**DIFFERENCES IN BRAND IMAGE OF ONLINE CHAT APPLICATION BLACKBERRY MESSENGER, WHATSAPP AND LINE FOR UNIVERSITY BINA NUSANTARA’S STUDENT**

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**ABSTRACT**

*Breakthrough on Information Technology development have provided an chance for all kind of company to utilized it. Each company create their own Chat Online application, which consumer can download, install and use it accordingly. This article is written to find out whether there are any differences on brand image for each Online Chat Application such as:* Blackberry Messenger, Whatsapp and LINE *based on six factors of brand image which are: benefits, attributes, cultures, values, personality and user. Data for the research were collected from questioners given to respondents who had used each Online Chat application mention above. Then each respondents were asked to gave scores based on the six factors of brand image for each Online Chat Application. Using the ANOVA method for testing the differences on brand images for each Online Chat application. Result from the research revealed that there are a differences in brand image between BlackBerry Messenger, Whatsapp and LINEfor beneftis, cultures and values, no differences on attributes, meanwhile personality cannot be tested. In this journal, the company that create Online Chat application are expected to improve their brand image to distinguished one another differently.*

***Keywords :*** *brand image, brand awareness, brand equity, brand identity*

**ABSTRAK**

Terobosan pada pengembangan Teknologi Informasi telah memberikan kesempatan bagi semua jenis perusahaan untuk dimanfaatkan itu. Setiap perusahaan membuat aplikasi chat online mereka sendiri, yang konsumen dapat men-download, menginstal dan menggunakannya. Artikel ini ditulis untuk mengetahui apakah ada perbedaan pada brand image untuk setiap Aplikasi Online Chat seperti: Blackberry Messenger, Whatsapp dan LINE berdasarkan enam faktor brand image yaitu: attributes, benefits, culture, values, personality dan user. Data untuk penelitian ini dikumpulkan dari kuesioner yang diberikan kepada responden yang telah menggunakan setiap aplikasi chat online tersebut diatas. Kemudian masing-masing responden diminta untuk memberi skor berdasarkan enam faktor citra merek untuk setiap Aplikasi Online Chat. Dengan menggunakan metode ANOVA untuk menguji perbedaan gambar brand untuk setiap aplikasi Online Chat. Hasil dari penelitian ini mengungkapkan bahwa ada perbedaan brand image antara BlackBerry Messenger, Whatsapp dan LINE untuk benefits, culture dan values, tidak ada perbedaan pada attributes, sementara untuk personality tidak dapat diuji. Dalam jurnal ini, perusahaan yang membuat aplikasi Online Chat diharapkan untuk meningkatkan brand image mereka untuk dapat membedakan satu yg lainnya.

Kata kunci: citra merek, kesadaran merek, ekuitas merek, identitas merek

**INTRODUCTION**

The advancement in terms of telecommunications information technology creates new opportunities for different types of companies both small and large, to take advantages of it in the field of information technology or in non-information technology. This opportunities create a new way for individuals to communicate via their mobile device with ease. Each company will offer to prospective customers of mobile phone users chat application online by offering advantages in comparison with the others.

One of the company, Research In Motion (RIM) introduced the exclusive online chat application that is only available on it’s own mobile devices in 2000 was named the BlackBerry Messenger or BBM is commonly known. A chat application online or communications network utilizing Internet-based PIN (Personnel Identification Number) Instant Messenger, an 8 unique identification number assigned to each BlackBerry device so unique, that cannot be changed manually without authorization from the office center.

Whatsapp Company Inc was founded in 2009 by Brian Acton and Jan Koum to capitalize on the trend of development of information technology. The company launched an online chat application with the name of Whatsapp. These applications automatically use the contact phone number in the contact list of user’s mobile phone to add it to the list of contacts to use online chat application WhatsApp. This application uses the open standard XMPP (Excensible Messaging and Presence Protocol), which after installation, the program to create user accounts using the number of mobile as the user name.

Company NHN Corporation first released the app LINE chatting online in June 2011 and was initially only available for iOS and Android systems. LINE is a free instant messaging application that can be used on various platforms such as mobile phones, tablet devices and computers. By using the Internet network, LINE can do activities such as send text messages, send pictures, videos, voice messages, and others.

With more and more online chat applications offered by companies in Indonesia with the largest population in the world number 4, this will lead to increased competition for each company on attracting consumers is tougher. With the advantages and disadvantages of each online chatting application, the application itself must have not only the name but also the brand, which can be a differentiator from other online chat applications. Factors that can affect a brand image (brand) raises questions such as: (1) Is there a difference in attributes of the brand image of online chat applications BlackBerry Messenger, WhatsApp and LINE. (2) Is there a difference in benefits on brand image from the online chat applications BlackBerry Messenger, WhatsApp and LINE. (3) Is there a difference in values ​​(value) of the brand image from the online chat applications BlackBerry Messenger, WhatsApp and LINE. (4) Is there a difference in cultures of the brand image from the online chat applications BlackBerry Messenger, WhatsApp and LINE. (5) Is there a difference in personality of the brand image of online chat applications BlackBerry Messenger, WhatsApp and LINE. (6) Is there a difference in user of the brand image of online chat applications BlackBerry Messenger, WhatsApp and LINE.

This research was conducted in order to determine whether there is a difference in brand image between online chat applications BlackBerry Messenger, WhatsApp and LINE by looking at the brand image factors which are, attributes, benefits, values, culture, personality and users of the online chat applications. The benefits from this research are: (1) For the management company of the online chat applications BlackBerry Messenger, WhatsApp and LINE to found out the opinion from the customers regarding the application. Thus the manager can make better decisions in planning brand strategy and in the nearest future. (2) Other local online chat applications company can learn and develop brand strategy for their own. (3) Academic gain knowledge on the benefits of using information technology to various other business activities.

According to Hartono (2013), the Internet is a global network in the form of interconnected computer networks. Computer networks are interconnected with each other to form a network of computer networks to have a large scale. Wherein the computer network is not disconnected with each other because each network can survive or continue to function as normal even though one of them is broken.

Internet originated from a study conducted by the US Department of Defense to establish a computer network which can not be easily turned off and can last a long. After progressing eventually became Internet. Computer network used to exchange information between the defense departments of the United States who was in the country by using the tool Router, which serves to break down data into small parts that can be sent over the network. After reaching the destination, the data will be reassembled by means of routers so that the information will get back into shape.

The most common applications used on the Internet is electronic mail (electronic mail). Users of these applications can send and receive letters and pictures from one or more other users. With the increasingly widespread use of the Internet in the public, the company began to use this application to disseminate information among the company's employees tersebut.Seiring development, the company also use the facility to conduct a marketing communication with customers to provide information about their products or services.

Internet provides an opportunity for companies to penetrate the market share. The company do so only by providing information online about the products it offers, so that the general public can find it easily.

The definition of Online Chat according www.dictionary.reference.com is "to Participate with one or more people, through the Internet, in a real-time conversation, typically as a series of short text exchanges in a specific application, as instant messaging, or by using images, voice, video, or some combination of these ". This type of communication that the user can participate with not just one person or a few people, through the internet, the talk in real-time, in the form of short messages from certain applications such as instant messaging, or can use an image, audio, video or any combination thereof. Online Chat developments no longer requires each user to communicate using a computer device connected to the internet with each other, users can now communicate using a mobile phone or smartphone device at his disposal to do so. By installing the application Online Chat available, then the user can do it through the device. Then make sure each user has an online chat application types are the same and connected to the Internet network.

According to Jessica Broadmoor (eHow.com) there are some advantages and disadvantages Chat Online, for its advantages among others: (1) Expense, the cost involved to do online chat via the medium of the Internet is cheaper than if you do the long-distance communication using a network the phone, it provides an attractive option for consumers to communicate with his family and relatives. (2) Multitasking, consumers can perform a wide range of activities or job do online chat via the Internet. Consumers can read or write an email, complete the work documents or speak to the user through online chat, all without having to stop doing one job. (3) Time Management, as above, by performing Chat Online can save time that needs to be done to communicate with each other without having to directly connect the two sides, because Chat Online can be done anywhere and at any time.

Online Chat disadvantages are: (1) Communication Barriers, where users sometimes can not convey what his or her feeling during communicating correctly because it is not included in the delivery of such feelings. Sometimes misunderstandings of the use of uppercase letters in the message, or using the wrong word because it can not fit the tone you want to use such as in a state of anger, pleasure and so on. (2) Dangers (Danger), which means the user can not know with certainty that the addressee via Online Chat is a user who wants, or the user does not know who is at the other end.

According to the American Marketing Association (American Marketing Association) (Mohammed, 2002), Brand is: "A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from Reviews those of competitors "a brand is a name, term, sign, symbol or a combination of the whole, which is useful for identifying a product or services of one seller or group of competitors. It is useful to distinguish between sellers and manufacturers, which the seller has the right to use the brand of a product or service being offered without any time limit. Brand is a promise from the seller to provide services in accordance with the set. The better a brand, better also guarantee the quality or the services expected from customers.

Brand according to Kotler (1994), had six sense elements: (1) Attributes: a brand brings certain attributes to the mind of the buyer or customer. So brand like Apple products carry the attribute is expensive, well constructed, durable, have more value for the owner, cozy and so forth. (2) Benefits: a brand specific product or service not only has its own attributes, but provides additional advantages both functionally and emotionally to the buyer or its customers. As the example mentioned above, more durable products leads to functional gains that will be obtained, while for the more expensive towards emotional benefits to be gained or customer. (3) Values: a brand has its own value to the buyer or customer. Apple has a value that is high capability, security, lifestyle and so on. (4) Culture: a brand can present particular culture. Apple, because the products of America, over bringing the culture of the country that is organized, efficiency and high quality. (5) Personality: a brand personality shows itself for the customer or buyer. Apple could be seen as a professional firm or small assets worth considering. (6) User: a brand shows the types of consumers who typically buy or use them. The presumption mobile phone users Apple is a professional, would be surprising if it turns its wearer was a teenager.

With the introduction of Internet media, the item itself is divided into two forms namely (Mohammed, 2002): (1) Online Brand; a brand which are located and originated from the Internet medium alone. Examples such as Amazon, CNN, Ojolali and others. (2) Offline Brand; a brand, which are not only in the Internet but also from the outside Internet. Examples such as McDonalds, Disney, Tempo and Kompas.

Brand image according to Kotler (1994) is: "The set of beliefs held about a particular brand. The customer's belief may vary from the true attributes based on his or her experience and the effect of selective perception, selective distortion and selective rentention ". A group of belief contained in a particular brand. Consumer confidence may be different because based on the experience of perception, given the distortion and retention.

Brand Equity according to Mohammed (2002) is the "Brand Equity is the reflection of a connection between the customer and the brand, the which leads customers to Evaluate the brand differently than they Evaluate competing brands". A reflection of the relationship between consumers and brands to bring consumers to evaluate differently to brands like.

Brand Identity according to Aaker (1996): "Brand Identity is a unique set of brand associations that the brand strategist aspires to create or maintain. Reviews These associations represent what the brand stands for and imply a promise to customers from organization members. "A group of unique brand associations for use by the creator of the brand strategy of creating or maintaining a brand. This group intends to bring a brand and a promise given by the company to the consumer.

The identity of a brand aims to provide guidance, purpose and intent of the brand. Brand Identity helps in the relationship between the brand and the consumer through the benefits provided. Consumers will easily recall when they see or hear the identity of the brand. Brand Awareness by Yodhia (2009) is the ability of potential buyers to recognize or remember a brand as part of a specific product category.

There are a number of levels or tiers in the introduction of this brand: the first level is top of mind. This level has relevance in terms of answering these two questions; what brand first come to mind for cellular phone products? Or, what brands appear instantly on the head when he called a motorcycle? Top of mind is the first brand to come to mind when a question like that. For example in the question of mobile phone brands above, the possibility of being top of mind is Nokia. While in the case of motorcycles, the possibility of being top of mind is the Honda, the second level is the brand recall is the brand called later after the top of mind. Like the example above, included in the brand recall in the cellular phone products are brand Sonny erricsin or in motorcycle products are brand Yamaha. The third level is the brand recognition or brand that is known as someone else mentioned that brand or brands that will be remembered as someone else mentioned it. For example in the case of mobile phones, the Panasonic brand or brand Dopod remembered after other people mention the brand. Cellular phone with two brands was only realized after the last information from others. Level four is unaware of the brand is a brand had never known or heard. As examples of the above mobile phone, or IMC branded mobile phone brand HTC may have never known before.

A study by Kuspuji C.B. Wicaksono, in the journal Binus Business Review Volume 02, No. 2 November 2011, with the title "Analysis of Differences brand image Speak Indonesia Local News Site". The method used in this research is descriptive using a number of samples of student that follows the graduate program at the University of Bina Nusantara 50 (fifty) of respondents. The study uses data collection tools in the form of questionnaires which were distributed to students who have experience in using not just one language news website Local Online Indonesi but few others. The form of the questionnaire so that respondents answer closed already stated therein by using a Likert scale from 1 (strongly disagree) to 5 (strongly agree).

The calculation result of testing by ANOVA for Attributes for Detik.com, Mediaindo.co.id and Korantempo.com 0.082 which means the values ​​obtained are not significant because the p value obtained is greater than 0.05. Multiple Comparisons test results also show that the results are not significant, were diata 0.05. Benefits obtained for 0,000, which means a significant value for p value obtained is less than 0.05, Multiple Comparison test results also showed that the significant results obtained for each of brackish online news site in town under 0.05. Cultures obtained for 0,000, which means a significant value for p Value earned less than 0.05, Multiple Comparisons test results also show that the results are significant diperolerh for each online news site, was below 0.05. As for the comparison between mediaindo.co.id and detik.com obtained significant results .To Users 0.0794 which means that the value is not significant because the p value that is greater than 0.05, as well as test Multiple Comparisons show results obtained is not significant for each online news sites were diata 0.05. And the latter Values ​​obtained a value of 0.000, which means significant because the p value obtained is less than 0.05 Multiple Comparisons test results showed significant for each of the online news site is under 0.05. As for the comparison between mediaindo.co.id and detik.com obtained significant results.

**METHOD**

This research was carried out for three months at Bina Nusantara University Campus Anggrek. To achieve a representative sample of the population and can explain characteristic of the population, then utilize the five steps in the sampling for the study which are: (1) Identify the target population, determine the specific population that is fit for purpose and the research problem as the basis for sampling. The target population is the students of University Bina Nusantara Bachelor Program, who are actively using online chat applications BlackBerry Messenger, WhatsApp and LINE. (2) Choose the sample selection framework, a list of elements of the population that will be the basis for sampling for this research. Seeing the majority of the student Bachelor S1 Bina Nusantara University Online Chat perform in Jakarta, the research carried out in Jakarta. (3) Determine the sample selection methods, for sampling carried out at random (probability sampling). (4) Determine the sample unit determination procedure. Selection of a population based sample frame is done through a single stage procedure that is user Online Chat service, where data collection is done all at once or one stage through a survey method. After that the study did not conduct a survey again against the same respondents. (5) Determine the sample size, it is important to enable statistical analysis of the data. Sample size determination based on considerations of time and cost.

The population according to Sugiyono (2014) is generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. In this research , the selected population are students undergraduate S1 domiciled in Jakarta, has a sufficient level of knowledge about the Internet, frequently use online chat application BBM, Whatsapp and LINE, also studying in the University of Bina Nusantara. Sampling will be done using a simple random sampling method from various professions, educational backgrounds and different levels of age.

This study will use samples, which according to Sugiyono (2014) is part of a number of characteristics possessed by this population from the number of students / scholars who follow the program S1 at Bina Nusantara University of fifty respondents because the number of students in the classroom generally twenty of various professions, educational background and age levels. This research will use a questionnaire for collecting data tool which will be distributed to students undergraduate S1 Bina Nusantara University who has experience in using an online chat application. By using a questionnaire, it will be able to shorten the time required in this research because some respondents may be filling the questionnaire at the same time. The shape of this questionnaire is in the form of a closed question that the respondent only needs to look for answers that are already listed and using a Likert scale from 1 (strongly disagree) to 5 (strongly agree).

This research aims to look at the factors that influence the strength of something brand. Factors that would influence such attributes, benefits, values, cultures, and user personality.

Brand Image

* Attributes
* Benefits
* Values
* Cultures
* Personality
* User
* Brand Image BlackBerry Messenger
* Brand Image Whatsapp
* Brand Image LINE

Picture 1. Model Research Brand Image

In this research, there are two kinds of variables, the dependent variable and independent variables. The independent variables in this research were six factors that affect the brand image, namely: (1) Attributes (X1), something that surround the brand as the impression that appear. Attributes measured as the completeness of the products or services offered by the Online Chat app, then the app is the latest Online Chat or up to date. (2) Benefits (X2), is the benefits offered from the brand is in accordance with what consumers expect. The benefits are measured in this research for each of these applications is the product or service being sold helpful to users, providing an easy to use application online chat. (3) Values ​​(X3), is the value proposition of the brand is in accordance with what to expect consumers. The value offered from Online Chat application to the users of those services is measured by the latest appearance or up to date, and along with the information having value mismatch. (4) Cultures (X4) is a cultural value of the brand has to offer is consistent with the fact that expected by consumers. In this study, measurements can be seen from a culture of service users Chat Online with a culture that wants to be displayed from the application. (5) Personality (X5), personality is shown from the brand is as expected by the consumer. The measurements were visits from personalities depicted in the Online Chat application is in accordance with the personality of its users, which wanted accuracy and ease of use of the application as well as the clarity of the information and fees to be charged to the consumer. (6) Users (X6), is a picture of the user or wearer of the brand as expected by the user or the user or the customer. (7) Brand (Y) is the brand image of the local online retail sites.

Statistical analysis that is use in this research is the method of reliability analysis (Sugiyono:2014). The methods used with the aim to see whether the measuring instrument used is the questionnaire consistent and precise in it’s use. Measured by an index that is symbolized by Cronbach Alpha (α), ie if α> 0.7 it can be concluded that the gauge is quite reliable. As for the data processing of questionnaires using Anova (Sugiyono:2014) which has a definition: "Anova is a statistical method for Determining the existence of differences Among Several population means". Anova method is a statistical method to see if there is a difference between the means (average) of some populations / samples. In this research, the sample used is the respondents who use frequently and all of the online chat application BlackBerry Messenger, Whatsapp and Line.

Using significant alpha α = 0.05, then when the results obtained from the processing of the data is greater than 0.05, then it can be said that there is a difference between the population / sample for the independent variables studied. After using ANOVA test, then the multiple comparisons will be made with the objective to compare one with the other, in this research each online chat application will be compared with one another. To determine whether there are differences, then the test for the study was conducted with the help of SPSS Statistics program.

**RESULT AND DISCUSSION**

The test result of the reliability and validity for factors that affect the brand image of Online Chat app BlackBerry Messenger, WhatsApp and LINE can be seen in the table below:

Table 1 Results of Test Reliability and Validity of Factors

Affecting Brand image Blackberry Messenger Application Online Chat

|  |  |
| --- | --- |
| Factors affecting the brand image | Test Results Reliability and Validity |
| *Attributes*  *Benefits*  *Cultures*  *Personality*  *User*  *Values* | 0,8325  0,6013  0,3875\*  0,9507  0,9343  0,621 |

As shown in the above table, the six factors that can affect the brand image for the BlackBerry Messenger, one of them did not get a decent test results because the results obtained under the alpha value needs to be tested or considered worthy. These factors are factors cultures that do not deserve to be tested.

Table 2 Results of Test Reliability and Validity of Factors

Affecting Brand image app Whatsapp Chat Online

|  |  |
| --- | --- |
| Factors affecting the brand image | Test Results Reliability and Validity |
| *Attributes*  *Benefits*  *Cultures*  *Personality*  *User*  *Values* | 0,8013  0,712  0,7076  0,3024\*  0,9067  0,7213 |

For Online Chat app Whatsapp, out of six factors that can affect the brand image, one of them did not get a decent test results because under the alpha value which is required to be tested or considered worthy. These factors are personality factors, so these factors are not eligible to be tested next.

Table 3 Reliability and Validity of Test Results Factors

Affecting Brand image Online Chat Application LINE

|  |  |
| --- | --- |
| Factors affecting the brand image | Test Results Reliability and Validity |
| *Attributes*  *Benefits*  *Cultures*  *Personality*  *User*  *Values* | 0,7121  0,0760\*  0,812  0,1703\*  0,9012  0,756 |

Six factors that can affect the brand image to Chat Online LINE application, there are two of them did not get a decent test results because under the alpha value which is required to be tested or considered worthy. These factors are the benefits and personality factors. So that these two factors are not eligible to be tested next.

Judging from the results obtained, the brand image of the six factors were tested for feasibility is only one factor not included in the ANOVA test that is personality. Because only personality to BlackBerry Messenger who had a decent value, while for Whatsapp and LINE each have a value that is not feasible or below 0.6 Cronbach Alpha. The ANOVA testing should compare at least two of three Online Chat application to be tested.

After testing to determine the reliability and Validitias variables feasible, the next step is to test the ANOVA with the aim of seeing whether there is a difference in brand image Online Chat applications BlackBerry Messenger, WhatsApp and LINE. Tests in this study using ANOVA test, accordance with the purpose of this paper is to see whether there are differences in brand image among the Online Chat application.

By using ANOVA test, the result that there is no difference in terms of attributes of the brand image of the BlackBerry Messenger, WhatsApp and LINE. Therefore, each application Chat Online has a list of facilities that should be part of that kind of application such as adding a contact, the contact appearance in the form of individual user names and so on. Benefits for testing, the result that there are differences in these factors between the three applications Online Chat. Benefiting different users for each Online Chat applications such as BlackBerry Messenger provides BlackBerry facility unique pin to facilitate consumers entering contacts into the contacts list, so as to give the impression of an exclusive for its users. Meanwhile, for online chat application WhatsApp and LINE equally utilize the mobile phone number to add a new contact to the contacts list already owned by consumers.

Next is testing the cultures of the brand image factors indicate there are differences among the three applications of the Online Chat. BlackBerry Messenger is more directed to consumers worker with the ability to send emails and documents simultaneously in the application. For Whatsapp and LINE more directed to the general public as well in informal situations associated with the use of LINE stickers to show the emotions that consumers want. Although BlackBerry Messenger also offers stickers for use in applications, but many variations in the WhatsApp and LINE.

Tests subsequent research in factor values ​​for the brand image of the three applications Online Chat. The difference in the values ​​of factors for each application online chat can be seen from the advertising done by each company. Each of these company aggressively advertising through telecommunications media in Indonesia for potential users.

**CONCLUSION**

The conclusion from this research is that there are differences in terms of brand image Online Chat application in this case BlackBerry Messenger, WhatsApp and LINE, although three of them are an application to chat or talk through the medium of the Internet. The difference can be seen from the benefits, the benefits to be gained for its users. Each application Online Chat offers benefits that are different from one another, such as status updates of users that can be displayed in its contact group and the ability to send documents, images, videos and links to a site easily without having to open a web browser. For the category of benefits, applications BlackBerry Messenger Chat Online derive value from respondents is higher than the other, this indicates that the application provides more benefits for consumers. Such as sending documents, pictures, create groups, BBM Channel and so on.

The second difference that can be found are cultures. Applications Chat Online BlackBerry Messenger derive value from respondents is higher than the other so it seems that the application has been giving aspects of cultures more for consumers, which is intended for professionals or offices that need a means of rapid communication to send instant messages to co-workers or superiors in a group or division of a company compared to the other.

The third difference is the values ​​that can be found, offered uniquely to each user of the Online Chat application. In terms of the presentation of an instant message to be conveyed in the form of formal and informal, where the BlackBerry Messenger is aimed at office workers to communicate not only co-workers but also to their superiors. Convey information quickly without being obliged to call because of the odds on such an inappropriate time in meetings, traveling and so on. Meanwhile, for online chat application WhatsApp and LINE is intended to be informal. Online Chat among the three applications under this research, the results indicate that the LINE obtain higher scores than others.

In contrast to attributes and user, result of this research indicates that there is no difference because the user application Online Chat consider that each facility Chat Online applications offer the same thing and targets the same users, are not distinguishable from one another.

With the conclusion of the research is obtained, the management in an online chat application development companies should focus itself on three factors: benefits, cultures and values ​​which will be brought to consumers through online chat applications.

Suggestions from this research is for each enterprise application makers Chat Online in the face of competition is required to improve its brand image so that it can show the difference is more prevalent among each other. Ways that can be done is to give attention to the benefits, benefits to be gained for the potential users of the Online Chat application. In the case of Cultures, featuring a culture that wants delivered through Online Chat application in order to follow the culture of the prospective users located in the capital Jakarta. In terms of values, companies must be able to give things related to the value given over to prospective users of the Online Chat application. By focusing on these three factors, it is expected that the management can take appropriate action in making applications Online Chat relied on these factors.

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