

***Pantun* as Brand Recall in Citilink Airline**

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ABSTRACT

To make people remember something is not an easy thing. In marketing, words are used as the power of branding. One of the airlines in Indonesia has a unique way of brand recall. This research is aimed at finding the use of literary work and technique of the airline's marketing. The method used in this research is descriptive qualitative, library research and data analysis. Recorded utterances and transcripts were collected and analyzed. By observing the provided data, the subject and object of research are taken. Finally, the result of this research is a description of the using of literary work into inflight passenger announcement. *Pantun* is attached to the announcement which create a unique and memorable experience for customers. By implementing the strategy of using *Pantun* in flights, Citilink airline will optimistically generate emotional bonding beyond company-customers relationship. It would also keep up the loyal customers' trust to the airline to make it more successful.

Keywords: *Pantun, Brand recall, Customers' memorable experience, Airline's brand*

1. INTRODUCTION

Choice of a decision is made by an individual to meet the need. In making a decision, there is a process of thinking. There are many things or little that can be grabbed by the mind. The process of thinking must use the brain to function the cognition. Thus, the best choice can be made after the cognition is stimulated. In some activities, people need to use the brain in different situations that can make the brain full of words. Many say that words play a big role in many aspects of life. Words can be good or bad. Psychologically it also changes the way of thinking of an individual person. Words are made to build or destroy ideas. That also affects behavior and cognitive thinking to make a decision. There are many kinds of word forms. Some words that have meaning can be classified as a literary work. The using of literary works can give value and meaning. The works also relate to culture and daily life. In Indonesia, there are many literary works as the identity of the nation. Traditional and modern patterns of works are made. *Pantun* is a literary work that shows the creativity and identity of the people. Almost all regions in Indonesia have their styles of *Pantun* by using their local languages. It require skill and habit in using *Pantun*. Although it sounds easy to hear, it needs the context and meaning to get the idea and feeling. It has structure and value. So that after being expressed, the audience can get both meaning and feedback from the performance.

In Pantun shows creative choice of expression in words and it entertains audience. In some occasions such as in formal speech, traditional ceremony and events *Pantun* is performed. In many television programs, to break the ice, *Pantun* also expressed. The using of *Pantun* becomes a tradition as it gives not only words but also brings meanings and experiences. That is how words are powerful. Everyone can make *Pantun*. By expressing *Pantun*, people can show their ideas differently although it sounds wordy. Firstly they make the first and second utterances and then they have to make the third and fourth utterances with the same ending sounds with the upper two utterances and also deliver the meaning of the utterances. The activation of *Pantun* also sounds like a *mantra*. *Mantra* is words that are repeated and contain powerful meaning. It also delivers value that can be attached to audience's mind. Once it is uttered, the audience will repeat or remember the words. In the modern era, *Pantun* can follow the trends so it does not always consist of traditional literary work. It can be adjusted to the current language styles. In many formal or procedural occasions *Pantun* presented as an opening or closing routine. Nowadays, *Pantun* is sometimes used to introduce a brand. Brand means a combination of identification and differentiation that draw strong attention to the product for consumers. Brand brings value to consumers and companies. In the consumers' point of view, companies try to satisfy them by providing consumers' desire list of values, where value means benefit. On the other hand, when consumers are satisfied by getting values from companies as well as brands, they may provide value to companies and show dependence on their brands. Along

with the interaction between companies and consumers, some unique values that consumers occupy into their minds, are called brand [1]. Brands involve the composition of name and symbol in which consumers can identify and tie with a product, service, a group of products or services (Weilbacher, 1995). From the consumer's point of view, a brand may be defined as the total accretion of all of one's experiences and builds on all points of relationship with one's experiences (Kapferer, 2004). A successful brand is an identifiable product, service, person or place by which consumers try to match their needs by getting the unique value of the identifiable product, service, person or place [2].

Before recalling a brand, the customers must recognize the brand first. After that, they recall a brand and then choose a brand. Recognition of a brand can be instantly happens once they notice the presence of a brand in a particular product that has been used or consumed before.

The brain recalls at the same brand and immediately takes a decision. It is stated in the article by Bhasin (2018), brand recognition is how information is accessed in memories to identify a brand. It could also be negative. Brand recognition highly influences customers' decision process, which includes factors in identity, packaging, and advertising. Brand recall is the next phase after brand recognition. After considering a need to buy something, a different brand comes up in one's mind. That is how brand recall happens. Without brand recognition, brand recall would not happen. Recalling brands usually happens when some categories are thought about and these brands come to mind. Therefore, memory connects to this process. The stronger the brand is, the easier it will be for the customers to recall it. There is a way to help customers to make decisions daily. For the company to have high brand recall is the best way out to get company's brand value. As mentioned by [3] that a brand's value is directly connected to its presence in consumer s' memory. In basic terms, if a customer remembers a brand, he is likely to buy that brand. If he does not remember it, he will buy the one he remembers. Thus, for a brand, it is important to set itself in consumers' mind.

Companies need to have a cautious and systematic understanding of consumer beliefs, behaviors, knowledge level about a product or characteristics or attributes of service, and competitors in the modern marketing environment. Brand awareness is based on brand recognition and brand recall performance which main goal is to generate comprehensive knowledge about brand that help consumers to make positive perceptions about the brand as well as a company compare to competitors in the modern marketing environment. Moreover, based on an appropriate knowledge, the brand awareness needs to reflect the marketing strategy about brand awareness programs and the company willingness to invest in the programs needed for the brand to live up to its promise and commitment to consumers and also establish strong awareness with comprehensive knowledge about a brand into consumers' mind [4]. Before being aware of a brand, brand recognition is the extent to which the general public as the target market, can identify a brand by its attributes. The most successful brand recognition happens when people can state a brand without being explicitly exposed to the company's name, but rather through visual or

auditory signifiers like logos, slogans, packaging, colors or jingles as seen in advertising [5].

It gives knowledge that a brand exists. Small businesses and big corporations can do much to build and maintain their brand recognition, to be in a top of mind. A company should utilize a unique, touching or heartfelt story that lets consumers know why it is in business. Customers tend to remember brands that reach them on a personal or emotional level. Another way to build and maintain brand recognition is by providing exemplary customer service. Customers are more likely to recommend and buy products from a company they know, that reach their standard of comfort and satisfaction. Businesses should also aim to exceed their customers' expectations and also seek to educate their customers. Being well-known as an expert in a certain field or being able to relate to customers and how they use the products and services they buy goes a long way in ensuring consumer loyalty. Small businesses and large companies can also utilize social media to make sure that their names and products or services are in constant circulation. Of course, a company's logo or visual theme should be used in all communications [5]. In *The Better Mousetrap: Brand Invention in a Media Democracy* (2012), author and brand strategist Simon Pont posits that social media brands may be the most evolved version of the brand form because they focus not on themselves but their users. In doing so, social media brands are arguably more charismatic, in that consumers are compelled to spend time with them because the time spent is in the meeting of fundamental of human drivers related to belonging and individualism. "We wear our physical brands like badges, to help define us-but we use our digital brands to help express who we are. They allow us to be, to hold a mirror up to ourselves, and it is clear. We like what we see." In mnemonics, recalling is also as a marketing technique. The mnemonics technique is effective. It is stated that mnemonic techniques may be defined as learning strategies that can enhance the learning and improve later recall of information [6].

Pantun has rhymes that can be easily remembered, it make us use of the same cuing structure to remember several different sets of information. It is explained that the cues which facilitate recall are part of the information items to be remembered. The intrinsic cuing structure which may be visual or verbal is associated with a sequence of items and acts like the interlocking links in a chain. The multiple-use chain type of mnemonics consist of story and link of mnemonics. The single-use chain type mnemonics are best described by rhymes [7].

2. METHOD

This research is conducted qualitative method descriptively. According to [8] descriptive research is a discipline in determining and describing the way things are. This study used library research and data analysis. In collecting data, the researcher collected recorded utterances and transcripts, then analyze them. By observing the provided data, the subject and object of research are taken. The entire data are taken from articles and posts of *Pantun* in the forms of videos and texts.

3. RESULTS AND DISCUSSION

Based on the results of observations were have done by the author, one of the airlines companies in Indonesia increases the best service to the customers by implementing the new procedural in the plane cabin that is called “*Salam Pantun*” by the flight attendants in every flight to all destinations, mostly domestic ones. It is confirmed and applied by Citilink Airline on May 5th 2013. Citilink is a subsidiary Garuda Indonesia Group. This company has been awarded as the 4-stars world best low-cost carrier. This company has good service rated internationally. They use a creative way on presenting the service. As a company, it is challenging to maintain the top position of consumers’ choice. There are many other companies with various types of creative strategies applied in order to persuade customer’s decision with an unusual marketing techniques that can affect the consumers’ attention. Citilink use *pantun* in a particular moment during the service that is when the customers enjoy the flights. Moreover, *pantun* is attached in the last part of the inflight passenger announcement.

Nowadays, during the closing of a landing announcement, *pantun* that presented by the flight attendant becomes the most waited moment by the passengers. As a case study, it is taken from a domestic Citilink flight number QG 9316 from Ahmad Yani Airport, Semarang to Halim Perdanakusuma Airport, Jakarta on Sunday, 23 October 2017 at 5.30 p.m. The passengers were pleased because the plane took off on time and landed 20 minutes faster than scheduled time. It is a benefit for the airline due to the satisfying service. Before the flight attendant finish the announcement passenger landing procedure, *Pantun* is delivered that consist of these phrases:

“... buah belimbing, buah markisa.
(The star fruit, the passion fruit)
Lain rupa, lain pula rasa.
(Different form, different taste)
Citilink memanglah bukan airline biasa.
(Citilink is not an ordinary airline, indeed)
Pesawatnya baru, landingnya pun tak terasa.
(The plane is new, the landing is smooth)”

The form of *Pantun* is a-a-a-a as it is ended with sound sa-sa-sa-sa (markisa, rasa, biasa, terasa). On the first line of *Pantun*, two different fruits which are the star fruit and the passion fruit is compared. On the second line, the different forms and different taste refers to the differences of the two fruits, the form, and taste of star fruit and passion fruit are not the same. On the third line, it is stated that Citilink airline was not an ordinary and similar to other airlines. And also on the last line, the plane is new and the landing is smooth, it means comfortable and safe. During performing *Pantun* by the flight attendant, a male passenger laughed while the word Citilink is announced, and some other passengers followed laughing and one said “Yeay!” by while clapping hands. As the passengers listened to what is said in the cabin, they received the message through *Pantun* and put it in their mind. They will get the pride as the honorable passengers in the world of four stars airline. As one of the best airlines in the world, so it must be different from the other airlines. It is from the

form and taste of service and experience they get. They choose the best airline with the new plane. The landing that is smooth shows they obliged to serve comfortable service and show skillful performance, therefore the passengers would feel safe during flights.

The responses of passengers during the *Pantun* performing such as the laughing, uttering, and clapping hands can be a process of recognition. They have been aware of the brand named Citilink and recognized the *Pantun* itself. They appreciated the good service that makes them feel safe and comfortable to laugh, utter and clap hands. They also paid attention to what was stated in the content of the *Pantun*. Those expressions are the form of emotional feeling that the passengers expressed. Then in a casual and friendly communication in inflight announcement, the passengers instantly get the emotional bonding with the airline. Customers also apply critical thinking by identifying the similarities and differences based on the topic of *Pantun* given. They organize the finding of the topic by putting the things which are similar and the things which are different. Creating a story needs a comprehension to plan the goals first and later, to present *Pantun* as a good story to become such an experience. So, the creative media is needed to develop their creative mind to dig and pour it into a creative message.

Citilink as a brand has to recall the customers’ memory in order to keep the brand as the best choice. And by using *Pantun* in every flight, the customers feel the fun and experience a relaxing moment rather than a stressful one. So by experiencing good service and fun flight, the name of the brand, Citilink is mentioned, moreover shared by other consumer, enhancing the memory in the customers’ mind. On the various types of articles and social media postings, Citilink performs *Pantun* on board, it is still used and applied until now constantly since its first application in 2013. It has been last for six years of usage. They have made a different experience to serve customers. Having *Pantun* attached in the inflight announcement as by it will be able to create some amazing points of view from the customers, such as creativity, how the airline uses the media of fun presentation to design and develop their ideas using the services in the future. Besides that, customers use multiple resources to plan, design, and decide the airline based on the ideas they have. The brand including its name, trademark, communications, and visual appearance becomes a brand identity. Because the identity is set by the company, it reflects how the company wants the consumer to value the brand and by extension the branded company, organization, product or service. It is fundamental to consumer recognition and symbolizes the brand’s differentiation from competitors. It is what the company wants to communicate to its potential consumers. A product brand identity of communication with *Pantun* may acquire, gaining new attributes from the consumer perspective to the targeted consumers. So that, as researched there is consumer’s brand associations.

Here is a picture of *Pantun* as a brand recall in Citilink’s Instagram account. Almost all forms of *Pantun* are fun and reminding to choose the airline. Fig. 1 is a post on the Instagram story of Citilink related to 2019 election-day. *Pantun* in the story suggested to come and give choice, not to hesitate or not to get dizzy. And the last verses give the message to make a holiday more fun, the

audience is suggested to fly with Citilink. The media used besides in-flight procedural information is social media on the internet application. The airline still tries to grab the customers' attention through the posted posts that the customers or the account of the owners recognize their performance.



Figure 1 *Pantun* on Instagram Story of Citilink

The picture above describes airline develops their reliability and knows how to relate the ideas of their set goal plan with the concept of the goals. The picture describes the company project of sharing their ideas. Using *Pantun* helps them to make strong their existence, flexible and creative. They use various kinds of contextual design as interesting as possible. This means social media plays a big role in modern society to share the brand image or story about a brand that it circulated in popular culture. Its targets tend to be a widely known and recognizable brand. The purpose of being alive in social media is to build the positive brand meanings the company is trying to instill through their marketing activities. Brand advertising through the virtual way can increase the probability that a consumer will include a given brand in his or her consideration set. Brand-related advertising has a positive effect on brand awareness levels. Virtually anything that exposes consumers to a brand increases brand awareness. Repeating brand exposure improves consumers' ability to recognize and recall the brand. Increased exposure to brand advertising can increase consumer awareness and facilitate consumer processing of the included information, and by doing this it can heighten consumers brand recall and attitude towards the brand. It can have a positive effect on brand recognition, purchasing behavior and brand recall. It is clearly described as seen in Fig. 2 below that the steps of being on the top of the mind need to be passed the brand recall, brand recognition and unawareness of the brand. Citilink tries to be on the top of the mind of the customers by using *Pantun* to make them aware of the brand, have brand recognition and able to be brand recall as they feel safe and satisfied with the service in the serious and stressing time during the flight.

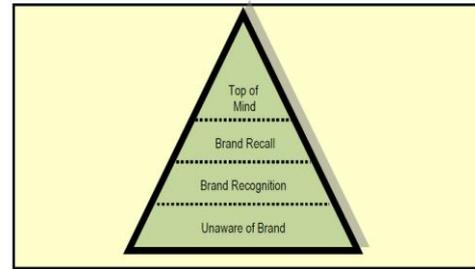


Figure 2 The Awareness Pyramid (Adapted from Aaker, 1991)

Based on the pictures and samples above, it can be understood that using *Pantun* is an effective way to recall the brand of Citilink in customer's decision making. The presentation of *Pantun* in flights specifically to advertise in a fun way enables it as media to facilitate the promotion of the brand, and to expand the customer's experience and memory of the brand. *Pantun* works to make the ability of customers to think of a brand name from their memories when told to think about airlines brand. Brand recall tends to indicate a stronger connection to a brand. For example, people tend to think of more brand names when prompted by a product. Brand recall is also simultaneous as spontaneous recall of the thinking.

4. CONCLUSION

For the customers, having *Pantun* in flights can be such a relaxing experience, it can not be stressing moment. The fresh flight-procedure implemented in a fun, creative and meaningful way. The airline can use many various *Pantun* to give experience and entertain the customer effectively. Using *Pantun* related to the brand and delivered casually is interesting and entertaining well. The company assigning the procedure of *Pantun* in flights creatively to dig the potential creativity is a great strategy of the marketing process. When the communications objectives rely on brand recall, the creative execution should encourage strong associations between the airline and the brand. Advertisers performed by flight attendants also use *Pantun*, mnemonics and other devices like social media to encourage brand recall.

ACKNOWLEDGMENT

This research was supported by Mr. Benny Setiawan, S.H, M.H. The author thanks the team from Citilink Group who provided insight and expertise that greatly assisted the research, although they may not agree with all of the interpretations or conclusions in this paper. Many thanks to Mr. Ridwan Arifin, M.Hum. for the assistance in writing technique and methodology, and Mr. Theodorus Bimo Basundoro, SE., the Communication Staff of Citilink Indonesia for the annotations on greatly improving the manuscript. The author would also like to show gratitude to the administrator of social media on Citilink account for sharing the pearls of wisdom during this research. Immensely grateful for all of the supports and critics given.

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