

Brand Equity Review: Sales Promotion Role in Tropicana Slim Purchasing Decision

Michelle^{1,a)}, Sugeng Wahyudi¹⁾, Rustono Farady Marta¹⁾

¹Program Studi Magister Ilmu Komunikasi, Universitas Bunda Mulia, Indonesia

^{a)} Author correspondence: mchellezhang@gmail.com

DOI: <https://doi.org/10.18196/jkm.11948>

Article Info

Article history:
Received 14 Sep 2021
Revised 16 Oct 2021
Accepted 18 Nov 2021

ABSTRACT

As a top Indonesian product, Tropicana Slim seems to give new solutions to enjoying sweet taste widely used in Indonesian cuisine without worrying about the negative impacts often feared by the public, such as obesity and diabetes. Tropicana Slim's achievements as the top brand for five years have several factors in consumer purchasing decisions that could lead to product loyalty under the Tropicana Slim brand. Therefore, this study aims to see the role of brand equity which consist of brand image, brand awareness, and sales promotion of Tropicana slim products introduced by PT Nutrifood Indonesia through their Instagram account @tropicanaslim leads to purchasing decisions. This research was carried out from March until April 2021 using a positivism paradigm with a quantitative approach and content analysis using visuals and text from 16 posts on their Instagram account. This research indicates the role of brand equity in the form of brand image with a frequency value of 42,03%, brand awareness with 26,09%, and sales promotion with a frequency of 31,88% on purchasing decisions. It can be concluded that the postings on the @tropicanaslim Instagram account take the role of elements of brand equity and sales promotion in purchasing decision process.

Keywords: Brand Awareness; Brand Image; Purchasing Decision; Sales Promotion; Tropicana Slim.

ABSTRAK

Tropicana Slim sebagai produk andalan masyarakat Indonesia seakan memberikan solusi baru agar menikmati cita rasa manis dalam kuliner Indonesia tanpa perlu khawatir pada dampak negatif yang sering ditakuti masyarakat yaitu obesitas dan diabetes. Dengan prestasi Tropicana Slim sebagai merek terbaik 5 tahun berturut-turut, maka tentu ada beberapa faktor dalam keputusan pembelian oleh konsumen hingga terjalannya kesetiaan pada produk-produk dari merek Tropicana Slim. Penelitian ini memiliki tujuan untuk melihat peran ekuitas merek berupa citra merek dan kesadaran merek serta promosi penjualan produk Tropicana Slim yang diperkenalkan PT Nutrifood Indonesia melalui akun media sosial Instagram @tropicanaslim terhadap keputusan pembelian produk. Periode penelitian ini dilakukan pada bulan Maret sampai April 2021 menggunakan paradigma positivisme dan pendekatan kuantitatif serta metode analisis isi digunakan dengan mengambil secara keseluruhan data pada visual dan teks 16 unggahan dalam Instagram. Hasil penelitian ini ditemukannya peran ekuitas merek berupa citra merek dengan nilai frekuensi 42,03% dan frekuensi kesadaran merek 26,09% serta peran promosi penjualan dengan frekuensi 31,88% yang memiliki pengaruh positif terhadap keputusan pembelian konsumen. Dapat disimpulkan bahwa unggahan pada akun Instagram @tropicanaslim mengambil peran elemen-elemen atau indikator pada ekuitas merek dan promosi penjualan dalam proses keputusan pembelian konsumen Tropicana Slim.

Kata Kunci: Kesadaran Merek; Citra Merek; Keputusan Pembelian; Promosi Penjualan; Tropicana Slim.

INTRODUCTION

Traditional food or local food is one of the identities of a community group which makes it easy to find and identify (Tyas, 2017). The food or drink served can also be a symbol and characteristic of an area, so this local cuisine is a type of food that has a close relationship with an area that is passed down from generation to generation as part of a tradition (Jordana in Pieniak et al., 2009). One of them is a typical Indonesian cuisine that is identical to the sweet taste of its snacks, with sweetener or sugar content often used to complement the taste of the people's tongue. The cuisine has a high carbohydrate content. Thus, if a person consumes high carbohydrate levels every day and exceeds the daily consumption limit, it can cause side effects such as obesity and diabetes (www.kemkes.go.id).

Research conducted by the International Diabetes Federation (www.idf.org) in 2019 stated that Indonesia was the only country in Southeast Asia that ranked 7th with 10.7 million people among the ten countries with the highest number of people with diabetes. With this phenomenon, a local Indonesian product brand emerged and quickly became the mainstay of the Indonesian people, namely the Tropicana Slim brand, which PT Nutrifood Indonesia introduced. As time went by, the Covid-19 pandemic officially began in March 2020 in Indonesia and throughout the world, according to the World Health Organization.

People are increasingly paying attention to their health by maintaining diet, so health is one of the important factors and becomes the focus of everyone, especially during a pandemic. Tropicana Slim seems to provide a good solution for the community. The community is assured that they can continue to consume culinary products with artificial sweeteners that are healthy for the body. Consumers on a diet or have diabetes mellitus can consume the artificial sweetener Tropicana Slim, coupled with ginger on the artificial sweetener product of Tropicana Slim, which was newly marketed and introduced during this pandemic.

The content of ginger that is often used in herbal medicines for the Indonesian people is believed to be an immune booster making this ginger ingredient a widespread and trusted ingredient for the Indonesian people during this pandemic (Elfahmi et al., 2014). Of course, as a mainstay brand and product, several factors can be reviewed in Indonesian people's purchasing decisions for Tropicana Slim products. Thus, the factors or elements of the decision to purchase Tropicana Slim will be analyzed in this study.

Purchasing decision making is in the form of individual activities directly involved in obtaining and using the products offered (Kotler and Armstrong in Hutomo, 2018). Purchase decisions made by consumers generally pass through five stages (Kotler and Keller in Wariki et al., 2015). First, the consumer recognizes the problem he has. The second is followed by the process of searching for product information. Third, the consumer evaluates the alternatives so that consumer judgments begin to emerge. Fourth is the determination of the purchase decision. Last is consumer behavior after purchasing a product.

Of course, the buying process is not complete without communication between sellers and buyers. A connection will be established between individuals with marketing communication, which has an important role as a bridge between sellers and buyers. According to Kotler & Keller in Sholihin (2016), marketing communication is a way companies use to inform, persuade and remind consumers, either directly or indirectly, about the products and brands they sell. According to Kotler and Keller in Kholisoh et al. (2021), marketing communication contributes to brand equity by building brand image and brand awareness, which includes six components, namely advertising, selling promotion, events, public relations and publicity, direct marketing, and personal selling.

This is in line with research that has been carried out by Lukman (2014) and Arianty & Andira (2017) that the influence of brand equity by building brand image and brand awareness on consumer purchasing decisions. As one of the main keys in marketing, sales promotions must be prepared as much as possible so that the message and value of the promotion can touch potential consumers. According to research conducted by Kurnianingsih & Sugiyanto (2019) and Pramezwary et al. (2021), sales promotions also influence consumer purchasing decisions by attracting more attention from the public by determining the right sales promotion. With the public interest that has been obtained, the decision to purchase the product will increase.

However, previous studies that analyzed these variables have not carried out any analysis on Tropicana Slim products. Therefore, researchers want to examine the effect of brand image, brand awareness, and sales promotion on purchasing decisions for Tropicana Slim brand products, especially during the Covid-19 pandemic.

Starting with the information provided by branding product brands, developing brand awareness, and creating close relationships with consumers (Popa, Raba & Dubrav in Hidayat et al., (2019). Tropicana Slim has succeeded in strengthening its brand equity as a brand with good substitute sugar products for the body that people can rely. This is supported by the achievements obtained by Tropicana Slim by being ranked number 1 from 2015 to 2020 in the low/calorie-free sweetener category in one of the pioneer brand performance indicators in Indonesia, namely the Top Brand Award (www.topbrand-award.com). Indirectly, this has a positive impact on the shape of the Tropicana Slim brand equity on the value or value of this artificial sweetener product in the eyes of the Indonesian people.

Brand equity is the most important value for marketing products because it represents the company in explaining that their product is the best product (Rahmah et al., 2018). Kotler and Keller in Tawas & Pandensolang (2015) also added that brand equity is the added value of consumers to a product that reflects the way consumers think and their actions towards a brand that are informed by the company so that relationships and connections can occur between consumers and products marketed through brand equity. Elements of brand equity cannot be separated from brand image and brand awareness. Several dimensions in the brand image can create a positive brand image, namely, Strength of Brand Associations, Favorability of Brand Associations and unique brand associations, and Uniqueness of Brand Associations Keller Ginting (2017).

Understanding the concept of brand association is important because it can be used to form communication about a brand. Positive brand associations will lead to good brand equity (Fill et al., 2013). According to Fensi and Christian (2018), a positive brand image will help consumers increase interest in facing other marketing activities carried out by competitors. With these three associations, the brand image of Tropicana Slim as an artificial sweetener product that is healthy and safe for consumption by all ages can be well realized. Therefore, the three associations become a benchmark for brand image in this study.

In addition to brand image, brand awareness which is part of brand equity will also be analyzed because brand awareness can help people choose the products they want to buy. Brand awareness has two stages. The first is brand recognition, which is the ability of consumers to recognize a brand before there is an explanation of information related to the brand. The second is brand recall performance, which is the ability of consumers to remember a brand when they see a product category or needs that can be met from that product category so that the awareness of a brand is immediately embedded in the memory of consumers (Keller in Lukman, 2014).

Along with the increasing advancement of digital technology virtually, the internet presents a free public space for a citizen. The public space provides information and communication and a place for discussion and public deliberation to discuss public issues (Jurgen Habermas in Wahyudi, 2020). This is certainly used by Tropicana Slim in promoting its products, especially on Instagram social media, which is one of the social media with public space features so that people can give opinions and are free to discuss and enjoy the information on it.

Social media, or what is commonly referred to as Social Networking Site (SNS), is a medium used to socialize online, allowing each individual to work and do activities without any limitations of space and time, according to Turow in Makarim et al. (2020). Sales promotion is the primary key in short-term marketing and is designed to attract consumers' attention with product purchases (Kotler & Keller in Pramezwary et al., 2021). By carrying out promotional activities, it can provide product information to the public, which is carried out effectively and efficiently to create buying and selling transactions (Kurnianingsih & Sugiyanto, 2019). In a survey conducted by wearesocial.com and Hootsuite in January 2020, 63 million Indonesians use and access Instagram.

The uniqueness of Tropicana Slim's sales promotions in this digital era is seen in its communication with consumers through virtual campaigns on Instagram social media so that consumer behavior can be seen. The promotions are made by uploading contents of a cooking recipe, persuading consumers to undergo healthy living, tips on healthy lifestyles, etc. Tropicana Slim also follows the hashtag feature in every upload so that it can attract the attention of other social media users. Therefore, Tropicana Slim not only promotes its flagship and newest products but also takes advantage of opportunities in the digital world to interact with consumers directly. However,

According to Kotler and Armstrong in Oktavania (2019), several measuring tools can be used to achieve sales promotion objectives, namely with consumer promotions in the form of samples, coupons, premiums, and sweepstakes, and becoming sponsors of an event. Trade promotions to attract resellers to promote brands, which can be gifts and direct discounts. Lastly, business promotions

focus on conventions, trade shows, and sales contests. Therefore, branding through the internet can be a strategic choice in building the capacity of an effective and efficient brand in marketing activities (Hidayat et al., 2019).

A content analysis will be carried out through the role of brand equity and sales promotion of Tropicana Slim so that a product purchase decision by consumers can be achieved. This research aims to plan the formulation of the problem of the role of brand equity and sales promotion of Tropicana Slim to achieve a product purchase decision, especially during this Covid-19 pandemic. The importance of this research is that it can add a new view about the image of Tropicana Slim as a brand of artificial sweetener products that are safe and healthy for consumption through brand image, brand awareness, and sales promotions shown by the Tropicana Slim team through the Instagram social media account @tropicanaslim, especially during this pandemic to increase public awareness about the importance of maintaining a healthy lifestyle without worrying about consuming sweet-tasting dishes yet still being able to maintain body immunity.

METHODS

Carrying out research requires the existence of a method as the steps that must be taken by a researcher in solving a problem to achieve a goal. Content analysis is used in this research by using a quantitative approach that allows researchers to measure content, including the content of research participants' responses or text content in media (Davis & Lachlan, 2017). According to Berelson (1952) in (Marta et al., 2020), the content analysis method studies and systematically analyzes existing messages' communication systematically, objectively, and quantitatively. With this content analysis method, the influence of brand equity can be found in the form of brand image, brand awareness, and sales promotion on purchasing decisions on Tropicana Slim products.

This research was compiled based on the paradigm of positivism using a quantitative approach. The analysis was carried out on Instagram social media uploads @tropicanaslim with a period from March to April 2021, as many as 16 uploads so that observations were carried out for two months on the official Tropicana Slim social media account, which is shaded by PT Nutrifood Indonesia. Data collection is obtained from the official Instagram account post on Tropicana Slim's social media, which will be analyzed and accurate according to the calculation as primary data.

Secondary data in this study were obtained through other literary sources and other internet sources to complement the data needs of this research. As a benchmark in this study, using an inter-coder reliability test with the Holsti formula (1969) in Muntadliroh (2016), reliability moves between nominal 0 to 1. Nominal 0 means that none of the coders agree, while nominal 1 means that there is perfect agreement between the two coders followed by a minimum reliability number with a tolerance of 70% or 0.7. If it is above or equal to the result of the reliability number, the measuring instrument can be declared reliable.

RESULT AND DISCUSSION

A quantitative approach is used in this study with Berelson content analysis (Marta et al., 2020) by taking overall data, especially on visuals and text on uploads on the Tropicana Slim's Instagram account. This research was conducted to determine the role of brand equity, which consists of brand image and brand awareness and sales promotions carried out by Tropicana Slim, which resulted in consumer purchasing decisions with 16 uploads on their Instagram accounts in the period March - April 2021. As a first step, researchers have conducted a reliability test on the three main variables in this study. The reliability test was carried out using the Holsti formula with the reliability test results obtained on the brand image, namely 0.88 or 88%, which means that the results of brand image analysis can be said to be reliable. The result is followed by the brand awareness reliability test, which produces 75%, which makes this variable reliable. The reliability number shows a number above 0.7 or 70%, which is the minimum reliability number according to Holsti. Furthermore, the results of the reliability test of the sales promotion variable resulted in 94%, so the results of the sales promotion analysis can also be reliable. After the reliability test was carried out and showed good reliability results in each category, the analysis continued with interpreting the frequency magnitude in each category studied.

Table 1. Category Brand Image (Brand Image)

Category	Score	Percentage %
Brand Strength	10	62.50
Brand Advantage	10	62.50
Brand Unique	9	56.25

Source: Research Results

This study shows that brand strength and brand advantage are the most common indicators, with a frequency of 10 uploads from 16 uploads studied (62.5%). This is slightly different from the frequency of brand uniqueness, resulting in 9 uploads from 16 uploads (56.25%). The uploads are on the Instagram account @tropicanaslim, which include the character of brand strength and brand advantages that achieve the highest frequency in the brand image category in the visual and text written in the caption column “the combination of the sweet taste of Tropicana Slim Javanese Sugar and the savory taste of Tropicana Slim Coconut Milk together perfect in every bite” and “This Coconut Cake recipe is certainly healthier because it uses Tropicana Slim products which are free of sugar, lower in calories and also safe for diabetics”.

This text describes the combination of a dish, namely coconut cake, with the strength of the Tropicana Slim product used as an ingredient for making the cake. In this content, Tropicana Slim benefits by providing an image or an idea to the public that people can make various dishes by using Tropicana Slim products. Thus, the upload of Tropicana Slim helps influence the brand awareness of Tropicana Slim products in the eyes of the Indonesian people. The result of the three dimensions of positive brand image associations is in accordance with the theory presented by Keller that a positive brand image dimension will lead to good brand equity. Tropicana’s brand image can be realized properly and has a positive influence on purchasing decisions shown by consumers in the number of 149 likes on the upload.

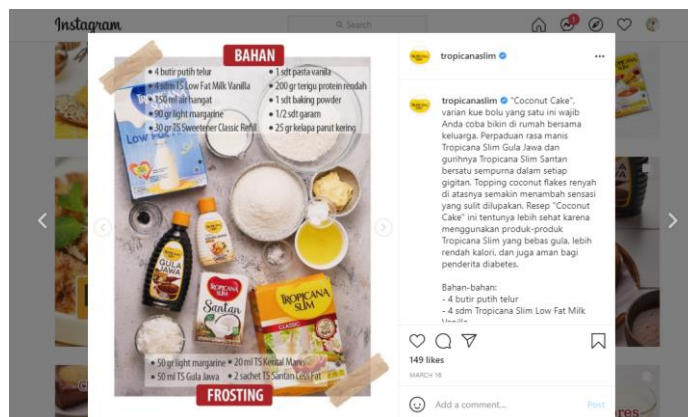


Figure 1. One of the Uploads with Indicators of Brand Strength and Advantage
Source: Instagram Account @tropicanaslim

Continuing the results of brand equity analysis in the brand awareness category with the number of research objects, namely sixteen uploads, as follows:

Table 2. Category Brand Awareness (Brand Awareness)

Category	Score	Percentage %
Brand Recognition	8	50.00
Brand Recall Performance	10	62.50

Source: Research Results

The brand awareness category in the table shows an indicator of Brand Recall Performance which is superior to Brand Recognition, with a frequency of 10 uploads out of 16 uploads studied (62.5%). This means that consumers can remember a brand when they see a product category, whereas Tropicana Slim immediately remembers its consumer memory. It can be seen in one of the following

uploads, especially in the comments given by consumers in the upload “*Kereenn (cool!).. not a day without my @tropicanaslim.. as a #diabetes warrior. You have to be good at managing food...*”. Indirectly from this upload, consumers show a close relationship and awareness of the importance of Tropicana Slim artificial sweetener products in the consumer’s healthy lifestyle. Thus, in line with the theory presented by Keller that with the ability of consumers to remember Tropicana Slim products, the brand awareness of the product can be said to be high and has a positive influence on consumer purchasing decisions, in accordance with the theory presented by Kotler and Keller that the existence of consumer behavior after purchasing the product shown in the comments column and the number of likes is 246 on the upload.

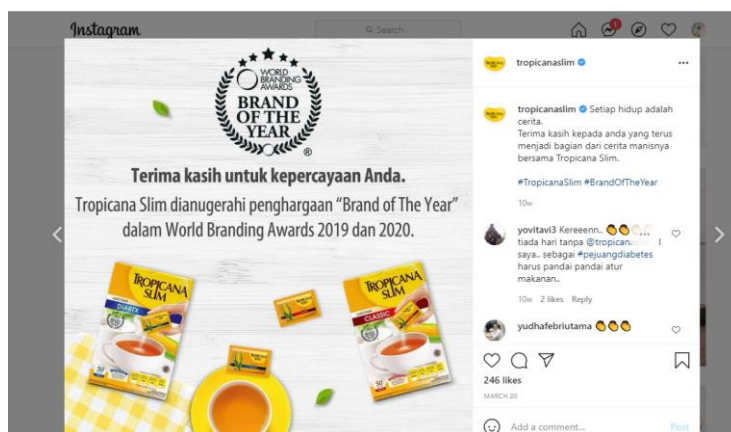


Figure 2. One of the Uploads with Brand Recall Performance Indicators
 Source: Instagram Account @tropicanaslim

Finally, the analysis results in the sales promotion category are in the table below, which shows that business promotion is an indicator that Tropicana Slim often uses, with a frequency of 14 uploads of the 16 uploads studied (87.5%). In comparison, consumer promotion has a frequency of 6 uploads (37.50. %) and trade promotion with a frequency of 2 uploads (12.50%). Although trade promotion produces a fairly low frequency compared to the other two indicators, namely business promotion and consumer promotion, trade promotion still shows a positive value. So, Tropicana Slim has implemented this indicator in its sales promotion. This can also be Tropicana Slim’s input to improve trade promotion indicators in product sales promotion. With the positive results shown in this study, it proves that the three indicators as a measuring tool for sales promotion delivered by Kotler and Armstrong have built brand capacity effectively and efficiently in marketing activities and have shown a positive influence on consumer purchasing decisions with a total of 362 likes on the upload.

Table 3. Sales Promotion Category

Category	Score	Percentage %
Consumer Promotion	6	37,50
Trade Promotion	2	12.50
Business Promotion	14	87.50

Source: Research Results

One of the following uploads shows cooperation between other brands and increasing sales promotions with the tweet “Tropicana slim x @instaperfectbywardah. There are four promo bundles in this sweet collaboration with a 30% discount, and you can buy them at Tokopedia.” This collaboration will increase the value of Tropicana Slim products and increase public awareness that Tropicana slim products can be enjoyed at any time and used together with other products in the appropriate category. Through this upload, Tropicana Slim shows the novelty and approach to something sweet and associates it with other category products (beauty).



Figure 3. One of the Uploads with Business Promotion Indicators
Source: Instagram Account @tropicanaslim

Continuing the next data analysis is a table that shows the calculation of the frequency and percentage of accumulation in the sixteen uploads on the variables of brand image, brand awareness, and sales promotion.

Table 4. Research Category Frequency

Category	Score	Percentage %
Brand Image	29	42.03
Brand Awareness	18	26.09
Sales promotion	22	31.88
Total	69	100.00

Source: Research Results

Based on the processed data in the table, the frequency proportions of each of the three categories show different effects on consumer purchasing decisions.

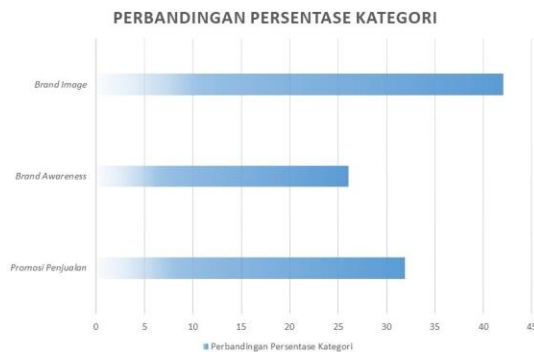


Figure 4. Comparison of the Percentage of Categories on the Instagram Account Tropicana Slim @tropicanaslim

Source: Processed by Researchers

The result of brand image analysis which is the accumulated sum of the three sub-indicators is 29 scores with a percentage result of 42.03%, which explains the brand image owned by Tropicana Slim on the official Instagram account, which is the highest result compared to other variables. The brand image that has a positive relationship with purchasing decisions proves the brand equity theory presented by Lee & Leh in Khasanah (2013) that the brand equity element cannot be separated from the brand image, which increases consumer attractiveness in purchasing the product. This means that

if the Tropicana Slim brand image increases, consumer decision-making in purchasing Tropicana Slim products will also increase. This can happen because Tropicana Slim has the associations proposed by Keller in Kamilah et al. (2017). Focusing on associations in brand image consisting of the strength of brand associations, the advantages of brand associations that give good results, and the uniqueness of brand associations will create positive things.

The analysis results on the brand awareness dimension scale show 18 scores with 26.09%, stating that brand awareness is given to Tropicana Slim consumers on their official Instagram accounts. This analysis explains the suitability of the theory presented by Aaker in Pradipta et al. (2016). If consumers can recall the brand of a product, then brand awareness can be said to be high. Furthermore, if consumers cannot recall the brand of a product, then the level of brand awareness is still low. So, the company must take a need for corrective action—followed by the stage theory presented by Keller in Lukman (2014), that Tropicana Slim consumers have high brand awareness through brand recognition and brand recall performance. So from the results of this analysis, it is concluded that in this study, the independent variable brand awareness affects consumer decision making in purchasing Tropicana Slim products as the dependent variable.

Followed by the analysis of the sales promotion dimension scale of 22 scores with a percentage of 31.88% of the total accumulated three sub-indicators and concluding that there is perceived effectiveness of consumers in sales promotions carried out on the Tropicana Slim Instagram account. This is in line with the sales promotion theory presented by Kotler & Keller in Pramezwarly et al. (2021). The theory states that promotion in sales is the main key, especially in marketing that has a short-term nature and is designed to be as attractive as possible and get consumers' attention by purchasing Tropicana Slim products. Some sales promotion measurement tools presented by Kotler & Armstrong in Oktaviana (2019) show that The Tropicana Slim team has been well aware of it. Moreover, it is necessary to improve from this stage, so that product sales promotions attract more attention and are felt by consumers, primarily through Instagram social media. Through social media, Instagram can be a strategic choice in building the capacity of an efficient and effective brand in marketing activities (Hidayat et al., 2019). So from this analysis, it can be concluded that sales promotion affects consumer decision-making in purchasing Tropicana Slim products.

The table above compares the percentage of brand image categories, brand awareness, and sales promotions on the Tropicana Slim Instagram account that can influence people's purchasing decisions. This shows that the posts uploaded by the Tropicana Slim team through the Instagram @tropicanaslim can represent the role of brand image and increase brand awareness and effective sales promotions on purchasing decisions for Tropicana Slim's artificial sweetener products by building a close relationship with consumers primarily in the comments column. Social media that has a good message will give a good impression too. A message will significantly impact anyone who reads it (Lampe et al., 2021).

With the rapid development of the virtual world, more activities use virtual technology. Thus, social media or online media seems like an obligation that every part of the business and other organizations must master. This is supported by research that has been done (Marta et al., 2020) that KPPPA's PR is appropriate in producing content through its official website regarding family communication. In addition, the marketing communication process is also used as digital banking by Jenius and Digibank through Instagram. Research conducted by Karsa 2020 focuses on the feedback obtained on Instagram, namely neutral feedback from the sender containing product questions (Karsa et al., 2020).

Moreover, research conducted by Araminta et al. (2020) shows that each media has a brand personality activity with its dominant character. Research conducted by Kurniawati and Yusuf (2019) also discusses the effectiveness of Instagram social media to promote management in shaping a brand image. Furthermore, research was developed by Tania (2020) about the tendency of organizations to use new media from the perspective of brand presence. The presence of organizations on various social media that are currently popular or on the rise positively impacts brand awareness. In addition, the results of this study are in line with the results of previous research by Lukman (2014), Arianty & Andira (2017), and Alamsyah et al. (2021) that brand equity by building brand image and brand awareness and sales promotion shows a positive influence on consumer purchasing decisions of Tropicana Slim.

CONCLUSION

87

The role of several factors in achieving a goal is very important as an analysis to determine consumer behavior to the occurrence of purchasing decisions. As in this study, it can be concluded that the role of brand equity (brand image, brand awareness, and sales promotion) through Instagram social media on purchasing decisions is analyzed from the elements and indicators of each category. Therefore, the factors/elements influence the decision to purchase the products offered by PT Nutrifood Indonesia, especially the artificial sweetener product Tropicana Slim. This product is the people's choice to maintain a healthy lifestyle, especially during this pandemic. It is something new for people to live their daily lives assisted by the digital world to minimize activities outside the home.

Thus, Tropicana Slim has succeeded in becoming the best brand (*top brand*) with the influence of elements on brand image and brand awareness from brand equity and sales promotion during this pandemic, especially from March to April 2021. By innovating and improving brand image, brand awareness, and sales promotion, Tropicana Slim can maintain its achievements as one of the top brands that are the mainstay of local products for the Indonesian people, especially during the Covid-19 pandemic that is still hitting Indonesia.

Tropicana Slim hopes that the Indonesian people consisting of various generations, are more aware of the importance of healthy living; one of them is by consuming Tropicana Slim artificial sweetener products that are healthy for the body. Tropicana Slim also strives to help the people of Indonesia prevent an increase in diabetes and obesity by improving brand image, brand awareness and sales promotion, and other supporting factors that are also included in this program. Integrated marketing communication is also done so that more consumers repurchase the products. Not only the Indonesian people, but Tropicana Slim also spread its scale worldwide so that it can be better known in other countries. It will be a pride of Indonesian products.

REFERENCES

- Alamsyah, I., Wahyuni, S., & Zuliyanto, M. (2021). Pengaruh Citra Merek Terhadap Keputusan Pembelian Minyak Goreng Tropicana Slim Pada Hypermart Ponorogo City Center Di Kabupaten Ponorogo. *Jurnal Pendidikan Ekonomi: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi, Dan Ilmu Sosial*, 15, 115–122. <https://doi.org/10.19184/jpe.v15i1.20275>
- Araminta, W., Vidyarini, T. N., & Monica, V. (2020). Analisis Isi Brand Personality Media Komunikasi PT . Sasa Inti. *Jurnal E-Komunikasi Program Studi Ilmu Komunikasi Universitas Kristen Petra, Surabaya*, 8 No.2.
- Arianty, N., & Andira, A. (2017). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *MANEGGIO: Jurnal Ilmiah Magister Manajemen*, 5(3), 39–50.
- Davis, C. S., & Lachlan, K. A. (2017). *Straight Talk about COMMUNICATION RESEARCH METHODS*.
- Elfahmi, Woerdenbag, H. J., & Kayser, O. (2014). Jamu: Indonesian traditional herbal medicine towards rational phytopharmacological use. *Journal of Herbal Medicine*, 4(2), 51–73.
- Fill, C., Hughes, G., & Francesco, S. De. (2013). *Advertising Strategy, Creativity and Media*.
- Ginting, I. (2017). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Konsumen (Studi Pada Maskapai Penerbangan Air Asia Sebagai LowCost Carrier). *NASPA Journal*, 42(4), 1. <https://doi.org/10.1017/CBO9781107415324.004>
- Hidayat, D., Hafiar, H., Anisti, A., & Suhartini, T. (2019). Tofu Product Branding for Culinary Tourism of Sumedang, Indonesia. *Komunikator*, 11(2). <https://doi.org/10.18196/jkm.112022>
- Hutomo, R. (2018). Analisis Green Brand Awareness, Green Brand Trust, Green Brand Image Dan Green Perceived Value Terhadap Keputusan Pembelian Natural Cosmetics Product. *Jurnal Studi Manajemen Bisnis*, 2(1), 139.
- Kamilah, G., Wahyuati, A., & Sekolah. (2017). Pengaruh Labelisasi Halal Dan Brand Image Terhadap Keputusan Pembelian Melalui Minat Beli. *Jurnal Ilmu Dan Riset Manajemen*, 6(2), 1–18.
- Karsa, S. A., Goenawan, F., & Monica, V. (2020). Jenius vs Digibank: Analisis Isi Proses Komunikasi Pemasaran Instagram Digital Banking di Indonesia. *Jurnal E-Komunikasi*. <http://publication.petra.ac.id/index.php/ilmu-komunikasi/article/view/11067>

- Khasanah, I. (2013). Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Mie Instan Sedaap Di Semarang. *Jurnal Dinamika Manajemen*, 4(1), 1–1. <https://doi.org/10.15294/jdm.v4i1.2427>
- Kholisoh, N., Andika, D., & Buana, U. M. (2021). Short Film Advertising Creative Strategy In Postmodern Era Within Software. *Bricolage : Jurnal Magister Ilmu Komunikasi*, 7(1), 41–58.
- Kurnianingsih, W., & Sugiyanto. (2019). Pengaruh Kualitas Produk Dan Promosi Penjualan Terhadap Keputusan Pembelian Pada Pt. Nestle Indonesia. *Prosiding Seminar Nasional HUMANIS*, 1(1), 510–524.
- Kurniawati, D., & Yusuf, N. H. (2019). Strategi Komunikasi Pemasaran Fajr Management di Media Sosial Dalam Membentuk Brand Image Pada Masyarakat Kota Medan. *KomunikA: Jurnal Ilmu Komunikasi*, 15(2), 35–38.
- Lampe, I., Alatas, R., Orynka, N., Bayu, G., Saputra, R., Tadulako, U., & Tadulako, U. (2021). Local Online Courier and Ride-Hailing Service Social Media Marketing. *Komunikator*, 13(1).
- Lukman, M. D. (2014). Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Dan Kepuasan Konsumen Produk Teh Botol Sosro Kemasan Kotak. *Jurnal Administrasi Bisnis*, 10(1), 64–81. <https://doi.org/10.26593/jab.v10i1.1222>.
- Marta, R. F., Fernando, J., & Kurniawati, L. S. M. W. (2020). Tinjauan Peran Komunikasi Keluarga Pada Kinerja Public Relations Melalui Konten Laman Resmi Media Daring Kpppa. *Jurnal Komunikasi Pembangunan*, 18(01), 30–42. <https://doi.org/10.46937/18202028620>
- Muntadliroh, M. (2016). Destination Branding Kota Jember Pada Pemberitaan Jember Fashion Carnaval 2016 di Media Online. *Jurnal Penelitian Komunikasi*, 19(2), 123–136. <https://doi.org/10.20422/jpk.v19i2.120>
- Oktavania, W. P. (2019). Pengaruh Pemasaran Langsung dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Wardah Exclusive Matte Lip Cream Di Tokopedia. *Expose: Jurnal Ilmu Komunikasi*, 2(1), 27. <https://doi.org/10.33021/exp.v2i1.543>
- Pieniak, Z., Verbeke, W., Vanhonacker, F., Guerrero, L., & Hersleth, M. (2009). Association between traditional food consumption and motives for food choice in six European countries, *Appetite*. <https://doi.org/10.1016/j.Appet.2009.05.019>, 53(1), 101–108.
- Pradipta, D., Hidayat, K., & Sunarti, S. (2016). PENGARUH BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN (Survei Pada Konsumen Pembeli Dan Pengguna Kartu Perdana SimPATI Telkomsel Di Lingkungan Mahasiswa Jurusan Administrasi Bisnis Angkatan 2012 & 2013 Fakultas Ilmu Administrasi Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 34(1), 138–147.
- Pramezwary, A., Juliana, J., Winata, J., Tanesha, R., & Armando, T. (2021). Brand Trust dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Di Masa Covid-19. *Jurnal Perspektif*, 19(1), 24–31. <https://doi.org/10.31294/jp.v19i1.9376>
- Purwaning Tyas, A. S. (2017). Identifikasi Kuliner Lokal Indonesia dalam Pembelajaran Bahasa Inggris. *Jurnal Pariwisata Terapan*, 1(2), 38. <https://doi.org/10.22146/jpt.24970>
- Rahmah, K., Sumarwan, U., & Najib, M. (2018). The Effect Of Brand Equity, Marketing Mix, And Lifestyle To Purchase Decision At Maxx Coffee, Bogor. *Journal of Consumer Sciences*, 3(2), 01. <https://doi.org/10.29244/jcs.3.2.01-15>
- Sholihin, A. (2016). Strategi Marketing Communications Pt . Peln Cabang Surabaya Dalam Membangun Brand Awareness Melalui Event Tour Let ' S Go To. 15, 1–10.
- Tania, S. (2020). Mediated relationship: menakar hubungan organisasi-publik dalam akun Instagram resmi perusahaan telekomunikasi. *Profesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 5(1), 121. <https://doi.org/10.24198/prh.v5i1.24703>
- Tawas, H., & Pandensolang, J. (2015). Pengaruh Diferensiasi, Kualitas Produk Dan Ekuitas Merek Terhadap Keputusan Pembelian Coca-Cola Pada Pt. Bangun Wenang Beverges Company Di Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(3), 1113–1124.
- Wahyudi, S. (2020). Media Baru dan Demokratisasi di Indonesia. *Prosiding Seminar Dan Konferensi Nasional Ilmu Komunikasi*, 1964, 137–146.
- Wariki, G., Mananeke, L., & Tawas, H. (2015). Pengaruh Bauran Promosi, Persepsi Harga Dan Lokasi Terhadap Keputusan Pembelian Dan Kepuasan Konsumen Pada Perumahan Tamansari Metropolitan Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(2), 1073–1085. <https://doi.org/10.35794/emba.v3i2.9286>