

**Brand Voice and Messaging: A Community Branding Strategy
Model for Strengthening Student Organizations (Case Study
of the Student Association of the Management Student
Association Study Program, Faculty of Economics,
PGRI Argopuro University, Jember)**

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Abstract

Branding plays a central role in the success of a business, depicting the core identity and image that it wants to convey to consumers. A strong brand not only creates easy recognition, but also builds consumer trust and loyalty. The increasingly massive marketing transformation in the business sector has become a necessity for the campus world, where a group of students who are members of the Study Program Student Association are continuously moving in the process of growing and developing positive acceleration with branding. This Study Program Student Association metamorphoses and harmonizes its existence through the implementation of a community that will later be polished into Community Branding by exploring values, experiences, and consistency in representing its work programs. "Brands are basically about trust, and trust can only be built through closeness to the people you want to target. The community is the most possible space to implement this.

One of the branding tools used by the HMPS IMM management is to implement brand voice and message to its users, where in this case it will be synchronized with the advantages of this organization, namely the existence of a permanent community, especially active students of the Management Study Program, so that this community branding strategy can be implemented in uploading brand voice and message to the entire academic community consistently, relevantly, adaptively and sustainably and becoming a creative, innovative community following the development of the times. In this case, this study is to find out how Brand Voice and Message are used in the Community Branding Strategy Model in Strengthening Student Organizations (Case Study of the Student Association of the Management Student Association Study Program, Faculty of Economics, PGRI Argopuro University, Jember). The method used in this community service activity is a literature review (library research), which is a method of collecting data and information carried out through searching various literature sources relevant to the topics of branding education, sustainable marketing, and community development. Through a strong and consistent brand voice, you can build meaningful relationships with users and stakeholders. By understanding key elements such as tone and personality, as well as the importance of differentiating your brand from others, you can create effective and impactful communication. Brand Voice and Messaged through a loyal, active, innovative community strategy model will form an authentic and relevant organizational character that will help you convey inspiring and engaging messages, making the Student Association of the Management Student Association Study

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

Program accompanied by output value, experience and consistency will establish a strong brand image not only in the academic community of Universitas PGRI Argopuro Jember, but also externally both stakeholders and campus circles outside Universitas PGRI Argopuro Jember.

KeyWord : *Brand Voice and Messaging, Community Branding*

Abstrak

Branding memiliki peran sentral dalam kesuksesan suatu bisnis, menggambarkan inti identitas dan citra yang ingin disampaikan kepada konsumen. Sebuah brand yang kuat tidak hanya menciptakan pengenalan yang mudah, tetapi juga membangun kepercayaan dan loyalitas konsumen. Transformasi Pemasaran yang makin massif disektor bisnis, rupanya menjadi hal yang niscaya bagi dunia kampus dimana sekelompok mahasiswa yang tergabung dalam Himpunan Mahasiswa Program Studi bergerak terus berproses untuk bertumbuh mengembangkan akselerasi positif dengan branding. Himpunan Mahasiswa Program Studi ini bermetaformose dan menyeleraskan eksistensinya melalui penerapan komunitas yang nantinya dipoles menjadi Community Branding dengan mengeksplorasi *value, experience, konsistensi* dalam merepresentasikan program kerjanya. **“Brand itu pada dasarnya tentang kepercayaan, dan kepercayaan, hanya bisa** dibangun melalui kedekatan dengan orang-orang yang ingin disasar. Komunitas menjadi ruang paling memungkinkan untuk menerapkan hal tersebut.

Salah satu perangkat branding yang digunakan pengurus HMPS IMM ini adalah dengan mengimplementasikan brand voice dan message ke penggunaanya, dimana dalam hal ini akan disinkronkannya dengan kelebihan yang dimiliki organisasi ini adalah adanya komunitas tetap khususnya mahasiswa aktif Prodi Manajemen, sehingga akan bisa diimplementasikan strategi komunitas branding ini dalam menggunggah brand voice dan message ke seluruh civitas akademika secara konsisten, relevan, adaptif dan berkelanjutan serta menjadi komunitas yang kreatif inovatif mengikuti perkembangan jaman. Dalam hal ini penelitian ini untuk mengetahui bagaimana Brand Voice and Message ini digunakan dalam Model *Community Branding Strategy* dalam Penguatan Organisasi Kemahasiswaan (Studi Kasus Himpunan Mahasiswa Program Studi Ikatan Mahasiswa Manajemen Fakultas Ekonomi Universitas PGRI Argopuro Jember). Metode yang digunakan dalam kegiatan pengabdian kepada masyarakat ini adalah kajian pustaka (*library research*), yaitu metode pengumpulan data dan informasi yang dilakukan melalui penelusuran terhadap berbagai sumber literatur yang relevan dengan topik edukasi branding, pemasaran berkelanjutan, dan pengembangan komunitas. Melalui brand voice yang kuat dan konsisten, Anda dapat membangun hubungan yang bermakna dengan pengguna serta stakeholder. Dengan memahami elemen-elemen kunci seperti tone dan personality, serta pentingnya membedakan brand Anda dari yang lain, Anda dapat menciptakan komunikasi yang efektif dan berdampak. Brand Voice dan Messaged melalui model strategi komunitas loyal, aktif, inovatif akan membentuk karakter organisasi yang otentik dan relevan akan membantu Anda menyampaikan pesan yang menginspirasi dan memikat, menjadikan Himpunan Mahasiswa Program Studi Ikatan Mahasiswa Manajemen disertai *output value, experience* dan konsistensi akan menetapkan *brand image* yang kuat bukan hanya di lingkungan civitas akademik Universitas PGRI Argopuro Jember, namun juga

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

dipihak eksternal baik stakeholder beserta kalangan kampus diluar Universitas PGRI Argopuro Jember.

Kata Kunci : *Brand Voice and Messaging, Community Branding*

INTRODUCTION

In modern business implementation, branding has become a mandatory and commonplace principle for business owners in developing their businesses. Branding is a concept encompassing a series of strategies and elements to shape the identity, image, and impression consumers receive of a product, service, or business. Beyond just a logo or design, branding involves creating a personality that distinguishes that entity from others. Brand identity elements, such as a distinctive logo, strategic color selection, unique typography, and striking graphic design, all play a role in creating a consistent and memorable impression (Heding et al., 2020).

Branding plays a central role in a business's success, reflecting the core identity and image it seeks to convey to consumers. A strong brand not only creates easy recognition but also builds consumer trust and loyalty. In a market full of options, branding provides a distinctive identity and reflects a business's core values. Good branding not only attracts consumers' attention but also creates an emotional connection with them. Modern businesses face various challenges such as globalization, the massive development of information technology, increasingly fierce competition, and changes in consumer behavior and demands. To stand out from competitors and be seen as unique by consumers, companies need to stand out and innovate to achieve better results. Although products can be easily copied by competitors, potential consumers will prefer products with branding over products without branding. However, branding is not a simple process, nor does it guarantee instant success. To become a captivating and strong brand, companies need to invest in strategic brand management, find out what makes the brand unique, and then communicate it as clearly as possible to consumers. According to Burmann et al. (2017), in today's difficult market era, a brand will only succeed if its identity can provide specific benefits to both employees and consumers. Therefore, for a brand to stand out from other brands, it must find a unique brand identity and then communicate it to consumers.

According to Aaker (1996), brand identity is a direction, purpose, and meaning for a brand, consisting of a set of unique brand associations that brand management seeks to create or maintain. This includes the company's promise to consumers about the functional, emotional, or self-expressive benefits of the brand, thereby building a positive relationship with them. When this brand identity is communicated to consumers, it creates an external brand image (Keller, 2012). Brand image is the perceived brand identity created by brand associations stored in consumers' memories. These associations come in all forms and may or may not reflect the product's true characteristics, and are difficult to change once a consumer has made a decision.

The increasingly massive marketing transformation in the business sector has become inevitable for the university world, where a group of students, members of the Student Association of the Study Program, are continuously engaged in a process of growth and positive acceleration through branding. This Student Association is metamorphosing and harmonizing its existence

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

through the implementation of a community, which will later be refined into Community Branding by exploring values, experiences, and consistency in representing its work programs. "Branding is fundamentally about trust, and trust can only be built through close relationships with the people you want to reach. Communities are the most effective way to achieve this."

In this case, the Study Program Student Association (HMPS) which is also striving to continuously upgrade its branding is the Management Student Association (IMM) of the Faculty of Economics and Business, Universitas PGRI Argopuro Jember, which was established in 2021 simultaneously with the establishment of Universitas PGRI Argopuro Jember, the result of the merger of IKIP PGRI Jember with AAK Jember, equipped with the determination of the establishment permit for the Management Study Program. One of the branding tools used by the HMPS IMM management is to implement brand voice and message to its users, where in this case it will be synchronized with the advantages of this organization, namely the existence of a permanent community, especially active students of the Management Study Program, so that this branding community strategy can be implemented in uploading brand voice and message to the entire academic community consistently, relevantly, adaptively and sustainably and becoming a creative, innovative community following the developments of the times. In a world that is increasingly disrupted rapidly, an identity known for its unique character, is able to communicate clearly and clearly by leaving a strong influence on its users, especially students of the Management Study Program and later stakeholders who graduate afterward.

In this case, this study is to find out how this Brand Voice and Message are used in the Community Branding Strategy Model in Strengthening Student Organizations (Case Study of the Student Association of the Management Student Association Study Program, Faculty of Economics, PGRI Argopuro University, Jember).

LITERATURE REVIEW

1. Strategy

The word strategy, etymologically, comes from the word 'strategic,' which means main technique, method, or tactic. Strategy is an example of goals, vision, mission, policies, as well as main plans to achieve them, which can be formulated to strengthen the company's commitment in the present or future and show how the company will look in the future. Strategy is important for the survival of the company, to achieve the company's goals in the most effective and efficient way. The company may face obstacles from both internal and external sources. Strategy is a tool to achieve goals. Strategy is basically formulated to form a 'response' to relevant external changes of a company. These external changes will, of course, be addressed by considering the internal capabilities of the company.

To what extent a company can take advantage of opportunities and minimize external threats to obtain maximum benefits by leveraging the company's current strengths. Sudiantini et al. (n.d.) Inability or indifference to observe changes in the external environment will cause a 'shock' to a company. Thus, strategy is useful for maintaining, preserving, and improving performance as well as the competitive advantage of a company. Several research findings reveal that companies with a clear/formal strategy outperform companies without a clearly formulated strategy. (Sudiantini et al., n.d.)

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

2. Brand

A brand is the identity of a product or service that distinguishes it from other products or services (Kapferer, 2012). According to Kapferer (2012), a brand consists of five elements: brand identity, positioning, vision, personality, and consumer-brand relationship. Brand identity includes the brand name, logo, slogan, and other visual identity elements, while positioning refers to the brand's position in the market. Brand vision describes the brand's goals and ideals, while brand personality refers to the characteristics embraced by the brand. Consumer-brand relationship refers to the interaction and relationship between the brand and consumers. According to Jones (2017), brands also function as physical and emotional triggers for consumers to create relationships with the products and services offered by connecting ordinary things with a larger idea and giving them meaning that makes us feel comfortable with them. Kapferer (2012) states that the difference between a weak brand and a strong brand is that the latter also establishes an emotional connection with many of its potential consumers. When consumers have a positive experience with a brand, it results in brand familiarity, loyalty, and trust (Burmann et al., 2017). Thus, a strong and positive brand can provide significant customer value by reducing the effort and risk of purchasing goods, while also helping us express ourselves through the purchase and use of a particular brand (Barwise, 2010). However, a brand impacts more than just consumers; it is equally important as a guiding and energizing force for **employees (Jones, 2017: 2). A brand is also a “plan, a vision, a project”** (Kapferer, 2008: 189), which can make people feel more united, positive, and engaged, resulting in better recruitment, less internal conflict, and more productive workers (Jones, 2017).

3. Brand Voice

Brand Voice refers to the character and personality reflected in how a brand communicates with its consumers. This includes the use of consistent language, tone, and communication style across the various platforms or channels used by the brand.

How to Build a Brand Voice

1. Know Your Audience

Before developing a brand voice, you need to understand your target audience. Understanding them is crucial for determining which communication methods resonate with your audience.

Identify their values, needs, and preferences. This will help you determine the most effective style and tone for communicating with them. Furthermore, you can map out which platforms are most suitable for communicating with your audience.

2. Stay Consistent

Consistency is key to building a strong brand voice. Ensure that your language, tone, and message remain consistent across all platforms and communication channels. Consistency creates a strong impression and helps your brand stick in the minds of consumers.

Avoid having different language styles, designs, and communication materials across all your platforms. Therefore, it's crucial for a brand to have brand guidelines to determine how you communicate with your audience.

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

3. Determine the Appropriate Tone

Choosing the appropriate tone is a crucial step in building a brand voice and is one way to develop it. It's crucial to understand your brand's goals. Whether you want to be seen as friendly, professional, or innovative, your tone should reflect your brand's core values.

For example, Nike, which offers a wide range of sports products, has a brand tone that reflects the fighting spirit and courage to achieve the maximum potential of each user. A tone that aligns with brand values and targets the right audience will help the brand create a stronger brand voice.

4. Collaboration Between Teams

To create a strong brand voice, collaboration is essential across your brand's teams. The teams that will inevitably overlap are the digital marketing team and the creative team.

These two teams must maintain continuity in building the brand voice. Both must have a shared understanding of how to build it. This will ensure there are no discrepancies between the message you want to convey and the promotional materials you publish across various platforms

5. An Ever-Adaptive Brand Voice

The business environment is always changing, and your brand voice must adapt with it. Make regular changes to ensure your brand voice remains relevant, aligned with brand developments, and effective in reaching consumers.

4. Brand Message

A brand message is a collection of methods used by a business to convey its intended message to its audience or potential consumers.

This can include tone of voice, slogans, and other verbal and non-verbal elements.

This brand message must be established from the outset to facilitate a brand's positioning and facilitate audience recognition of its identity. Now that we have a brief overview of brand messages, let's take a look at the elements that must be included in a brand message!

1. Vision and Mission

This is the most important aspect of creating a brand message: your brand's vision and mission.

Communicate your brand's vision to your audience and what you hope to achieve through the innovations and solutions your brand offers. These two elements will help your audience understand your brand, which will increase their trust.

2. Brand Values

The second element is communicating the values you want to emphasize about your brand to your audience.

Brand values are the strengths your brand possesses, encompassing how well-known your brand is and how much consumers trust it.

Therefore, including your brand values is also crucial when creating a brand message.

3. Differentiator

The third element in a brand message is the differentiator, or the thing that sets your brand apart from your competitors.

What factors make your brand unique compared to your competitors? To create one, you can research the market and competitors to identify your brand's weaknesses and areas for improvement and differentiation.

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

4. Positioning Statement

This fourth point is similar to the point we discussed above. A positioning statement is created to emphasize how your business wants to be perceived by competitors and to establish your position in the market.

This statement is designed to communicate the value and superiority of your products and/or services to your target audience.

Therefore, you must also define and incorporate this element into the brand message you design.

5. Value Proposition

Fifth, there's the value proposition, which is more or less like the unique selling point (USP) of your brand's products.

Simply put, this value proposition is the reason why your consumers should choose to use your product or service.

This element is also crucial for driving sales and increasing consumer loyalty to your brand's products or services.

6. Brand Voice

As explained above, one element of your brand message is your brand voice. Brand voice is how your brand communicates with your audience, including the tone and style of language that reflect your brand's personality.

You can choose a brand voice that's serious, humorous, inspirational, intellectual, relaxed, and many more, depending on your product and target market.

7. Tagline

Finally, create a tagline or slogan that represents your brand and conveys the core message or value of your brand.

Try to use a sentence that's not too long and catchy so it's easier to remember and creates a strong impression on consumers. An example of a tagline you're surely familiar with is Apple's "Think Different."

5. Brand Community

a. Definition of Brand Community

A brand community is a community founded on the closeness of a product or brand. The term "Brand Community" refers to a specialized form of community, a community whose ties are not based on geographical ties, but rather on a set of social relationship structures among fans of a particular brand.

b. Consumer Needs in Communities

According to Schouten & McAlexander (1995), several consumer needs can be met within a community, including: 1) Information. Consumers can freely share information about products based on their experiences using them. This information sharing can inform other consumers when making purchases. Reviews from expert members can provide more information to users, enabling them to maximize their use.

2) Communication

Clear evidence of communication is that each member of the community can communicate. This communication can provide information for consumers to learn more about the products they own.

3) Entertainment

Communities provide entertainment for their members. Consumers can participate in these activities and also participate in their implementation.

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

4) Productivity

Through communities, consumers can increase their productivity by providing input on product development, which is undoubtedly beneficial to the company.

5) Feedback

Consumers can use the information-sharing facilities within the community to provide feedback to the company regarding their likes and dislikes regarding products, which is intended to inform product development.

c. Brand Community Components

1) Shared Awareness

The most important element in a community is member awareness of all product types. Each community member feels a connection with the brand is important, but prioritizing relationships with other community members is even more important.

2) Rituals and Traditions

Rituals and traditions are part of the activities carried out within the community. Rituals and traditions represent important social processes where the meaning of the community is developed and conveyed within the community. This is centered on the experience of using the brand and sharing stories among community members.

3) Sense of Moral Responsibility

This community is characterized by shared moral responsibility. Moral responsibility is having responsibility for the whole community, as well as for each member of the community. This sense of moral responsibility results from collective actions and contributes to the togetherness of the group.

6. Study Program Student Association (HMPS)

A Study Program Student Association (HMPS) is an organization consisting of students who share similar interests and majors. HMPS usually exist in every study program at a university. The main purpose of HMPS is to represent and advocate for the interests of students within a particular study program.

HMPS also aims to strengthen relationships between students within the same study program and improve the quality of education and student experience. They are also responsible for organizing various academic and non-academic activities relevant to the study program.

Role and Function of HMPS

HMPS plays an important role and function in student life. Here are some of the main roles and functions of HMPS:

1. Representing and advocating for the interests of students within a particular study program.

2. Organizing academic activities such as seminars, workshops, and discussions relevant to the study program.

3. Assisting students in addressing academic and non-academic issues.

4. Establishing relationships with the faculty or university to advocate for student interests.

5. Improve the quality of education and student experience through programs relevant to their study program.

6. Assist students in finding information about scholarships, internships, or other opportunities that can enhance their experience.

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

Benefits of Joining HMPS

Joining HMPS has many benefits for students. Here are some of the benefits you can get by joining HMPS:

1. Improve leadership and organizational skills.
2. Build networks and relationships with students and lecturers in the same study program.
3. Gain experience in managing and organizing academic and non-academic activities.
4. Increase your understanding of your study program and field of interest.
5. Gain access to information and opportunities you might not have had if you hadn't joined HMPS.
6. Increase your sense of belonging to your study program and university.

METODE PENELITIAN

Metode yang digunakan dalam kegiatan pengabdian kepada masyarakat ini adalah kajian pustaka (library research), yaitu metode pengumpulan data dan informasi yang dilakukan melalui penelusuran terhadap berbagai sumber literatur yang relevan dengan topik edukasi branding, pemasaran berkelanjutan, dan pengembangan komunitas. Kajian pustaka dilakukan untuk memperoleh landasan konseptual dan teoritis yang dapat digunakan sebagai dasar dalam merancang materi edukasi serta pendekatan yang tepat dalam pelaksanaan program pengabdian. Kajian pustaka ini bersifat deskriptif kualitatif, yang bertujuan untuk menginterpretasikan, menganalisis, dan merumuskan pemahaman teoritis yang relevan dengan kebutuhan pengguna, pelaku komunitas dalam membangun merek (brand) yang berkelanjutan

RESULTS AND DISCUSSION

1. Visual Identity and Uniqueness

According to Kolter's Brand Image Theory, visual identity is a crucial element that makes a brand or organization easily recognizable to the audience. On Instagram, this community consistently displays distinctive visuals, such as event flyers, activity photos, and Instagram Stories, which directly associate them with the creativity of the program. Using consistent visuals across social media helps create a community image that resonates with the younger generation. Kolter's Brand Image Theory suggests that consistency in visual elements plays a crucial role in shaping audience memory. In this case, the use of a logo and engaging visual content can create a positive perception and help the community's existence become more easily recognized and remembered by its followers.

2. Personality and Brand Association: HMPS IMM Advisors and Management Students with Active Regeneration as Added Value (Brand Personality and Brand Association). Kolter also highlights that personality and brand association, namely the characteristics or values perceived by the audience, play a significant role in strengthening brand image.

3. Brand Benefits and Competence: A Pleasant and Memorable Study Experience (Brand Benefit and Competence) Kolter states that brand benefits and competencies are essential components of brand image, encompassing the benefits the audience derives from a product or service.

4. Consistency in Communication and Interaction through Social Media (Brand Attitude and Behavior) Kolter states that consistency in communication and

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

interaction is crucial in building a strong brand image. In this regard, the HMPS IMM work program utilizes social media as the primary communication tool to interact with its users. Social media allows the community to maintain consistent communication with users, keeping them updated with information on events and other activities. This aligns with Kolter's theory that consistent and ongoing interaction will build loyalty and positive perceptions in the minds of the audience. Thus, the use of social media helps strengthen the HMPS IMM community's brand image as an organization that is relevant and responsive to the needs of the younger generation.

5. Evaluating and Improving Brand Image Based on User Feedback. As an evaluation step, according to Kolter, to maintain brand image relevance, organizations must be flexible in adapting their strategies to the evolving needs and preferences of their audiences.



CONCLUSION

Through a strong and consistent brand voice, you can build meaningful relationships with users and stakeholders. By understanding key elements such as tone and personality, as well as the importance of differentiating your brand from others, you can create effective and impactful communications. Brand voice and messaging, through a loyal, active, and innovative community strategy model, will shape an authentic and relevant organizational character, helping you deliver inspiring and engaging messages. The Management Student Association, combined with output value, experience, and consistency, will establish a strong brand image not only within the academic community of Universitas PGRI Argopuro Jember, but also externally, including stakeholders and campus communities outside Universitas PGRI Argopuro Jember. By following the right strategy, starting from understanding the audience, creating a value proposition, analyzing the market, developing a strong brand voice and messaging, crafting key message statements, and implementing these messages across various channels, brands can create deep emotional connections with users, stakeholders, and the campus itself. Furthermore, accepting feedback and continuously adapting to market changes is also crucial to maintaining the relevance of the brand message.

Ultimately, a solid and authentic brand voice will help brands earn long-term consumer loyalty and trust. Through a deep understanding of their audience, core values, and brand identity, businesses can deliver meaningful and inspiring messages, thereby standing out amidst the increasingly massive disruption of information technology.

Effective Strategies for Determining Brand Voice and Message:

1. Understand the Organization's Values and Vision

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

Every brand has values and long-term goals it wants to achieve. This is where the brand voice begins to form. When a brand understands what it stands for, its voice can be more authentic and distinctive. For example, a brand that wants to be known as environmentally friendly will naturally choose an empathetic, warm, and inviting style of speaking.

2. Get to Know Your Audience Better

Speaking without knowing who you're talking to is like talking to a wall. Identify your target audience, from their age, lifestyle, hobbies, and even their communication style. Do they prefer a casual, formal, or humorous style? By understanding your audience, you can personalize your brand voice, making it easier for advertising messages to resonate with them emotionally.

3. Determine Your Characteristics

Once you understand your values and audience, determine the appropriate characteristics. Do you want to sound friendly, assertive, professional, inspirational, or humorous? Create a list of do's and don'ts, your delivery style, and topics to avoid. This way, every campaign message remains consistent across platforms.

4. Create a Guide

To ensure that all creative and marketing teams have a common reference, it's best to create a brand voice guide in the form of a document. It should include a description of your speaking style, example sentences, and specific situations that illustrate its application. This guide is very helpful in maintaining consistency throughout the campaign across various media.

5. Study Competitors and Create a Unique Brand Voice

While every brand has its own identity, studying how competitors communicate can be an important step for evaluation and inspiration. Observe how they build their brand voice, identify effective strategies, and identify areas for improvement. From this analysis, you can design a communication approach that differentiates your brand and makes it stand out in the market.

Brand Community Model Strategy

1. Determine How You Want Your Brand to Be Known

The first step in forming a brand community is to determine the image you want to be known as to consumers. What added value and unique values can you offer to attract your target consumers?

2. Determine Your Brand's Specific Steps

Once you've formulated your brand character, it's time to determine the steps you need to take to realize that character. To ensure these steps are accurate, first answer the following guiding questions:

3. What is the primary goal of forming a community?

Do you want to help consumers find answers about their products or professions?

What will you do to maintain interaction with community members? What parameters will you use to measure the success of building a community? What is your most desired outcome from the community? Increased brand recognition or increased sales conversions?

How can the community help facilitate the achievement of company goals? The brand community process of forming a unique identity begins with the community itself, examining its activities, togetherness, community behavior in the surrounding environment, and the commitment and motivation of its members.

When all of this is done and seen, it will be judged by others. From

PROCEEDING OF INTERNATIONAL SEMINAR GLOBAL ISSUES IN SOCIAL, SCIENCE, LAW, HEALTH AND BUSINESS ENVIRONMENT

these assessments, others' views of the brand itself are formed, as seen from the community. Whether the community can be said to have a positive or negative impact on the brand's image.

The Management Student Association, as a self-development forum, provides students with the opportunity to explore their potential more deeply, enabling them to become more well-rounded individuals, both academically and socially.

The Management Student Association plays a significant role in building student character. Through the Management Student Association, students not only learn theory but also gain invaluable practical experience for their future lives. The leadership skills, collaboration, communication, and sense of responsibility and social awareness gained through Management Student Association activities are crucial assets for students facing the challenges of professional and social life. Therefore, being active in the Management Student Association is not just about filling free time, but also an investment in character development, adding value, and providing sustainable new experiences for the students' future.

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