Digital Branding of Lembaga Jaminan Halal in Indonesia

Wima Aprieleony[1,*], Vinisa Nurul Aisyah[2]

[1,2] Faculty of Education Sciences, Universitas Muhammadiyah Surakarta (UMS), Surakarta, Indonesia

Abstract

Purpose: The purpose of this research is to determine how BPJPH's digital branding on social media.
Methodology: This study uses a qualitative method with a descriptive case study. The data collection in this study was done by interviewing the Sub Coordinator of Information Systems and Public Relations and the BPJPH's Public Relations Team, as well as making observations on BPJPH's social media. Researchers use the theory of Branding according to Kotler.
Results: The results of the study found that branding was implemented through several elements, namely brand positioning, brand personality, brand identity, and brand awareness on BPJPH's social media. In its implementation, this element is carried out by the BPJPH's public relations team.
Applications/Originality/Value: The object of this research is BPJPH, because BPJPH is an institution that has an important role in halal certification and is also a new institution that requires a study.

Introduction Section

Badan Penyelenggara Jaminan Produk Halal (BPJPH) is an institution under the Ministry of Religion which is tasked with carryingout the implementation of halal product guarantees in accordance with the provisions of laws and regulations. According to Law Number 33 of 2014, Badan Penyelenggara Jaminan Produk Halal, which is then abbreviated as BPJPH, is an institution established by the Government to organise JPH (Halal Product Guarantee is legal certainty of the halalness of a product as evidenced by Halal Certification). (Law No 33 of 2014). BPJPH was just established in 2017, so it is still relatively new. The name BPJPH is still a cloud in the ears of the Indonesian people. BPJPH is an institution that has an important role in the halal certification process and also this institution is still new so it requires a study. Researchers madedirect observations while carrying out internships, and BPJPH was doing *digital branding*.

Halal products are products that fulfil the halal requirements in Islamic law. First, it is free from pork and substances derived from pork. Second, it does not contain elements that are forbidden, such as substances made from human organs, blood, faeces, or other bodily fluids. Third, all products come from halal animals slaughtered in accordance with Islamic law. Fourth, all places of storage, sale, processing, management, or transport must not be used for pigs. If it is used for pigsor other non-halal commodities, it must be cleaned using the method regulated by Islamic law. Fifth, all food and beverages that do not contain khamr are halal. (Chairunnisya, 2017).

Digital branding has become something familiar. Many companies, institutions, agencies, and individuals switch to using*digital branding* which is considered efficient, cheap, effective and can reach all circles. Similarly, BPJPH uses social media as a *digital branding* medium. According to Lotta Back*, digital branding* is *digital* channels and assets used to position services or products, communicate brands and as part of the *communication* process. (Ferbita et al., 2020).

According to Gurau, there are three characteristics that distinguish the communication process through the internet from classical communication, namely: First, there is the possibility of interactive and two-way communication thanks to interactivity, especially on the internet. Second, due to the transparency of internet use, anyone can access any informationshared on social media. Third, for a certain period of time, the internet can store material that has been published online. People can directly communicate and obtain information through social media because of the rapid development of the internet. (Ferbita et al., 2020).

---

* Corresponding author: vna409@ums.id

One of the media used for *digital branding* is social media. To identify a particular product or service or group and differentiate it from competitors' products, Kotler defines *branding* as a symbol, sign, name, or a combination of the three (Kotler, 2009). Branding on social media can form a self-image that you want to show to the general public (Supriyadi, 2017). (Supriyadi, 2017).

Based on other research, *digital branding* strategies are generated by paying attention to the various information needs of followers on each social media platform, which is in line with the *I-Branding* approach method, namely, *Understanding Customer*. Two-way communication between *followers* is very important. Information content that is interesting, understandable, uses everyday language, and has been scientifically confirmed so that it can be accounted for. Interactivity, especially the use of social media as a forum for discussion and encouraging people to discuss the institution (Ferbita et al., 2014). (Ferbita et al., 2020).

As with other research, audiences rarely participate in online discussions without a compelling story, so a strong brand story is also necessary to increase brand loyalty. Storytelling should be used to tell the background to encourage meaningful participation, which in turn builds online presence and creates lasting relationships with *customers*. (Angeline et al., 2019).

In previous research, there are similarities with this research, namely that the research focuses on how social media is used to carry out *digital branding*. This research focuses on how social media can be utilised by a brand to carry out *branding* and achieve *marketing* goals. (Angeline et al., 2019). While the difference is that this research has a research object, namely a government instituton, while previous research has a research object of a food and beverage *brand*, *fashion brand,* and *personal branding*. (Angeline et al., 2019).

The implementation of *digital branding* through social media carried out by BPJPH is an interesting study to discuss, because BPJPH is a relatively new institution that requires a study and this year, Instagram @halal.indonesia has received a significant increase in *followers*. So this research will answer the question of "how is BPJPH *digital branding* on social media?". In addition, researchers had the opportunity to make direct observations while doing an internship at BPJPH.

Research Objectives:

Describe how BPJPH's *digital branding* on social media.

Problem Formulation:

How is BPJPH's *digital branding* on social media?

Government Public Relations

Government is a *"Pelayan Publik"*, accountable to the public. One of these responsibilities is the obligation of *public administrators* to operate transparently, which includes answering *public* questions, providing information to the *public* and media requests. Therefore, the specific communication techniques used will flow naturally.

Public Relations is a useful, helpful and important aspect of managing government institutions. In conveying information there is a communication process about how messages are constructed and how messages are communicated, which involves the source of the message, the communication of the message, the channel that conveys the message and the recipient of the message. The success of communication is obtained from each element of the process. Communication strategies can help in enhancing reputation, developing relationships, and persuading people to act.

Messages about purpose, goals, and audience can help to reinforce brand and value. A brand can be defined as a symbolic construct consisting of a name, term, symbol, sign or design, or a combination of these that can distinguish from similar phenomena (Lee et al., n.d.).

Branding Theory

According to Kotler, *branding* can be understood as giving a symbol, name, identity, design, sign, or design that is used to identify a good or service it has. *Branding* also functions as a differentiator from other individual products or services. (Santoso & Istizar, 2020). Because a *brand* cannot be purchased by consumers, it has a

greater value than just a product or service. (Nastain, 2017).

An important component in building a *brand* is reputation. What is offered to the public can be accepted if the *brand* has a good reputation. In addition, the *brand* is used as an identity that can influence public perception positively or negatively. To gain support, an organisation, business or institution will always strive to maintain its reputation.

Technological advancements have made *digital branding* a very popular medium for *branding*. According to Lotta Back, *digital branding* refers to the use of *digital* platforms and assets for *positioning* services or products that are used to communicate the brand and become part of the communication programme. (Purba et al., 2021).

Digital media plays a very important role for *branding*. One of the best and highly effective platforms for *branding* is social media, which enables two-way communication between the public and institutions, businesses, and government bodies. According to Philip Kotler, there are two fundamental drivers that lead to *branding*, the first is a place where *citizens* can have the opportunity to exercise skills and interests. Second, increasingly sophisticated technology and globalisation. *Citizens* can easily leave a place that fails and easily move to a place that offers opportunities for growth. *Place Branding* is important because every *place* has a history that can influence its image. (Kotler et al., 2004).

Management skills are needed in managing and creating an institution's image into a *brand*. (Ferbita et al., n.d.). *Brand* is an asset that can communicate the essence of a core agency, institution, and company. *Branding* in the digitalisation era has its own strategic approach (Halim Perdana K et al., 2020).

In other studies, *branding* has a very important role for consumers. There are several benefits of *branding*, namely as identification of product sources, assigning responsibility to certain manufacturers or distributors, quality signals, tools for projecting self-image, special ties with producers, suppressing internal and external search costs, reducing risk (Kaller, 2005).

Brand Positioning

According to Smith & Zook, *brand positioning is* related to how *customers* perceive and view a brand. (Syifa Mutma & Dyanasari, 2019). The marketing strategy known as *"brand positioning"* tries to highlight certain advantages, benefits, and benefits for *customers* so that *customers* will remember the brand (Susanto & Wijanarko, 2004). In deciding on a *positioning*, it is necessary to identify who the target consumers are, who the main competitors are, how the brand is similar to competitors, and how the brand differs from them (Wijaya & Anggia Rizka, 2021).

Positioning can be said to be *"the strategy to lead your customer credibility", an* effort to build trust from customers. The more credible the *brand is* in the eyes of customers, the stronger the *brand positioning* will be. *Brands* that have credibility in the eyes of customers, then customers will also automatically feel the presence of the company / institution / agency. *Positioning* is also an activity to create differences, advantages, benefits that will stick in the *customer's* mind about the brand (Cristea, 2014).

In other research, *brand positioning* is a process of permanently planting a brand in the minds of the target audience through *branding*. It starts with positioning. *Brand positioning* is a complementary process that occurs in the minds of customers (Bahcecik et al., 2019).

Brand Personality

Brand personality is an effort to increase the plus point in the eyes of the public. *Brands* have personalities because people tend to associate human characters with *brands. Brand personality* can fulfil consumers desire to express themselves and interact socially when consuming a product (Xu et al., 2016). According to Daniel Rowles, *digital branding* is the creation of a *brand* personality through the overall experience gained by the public or consumers through the brand's *digital media* (Ono et al., 2019).

Brand Identity

Brand identity according to Susanto and Wijarnoko, is a series of words, phrases and consumer perceptions about the *brand* or brand of a particular product. In Alina's book, brand identity is real and appeals to the

senses. You can see it, touch it, hold it, hear it, and see it move. Brand awareness, differentiation, and accessibility are all enhanced by brand identity (Wheeler, n.d.).

Brand Awareness

Brand awareness is the labelling of a product through marketing means and makes consumers aware of the brand. According to Aaker, *brand awareness* is a person's ability to recognise potential buyers or recall that a brand is part of a product category. According to Terence A Stimp, *brand awareness* is how much the ability to bring up certain product brands from the minds of consumers when they think of certain types of products.

Methods

This research uses a qualitative approach method with a descriptive case study research type. According to Strauss and Corbin, qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of calculation (Sarosa, 2021).

According to Pratama, qualitative research methods are research procedures in which researchers observe people and conditions as a whole that can provide descriptive data that can be directed. According to Starman, case studies are used when we thoroughly analyse and describe a group of people, processes, phenomena, or events in a particular instance, as well as each individual (activities, desires, specialisations, life circumstances, and life history) and so on in detail (Hidayanto & Soetopo Kartosapoetro, 2020).

Data collection conducted by the author is through interviews with the Sub-Coordinator of Information Systems and Public Relations and the BPJPH Public Relations Team, as well as observation of BPJPH social media. The author chose these sources because they manage BPJPH's social media accounts, including Instagram, TikTok, Twitter, Youtube and Facebook and are responsible for *branding* of BPJPH. The author conducts direct observation as an intern at BPJPH who manages the BPJPH TikTok account. The interview process is carried out to explore information related to the *digital branding* strategy carried out by BPJPH on social media.

According to Mulyana, data collection techniques with interviews are a two-way communication process used in data collection techniques where parties ask questions to collect information with specific purposes. The author also collects data through social media Instagram, TikTok, Twitter, and Facebook of BPJPH. The author takes data based on posts on social media belonging to BPJPH. Primary data sources in this study are the results of interviews and observations of the BPJPH Public Relations Team who manage BPJPH's social media accounts, while secondary data are the results of observations of BPJPH's social media.

In this study, the object of research is *digital branding of* BPJPH on social media. The subject in this study is the BPJPH Public Relations Team which determines the BPJPH's *digital branding* strategy on social media. The population in this study were the entire BPJPH Public Relations Team and the Information Systems and Public Relations Subordinator, while the sample in this study were the Public Relations Team totalling 2 people and the Information Systems and Public Relations Subordinator who actively managed BPJPH's social media accounts and determined BPJPH's *digital branding* strategy on social media.

The data analysis technique used in this research is interactive data analysis technique. According to Miles & Hulberman, interactive data analysis technique is a data analysis technique with four analytical processes, namely data collection, data reduction, data presentation, and conclusion drawing.

The data validity test in this study is using source triangulation, checking and comparing the degree of trust in information from various sources. Checking the results of interviews with the Sub-Coordinator of Information Systems and Public Relations and the BPJPH Public Relations Team, then comparing with the results of observations on BPJPH's social media.

Result

Branding through social media has a very important role nowdays, even many companies, organisations, and government institutions use social media. In implementing *digital branding, branding* strategies are

needed. The results of this study wereobtained through interviews with the Sub-Coordinator of Information Systems and Public Relations and the BPJPH PublicRelations Team and observation of BPJPH social media.

The informants in this study were H. Nurhanudin, S.T. as the Sub-Coordinator of Information Systems and Public Relations, Aan Yunanto, S.Ag. as the Public Relations Team, and Farhan Kamal, S.Kom as the Public Relations Team. Researchers conducted interviews directly. The results of this study are compiled based on Kotler's *branding* theory.

Brand Positioning

The marketing strategy known as *"brand positioning"* seeks to highlight certain advantages, benefits and benefits for *customers* so that *customers* will remember the brand (Susanto & Wijanarko, 2004). *Positioning* is also an effort to build trust from consumers.

"Trust for BPJPH is how to serve with transparency, from this transparency which will generate trust for the community,little by little we build this" (Interview, Nurhanudin 2022).

Aan also added that credibility for BPJPH is important because as a "pelayan public", it certainly needs to have good credibility in the eyes of business actors who use BPJPH services.

"Trust is when the public is satisfied with our services and they also know their halal certification process and they can track it directly. Because we make the service online so that the customers can see it and the process is also transparent, thenfrom there trust will arise." (Interview, Farhan 2022).

Trust for BPJPH is about how to serve well, prioritise integrity and transparency, from this which will generate trust for the community. The halal certification process that is transparent starting from the services rate can be seen on the *halal.go.id* website. Credibility or trust is when people are satisfied with the services provided.
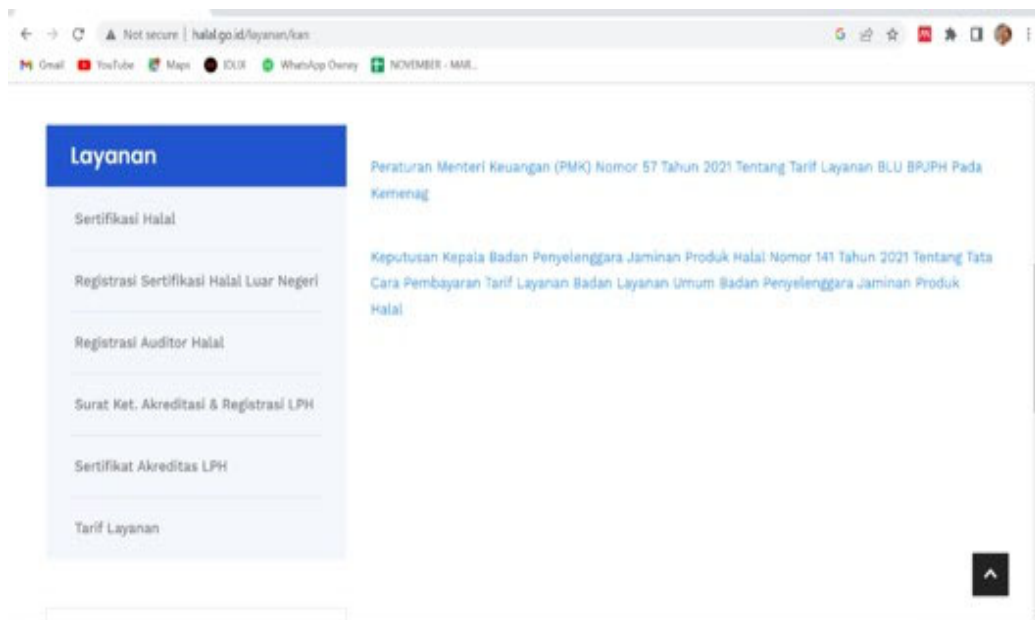

Figure 1. Service rates on the halal.go.id website

Based on observations, the position of BPJPH in the midst of society is to formulate and determine Halal Product Guarantee Policies. The services available at BPJPH are halal certification, besides that there are supporting services such as LPH accreditation services, LHRN accreditation, halal auditor training, sharia auditor assessments and halal laboratories.

In implementing *digital branding* through Instagram, informants stated that BPJPH has a main target audience, namelybusiness actors both domestically and abroad. Not only business actors but also the wider community. To educate the public about the importance of a product having halal certification, usually the

BPJPH Public Relations Teamcreates content repeatedly but with different packaging. Creating content in the form of images or videos about the importance of halal certification, besides that, they also often upload testimonials from business actors in order to convince the public.

In addition, how to build trust that an item is truly halal or haram is by creating *how-to* content with reference to the Qur'anand hadith. The PR team reminds "Sahabat Halal" that halal is not only about labels but also about the process, the ingredients used whether they are all halal or not. For example, about chicken slaughtering, there are many swollen and blue chickens.This indicates that the cutting method is wrong. BPJPH wants to educate the public that halal is also about how to process it.

Digital branding through Instagram @halal.indonesia can be one way to gain the trust of the *target audience*. But in gainingthe trust of the audience must be balanced with other things such as improving BPJPH services. In other studies, the use ofInstagram in *destination branding* can spread information visually, besides that in terms of low cost and does not require many people to manage it. In the process of sharing, there are two stages carried out by BPBD Kab. Pangandaran, namelythe selection of Instagram social media and the target audience is the wider community (Subekti et al., 2020).

Brand Personality

Brand personality is an effort to increase the plus value in the eyes of the public. According to Daniel Rowles, *digital branding* is the creation of a brand personality (*Brand Personality*) through the overall experience gained by the public orconsumers through brand *digital media*. In the process of implementing *digital branding*, BPJPH uses 5 social media channels, namely Instagram, Twitter, Youtube, TikTok, and Facebook. Apart from social media, BPJPH also conducts *branding* through electronic media, online media and exhibitions. The electronic media used by BPJPH are radio and news,for the radio itself BPJPH collaborates with Sonora radio, Trijaya FM and Elshinta. While the implementation of digital appeals through online media, BPJPH collaborates with Detik.com and Kemenag.co.id.

In other studies, the aspect of *brand personality* is important because it builds a positive image of a company and providesa unique experience to customers and has a distinct identity. *Brand personality* has an effect on consumer engagement andtrust in a company (Cardoso et al., 2022). (Cardoso et al., 2022)..

BPJPH also does not rely on *branding* through social media alone, but also visits business actors in areas that do not have a good internet network, making it difficult to access information and services online. Currently, BPJPH is intensively conducting *digital branding* through social media.

"The impression is that we want to be more friendly with business actors and then also want to attract followers from young people and also want to be responsive and of course be trusted by the public."(Interview Nurhanuddin, 2022).

The current BPJPH campaign is *"halal is not only about religion, but halal talks about quality standards"*. Halal goods are maintained from upstream to downstream.

"So our campaign is now shifting, although it is still at the awareness level but we want to tell public that halal is not only about religion, but halal is talking about standards about quality earlier. I mentioned that halal goods are more expensive because the standards are maintained from upstream to downstream." (Interview Farhan, 2022).

There are several obstacles in the implementation of BPJPH *digital branding* on Instagram, starting from the HR side where the number of employees who manage social media is only 2 people, while the number of social media is 5. In addition, there are obstacles in terms of budget for publication because the scope of the *target audience* is very broad. Eventhe *target audience is* not only Indonesia but also the whole world.

Brand Identity

*Brand identity*according to Susanto and Wijarnoko, is a series of words, phrases and consumer perceptions about the *brand*or brand of a particular product. In 2022, BPJPH has a new halal logo where this logo is different from the previous halallogo, this new logo has a good readability level even with very small packaging. This halal logo can also represent Indonesian culture because it is in the form of *"Gunungan"* which is a cultural heritage recognised by UNESCO. In addition,this halal logo also has a level of differentiation with halal labels from other countries.

. **Figure 2.** Halal logo

Instagram @halal.indonesia has a purple and green *colour palette* which is the identity of BPJPH. The purple colour is taken from the colour of the halal logo and the green colour is taken from the Ministry of Religion logo because BPJPH isechelon 1 under the Ministry of Religion.

"Indeed, the colour is an identity for us, because we take the colour from the halal logo, halal is purple, then the green colour we take from the colour of the Ministry of Religious Affairs logo. The Ministry of Religious Affairs logo is green sowe combine it into our colour identity in every publication" [(Interview Nurhanudin, 2022).](#)

"Yes, and it is now a colour that is known by other ministries, purple is BPJPH. In the ministry of religion, we are the onlyones who use that colour palette and that is our trademark. So we take the halal label as a differentiation from others andit is also good for branding" [(Interview Farhan, 2022).](#)

The existence of Instagram @halal.indonesia directly affects the performance of BPJPH. Instagram @halal.indonesia helpsin socialising a policy and BPJPH's programmes. The faster information is conveyed to the public, of course the service will be better.

"In terms of the increase in followers, it went from 5000 followers to 41,800 in less than a year" [(Interviewee Aan, 2022).](#)

"The content has been able to publicise the policies and work programmes of BPJPH and the followers are also increasingand the content is also quite varied" [(Interviewee Nurhanudin, 2022).](#)

The most effective BPJPH social media in conducting *digital branding* is through Instagram, because Instagram had a lot of *followers* that more than other social media. In recent years, the results of BPJPH *digital branding* through Instagram have shown a significant increase. The development of *followers*, in 2021 Instagram @halal.indonesia only had 5000- 6000 *followers,* while currently the *followers* are at 41,800.

This year IG @halal.indonesia has also ticked blue. The strategy carried out by BPJPH public relations to get these resultsis to change communication patterns, use *colour palettes*, and upload content at *prime time.* Some @halal.indonesia contentis uploaded at *prime time*, at 12.00, between 15.00-17.00, and 18.00. The BPJPH Public Relations team also uses the content calendar as a reference in creating content, but is not limited to the content calendar because there are some incidental activities or the like that will be uploaded sometimes not in accordance with the content calendar.

Based on observation data, Instagram @halal.indonesia has utilised many features. Features that are utilised are *reels, live,instagram stories* and *hashtags*. Reels is the most effective feature to get *engagement* because there are features of songs,*plays, hashtags,* and all kinds and it is very effective because moving images are liked by many people. *Live Instagram* has done to publicise policies that many netizens want to know more about it. The use of *hashtags* in @halal.indonesia content is so helpful .

Hashtags that are often used are #bpjph #halalindonesia #kemenagri #halallebihbaik #myhalalmyway #kemenagRI, besides that there are also special *hashtags* for BPJPH *events* or programmes. In promoting these programmes, they usuallyuse infographics, flayers, and tikto videos to invite the public to join the programme.

Brand Awareness

The strategy for implementing BPJPH *digital branding in* achieving *brand awareness* in the community is by using socialmedia. The social media used are Instagram, Facebook, Twitter, Youtube and TikTok. In the process of gaining *brand awareness*, on an ongoing basis, the BPJPH Public Relations Team always adjusts the

ecosystem of *followers,* most of whom are business people. Including the content upload schedule at *prime time* which is adjusted to *followers*, they are active at 12.00 WIB and 18.00 WIB. Content is uploaded 2 hours before *pick time*, so that it can be received at *pick time*. The content calendar is a reference for the Public Relations Team in creating content.

"*We also use the content calendar, but we don't fully follow it. Because the content calendar is really helpful. So this content calendar in the implementation of digital branding makes it more organised"* (Interview, Aan 2022).

The content calendar is very helpful because it can be a *guidance* in creating content. Although the content calendar is a reference in creating content, this is not limited to the content contained in the content calendar. There are some content activities that are not in accordance with the content calendar.

"*We have a content calendar as a reference in creating content, but it is not a fixed thing, because this is also related to the routine of the Institute which is sometimes incidental, but to keep communication flowing, the content calendar is veryhelpful."* (Interview, Nurhanudin 2022).

The social media that is the most effective place in building BPJPH *brand awareness* is Instagram. A significant increasein the number of *followers*, in October 2021 the *followers of* @halal.indonesia were only 5000-6000 and currently @halal.indonesia has 42,600 *followers*. In addition, in 2022, @halal.indonesia also received a blue tick. To get an increasein the number of *followers, the* PR team changed the communication pattern and determined a *colour palette* that shows the BPJPH *branding*. The *colour palette is* purple and green, the purple colour is taken from the halal label and the green colour is taken from the colour of the Ministry of Religious Affairs logo.

With the implementation of the halal label, it became a turning point to provide *awareness* to the public about BPJPH. There is a distinctive colour that has an effect in terms of "easier to remember" by the public. In other studies, products that have a high level of *brand awareness* can influence consumer purchasing decisions. This means that products that have a higher level of *brand awareness* will generate a higher market share and superior quality. (kojo aboagye et al., 2013).

BPJPH also provides a tutorial for using existing services at BPJPH. On the BPJPH Instagram, there are already several video tutorials on the process of making halal certification, tutorials for making halal certificates online via SiHalal, tutorials for *updating* business actors, tutorials for applying for halal certificates by *self-declaration* and tutorials for verification and validation of halal certification applications by *self-declaration*.

Discussion

Branding theory according to Kotler, *branding* can be understood as giving a symbol, name, identity, design, sign, or design that is used to identify a good or service it has (Kotler et al., 2004). The BPJPH institution as a new institution in Indonesia requires *branding*. This is done to get the attention of the public to support the implementation of BPJPH's dutiesas a halal guarantor.

The results of the study found that the application of *branding is* carried out through several elements, namely brand *positioning, brand personality, brand identity* and *brand awareness* on BPJPH's social media. In its implementation, this element is carried out by the BPJPH public relations team.

Brand Positioning

Brand Positioning for BPJPH is an effort to gain trust from the public. In this case, the credibility of BPJPH to guarantee halal. BPJPH seeks to serve the community. This is emphasised in the brief statement about BPJPH calling the Ministry ofReligion. Trust for BPJPH is how to serve the public with transparency shown through an open halal certification process.This can create trust for the community and understand the function of BPJPH in the midst of society.

In other studies, *brand positioning* has an impact on consumer loyalty. Consumers feel satisfied if product performance exceeds expectations, so customers will feel satisfied (Vernanda & Sari, 2020). In the *digital branding* process on Instagram@halal.indonesia, the Public Relations team of BPJPH creates content in the form of images or videos. The nature of Instagram social media that can spread messages through visuals can make people interested and begin to understand the role of BPJPH in society. In other studies, the use of

Instagram in *destination branding* can spread information visually, besides that in terms of low cost and does not require many people to manage it. (Subekti et al., 2020).

Brand Personality

Brand personality is one of the elements of *digital branding* that emphasises excellence. This relates to the uniqueness of the BPJPH institution with other similar institutions such as the Ministry of Religious Affairs or BPOM. In an effort to highlight its institution, BPJPH seeks to advertise itself. This is natural to do because BPJPH is a new institution in Indonesia.

The name BPJPH is promoted on social media and mass media. The name BPJPH, which is still unfamiliar to the public, is made unique. A *brand* name is the first expression or face of a product. The name can be a valuable asset and can be the *personality of* a *brand* itself. The name will be used in all forms of corporate communication (Kotler & Pfoertsch, 2008).

The current BPJPH campaign is "Halal is Not a Matter of Religion" which means that halal is not about religion but about quality standards that are maintained. The BPJPH campaign says "Halal is not about religion". Halal is a quality standard, processing standard, ingredient standard, and hygiene standard that is maintained. So that halal here is not about religion alone, but when an item has a halal certificate it means that the quality of the item is maintained.

Ministry of Religious Affairs, which means there is a religious aspect in BPJPH. This may happen because Indonesia is a majority Muslim country but actually BPJPH in including elements other than the Ministry of Religion can also be from the general aspect. The *stereotype of* the majority of Indonesian people thinks that halal is about religion, this is a *concern for* BPJPH. Whereas halal is about quality standards that are maintained. Quality standards here include health standards, cleanliness, quality, material standards and production that are maintained. Starting from the ingredients to the production process.

Brand Identity

Brand identity in this study is reflected in the halal logo issued by the new BPJPH. Logo is one of the important identities of an institution (Ruchiat et al., n.d.). This new logo has a good readability level even with very small packaging. This halal logo can also represent Indonesian culture because it is in the form of "*gunungan*" which is a cultural heritage recognised by UNESCO. In addition, this halal logo also has a level of differentiation with halal labels from other countries.

The BPJPH Instagram account profile, @halal.indonesia, has a purple and green *colour palette* which is the BPJPH identity. The purple colour is taken from the colour of the halal logo and the green colour is taken from the Ministry of Religion logo because BPJPH is under the Ministry of Religion.

In other studies, colour is an important factor in improving brand identity and can create a characteristic that consumers can remember. The *colour palette* used in Dapoer Meneng's social media is red and yellow. Red depicts boldness, attractiveness, enthusiasm and gives appetite, while yellow depicts happiness and joyful energy. (Azyumardiani et al., n.d.)..

Brand Awareness

The concept of *brand awareness* is a *branding* concept that emphasises how public acceptance is. In this study, *brand awareness* can be seen from how public opinion on social media of BPJPH. The findings of this study state that social media is an important bridge between BPJPH and the community. Some public comments responding to BPJPH posts become an interesting discussion space.

Meanwhile, *engagement* on @halal.indonesia averages more than 1,000 in one post. This is obtained because in interacting with *followers* not only in the comments column but also in *direct messages. Customer engagement* is an activity on *social media marketing* that is oriented towards *customer* behaviour and psychology. Therefore, *engagement has an* impact on *brand* loyalty (Utami & Saputri, 2020).

In other studies, the higher the *engagement*, the more likely the customer will give a positive recommendation to the *brand*. (Farhat et al., 2021). This also shows how BPJPH's efforts to make it easier for the public. This is in line with other research*, branding* through social media makes it easy for users to get information related to an institution (Ferbita et al., 2021). (Ferbita et al., n.d.).

Judging from the *engagement* on @halal.indonesia, the average *engagement* rate is more than 1,000 in one post. This is obtained because in interacting with *followers* not only in the comments column but also in *direct messages*. Social media,especially Instagram, is the most effective place to do *digital branding* compared to electronic and print media.

Instagram @halal.indonesia is one of the right media for BPJPH in conducting *digital branding* and becoming a centre forproviding information to the public. In the future, the BPJPH Public Relations Team will utilise TikTok which has much higher *engagement* than Instagram. The relationship between the admin @halal.indonesia and *netizens* communicates *responsively*. BPJPH is building a persona so that it really tries to "hang out" with netizens. The Public Relations team tries to build personas by using language that is up-to-date, outgoing, and follows *trending* content.

The company's ability to evaluate the fact of how consumers interpret the brand image and how the company manages anadequate brand *positioning* strategy reveals brand equity to consumers (Kotler, 2001). The implementation of BPJPH *branding is* most effective through social media compared to print, electronic, online media and exhibitions. *Branding* through social media has a very wide reach, information disseminated through social media can be accessed easily, besidesthat this information can be reached by all groups and ages.

In the implementation of BPJPH *digital branding* through social media, there are several obstacles, one of which is in termsof human resources that are still lacking. Social media is still managed by public relations, which amounts to 2 people andhas a *jobdesk* not only to manage media accounts. It would be better if BPJPH's social media to carry out *digital branding*is managed by employees who are specifically for managing social media only.

Another obstacle is how to simplify the policy language to create content that is easily understood by the *audience*. Policylanguage is difficult for most people to understand. Therefore, it is necessary to use a language that is common and easilyunderstood by all groups, both from the elderly and young people.

Content about tutorials is very helpful in understanding the ways to use existing services at BPJPH, besides that people will understand something better with direct practice. The tutorial can be in the form of a video, so that people will understand better. Because if only in the form of writing or pictures it will be more difficult to understand. On BPJPH Instagram, there are already several video tutorials on the process of making halal certification, tutorials for making halal certificates online via SiHalal, tutorials for *updating* business actors, tutorials for applying for halal certificates on a *self- declare basis* and tutorials for verification and validation of halal certification applications on a *self-declare* basis.

Government public relations is a useful, helpful and important aspect of managing government institutions as *"pelayan public"*. As a government institutions, BPJPH performs its *public relations* function in conveying messages and delivering messages. These messages are delivered to strengthen the brand and value of BPJPH.

Conclusion

Based on the research results, *branding is* carried out through several elements, namely *brand positioning*, *brand personality, brand identity* and *brand awareness* on BPJPH social media. In its implementation, this element is carried outby the BPJPH public relations team.

Brand positioning for BPJPH is an effort to gain the trust of the public by providing the best service and transparency in the halal certification process. *Brand personality* is one of the elements of *digital branding* that emphasises excellence anduniqueness, BPJPH seeks to advertise itself and the current BPJPH campaign, namely "Halal is not about Religion" whichmeans that halal is not about religion but about quality standards that are maintained. *Brand identity* at BPJPH is reflectedin the new halal logo, where this logo has a clear readability level, represents Indonesian culture, and has a level of differentiation from other countries' halal labels. *Brand awareness* for BPJPH is by making social media an interesting discussion space for BPJPH and the public.

The focus of this research is on the research subject, namely the BPJPH institution. Future research is expected to continuefor example through the perspective of the community as consumers.

Acknowledgement

References

Angeline, M., Chandra, S., Kinanti, F., Singgih, Y., & Safitri, Y. (2019). Digitalising Your Brand: Case Study on How Brands Utilise Social Media Platforms to Achieve Branding and Marketing Goals. *Proceedings of 2019 International Conference on Information Management and Technology, ICIMTech 2019*, 278-283. https://doi.org/10.1109/ICIMTech.2019.8843823

Azyumardiani, I. U., Sani, S. F., Herawaty, T., & Chan, A. (n.d.). *STRATEGY OF REBRANDING ELEMENTS ON MSME DAPOER MENENG TO INCREASE BRAND AWARENESS* (Vol. 6, Issue 1).

http://peduli.wisnuwardhana.ac.id/index.php/peduli/index78

Bahcecik, Y. S., Akay, S. S., & Akdemir, A. (2019). A Review of Digital Brand Positioning Strategies of Internet Entrepreneurship in the Context of Virtual Organisations: Facebook, Instagram and Youtube Samples. *Procedia Computer Science*, *158*, 513-522. https://doi.org/10.1016/j.procs.2019.09.083

Cardoso, A., Paulauskaitė, A., Hachki, H., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., & Meirinhos, G. (2022). Analysis of the Impact of Airbnb Brand Personality on Consumer Involvement and Institutional Trust. *Journal of Open Innovation: Technology, Markets, and Complexity*, *8*(3). https://doi.org/10.3390/joitmc8030104

Chairunnisya, S. (2017). The *Role of the Indonesian Ulema Council in Issuing Halal Certificates in Food and Cosmetics Products*.

Cristea, A. (2014). Positioning strategies for obtaining and sustaining competitive advantage. In *International Journal of Economic Practices and Theories* (Vol. 4, Issue 5). www.ijept.org

Farhat, K., Aslam, W., & Mokhtar, S. S. M. (2021). Beyond Social Media Engagement: Holistic Digital Engagement and a Social Identity Perspective. *Journal of Internet Commerce*, *20*(3), 319-354. https://doi.org/10.1080/15332861.2021.1905474

Ferbita, L. V., Setianti, Y., & Dida, D. S. (n.d.). *DIGITAL BRANDING STRATEGY OF LEMBAGA ILMU PENGETAH INDONESIA (LIPI) THROUGH SOCIAL MEDIA (*Vol. 16, Issue 2).

Halim Perdana K, A., Sudirman, A., & et al. (2020). *Brand Management: Essence, Position and Strategy*. Yayasan Kita Tulis. https://books.google.co.id/books?hl=en&lr=&id=rhbmDwAAQBAJ&oi=fnd&pg=PR5&dq=Brand+is+an+asset+th at+can+communicate+the+essence+of+a+core+agency,+institution,+and+company&.ots=ZtTGJMTf ub&sig=ZB7 Pat8CeD0krHuIZ0CXCFU8ojQ&redir_esc=y#v=onepage&q&f=false

Hidayanto, S., & Soetopo Kartosapoetro, I. (2020). Digital Branding Strategy at Social Crowdfunding Startup (Case Study on Kitabisa.com). *Scientific Journal of Communication.* http://journal.wima.ac.id/index.php/KOMUNIKATIF/article/view/2259/pdf

kojo aboagye, D., abdullah, asif, Ehsan Malik, M., Mudasar Ghafoor, M., Kashif Iqbal, H., Riaz, U., ul Hassan, N., Mustafa, M., & Shahbaz, S. (2013). Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer. In *International Journal of Business and Social Science* (Vol. 4, Issue 5). www.ijbssnet.com

Kotler, P., Nebenzahl, I. D., Lebedenko, V., Rainisto, S., Gertner, D., Clifton, R., van Ham, P., Kalniņš, O., Morgan, N., Papadopoulos, N., Supphellen, M., Norrman, K.-E., Melissen, J., Wason, G., Pant, D. R., Hall, D., O'Donovan, D., Johnston, Y., Lodge, C., ... Aaker, D. (2004). 'Where is place branding heading?' *Place Branding*, *1*(1), 12-35. https://doi.org/10.1057/palgrave.pb.5990002

Lee, M., Neeley, G., & Stewart, K. (n.d.). *The Practice of Government Public Relations; Second Edition*.

Nastain, M. (2017). Branding and Product Existence (Theoretical Review of Branding Concepts and Product Existence Challenges). *CHANNEL*, *5*, 14-26.

http://download.garuda.kemdikbud.go.id/article.php?article=1177721&val=7244&title=BRANDING%20DAN%2 0EKSISTENSI%20PRODUK%20KAJIAN%20TEORITIK%20KONSEP%20BRANDING%20DAN%20TANTA NGAN%20EKSISTENSI%20PRODUK

Ono, N. H., Romli, R., & Nugraha, A. R. (2019). COURTYARD BY MARRIOTT BANDUNG DAGO'S STRATEGY IN COMMUNICATING BRAND PERSONALITY THROUGH INSTAGRAM. *Mediakom: Journal of*

Communication Science, *3*(1), 84-105. https://doi.org/10.35760/mkm 2019.v3i1.1984

President of the Republic of Indonesia. (2014). *Law No 33 of 2014 on HALAL PRODUCT GUARANTEE*.

Purba, V., Alamsyah Taufik R, F., & Sadikin, T. (2021). Improving Brand Communication and Digital Marketing for MSMEs. *Tri Bhakti Devotion Journal.* http://journal.unla.ac.id/index.php/tribhakti/article/view/1814/1146

Ruchiat, A., Programme, N., & Society, S. H. (n.d.). *CORPORATE IDENTITY REPRESENTATION IN THE NEW LOGO OF PDAM BANDUNG CITY*.

Santoso, A., & Istizar, M. (2020). Strengthening Understanding of Branding Strategies through Online Mentoring for Members of the Association of Women's Resource Development Centres. *Http://Jurnal.Umj.Ac.Id/Index.Php/Semnaskat.* https://jurnal.umj.ac.id/index.php/semnaskat/article/view/8023/4798 Sarosa, S. (2021). *Qualitative Research Data Analysis*. PT Kanisius.

https://books.google.co.id/books?hl=en&lr=&id=YYY9LEAAAQBAJ&oi=fnd&pg=PR5&dq=According+to+Str a uss+and+Corbin+(2007),+qualitative+research+&otts=gzBe1Q Ni&sig=WaWu5HAE430omK7RXsRTzRp4Op Y&redir_esc=y#v=onepage&q=Menurut%20Strauss%20dan%20Corbin%20(2007)%2C%20penelitian% 20kualitat if&f=false

Subekti, P., Hafiar, H., & Bakti, I. (2020). The *use of Instagram by the Regional Disaster Management Agency to optimise Pangandaran destination branding*. *4*(2), 45363.

Supriyadi, et al. (2017). The *Effect of Product Quality and Brand Image on Purchasing Decisions*.

Susanto, A. B., & Wijanarko, H. (2004). *Power Branding: Building Superior Brands and Their Supporting Organisations*

-       *A.B. Susanto, Himawan Wijarnako - Google Books*. PT Mizan Publika. https://books.google.co.id/books?hl=en&lr=&id=MYVhZN_1JzYC&oi=fnd&pg=PA66&dq=A+marketi ng+strateg y+known+as+%E2%80%9Cbrand+positioning%E2%80%9D+attempts+to+highlight+certain+advanta ges,+advant ages,+and+benefits+for+the+customer+so+that+the+customer+will+remember+the+brand+and+t he+brand.ots=Lg dvRUTBNz&sig=YM1ihFvLgiCxJHsg_- N4zWSUkwc&redir_esc=y#v=onepage&q&f=false

Syifa Mutma, F., & Dyanasari, R. (2019). View of Marketing Communication Planning of Wonderful Indonesia as Place Branding Indonesia. *Journal of Communication Studies.* https://journal.lspr.edu/index.php/communicare/article/view/38/29

Utami, G. R., & Saputri, M. E. (2020). INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT AND BRAND LOYALTY ON TOKOPEDIA INSTAGRAM ACCOUNT under a Creative

Commons Attribution (CC-BY-NC-SA) 4.0 license CORE View metadata, citation and similar papers at core.ac.uk provided by Electronic Journal Faculty of Economics UNIA (Attahiriyah Islamic University). *Journal of Management and Business Research (JRMB) Faculty of Economics UNIAT*, *5*(2), 185-198. http://jrmb.ejournal- feuniat.net/index.php/JRMB/article/view/388

Vernanda, M. Y., & Sari, D. K. (2020). The Effect of Brand Positioning and Service Quality on Customer Loyalty in Wonoayu Eurocar Market With Customer Satisfaction As Moderation Variable. *Indonesian Journal of Law and Economics Review*, *7.* https://doi.org/10.21070/ijler 2020.v7.384

Wheeler, A. (n.d.). *Designing Brand Identity*.

Wijaya, L., & Anggia Rizka, L. (2021). BRAND POSITIONING STUDY OF CONTEMPORARY COFFEE SHOPS IN

INDONESIA. *Journal of Economics and Business*, *8*(1).

Xu, A., Liu, H., Gou, L., Akkiraju, R., Mahmud, J., Sinha, V., Hu, Y., & Qiao, M. (2016). *Predicting Perceived Brand Personality with Social Media.* www.aaai.org