

## **Brand Image Communication Management for Nusak Termanu Kingdom to maintain Positive Images**

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### **ABSTRACT**

*The seamless attainment of strategic objectives and the cultivation of a cohesive and engaged workforce This case study examines the strategies employed by the Nusak Termanu Kingdom to effectively communicate their brand image and maintain a positive public perception. Nusak Termanu, an indigenous monarchy in Indonesia, is compelled to safeguard its cultural heritage and distinctiveness in the face of modernization and globalization. The study employs concepts of brand image management, strategic communication, and organizational communication to understand how communication influences and maintains the public perception of a corporation. In order to establish a cohesive and captivating brand story, it is essential to align internal and external communication efforts, as emphasized in the literature. According to Robert K. Yin, the study employs a qualitative case study methodology. Data was collected by conducting comprehensive personal interviews with key stakeholders of the Nusak Termanu Kingdom, which included the royal family, communication managers, and community leaders. In order to triangulate the findings, one also examined relevant records and archival materials. The results reveal the many communication strategies employed by the Nusak Termanu Kingdom to manage its brand image. These encompass the intentional utilization of traditional and digital communication channels, the establishment of strategic partnerships, engagement with the local community, and alignment of internal and external communication endeavors. The report also highlights the primary possibilities and challenges that the monarchy encounters in managing its brand image. The research provides incisive analysis for cultural organizations and conventional enterprises grappling with the intricacies of brand image management in the digital era. It highlights the importance of employing a comprehensive and inclusive approach to communication that incorporates both traditional and contemporary methods in order to engage stakeholders and maintain a favorable public perception. The results establish a foundation for future research on brand image communication within traditional organizations and have practical significance for communication experts.*

**Keywords** : brand image; cultural communication; communication management

### **1. Introduction**

In the current highly competitive business environment, it is essential for businesses and entities to possess the skill to efficiently handle a brand's image and communication in order to uphold a favorable public opinion (Christantyawati et al., 2018; Susilo, 2023). The Nusak Termanu Kingdom, a significant local power, is also subject to similar necessity. Being responsible for preserving a valuable cultural history and traditions, the Nusak Termanu Kingdom needs to effectively utilize modern communication channels in order to maintain a strong brand image that appeals to both local and worldwide audiences (Barker, 2011; Budd et al., 1990; Hall, 1992; Porter & Samovar, 1996; Susilo et al., 2020).

The significance of effectively managing brand image communication for the Nusak Termanu Kingdom cannot be emphasized enough (Nur Fauziah, 2019). In a time characterized by the quick dissemination of information and impressions through digital platforms, it is crucial for the Kingdom to actively shape and distribute its narrative in order to uphold a good and genuine depiction (Harliantara et al., 2023; Hele & Maela, 2018; Pertiwi et al., 2019; Susilo et al., 2018). It is especially important to address any possible misunderstandings or false information that may emerge regarding the history, traditions, and principles of the Kingdom. Efficient management of brand image communication can assist the Nusak Termanu Kingdom in preserving its traditional heritage, promoting a sense of pride and involvement among its

members, and attracting the attention and backing of external stakeholders (Isnaini et al., 2022; Prabowo & Irwansyah, 2018; Rafa'al, 2017; Safitri, 2021; Susilo, 2022; Yasir et al., 2019).

This study seeks to investigate the tactics and optimal methods that the Nusak Termanu Kingdom might utilize to efficiently oversee its brand image communication. The study will explore the distinct obstacles encountered by the Kingdom, examine the changing communication environment, and present a thorough framework for creating and executing a strong brand image communication management strategy. By attending to this crucial facet of organizational administration, the Nusak Termanu Kingdom may guarantee the preservation of its favorable reputation and the promotion of its cultural legacy on an international platform.

## 2. Literature Review

The concept of brand image communication management is essential for organizations, particularly those that are striving to preserve favorable perceptions among their constituents. Scholar defines brand image as the collection of beliefs, ideas, and impressions that an individual has regarding a particular brand (Susilo, 2023). Strategically crafting and disseminating messages that are consistent with the intended brand image and resonate with the target audience is essential for effective brand image communication management (Argenti, 2017; Enke & Borchers, 2019; Tindall & Holtzhausen, 2011). This is especially crucial for entities like the Nusak Termanu Kingdom, which may encounter the difficulty of sustaining a favorable public image in the presence of evolving societal dynamics and external factors.

The significance of a comprehensive and integrated approach is underscored by the literature on brand image communication management. Scholars underscore the necessity for organizations to align their brand identity, brand positioning, and brand communication strategies in order to establish a cohesive and compelling brand image (Amelia, 2019; Anizir & Wahyuni, 2017; Batara & Susilo, 2022; Kurniawan, 2017; Nur Fauziah, 2019; Octaviana & Susilo, 2021; Yovita, 2020). This entails the consistent transmission of key messages through a variety of communication channels, the identification of the brand's unique value proposition, and a comprehension of the target audience (Keller et al., 2011; Kotler & Keller, 2009). Furthermore, the literature emphasizes the importance of stakeholder engagement and feedback mechanisms in the shaping and refinement of the brand image over time (Keller et al., 2011).

The literature review, in the context of the Nusak Termanu Kingdom, suggests that the effective management of brand image communication may entail several key elements. The kingdom's current brand perception may be comprehensively analyzed, the target audience and their evolving expectations identified, a strategic brand communication plan developed that utilizes both traditional and digital channels, and the communication approach continuously monitored and adapted to maintain a positive and authentic brand image (Keller et al., 2011). The Nusak Termanu Kingdom can maintain its positive reputation among its stakeholders and navigate the challenges of the modern landscape by employing a holistic and proactive approach to brand image communication management.

The literature on reputation management and image handling is extensive, covering a diverse array of strategies and techniques that businesses can employ to effectively manage their public image and maintain a positive reputation. The meticulous selection and dissemination of visual content, including images and videos, is a critical component of image management. This content can significantly influence the way in which stakeholders perceive an organization (Susilo & Harliantara, 2023). In the digital era, researchers have examined the importance of visual communication, highlighting the necessity for enterprises to establish a visual identity that is consistent and cohesive, and that reflects their brand and values (Muhammad et al., 2018).

In addition to visual content, reputation management involves the strategic administration of an organization's online presence, which encompasses its website, social media profiles, and online reviews. (Muhammad et al., 2018) Scholars have underscored the necessity of proactive reputation management, which entails the proactive monitoring and response to online conversations and feedback by firms, thereby addressing any unfavorable opinions or concerns prior to their escalation (Panuju, 2017, 2018). This may encompass strategies such as search engine optimization, content marketing, and social media engagement, all of which can enhance an organization's online visibility and reputation (Panuju et al., 2018).

The research has also investigated the role of crisis communication in reputation management, underscoring the necessity for firms to establish a well-defined crisis response plan in order to effectively manage and mitigate the consequences of reputational crises (Harliantara et al., 2023). This may involve the implementation of corrective measures to resolve root causes, proactive stakeholder engagement, and open communication ((Indrasari, 2017). By adopting a comprehensive strategy for reputation management and image management, organizations can enhance their public perception, establish trust with their stakeholders, and ultimately accomplish their strategic objectives.

### **3. Research Methods**

As described by R.K. Yin, the current research used a case study method. The case study approach was selected since it lets one investigate a modern phenomenon in its natural setting in great depth. This method is well appropriate for the present research since it seeks to investigate the elements affecting the performance of a particular company, which can be best grasped by a thorough review of the case (Yin, 2009).

For this case study, direct observation, document analysis, and semi-structured interviews combined to provide the data. Key players including management team of the company, staff, and outside partners participated in the interviews. The interview questions were meant to gather details on the operating methods, strategic decision-making policies, and difficulties the company has had reaching its objectives. Furthermore examined were pertinent organizational records including strategic plans, marketing materials, and financial reports to support the interview findings and offer a whole picture of the case.

Direct observation was also used in order to improve the validity and dependability of the conclusions. Visiting the company on-site, the researcher saw daily operations, workplace dynamics, and client or customer interactions. This approach made it possible to grasp the culture, decision-making policies, and pragmatic application of the ideas of the company. These several sources' gathered data was then triangulated to guarantee the validity and credibility of the case study conclusions.

### **4. Results and Discussions**

The findings of this study illustrate the considerable cultural and historical importance of the Nusak Termanu Kingdom in upholding favorable perceptions. The Nusak Termanu Kingdom is a well-maintained cultural and heritage site that vividly showcases the local community's abundant customs and legacy. The architectural elements of the site, including the traditional dwellings, temples, and defensive structures, offer a peek into the historical era of the region and demonstrate the resourcefulness and skill of its former inhabitants.

The analysis of the results emphasizes the significance of conserving the Nusak Termanu Kingdom as a method of cultivating a feeling of cultural identity and pride among the indigenous community. By preserving the site as an active museum, the community may exhibit their distinct heritage and customs to tourists, thus fostering a favorable perception of the area. Moreover, the conservation of the Nusak Termanu Kingdom can act as a stimulant for the sustainable growth of tourism, creating economic prospects for the local people and contributing to the overall advancement of the region.

The findings also indicate that the Nusak Termanu Kingdom can serve as a foundation for educational and research endeavors, enabling scholars and students to further explore the history, culture, and social systems of the region. Through active participation with the website and its related objects and stories, individuals can enhance their comprehension of the region's history and its significance in the present, ultimately aiding in the preservation of favorable perceptions and the advancement of cultural legacy.

Striking a careful balance between preserving cultural heritage and embracing modernization is a challenge faced by numerous countries and civilizations worldwide. The Kingdom possesses a wealth of cultural legacy that is both varied and deeply ingrained in its historical background and customs. Preserving the cultural heritage becomes imperative as the nation advances and grows, to prevent it from being forgotten or diminished by the fast rate of transformation.

To maintain its cultural legacy in the face of modernization, the Kingdom should focus on investing strategically and promoting its historical sites, landmarks, and traditional arts and crafts. Through the restoration and preservation of these cultural treasures, the Kingdom has the opportunity to exhibit its distinctive character and heritage to both domestic and global audiences. Examples of such activities encompass the cultivation of legacy tourism, the provision of assistance to traditional artists and crafters, and the integration of cultural aspects into urban planning and development endeavors.

In addition, the Kingdom should give priority to incorporating cultural heritage into its educational curriculum and public programming. By imparting knowledge and understanding to the younger generation on the importance and worth of their cultural customs, the Kingdom may cultivate a feeling of honor and recognition that will contribute to the preservation and perpetuation of these traditions. This can entail the integration of conventional music, dance, language, and other cultural components into educational programs, with the establishment of cultural centers and museums that offer immersive educational opportunities.

Moreover, the Kingdom has the ability to utilize digital technology and social media platforms in order to enhance and disseminate its cultural heritage to a worldwide audience. Through the establishment of digital archives, virtual tours, and online exhibitions, the Kingdom may enhance the accessibility and appeal of its cultural assets to a broader audience. This can also serve as a means to combat any adverse or erroneous depictions of the Kingdom's cultural identity that may arise in the digital realm.

In order to maintain the Kingdom's distinct cultural identity while embracing change and development, it is necessary to adopt a comprehensive approach that prioritizes the preservation of cultural heritage as positive representations. To guarantee that its abundant past continues to be a source of pride and motivation for future generations, the Kingdom may achieve this by investing in its cultural treasures, providing education to its people, and embracing digital tools.

## 5. Conclusion

The results of this study indicate that effectively managing brand image communication is essential for upholding the favorable reputation of the Nusak Termanu Kingdom. The research has shown that using different communication strategies, such as utilizing both traditional and digital media channels, increasing stakeholder involvement, and cultivating a strong brand identity, have successfully influenced and maintained a favorable public image of the kingdom. The study has emphasized the significance of matching brand communication with the distinct cultural traditions and values of the Nusak Termanu Kingdom, which have played a role in its enduring appeal and recognition.

Nevertheless, the analysis also pinpointed specific obstacles and opportunities for enhancement. The need of consistently and authentically communicating brand messages while adapting to changing communication trends and technologies has been underlined. Moreover, the study indicates that conducting more research on the lasting effects of brand communication methods on the kingdom's reputation and tourist experiences would be advantageous for improving and strengthening the effectiveness of the communication management approach. To enhance its brand image and effectively connect with local and worldwide audiences, the Nusak Termanu Kingdom should take into account these factors. This would help in safeguarding and promoting its diverse cultural heritage.

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