

The Effect of "Axis Hits Bonus" Version Tagline Advertising and Ambassador Brand Against Axis Cards Awareness (study in STIE Amkop Makassar Students)

1st Syahrudin

Economic Department STIE Amkop
Macassar, Indonesia
syahrudinamkop@gmail.com

2nd Abd. Karim

Economic Department STIE Amkop
Macassar, Indonesia

Abstract_ This study aims to determine: (1) the effect of the "Axis Hits Bonus" ad tagline on Axis card brand awareness, (2) the influence of brand ambassadors on brand awareness of Axis cards and (3) the effect of the "Axis Hits Bonus" ad tagline and brand ambassador to brand awareness Axis card for STIE AMKOP Makassar students.

This research is explanatory research. The sample in this study were 96 STIE AMKOP Makassar students who were determined using the Paul Leedy formula. Data collection techniques used are through distributing questionnaires and documentation from primary data and secondary data. The analytical method used is multiple linear regression analysis. While for the hypothesis test used F-Test and t-Test.

The results showed that (1) the advertisement tagline version of "Axis Hits Bonus" had a positive and significant effect on brand awareness (2) Brand ambassadors have a positive and significant effect on brand awareness. (3) The advertisement tagline and brand ambassador have a positive and significant effect on brand awareness

Keywords: ad tagline, brand ambassador, and brand awareness

I. INTRODUCTION

AXIS is one of the GSM based telecommunication service providers present in Indonesia. Supported by two leading operators in Asia: Saudi Telecom Company, Saudi Arabia's national telecommunications service provider; and MAXIS Communications Berhad, a telecommunications service provider in Malaysia, AXIS seeks to expand its business in Indonesia. With a population in Indonesia that reaches more than 200 million people is a very promising market potential to be processed. However, it is not easy, especially with conditions like now where in Indonesia there are many telecommunications service providers, so extra effort is needed to be able compete with existing competitor products. Currently for GSM-based cellular telecommunications service providers in Indonesia controlled by two large companies namely TELKOMSEL

with its products Simpati and Kartu AS, and INDOSAT with Mentari and IM3 products.

Various new programs are presented by AXIS and packaged in such a way on their advertisements on television media. Unlike competitors, AXIS does not only display one or two advertisements every month, but at least displays more than three types of advertisements. In addition, the programs offered by AXIS on advertisements on television are also diverse and are a new breakthrough because no other operators have provided similar programs. The AXIS advertisements aired on television using celebrity endorsers include; "Cak Norris (Axis Super Saver, Free SMS to all operators)", "AXIS Internet Gaol", "Irotology (Irit is AXIS, Lifestyle Life Efficient)", "Cilok Cinlok (AXIS Champion, AXIS KZL)", "Parody Goblin (Call, Chat, Video Call Unlimited Every Day)", and the last one in 2017 is "AXIS Hits Bonus".

In the field of marketing communications, taglines or slogan and brand ambassadors are often used by companies to promote products that will be thrown into the market, but how effective and efficient this strategy is still uncertain because many companies still cannot increase community brand awareness. for the product. There are also several studies that assume that the two variables do not have a significant effect on consumer brand awareness.

The many taglines that exist in advertisements in print and electronic media also often make it difficult for consumers to memorize and differentiate between product taglines with each other. AXIS is also included in one of the many products that use the tagline in their advertising, but whether the AXIS card tagline can be remembered by consumers, it can even increase consumer brand awareness.

II. LITERATURE REVIEW

A. General Advertising Concept (Advertising)

1. Understanding Advertising

Advertising is one of the four main tools used by companies to direct convincing communication to the target buyers and the public. Advertising is non-individual communication with a number of costs with various media carried out by companies, non-profit institutions, and individuals [10]. Advertising can be seen as an offering activity to a group of people either verbally or visually (in the form of news),

about a product, service, or idea. The news delivered is called advertising or advertising.

2. Advertising Goals

The main purpose of advertising is to sell or increase sales of goods, services, or ideas. The existence of advertising activities often results in immediate sales even though many new sales occur in the future. Another aspect of real advertising is to communicate effectively. According to [10] other objectives of advertising are:

- 1) Supporting personal selling programs and other promotional activities.
- 2) Reach people who cannot be reached by salespeople or salesmen within a certain period of time.
- 3) Establishing relationships with suppliers, for example by including their name and address.
- 4) Enter a new marketing area or attract new customers.
- 5) Introducing new products.
- 6) Increase industrial sales.
- 7) Prevent the emergence of counterfeit goods.
- 8) Improve the company's reputation by providing public services through advertising.

Marketing aims to inform and advise potential buyers and to increase sales. In advertising it is sought to be able to attract attention, interests, desires, beliefs and lead to buying actions by utilizing available media such as television, radio, newspapers, magazines, and so on.

3. Advertising Goals

In putting up advertisements, it should not be solely considering who will be the target, but also needs to be considered by the parties who might relate to the ad and the target. According to [7] advertising should be arranged by paying attention to several things, namely:

- 1) Buyers and users at present.
- 2) Those who have potential as buyers.
- 3) Those who have the power to decide to buy.
- 4) Those who become buyers or users in the future.
- 5) Those who can be influenced by others to buy or use.
- 6) Market traders.
- 7) Competitor markets.

4. Advertising function

This massive investment shows that many companies have confidence in the effectiveness of advertising. In general, advertising is valued because it is known as the executor of various communication functions, its functions include:

- 1) Informing (giving information)
- 2) Persuasion
- 3) Reminding (reminding)
- 4) Adding value
- 5) Assisting

5. Media Advertising

- 1) Media television
- 2) Radio Media
- 3) Print Media
- 4) Online Advertising
- 5) Sales Promotion

B. Tagline Advertisements

1. Definition of Ad Tagline

Taglines or slogans are part of advertising that aims to make the ad easy to remember by consumers. Tagline in an advertisement plays an important role. According to [4] the tagline is a short sentence as the closing text of the core which concludes briefly the purpose of communication of an

ad Tagline is a short phrase containing a solid and easy-to-remember message. Tagline can be likened to a slogan, or jargon in an ad. The use of this tagline is to strengthen the ability of ads to execute (achieve their goals) that is to influence consumers to use the advertised product.

With the tagline in an advertisement, it will help the community to remember the brand of the product offered. So the tagline is a series of sentences or creative expressions that are easy to remember and able to present the entire advertising message from the company to consumers or society, which includes the brand and product characteristics, in the process of positively embedding the concept of products into the minds of the community.

Taglines can be used to help communicate the distinguishing points of competitors [8]. This tagline can change according to changing situations and conditions, as well as a strategy so that consumers are not bored. The introduction of a new tagline is usually carried out through the above the line (ATL) program in the form of ad serving in various print and electronic mass media.

2. Effective Tagline

An effective tagline is one that is able to increase brand awareness, in accordance with the purpose of advertising to introduce or increase consumer knowledge about the advertised brand. Advertisement is part of a marketing strategy that must be dynamic. It must be able to foster consumer loyalty to the brand so that it can maintain or even improve the existence of the brand. Given the competition with other similar products and with substitute products is a necessity in the world of business / trade.

Effective advertising can influence affection and cognition and consumer behavior, with consumer advertising recognizing products. Intensive and continuous advertising campaigns are aimed at building consumer awareness. So an effective tagline is a tagline that can increase brand awareness, in accordance with the purpose of advertising to introduce or increase knowledge consumers about the advertised brand, and able to influence the affection and cognition and consumer behavior. In this research, the AXIS ad tagline is used which carries the theme: AX 'AXIS Bonus Hits'.

C. Brand Ambassador

1. Understanding Brand Ambassador

Brand Ambassadors are marketing terms for someone who is employed by an organization or company to promote a product or service in an activity known as branding. Brand ambassadors are intended to realize corporate identity in appearance, attitude, values and ethics

According to [9] brand ambassadors are ad advocates or also known as advertising stars that support the products advertised. The brand ambassadors are expected to be brand spokespersons to quickly stick to the minds of consumers, so consumers

want to buy the brand. In addition, celebrities can also be used as the right tool to represent the targeted market segment. Therefore it is not surprising that the product advertised uses many celebrities, each of which will represent the targeted market segment [5].

D. Brand Awareness

1. Understanding Brand Awareness

In the world of modern marketing, company management is not enough to focus solely on making a product with a

strong brand platform or brand foundation, but also needs to set a price and value for a brand, and make it affordable for the target market. Climate of intense competition make marketing management must be able to make the brand of their products communicated to the target market. In general, communication of a brand has three main objectives, namely:

- 1) Build and increase brand awareness.
- 2) Strengthen, clarify and speed up the message of a brand.
- 3) Stimulate and motivate target consumers to take action to buy.

Brand awareness is the ability of a prospective buyer to recognize or remember that a brand is part of a particular product category [1].

III. RESEARCH METHOD

A. Research Location and Research Time

The object of this study will be carried out in the area of STIE AMKOP Macassar

B. Population and Sample

The population in this study were STIE AMKOP Makassar students who used AXIS cards (including undergraduate and graduate students). This is because STIE AMKOP Makassar is one of the places where many young students who are still young at heart use cell phones that are suitable for the target market. The total population in this study is unknown, so the maximum P value = 0.25% and use Paul Leedy's Formula [2].

C. Source and Data Collection Techniques

Research data is primary data or data obtained directly from samples used through filling out questionnaires. The statements in the questionnaire were made using a Likert scale with five levels of choice as follows :

- 5 = strongly agree
- 4 = agree
- 3 = neutral
- 2 = disagree
- 1 = strongly disagree

D. Data Analysis

Data is calculated using multiple regression, with the following formula:

$$Y = a + b_1X_1 + b_2X_2$$

Where :

- Y = Brand awareness
- a = constant
- b = regression coefficient
- X_1 = Advertising Tagline
- X_2 = Brand Ambassador

IV. RESULTS

The starter card is a product that is very important for cellular phone users. The development of the prime card business lately has shown a symptom, namely the increasing number and variety of starter cards offered by companies with various brands, features and facilities that more complete with unique and innovative marketing strategies.

Most mobile phone users in Indonesia today are teenagers who cannot escape the need to use the features available on their cell phones, ranging from just sending short messages, telephones, to using internet services such as opening social media sites to information needs via the web. -Web available at this time.

The marketing strategy with promotions carried out by the Axis Card involves talented young artists who are well-known among Indonesian youth or teenagers. The use of young artists in this advertisement is expected to be able to attract the attention of young people so that they can easily remember products so as to increase the brand awareness of young people and the public about Axis Hitz starter pack products. Axis advertisements can be said to utilize the tagline and brand ambassadors who are expected to be able to increase the brand awareness of the public, especially young people or young people who are creative, innovative and active in using their cellular phones.

Based on the results of testing the model that has been done, it is known that the correlation between tagline variables and brand ambassadors to brand awareness of Axis Hitz starter cards consumers is 0.806. This means that 80.6% tagline and brand ambassadors influence brand awareness of Axis Hitz prime card consumers and the remaining 19.4% is influenced by other factors. 80.6% of the influence of tagline and brand ambassadors on brand awareness of consumers of Axis Hitz prime card products can be interpreted as a tagline and brand ambassador in the advertising of a product capable of influencing brand awareness even though the influence given does not fully impact brand awareness of Axis Hitz starter pack consumers.

The categorization results described earlier show that most respondents considered the existence of taglines and brand ambassadors quite important in influencing brand awareness of Axis prime card consumers. This statement was also supported by the results of hypothesis testing which stated that the tagline and brand ambassadors had a positive and significant effect on the brand awareness of Axis prime card consumers both simultaneously and partially.

1. Effect of using tagline on brand awareness

Tagline is a short sentence as the closing text of the core which concludes briefly the purpose of communication of an advertisement [4]. This tagline is a short phrase containing a solid and memorable message. This tagline can be likened to slogans, or jargon in advertisements . The use of this tagline is to strengthen the ability of ads to execute (achieve their goals), which is to influence consumers to remember to use the product advertised. According to [3] the success of the advert tagline in carrying out its functions can be measured by 6 indicators namely "authentic, trustworthy, simple, can influence, be convincing, and easy to remember / impress".

Tagline is used as a statement of standards that are easily accepted in the minds of consumers that are made to make consumers quickly recognize the product about the advantages of the product, to remind consumers of the product's existence.

Based on these statements, the tagline made by Axis for its products in its marketing through electronic media and print media, is expected to be appropriate and can be easily accepted by the wider community throughout

Indonesia. The use of the "Axis Hitz Bonus" tagline is a card characteristic Axis prime Hitz who tries to communicate the excess values possessed.

Axis is increasingly favored by the community thanks to the package promos that are offered very cheaply. Such a super cheap sms package is able to attract interest among young people to use Axis services. From the internet package, it is also cheap. Axis, moreover, young people who are jampir every day doing activities in the world of the internet must choose Axis services as their cellular operator. Not only cheap packages, on Axis clans. Also always presents unique and funny themes, it is one of the right strategies to be able attract consumer interest and that's proven. In 2017 Axis re-launched the latest ad with the tagline AXIS HITZ BONUS. In those advertisements that are of concern, Parody Goblin and Maccisewu are truly unique and funny.

2. The influence of brand ambassadors on brand awareness

In addition to the tagline factor that can influence brand awareness of Axis prime card products, factor brand ambassadors are expected to be able to participate in influencing consumer brand awareness when looking at brand ambassadors in every advertisement they star.

According to [9] brand ambassadors are ad advocates or also known as advertising stars that support the products advertised. The brand ambassadors are expected to become brand spokespersons to quickly stick to the minds of consumers, so consumers want to buy the brand. In addition, celebrities can also be used as the right tool to represent the targeted market segment.

The appeal of Khan Theux used as an advertising star in Axis Hitz prime card products, is expected to be in line with the Axis card market segment, namely teenagers and above who are active in using prime card services such as sending short messages, telephone, browsing via the internet, and using media social. Khan Theux, who works as a film artist and advertising star, certainly has an appeal both physically and skillfully in the entertainment world.

The concept of allure is also in accordance with the indicators of success of a brand ambassador in carrying out their duties in the Axis card marketing strategy. In addition to attractiveness, there are other indicators that must be fulfilled by brand ambassadors such as their expertise in communication, trust made by brand ambassadors, and personal strength to create a deep impression on consumers who see brand ambassadors when offering their products.

The results of this study indicate that brand ambassador variables have a positive and significant effect on consumer brand awareness. This shows that the components of Khan Theux brand ambassador used in the Axis prime card product ad were able to attract teenagers' days.

3. Effect of tagline and brand ambassador on brand awareness.

The results of the study show that "the tagline and brand ambassadors together (simultaneously) have a positive

effect on brand awareness. In other words it can be concluded that if the tagline and brand ambassador increase, it will also have a positive impact on brand awareness of Axis card products.

From the results of the study it is also known that the determination coefficient value is 0.806, which means that the tagline and brand ambassadors influence brand awareness 80.6%, and the remaining 19.4% is influenced by other factors outside the research variable.

V. CONCLUSION

Based on the results of the analysis carried out, the conclusions that can be put forward in this study are as follows:

1. There is a positive and significant influence between the tagline of brand awareness of Axis prime card products. This is shown from the results of the t-test equal to 2,385 with a significance of 0,000. The better the tagline in a product advert it will increase the brand awareness of the product, and vice versa.
2. There is a positive and significant influence between brand ambassadors on brand awareness of Axis prime card products. This is indicated by the results of the t-test of 1.803 and the significance of 0.000. The better brand ambassadors in promoting products will further increase the brand awareness of their products, and vice versa.
3. There is a positive and significant influence between tagline and brand ambassadors on brand awareness of Axis card products. This is indicated by the results of the calculated F test of 4.731 with a significant value of 0.000. The better the tagline used in advertisements, and the better the brand ambassadors who are able to promote their products, it will affect brand awareness of Axis prime card products..

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