ICOBEST 2020

THE 3rd INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES

UNIVERSITAS KOMPUTER INDONESIA
UNIKOM

"New Era, the Trend towards Global Challenge after Covid-19 Pandemic"

PROCEEDING

UNIKOM International Conference on Business, Economic, Social Sciences and Humanities (ICOBEST) 2020

PROCEEDING BOOK

The 3rd International Conference on Business, Economics, Social Sciences, and Humanities 2020

New Era, the Trend towards Global Challenge after Covid-19 Pandemic

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Publisher:
Universitas Komputer Indonesia
Bandung, Indonesia

Editorial Staff Address:
Jl. Dipati Ukur No.112-116,
Lebakgede, Kecamatan Coblong,
Kota Bandung, Jawa Barat 40132
https://www.unikom.ac.id/

ISBN 978-623-95562-0-4

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ISBN: 978-623-95562-0-4

International Conference on Business Economics, Social Sciences & Humanities

The Effect of Product Branding

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Abstract. Social media is currently very influential on the activities of today's life and includes all people, both young and old. The purpose of this research is to find out how much influence the information system has on the branding of a product. This research method uses descriptive method, to present an overview of the influence of information systems on a product brand by observing and through interviews with brands that use information systems and those that do not use information systems. The results obtained from this study indicate that the information system has a major effect on the brand of a product. Product brands that use information systems are more widely known by consumers compared to brands that do not use information systems. It is also known that social media is very influential on the introduction of a branding. This research shows that the importance of information systems on a product brand to be more widely known in the market, so that sales will increase.

1. Introduction

Entrepreneurs are people who are creative, innovative, independent, confident, resilient & diligent, diligent, disciplined, ready to face risks, keen to see & reach opportunities, expert in managing resources, in building, developing, advancing & making a superior business or company [1]. Introduction to Information Systems Technology is a collection of elements interacting with each other to carry out a process of achieving a major goal [2]. Information as data that has been processed in such a way as to increase the knowledge of someone who uses the data [3]. Information system is a system within an organization that meets the needs of daily transaction processing, supports operations, is managerial and strategic activities of an organization and provides certain external parties with the necessary reports [4]. The development of current information systems can improve performance and enable various activities to be carried out appropriately, accurately, and precisely so that it can increase productivity. The company feels that information and technology can be used as a strategy in dealing with business competitors. This is based on the role of information systems that can make work more efficient and effective, advance the company's performance and become an information that will support decisions in the company. The effect is very big impact on a product [5].

Brand is a symbol of the embodiment of all information relating to products or services. Brands usually consist of names, logos and all other visual elements such as images, typography, colors, and symbols. The brand is also a visualization of the image you want to be implanted in the minds of consumers. In other contexts, brands often use the word trademark (trademark) [6]. Product is anything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas. [7-10].

ISBN: 978-623-95562-0-4

The aims of this study is to determine the impact of information systems on the introduction of branding of a product, using descriptive methods, to present an overview of the impact of information systems on a product brand, by collecting data using observations on ambient conditions and through interviews with brands use information systems and those who do not use information systems.

2. Method

This research method uses descriptive methods to determine how influential information systems have on the branding of a product, what promotional strategies are more profitable in marketing a product. And use previous research related to information systems. Researchers make observations to companies - companies that use information systems, and ask questions - needed.

3. Results and Discussion

Over time, information technology is increasingly advanced and rapidly even making it easier for people to move one of them the existence of information systems. Information systems can be used in introducing a product to the public or consumers. With the information system can accelerate the branding of a product so that consumers can meet their wants and needs directly without having to go to a store or company. This is an example of a company that uses information systems to introduce product branding (Figure 1):

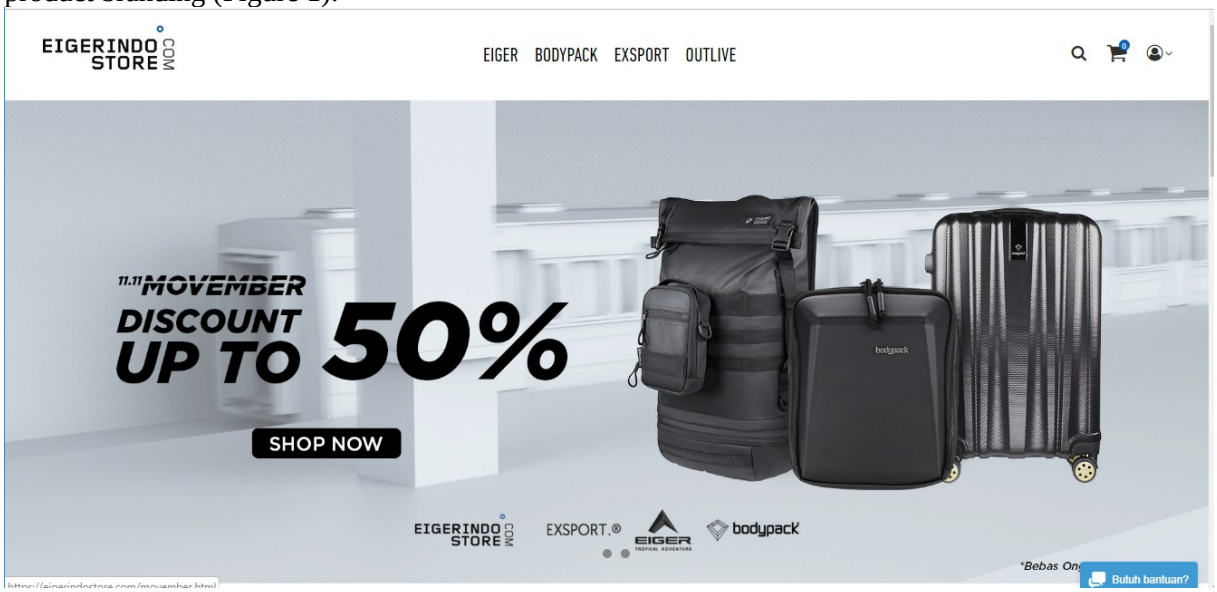

Figure 1. Bag Company

If we observe bag products more broadly, entrepreneurs or bag companies in Indonesia are very numerous and varied. But only a few companies can survive in the Indonesian market. Branding greatly affects consumers. If the branding of a product is good and can be trusted by consumers, the company will continue to shine in the industry. The key is in brand recognition, the brand must be considered carefully and carefully thought out, do not be hasty in forming a brand or branding. Not only bag companies but service companies are already using information systems, here are examples of service companies using information systems (Figure 2).

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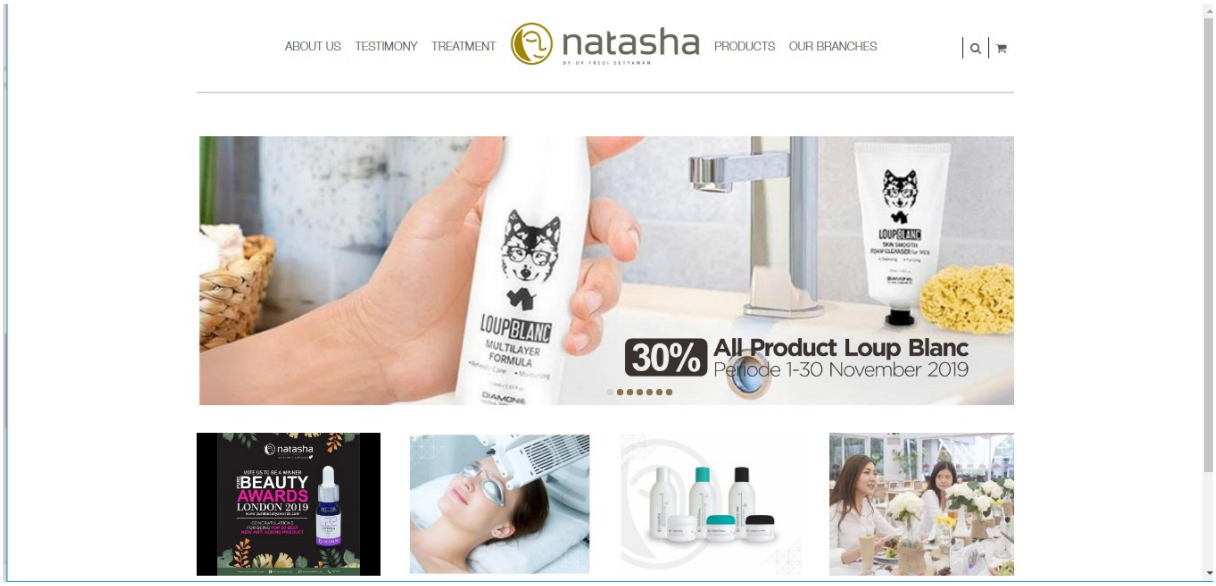

Figure 2. Service Company

Nowadays, service companies don't want to be inferior to goods companies. They are making an information system to introduce branding to consumers, to make it easier and faster to get information. (Figure 3)

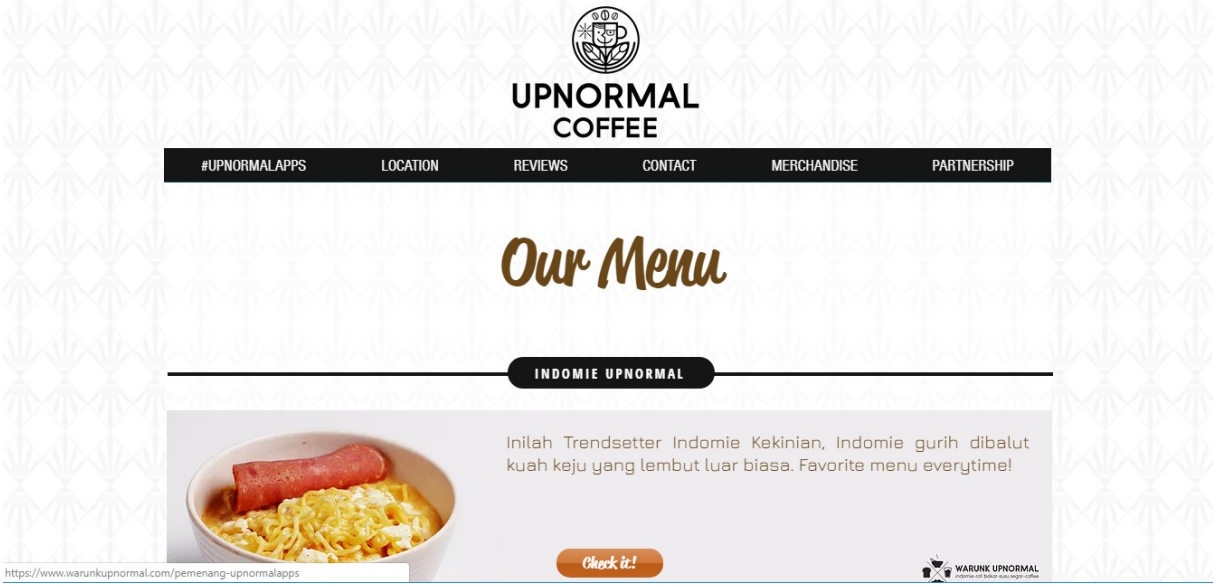

Figure 3. In the Culinary Field

Those who use information systems are not only in the field of goods and services, but also in the culinary sector. (Figure 4)

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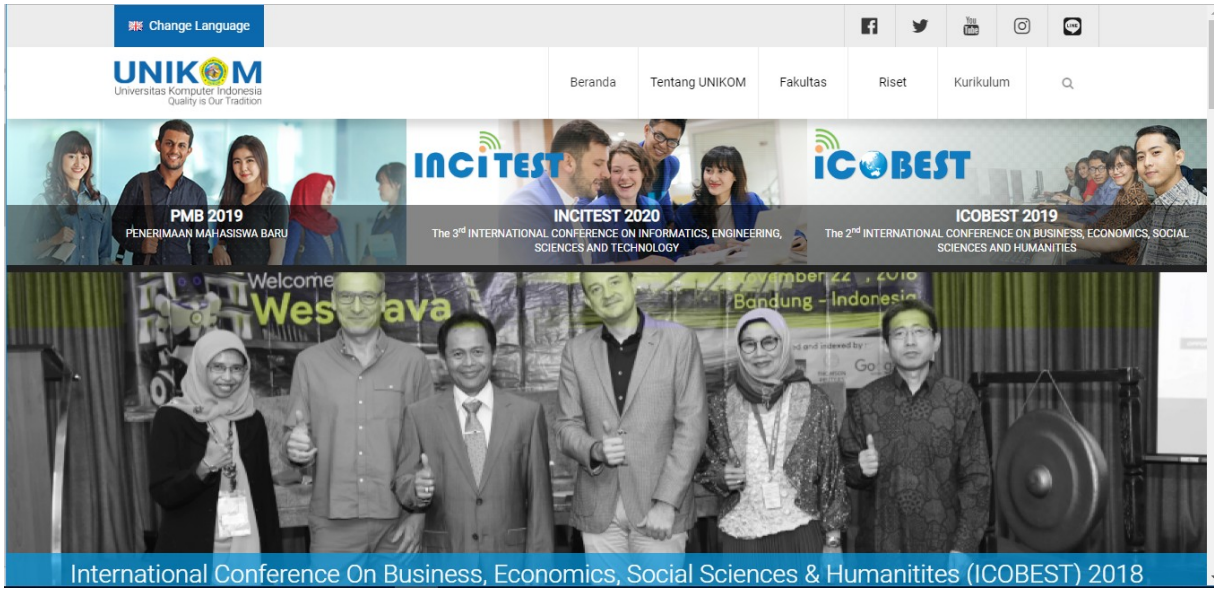

Figure 4. In the field of Education

In the field of education also uses information systems, even nowadays college is already online (Figure 5).

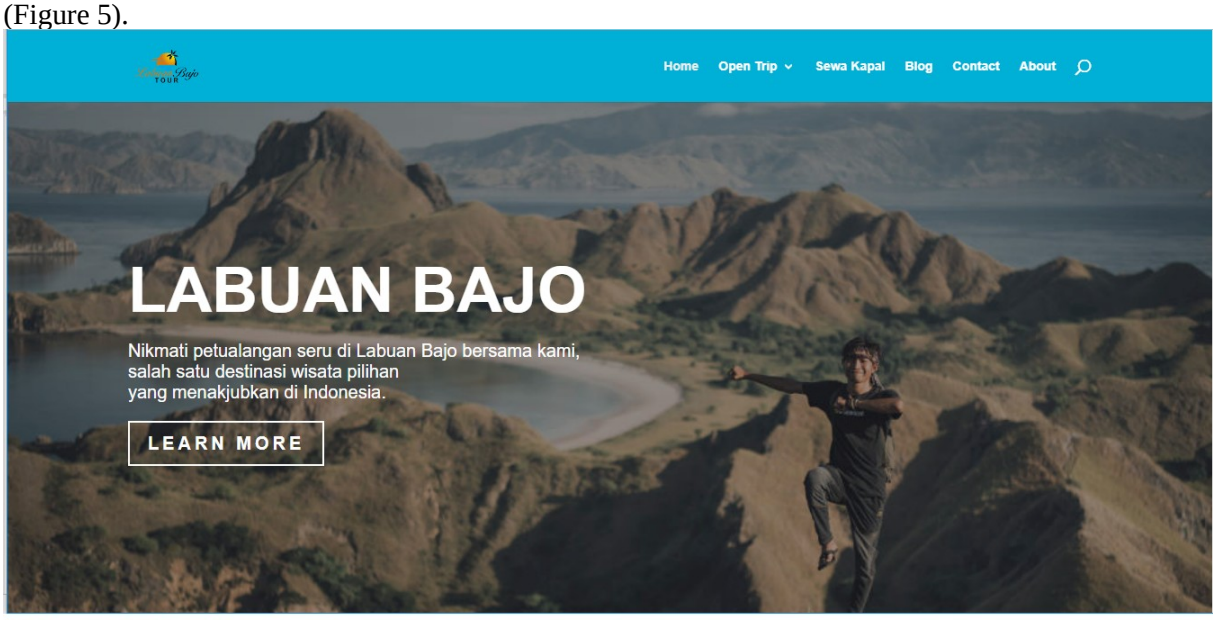

Figure 5. In the field of Tourism

The Tourism Sector has also used an information system, making it even easier to have a vacation with family (Figure 6).

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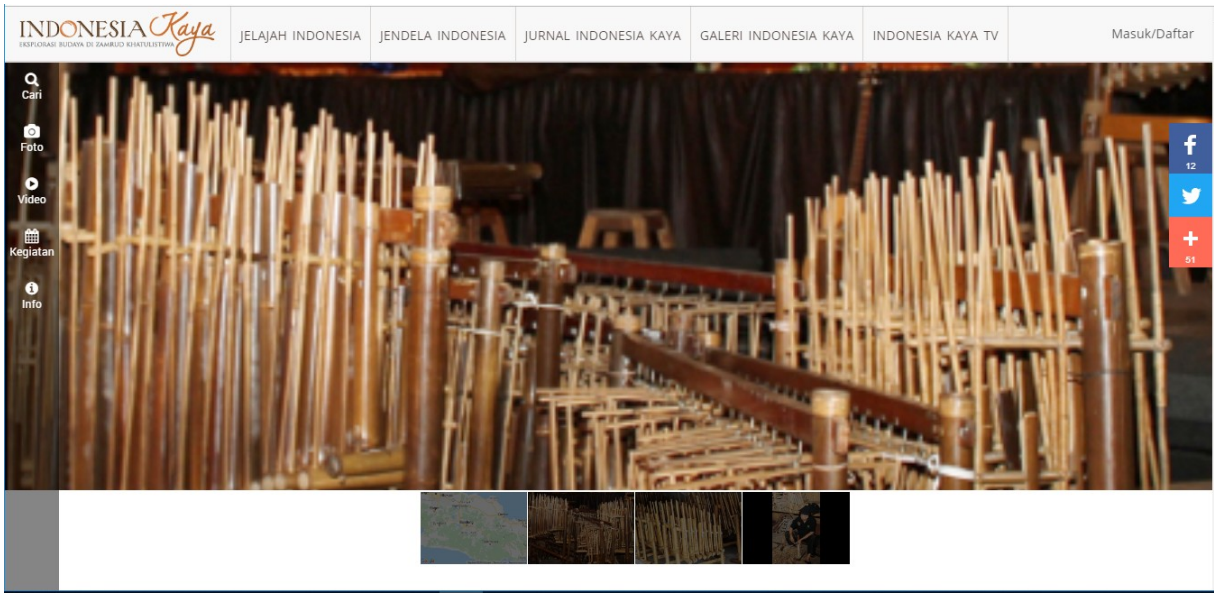

Figure 6. In the field of Art

Not only in the fields of tourism, education, culinary, services, and goods that use information systems, but the arts also use information systems. So that people or art lovers can more easily know and know culture. Like that, examples of companies that use information systems. From various groups have used information systems. From service companies to the arts, and many more companies that use information systems. Researchers only observe several companies, not all of them, because they are constrained by time. Times are completely sophisticated but there are still companies that have not used information systems. Information system users are still used by companies that have large capital and branding that has spread and can be trusted by many consumers.

Some companies that have not used the information system are:

- UMKM Companies (Micro & Small & Medium Enterprises);
- Home Industry Company.

Actually, the number of UMKM companies and Home Industries in Indonesia is very large. Researchers can only observe MSMEs in the city of Bandung. Not yet able to observe MSMEs throughout Indonesia. Because it must take quite a long time to be able to observe it and observe it. This is one of the 2018 UMKM datasets in the Coblong District of Bandung City, with a total of 235 MSMEs (Figure 7).

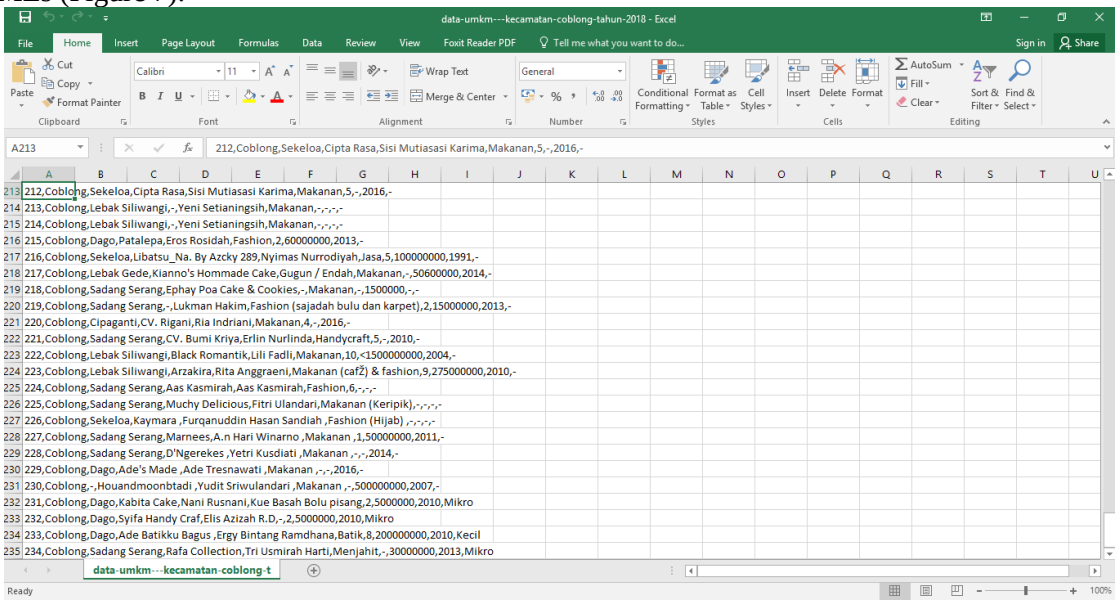

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Figure 7. UMKM dataset in Coblong District, Bandung City

Researchers found a dataset of the Jakarta City Home Industry company in 2014, of which there are around 76 Home Industries, maybe in the current year the number of Home Industries has increased again from the previous year. (Figure 8)

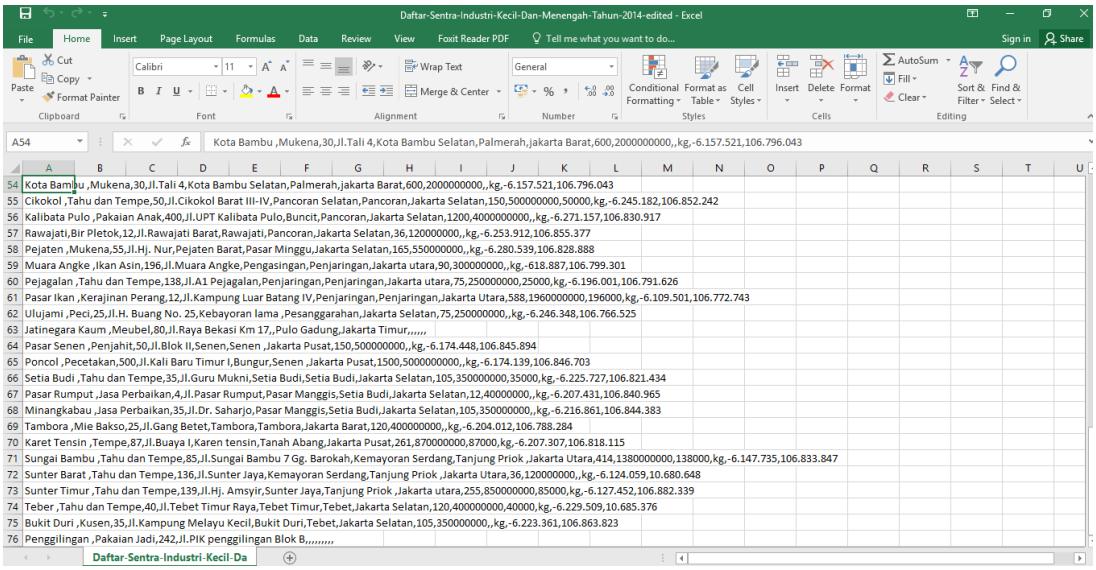

Figure 8. Dataset of Home Industrial Companies in Jakarta in 2014

481/5000After seeing a lot of data on MSME and Home Industry companies, the researchers observed and analyzed that there were still many who had not used the information system. How to introduce branding still utilizes social media such as Facebook, Instagram, WhatsApp, and so on. Indeed, using social media for the introduction of branding on a product can help consumers in finding their needs and wants but is still not optimal, and is ineffective and efficient.

4. Conclusions

Based on the results of the analysis I conducted, it can be concluded that the introduction of branding using information systems on a product can affect product marketing. By observing from several companies that use information systems, and the results were 80% the same, and I took several companies to discussed in this article. The results of observations, and by describing them from the results of previous studies that the introduction of branding using information systems is far better than not using information systems, and by using information systems can facilitate consumers or the public to find their needs and desires.

Acknowledgments

The author would like to thank the University Computer Indonesia (UNIKOM) and Dr.Ir. Eddy Soeryanto Soegoto, who provided material on Entrepreneurship courses, and all UNIKOM Information Systems lecturers who have provided a lot of material about Technology and Information, and to my parents who have supported and prayed for me.

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ISBN: 978-623-95562-0-4