulation of the given strategy is more specific and more detailed.

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