The Influence of Brand Ambassadors and Taglines on Brand Awareness of Kapal Api Coffee Product in Babadan District, Ponorogo

Sheilla Merliana Widya Susanti[1*], Fibrianis Puspita Anhar[2]

[1] Institut Agama Islam Negeri Ponorogo, Indonesia, sheillamws@gmail.com

[2] Institut Agama Islam Negeri Ponorogo, Indonesia, fibrianispuspitaanhar@iainponorogo.ac.id

| Article Info	Abstract
	Competition for coffee products in Indonesia has made PT Santos Jaya Abadi conduct marketing using brand ambassadors and memorable taglines. However, most people do not know the brand ambassador and do not remember the tagline used by the Kopi Kapal Api brand. The purpose of this research is to test and analyze brand ambassadors and taglines on brand awareness. This research method is a quantitative method with an unknown number of populations so that the sampling using the Cochran equation. The data collection technique was in the form of distributing questionnaires to 96 people in the Babadan District who consumed the Kopi Kapal Api brand. Based on this research, the results obtained are that brand ambassadors have a significant effect on brand awareness as evidenced by the value of T_{count} (7.606) > T_{table} (1.661) with a significance of (0.000) <0.05. The tagline has a significant effect on brand awareness as evidenced by the value of T_{count} (3.238) > T_{table} (1.661) with a significance of (0.002) <0.05. Brand ambassadors and taglines have a significant effect on brand awareness as evidenced by the value of F_{count} (50.085) > F_{table} (3.10) with a significance of (0.000) <0.05. The results of the test for the coefficient of determination ($R2$) indicated that 51,9%, brand ambassadors and taglines influenced

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INTRODUCTION

With such rapid development, coffee is not just a drink, but has become a way of life. Even consuming coffee is a lifestyle that is currently trending. Based on the Center for Data and Information Systems of the Ministry of Agriculture, national coffee consumers in 2016 reached around 250 thousand tons and grew 10.54% to 276 thousand tons. During the period, Indonesian coffee consumers are predicted to grow by an average of 8.22% per year. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons (Databoks, 2023).

Based on the results of a survey conducted by researchers, Babadan District consists of 62,567 thousand residents and around 51% of coffee consumers are male, while 49% of coffee consumers are female. This can be seen in the life of the people in Babadan District, Ponorogo who make drinking coffee not just a routine but a culture and can bring blessings to the businesspeople in it (Kominfo, 2023). The following is data from the Central Statistics Agency regarding the results of the average per capita expenditure by packaged beverage group in Ponorogo Regency from 2019 to 2022.

Figure 1. Per Capita Expenditure Diagram for Ponorogo Regency
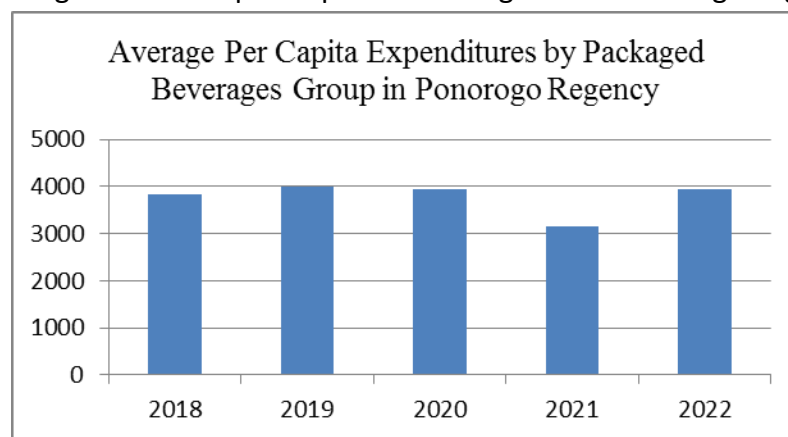
Source: Central Statistics Agency, 2023

Based on Figure 1, it can be observed that the average per capita expenditure according to the packaged beverage group consisting of coffee, tea, milk, and others) in Ponorogo Regency has fluctuated. In 2022 there will be an increase of IDR 3,954 thousand, people who consume packaged drinks, but in 2021 will experience a drastic decrease to IDR 3,158 thousand due to increased competition for products that are not included in the packaged beverage

category (BPS, 2023). This shows that some Ponorogo people always take the time to consume packaged coffee drinks because it ismore practical.

This has encouraged many companies to produce coffee because coffee is a promising business opportunity today. One of them is PT Santos Jaya Abadi which produces Kapal Api Coffee products. The marketing strategy used by PT Santos Jaya Abadi is sales promotion. Promotion is an effective way to market products that are used to attract consumers. With promotions, PT Santos Jaya Abadi can easily present and offer products to the public (Ulya dan Agustin, 2022). This marketing strategy was implemented by PT Santos Jaya Abadi with the aim of increasing sales of Kapal Api Coffee products and increasing brand awareness among consumers. However, creating brand awareness in the minds of consumers is not easy because it can be influenced by factors, such as the use of brand ambassador and tagline (Mahisa, 2019).

Brand ambassador is a cultural identity in which actors function as marketing media that can represent the achievement of the commercialization of a product (Sudigno, 2020). Several years ago, the brand ambassadors of Kopi Kapal Api were Agnes Monica and Rachel Venya. Meanwhile, the current brand ambassador for Kopi Kapal Api is Maudy Ayunda. BecauseMaudy Ayunda is known to have a good reputation in the eyes of the public and is considered a productive figure who can influence society (Primasari, 2023). Referring to the results of the author's interviews with several Babadan Ponorogo people regarding the influence of brand ambassadors on brand awareness, 7 out of 10 people do not know the brand ambassador of Kopi Kapal Api products, but every day they often consume Kopi Kapal Api products because they are used to consuming them.

The company also uses a tagline to market a product, a tagline is a short sentence orslogan about a brand that is used as an advertising medium to market a product (Saputri et al., 2020). Kapal Api Coffee products have a tagline that is "*jelas lebih enak*" (Panji, 2023). The tagline is usually listed in the advertisement for Kopi Kapal Api products at the end of the advertisement in both print and electronic media with the aim of increasing consumer brand awareness of Kopi Kapal Api products. Referring to the results of interviews with several Babadan Ponorogo residents regarding the influence of the tagline on brand awareness, 6 out of 10 people did not remember the product tagline for Kopi Kapal Api, even though they already used Kopi Kapal Api in their daily lives.

The basis for measuring top brand awards starts with customer knowledge, customer use, and customer choice in the future. The existence of this top brand award can help companiesto know the results of their performance. Following are the results for the category of ground coffee in Indonesia based on the top brand award from 2019 to 2023.

Table 1. List of Top Brand Awards of Dried Coffee Powder

Brand	Year				
	2019	**2020**	**2021**	**2022**	**2023**
Kapal Api	60,70%	66,20%	62,40%	62,40%	62,80%
ABC	21,80%	13,30%	15,90%	15,20%	16,10%
Luwak	11,60%	11,50%	14,70%	14,60%	16,80%

Source: Irawan, 2023

Based on Table 1, it can be observed that the Kopi Kapal Api brand won the first Top Brandwith an annual percentage of 60%, except for 2021 which fell to 62.40% due to increased competition from coffee products (Irawan, 2023). With the increasing share of Kapal Api Coffee every year, this can be an opportunity for Kopi Kapal Api to increase brand awareness in the minds of consumers.

The company's marketing strategy by using brand ambassadors and taglines is still not very influential because there are still many companies that have not been able to increase brand awareness. Based on the background of the problems above, the authors are interested in conducting research with the title "The Influence of Brand Ambassadors and Taglines on Brand Awareness of Kapal Api Coffee Product in the Babadan Ponorogo Society.

METHOD

This research is quantitative research with descriptive and associative research methods. Quantitative research is a research process that discovers knowledge by using numerical data used as a tool in analyzing information and writing conclusions (Nasrudin, 2019). Descriptive research method is research that describes in the form of research results whose purpose is to provide an overview, explanation, or validation of the phenomenon under study (Ramdhan, 2021). While the associative research method is a study that aims to determine the relationship between variables. This research was conducted with the aim of analyzing how brand ambassadors and taglines affect brand awareness of Kopi Kapal Api products in the Babadan Ponorogo community.

This study uses primary data, namely the distribution of questionnaires (questionnaires) in the Babadan community according to the research criteria. The research criteria are the Babadan Ponorogo people aged 15-75 years who have bought and consumed Kapal Api coffee products. This research was conducted for approximately 2 weeks using sampling based on non-probability sampling, namely a sampling technique that does not provide the same opportunity or opportunity to be selected as a sample. While the method used is accidental sampling method. The accidental sampling method is the taking of respondents as a sample based on the chance to meet the researcher can be used as a sample and the respondents who are found are in accordance with the research criteria. The

population in this study is not known with certainty, so the formula used to determine the number of samples is using the Cochran equation (Sugiyono, 2016). so that in this study the sample to be used was 96 respondents. The analysis used in this study is multiple linear regression analysis using validity and reliability tests as well as classical assumption tests consisting of normality tests, heteroscedasticity tests, multicollinearity tests, and autocorrelation tests.

RESULT AND DISCUSSION

A. Instrument Testing Results (Validity and Reliability)

1. Validity Test

Table 2. Results of the Brand Ambassador Variable Validity Test (X_1)

No.	Statement	R_{count}	R_{table}	Information
1	$X_1.1$	0,594	0,201	**Valid**
2	$X_1.2$	0,618	0,201	**Valid**
3	$X_1.3$	0,630	0,201	**Valid**
4	$X_1.4$	0,313	0,201	**Valid**
5	$X_1.5$	0,654	0,201	**Valid**
6	$X_1.6$	0,703	0,201	**Valid**
7	$X_1.7$	0,521	0,201	**Valid**
8	$X_1.8$	0,668	0,201	**Valid**
9	$X_1.9$	0,732	0,201	**Valid**
10	$X_1.10$	0,737	0,201	**Valid**

Source: Primary data processed, 2023

Table 3. Tagline Variable Validity Test Results (X_2)

No.	Statement	R_{count}	R_{table}	Information
1	$X_2.1$	0,767	0,201	**Valid**
2	$X_2.2$	0,646	0,201	**Valid**
3	$X_2.3$	0,645	0,201	**Valid**
4	$X_2.4$	0,551	0,201	**Valid**

5	$X_2.5$	0,429	0,201	**Valid**
6	$X_2.6$	0,503	0,201	**Valid**

Source: Primary data processed, 2023

Table 4. Results of the Brand Awareness Variable Validity Test (Y)

No.	Statement	R_{count}	R_{table}	Information
1	Y1	0,774	0,201	**Valid**
2	Y2	0,641	0,201	**Valid**
3	Y3	0,644	0,201	**Valid**
4	Y4	0,746	0,201	**Valid**
5	Y5	0,668	0,201	**Valid**
6	Y6	0,709	0,201	**Valid**
7	Y7	0,512	0,201	**Valid**
8	Y8	0,774	0,201	**Valid**

Source: Primary data processed, 2023

Based on the data from the table above, it is stated that the statements fromthe brand ambassador, tagline, and brand awareness variables all have $R_{count} > R_{table}$ (0,201) so that the statement instrument is declared valid.

2. **Reliability Test**

Table 5. Variable Reliability Test Results

No.	Statement	Cronbach Alpha Value	Limit	Information
1	X_1	0,818	0,60	**Reliabel**
2	X_2	0,632	0,60	**Reliabel**
3	Y	0,836	0,60	**Reliabel**

Source: Primary data processed, 2023

Based on the data from the test results in Table 5. it shows that all variables consisting of brand ambassador (X_1), tagline (X_2), and brand awareness (Y) variables have a Cronbach's alpha value > 0,60 so that all statement items are declared reliable.

B. **Descriptive Test Results**

1. **Classical Assumption Testing**
   a. **Normality test**

Table 6. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,41686869
Most Extreme Differences	Absolute	,066
	Positive	,066
	Negative	-,054
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200[c,d]

Source: Primary data processed, 2023

Based on the test results in Table 6, it is known that the significant value (p- value) is 0,200 so that the significant value (p-value) > 0,05 means that H0 is accepted, and the residual variables are normally distributed, so this regression model is good for use in research.

   b. **Multicollinearity Test**

Table 7. Multicollinearity Test Results
Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1	,864	1,158
X2	,864	1,158

a. Dependent Variable: Y

Source: Primary data processed, 2023

Based on the test results in Table 7. variables X_1 and X_2 get tolerance values > 0,10 and VIF values < 10. So, it can be concluded that this study did not have multicollinearity.

   c. **Heteroscedasticity Test**

Table 8. Heteroscedasticity Test Results

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,214	1,539		3,387	,001
	X1	-,085	,047	-,199	-1,828	,071
	X2	-,036	,071	-,056	-,514	,608

a. Dependent Variable: RES_2

Source: Primary data processed, 2023

Based on the test results in Table 8, the significant value of variable X_1 and variable X_2 has a value of > 0,05. So, it is stated that this test does not occur heteroscedasticity and in the regression model there is an equal variance of the residuals.

d. **Autocorrelation Test**

Table 9. Autocorrelation Test

Results Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,720ᵃ	,519	,508	2,44272	2,075

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Primary data processed, 2023

Based on the test results in Table 9, the Durbin Watson value is 2,075 with a significant value ratio of 5%. Using a sample of 96 (n) and 2 independent variables (k=2), the Durbin Watson value is 1,711. The Durbin-Watson value in this study was greater than the upper limit (du) 1,711, so it canbe concluded that there was no autocorrelation in this study.

2. **Multiple Linear Regression Analysis**

Table 10. Multiple Linear Regression Test Results

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,716	2,643		-,271	,787

Brand Ambassador	<mark>,610</mark>	,080	,589	7,606	,000
Tagline	<mark>,394</mark>	,122	,251	3,238	,002

a. Dependent Variable: Brand Awareness

Source: Primary data processed, 2023

Based on Table 10, in this study the model equation 2 multiple linear regressions as follows:

$$Y = 0{,}716 + 0{,}610X_1 + 0{,}394X_2$$

Equation 2 of multiple linear regression above can be explained that:

a. The constant value of 0,716 states that if the brand ambassador and tagline have a value of 0, then brand awareness increases by 0, 716.

b. The regression coefficient value of the brand ambassador variable is 0, 610 stating that if the brand ambassador is increased by one unit, brand awareness will also increase by 0, 610 if the other variables are constant.

c. The regression coefficient value of the tagline variable is 0,394 indicating that if the tagline is increased by one unit, brand awareness will also increase by 0,394 if the other variables are constant.

C. Hypothesis Testing Results

1. T Test (Partial)

Table 11. T Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,716	2,643		-,271	,787
	Brand Ambassador	,610	,080	,589	<mark>7,606</mark>	<mark>,000</mark>
	Tagline	,394	,122	,251	<mark>3,238</mark>	<mark>,002</mark>

a. Dependent Variable: Brand Awareness

Source: Primary data processed, 2023

2. F Test (Simultaneous)

Table 12. F Test
Results NOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	597,706	2	298,853	50,085	,000[b]
	Residual	554,919	93	5,967		
	Total	1152,625	95			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Tagline, Brand Ambassador

Source: Primary data processed, 2023

3. The Coefficient of Determination (R^2)

Table 13. R^2 Test Results Variable X_1 and Variable X_2 against Variable Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,720[a]	,519	,508	2,44272

a. Predictors: (Constant), Tagline, Brand Ambassador

Source: Primary data processed, 2023

Based on Table 13. there is a correlation between brand ambassadors (X_1) and tagline (X_2) on brand awareness with an R value (0,720) in multiple linear regression of 72,0%. For the R square value, it was obtained 0,519 which indicated that at51,9%, the influence of the brand awareness variable was caused by the brand ambassador and tagline variables. By 48,1% there is the influence of other variables on brand awareness that are not listed in this study.

D. Discussion

1. The Influence of Brand Ambassador (X_1) on Brand Awareness (Y) of Kapal Api Coffee Products in Babadan District, Ponorogo

Based on the results of the T test, it was found that the value of T_{count} (7,606) > T_{table} (1,661) and a significance value (0,000) <0,05 can be stated that $H0_1$ is rejected and Ha_1 is accepted. This proves that the brand ambassador variable has a positive and significant effect on the brand awareness variable of Kapal Api Coffee in the Babadan Ponorogo community. This shows that the higher the knowledge of brand ambassadors in the minds of the Babadan people about Kapal Api Coffee, the higher the interest of the Babadan Ponorogo people to consume Kapal Api Coffee.

From the test results, it can be stated that this research supports Aaker's theory that brand ambassadors who are part of the advertiser (advertisement) are one of severalfactors that influence brand awareness.

2. **The Effect of Tagline (X_2) on Brand Awareness (Y) of Kapal Api Coffee Products in in Babadan District, Ponorogo**

Based on the results of the T test, it was found that the T_{count} (3,238) > T_{table} (1,661) and the significance value (0,002) <0,05 can be stated that $H0_2$ is rejected and Ha_2 is accepted. This proves that the tagline variable has a positive and significant effect on the brand awareness variable of Kapal Api Coffee in the Babadan Ponorogo community. This shows that the higher the knowledge of the tagline in the minds of the Babadan people towards Kapal Api Coffee products, the higher the interest of the Babadan Ponorogo people to consume Kapal Api Coffee products. From the results of these tests, it can be stated that this study supports Aaker's theory that the tagline is one of the factors that influence brand awareness.

3. **The Simultaneous Effect of Brand Ambassador (X_1) and Tagline (X_2) on Brand Awareness (Y) of Kapal Api Coffee Products in Babadan District, Ponorogo**

Based on the results of the F test, it can be stated that the F_{count} value (50,085) > F_{table} (3,10) and also the significance value (0,000) <0,05 can be stated that $H0_3$ is rejected and Ha_3 is accepted. This proves that the brand ambassador and tagline variables have a positive and simultaneous effect on the brand awareness variable of Kapal Api Coffee in the Babadan Ponorogo community. This also shows that the higherthe knowledge of the brand ambassador and the tagline in the minds of the people, the higher the interest of the Babadan Ponorogo people to consume Kapal Api Coffee products. From the test results, it can be stated that this study supports Aaker's theory, namely brand ambassadors and taglines are two factors that can influence brand awareness. So that the more popular and effective the chosen brand ambassador and the tagline used, the more brand awareness that is in the minds of consumers.

CONCLUSION

Based on the research and analysis that has been described, the following conclusions can be drawn:

1. The brand ambassador variable has a positive and significant influence on the brand awareness variable of Kapal Api Coffee in Babadan District, Ponorogo. This shows that the higher the knowledge of brand ambassadors in the minds of Babadan people about Kapal Api Coffee, the higher the interest of the Babadan Ponorogo people to consume Kapal Api Coffee.

2. The tagline variable has a positive and significant influence on the brand awareness variable of Kapal Api Coffee in Babadan District, Ponorogo. This shows that the higher the knowledge of the tagline in the minds of the Babadan people towards Kapal Api Coffee products, the higher the interest of the Babadan Ponorogo people to consume Kapal Api Coffee products.

3. The brand ambassador and tagline variables have a simultaneous and positive influence on the brand awareness variable of Kapal Api Coffee in Babadan District, Ponorogo. It shows that the higher the knowledge of the brand ambassador and the tagline in the minds of the people, the higher the interest of the Babadan Ponorogo people to consume Kapal Api Coffee products. Then the results of the test for the coefficient of determination (R_2) indicated that 51,9%, brand ambassadors and taglines had an effect on brand awareness, while the other 48,1% were influenced by variables not analyzed in this study.

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