

**THE IMPACT OF BRAND PERSONALITY AND PROMOTIONAL MIX TO
BRAND EQUITY OF MUBA REGENT CANDIDATES 2011**

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ABSTRACT

The purpose of this study was to analyze the impact of brand personality and the promotional mix to the formation of brand equity. The methods of this research conducted with quantitative methods with the quota sampling strategy sample. The research was conducted in June-September 2011 with the entire student population Rahmadiyah High School Sekayu, with a sample of 350 college students and the scale used is likert. The result of this research shows that the brand personality has a significance impact on brand equity and the promotional mix also has significance impact on brand equity, then there is a dominant impact in the promotional mix. Both variables, both brand personality and the promotional mix are equally significance impact on the formation of brand equity. The results turned out to support the candidate of the ELECTION where Pahri Azhari - Beni Harnedi gained the victory due to the mix of promotional activities during the campaign such as that shown in the results of the analysis of the promotion mix variables and brand equity analysis in which the pair candidate has an average value greater than other pairs of candidates in applying the method of winning the right target.

Key words: Brand Personality, Promotional mix, Brand Equity.

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INTRODUCTION

1. BACKGROUND

A few names of regent candidates who will compete at Muba Election 27 September 2011. From the researcher temporary perception that is two of the three regent candidates nominating themselves at The Election execution in Musi Banyuasin Regency which are intensively do some activity to image themselves or brand personality and promotional mix even it just in informal limitation. Why it tell as informal, because the KPUD Muba Regency is not specifying the formal date of campaigning schedule to the each candidates yet, actually. The other fact is also strengthen the election why they all candidates were choosing in this research, is that two candidates who are getting many supports from big part of political party supporters, and which is a couple of candidate from public element which intensively apply the winning strategy before The Muba Election 2011 later.

Here in after consideration that three of this regent candidates owning the historical data which is describing emotional contiguity with Musi Banyuasin Regency society, that is Dodi Reza Alex who is not a new politician in Muba regency, he is the eldest son of Mr. Alex Nurdin who have taken hold of during two period successively as Muba Regent, the first period is in 2001-2006 and the second period is in 2007-2012, before finally in the second year of his second tenure as Muba Regent, through the Governor Election he had succeed to occupied the first position in South Sumatera Province as the Governor of South Sumatera, with "Muba Bisa" slogan had succeeded to squire him as free medicinize exponent and free charge to school and makes Muba as regency sample area for others regency especially in South Sumatera and others regency area in Indonesia similarly. This matter is certainly give big contribution for image of his son at Muba Regent Election 2011 later that is Dodi Reza Alex. While from Dodi Reza Alex his own personality side, at Legislative General Election 2009 ago was also at first area of election Sumsel that is Regency of Musi Rawas, Regency of Banyuasin and Regency of Muba had squired him to sat as the Member of DPR RI period 2009-2014. In other words, that Dodi Reza Alek totally is not a new player in political chess at Musi Banyuasin Regency.

The next candidate that is Pahri Azhari, he is incumbent, to nominate himself again become the regent of Musi Banyuasin period 2012-2017. Besides, he also represent the origin man of area of Muba regency and claim that he is the exponent of development generalization with many development generalization programs which is very presticious on society view, like electric generalization around of countryside, clean water, and street infrastructure. As incumbent perhaps he has the opportunity construct the emotional

contiguity with the society of Muba at the moment he is running on his activity on duty because he is still taking hold of as Regent Muba until the time he resign himself as the Regent comes up and here in after he'll nominate himself as Regent Candidate at Muba Election on 27 September 2011.

The last candidate is Zulgani Pakuali, he who is the former Chief of Area Parliament (DPRD) of Musi Banyuasin Regency in period 2004-2009. He who was chosen on legislative general election 2009 as member of South Sumatera Province Parliament for delegation of Banyuasin and Musi banyuasin election area. Now, he nominate himself as Regent of Muba at the election which will held on 27 September 2011. From all descriptions above show that the third candidate is also have good enough stock to get competent predicate to eligible a regent by all elector society, even if in this case he does not carried or nominated by certain political party but from the independent element, that he had to be closed to Muba society during he was running his activity on duty as The Chief of DPRD Muba so that he has the mass bases and in addition he also represent the original man of uba regency.

The emulation of all candidates are show clearly its each excess so that it will be more difficult for the society to determining choices later, the candidate who having good profile and there is also the candidate with the super campaign method which can impact the society at the time of election, from the work background there are some differences that are bureaucrat, politician and also have the same background that owned by some other candidates. The analyse from this three variables according to researcher it can answer the most like by society from student perception who become sampel in this research, because the students in their movement is giving big impact to the society behavior when selecting the candidate, because student known as idealism clan and intellectual clan which is always smart, quickly adapting in changing but keep remain to be critical in taking decision.

2. Problem Formulation

According to the background, this research is limited the problem by focusing on the variables of The question of the issue which the research attempts to explore can be formulated as follow :

1. How is the impact of Brand Personality to the Brand Equity of regent candidates of Musi Banyuasin Regency 2011 ?
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2. How is the impact of Promotional mix to the Brand Equity Regent candidates of Muba Regency 2011 ?
3. How is the impact of both Brand Personality and Promotional Mix together in to the Brand Equity of Regent candidates of Muba Regency 2011?

3. Purpose of The Research

The purpose of this research is to find out :

1. To find out about the impact of Brand Personality to the Brand Equity of the Regent Candidates of Muba Regency 2011.
2. To find out about the impact of Promotional Mix to the Brand Equity of the Regent candidates of Muba Regency 2011.
3. To find out about the impact of both Brand Personality and Promotional Mix together in to the Brand Equity of the Regent candidates of Muba Regency.

THEORITICAL REVIEW

1. The Basic of Theory

1.1. Political Marketing

The main of political marketing is to packing the image, public figure and brand personality of a candidate who competeting in General Election contex to the wide society whose will choose him (Ibrahim : 2008). In this matter the target of marketing in political is how to help the political party to be better in knowing the society which delegated or become the target and then developing the political issue which proper with their aspiration.

Marketing concept or marketing which known as conventional marketing mix, Jerome McCarthyn (1957), that is consists 'of 4-Ps', product, price, place, and promotion, now has developed and also make one of the political marketing activity execution or it usually called as political marketing.

The next developing about the marketing concept to other area with more applicative, creative, and innovative by the modern marketing expert, Kotler in 1980 which include to the area beside the marketing program which aim to the commercial, or non-commercial namely social marketing area or social prosperity, then it more expanding become marketing communication concept inwrought and until the marketing activity in politica area. Supporting with the developing of Indonesia governance system that democratic as now, so the function and the role of mess media channel in print media and also in electronic media, such as radio, internet and added with many TV channel which

rise up through national or local area TV that take a part to stimulate or overspreading messages, news or information through all kind of marketing communication, and political marketing, political campaign program through publication media channel, public relations, promotion, personal contact, political advertasing creativity which is shows widely without any border or although is passing the borderless country to all audiences without any exceptions. Connected with the overspreading solution information flow in that globalization era there is myth which can creates roomless, the distance and the time as the effect of society freedom to get information as free, directly without any pressure, there is no more territorial limitation, there is no more an event or occurance without any exception which can closed by the country, other institution and include individually effort to hiding an information for the as unrighteous importance.

1.2. Brand Personality

Some professionals had noted about brand personality. To have brand personality or to be someone firstly (Kotler 2001), as a person, if with remembering a brand, person who rise up in imagination ? It means “what kind of person” as the definition of Kotler, its clearing by Aeker as human characteristic which is brand associated. The brand has age, social class, warm feeling, personality, and sentimalitation (Aeker 1996:141). Aeker interpreting the brand personality represent human characteristic which is associated by brand. The brand personality must to be distinctive and will remember in long period in costumer mind.

The various difference meaning of brand personality can explain as follow :

1. Candidate Brand Personality

Candidate brand personality represent a condition where are the elector connecting the various characteristic of a candidate.

2. Product Personality and Gender

A number of researches showing, in some places or religion, gender or sex often connecting with the option from the certain elector. In muslim for example, man is the preciesest to become leader of clan or people.

3. Personality and SARA (tribes, religions, and rasism)

The research also showing, the elector often connecting the candidate with SARA so that when the seller advertise a candidate tend to show the difference SARA problem, that is with religious service places pictures, logo picture or the rasism of someone origin and many more.

4. Personality and Kind of job or Experience and Education

Amount of research pointing the emulation between bureaucrat, politician, and entrepreneur become strategy of politic consultant, and surely it also connecting with work experience and the last education, like coloring the issue in advertasing.

1.3. Promotional Mix

According to Tjiptono (2001 : 219) Promotional in its essence is a marketing communication, means marketing activity that try to spreading information, influencing or persuading, and or remembering the target market on the company and the product so that ready to accepting, buying, and loyal to the product that bargained by its company. Whereas, according to Sistaningrum (2002 : 98) Promotional is an effort or company activity in impacting actual consumer and also potential consumer in order they want to do purchasing to the product on the market.

According to Kotler and Gary Armstrong (2008 : 116), “Promotional Mix (marketing communication mix) is combination of advertising specific, sale promotion, public relations, personal sales, and marketing tools directly used by the company to communicate consumer value as persuasive in build connection with the consumer”.

From the definitions above, we can conclude if promotional mix consist of advertising dimension, publication, personal sales, public relations, and promotional sales. in each category wrapping the promotional tools which are used to communicate with the consumer when make the marketing art perfect, such as in marketing communication veil which is integrated.

1.4. Brand Equity

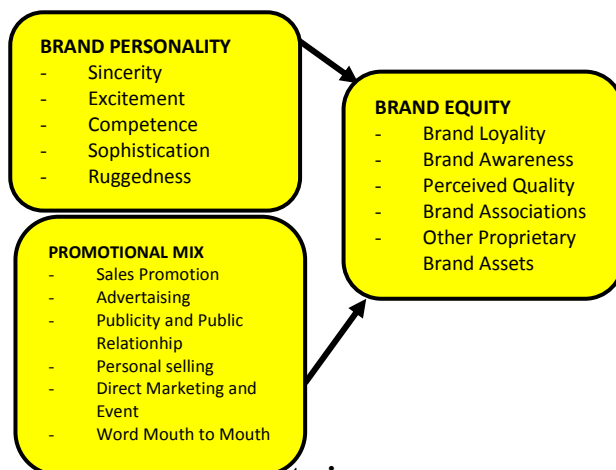
Philip Kotler (2000) as an analist sees the brand age exceeding the product, because the brand always looked as asset of the company that durabiliest and all strong brand represent a community of loyal costumers, because of that the basic asset which is become the main foundation of brand equity is the equity costumer, this matter shows that the focus of certain marketing planning is loyal costumer lifetime value, with the brand management act as main tools of marketter.

Here in after, the explanation of brand equity concept according to Aecker (1996) there are five dimension elements category which are forming, the brand equity has comparative causal relationship to its dimension and formulated as a variable which has multidimensional characters which had been exist as basic to determaining the casuality direction (Kuncoro, 2003). The brand equity variable can not measure directly, but formated by measuring the dimension.

The high brand equity (Kotler 2000) gives some competitive advantages among other things are :

- a. The company will take less cost marketing because of the awareness and the high brand loyalty of consumer.
- b. The company position become stronger in negotiation with business partner.
- c. The company can specifying the premium price, than the competitor because its brand has quality that is trusted higher by the consumers.
- d. The company easier to launch brand extension because the brand which has high credibility.
- e. The strong brand can protect the company from the price competition that unstable.

The connection between the variable in research is presented in theoretical framework like in picture 1.



2. Research Hypotesis

Hypotesis in this research can be formulated as following :

1. Brand Personality has significance impact to brand equity.
2. Promotional Mix has significance impact to brand equity.
3. Brand personality and promotional mix together have significance impact to brand equity.

METHODOLOGICAL RESEARCH

1. The Research Design

This research represent associative research that is the research that do to know the relationship or impact between brand equity variable and promotional mix to brand equity. The assosiative research representing the research with the highest level compared the descriptive research and comperative. With the assosiative research can be develop a

theory which functioning to explaining, forecasting, and controlling a symptom or phenomenon. For more specific that this research is also representing kind of descriptive research and verificative. Descriptive research aim to get a certain situation or condition clearly, while verificative research aim to know clarity relationship a variable (there's hypothesis test) through by data collecting in the field.

2. Population and Sample

The population which is used in this research is all of the Student that are active in Private College, Rahmanyah Sekayu at MUBA Regency the number of the sample are about 2796 students.

Sample method that used is Quota Sampling method or taking of quota sampel, to ensure that the certain group is delegated adequately in research through quota using . A number of sampel will take determine according to Slovin formula, $N=2.796$ which will work with 5% level mistakes less that get amount of sampel in about 349,9 or completeing to 350 responder.

3. Data Collecting Methods

The data collecting that do in this research is field research that use observation and interview to the object or location which is checked directly through questionair which had prepared before.

4. Data Analysis Method

The method that is used in data analysis of this research is multipleregression analysis. Regression analysis used to find out how big that the independent variable impact to dependence variable . Because the method requires the scale measurement of the data at least is the interval data, leter before do the analysis the linear regression analysis requires to do by improve the ordinal scale to the interval scale use the Susessive Interval Method (MSI). The data processing conducted by aid of the SPSS program packet for windows 1.5 version.

THE RESULT AND DISCUSSION

1. The Discussion Result Related to Variable with the Research Variable.

Based on the definision of variables that relevant in my research, principally the these three variables mean can applied in the politics side by use marketing principal or more knowledgeable as Political Marketing.

a. Brand Equity

A set of asset and trustworthy brand which related with certain brand, name and or symbol, that capable to adding or lessening the value that is given by a product or service, both for marketer / company and also customer (Aaker, 1997:22). From Phenomenon and explanation from some Practitioner of Politician, I can conclude that political brand equity is strength of a brand which can adding or lessening the value of its brand which can be known by the respons of the elector or society to the candidate Program and profile or the political party . Some of society can give perception about :

1. The differentiation of candidate vision and mission
 2. The interest to the candidate started by the society consideration and understand what is the target and the intention of candidates and also the existence of deeper recognition about candidates profile.
 3. The candidate claimed to become close with the society, this process has to expanding from long time ago, this is about the liveliness process in the society environment.
 4. Candidate who has good image in society will have the good consideration in society choice, the process of the image forming also close related in candidate's behavior.
 5. Actively involve in each religion community.
 6. Actively involve in the society environmental community.
 7. Actively involve in the organization community, the candidate has to be active in organizations activity that have positive value in cadre growth.
 8. The candidate's dressing ways, it is sloppy or natty will become perception of the society in assessing someone.
 9. The candidate communicating ways , good communications manner will help a lot of assisting by the society to the candidate.
 10. The candidate's lifestyle segmentation, the way of associating can assist the society assessment to candidate's personality.
 11. The mainset of the candidate become the most important thing in society assessment.
 12. The geneology and the family image of the candidate is also important in society assessment.
 13. The Popularity of candidate related by lifestyle, successfulness which can make the candidate become popular, it will help them to get good perception in the society.
 14. The candidate's Vision and Mission has an impact on forming of candidate brand personality.
 15. In the campaign, speech has to make the society understand about the intention and the target and also give some unforgettable impression.
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16. When the candidates deliver their speech, the respon of the society is usually full of sympathetic and give applause continuously, this moment will improve their loyalty to the candidate.
17. When the candidates attend in an event, the societies are very happy. This matter can help the candidate to have some good perception in the societies mind.
18. In the campaign event, the candidate will collect mess easily and will feel that the candidate have mess and really supported by the society.
19. The candidate who braiding friend relationship with the society assessed will have good impact to the society assesment.
20. The candidate who trusted by the society will have good impact to society perception.

b. Brand Personality

Operational definition brand personality present human characteristic which associated by a brand. Brand personality must be distinctive and memorable in consumer mind for long period. Aeker (2007), in its applying in political side the candidate brand personality represent the condition where are the electors or society relate kinds of character or a candidate characteristic. Brand personality formatting claimed to have the relation of contiguity etween the candidate with the society. And this process needs many times to get the value of pattern and attitude of each candidate differently, that is why, contiguity and association with the society will facilitating the perception assessment by the society, formatting process of brand personality is like actively in social organization in society, participate in social activity in around environment, actively in religion services. Because without any emotional relationship or clear information from the society environment that is about brand personality perception become difficult to assessed. Contiguity and liveliness with the society is the measure pattern which is come to be the differentiation in each candidate, it shows in some points below :

1. The candidate opinion must be rational in society view and represent the opinion that intend to some good matter for the society.
 2. The attitude of each candidate in their daily life must be trusted by the society with honest image.
 3. The candidates have to have high motivation and spirit and also have interest and nimble.
 4. The candidate claimed to have bravement principle and strong attitude when fighting for the principle and always have good opinion to be better.
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5. The candidate with high imagination an easy to adapting with the development according to the era growth.
6. The candidates who have good characteristic are always keep their promises.
7. The candidate known as smart and clever, usually it shown by their education degree.
8. In their appearance and their attitude are always show about their bright future, the society can assessed it by their successfulness in their job area, and the condition of the economic where is the candidate undertaking.
9. The candidate have impression that better than other in society view, this matter make the candidate worth to become the leader of society.
10. The candidate known as leader who can answered every society needed.
11. The candidate must have strong personality.

c. Promotional Mix

The operational definition of promotional mix is marketing communication mix which is represent advertising specific combination, sales promotion, public relations, personal selling, direct marketing tools which used by the company to communicating consumer value persuasively in build the realtionship with the consumers (Kotler and Gary Amstrong, 2008: 116). Sales promotion that is also part of promotional mix, where is the institute of sales promotion in England: meant it as an activity that consists of a bunch of technique that used to catch the politic marketing targets by using effective costs, by adding of product value from a candidate, to the distributors and also as the electors society, it usually doesn't limit in certain period or condition where is in the campaign time. Promotional mix activity are like :

1. Use physic tools to introduce and also to inform about candidate profiles to the electors society.
 2. Use advertising media as options in print media and also electronic media when do campaign activity.
 3. The aid from the candidate before the election held.
 4. The candidate promises to help the society that will be fulfill by the candidate when they win the election.
 5. Giving operational aid to the team or society to become volenteer who can campaigning the program of the candidate.
 6. Giving some aid to the electors who aren't register as the permanent elector.
 7. Giving operasional aid to the team or society to become volunteer who can choosing the candidate.
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8. Giving some aid to the society who can help the candidate to find out the untouchable electors.
9. Offering some programs that are fit to the timing, this is often forgotten by the candidate.
10. Continuously meeting and gathering with the electors from the candidate.
11. Do some socialization about how to choose the candidate on the election day to the society.

2. The Result of the Research Hypothesis Test by Multiple Regression Analyze

Multiple regression analysis conducted by the aid of SPSS program for windows which is its result obtained on model summary like in table 1.

Tabel 1. Model summary of multiple regression analysis

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.715	.715	.400422

a. Predictors: (Constant), promotional mix, brand personality

b. Dependent Variable: brand equity

According to the table 1. above, obtained the double correlation price amount 0,846. That price shows that there is positive relationship which is close between brand personality and promotional mix together in with Brand Equity of Musi Banyuasin Regent Candidate 2011. The coefficient price determination (R^2) amount 0,715. This case shows that the model can explain the various data amount 71,50%. In other words, there is both brand personality and promotional mix impact to brand equity of the Musi Banyuasin Regent Candidate amount 71,5%. The regression coefficient prices the result of anticipation with ordinary least square look at table 2.

Tabel 2. Nilai Koefisien Regresi dan Hasil Pengujiannya

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.134	.063		2.135	.033
	Brand Personality	.139	.029	.132	4.715	.000
	Promotional Mix	.833	.032	.736	26.357	.000

a. Dependent Variable: Brand Equity

According to Table 2. above can take the following conclusion :

1. Coefficient regression price to the Brand Personality variable obtained amount 0,139 with t-value amount 4,715 and p-value amount 0,000. Because p-value <5%, so H_0 is rejected. It means with 95 % trust can expressed that if the promotional mix assumed

consist, the brand personality impacting positively and significance to the brand equity of Musi Banyuasin Regent Candidate 2011.

2. Coefficient regression to the promotional mix variable obtained amount 0,833 with t-value amount 26,357 and p-value amount 0,000. Because the p-value <5%, it means H₀ is rejected. It means with 95% trust can expressed that if the brand personalty assumed as consist, the promotional mix impacting positively and significance to the brand equity of the MUBA Regent Candidate 2011.

The test do simultantly with ANOVA- Analysis of Variance using f-test statistic. The form table f various analysis had explained in last chapter. The calculation result with aid of SPSS program packet for Windows to analize kind and test result obtained the result like in table 3.

Tabel 3. Various analysis and the result of its test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	421.735	2	210.867	1315.145	.000 ^b
	Residual	167.874	1047	.160		
	Total	589.608	1049			

a. Predictors: (Constant), promotional mix, Brand Personality

b. Dependent Variable: Brand Equity

According to table 3. Obtained F-value amount 1315,145 or p-value (Sig.) amount 0,000, because p-value <α, so H₀ is rejected. It means in the real level 5% can expressed that there is positive and significance between both Brand Personality and Promotional Mix to the Brand Equity of the Regent Candidate of MUBA 2011.

There fore, the hyphotesis that express that “there is no any impact of Brand Personality and Promotional Mix to the Brand Equity of The Musi Banyuasin Regent Candidate 2011” is rejected, while the hyphotesis that express “there is impact of both Brand Personality and Promotional Mix to the Brand Equity of the MUBA Regent Candidate 2011” is accepted. This matter means that the Brand Equity of the MUBA Regent Candidate 2011 impected by Brand Personality and Promotional Mix.

CONCLUSION AND SUGGESTION

1. Conclusion

According to the analysis result and discussion can conclude as the following :

- 1) Simultantly, it shows that both Brand Personality and Promotional Mix are impacting positively and significance to the Brand Equity of the MUBA Regent Candidate 2011.
- 2) The Brand Personality is impacting significantly to the Brand Equity of the MUBA Regent Candidate 2011.
- 3) The Promotional Mix is impacting significantly to the Brand Equity of the MUBA Regent Candidate 2011.

2. Suggestions

Based on finding and conclusion in this research, so suggested the following matter.

1. To improve Brand Equity of the MUBA Regent Candidate 2011, therefore, the successful team of each candidate have to improve the Candidate Brand Personality and Promotional Mix, because it's very impacting significantly to the Candidate Brand Equity.
2. There is Promotional Mix factor that is impacting as very dominant to the Brand Equity, then the successful team of the candidate have to surviving or improving their Promotional Mix through : promotion and advertisement , publicity and directly relationship with the society.
3. The result of the research is expected can used as substance consideration to the other researches and as literature in the next research. Suggested, the next research can to chaking farther about the Candidate Brand Equity by looking some other various factors beside of brand personality and promotional mix.

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