SLOGAN OF "UHAMKA LEBIH UTAMA" EFFECTS ON BRAND AWARENESS FOR SENIOR HIGH SCHOOL STUDENTS

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Abstract: This study aims to reveal the effect of the slogan on brand awareness towards University of Muhammadiyah Prof. DR. HAMKAfor high school students in DKI Jakarta. The subjects for this study were all students in high schools located in Jakarta. Cluster Sampling is used to take 100 students as samples, taken from 5 schools located in 5 different regions in Jakarta, namely East Jakarta, West Jakarta, South Jakarta, North Jakarta, and Central Jakarta. In addition, this study uses descriptive quantitative associative methods. The results of this study imply that University of Muhammadiyah Prof. DR. HAMKA has a positive and significant influence on brand awareness for high school students in DKI Jakarta.
Keywords: slogan, brand awareness, West Jakarta

Abstrak:
Penelitian ini bertujuan untuk mengungkap pengaruh slogan terhadap kesadaran merek terhadap Universitas Muhammadiyah Prof DR HAMKA untuk siswa sekolah menengah atas di DKI Jakarta. Subjek untuk penelitian ini adalah semua siswa di sekolah menengah atas yang berlokasi di Jakarta. Cluster sampling digunakan untuk mengambil 100 siswa sebagai sampel, diambil dari 5 sekolah yang berlokasi di 5 wilayah berbeda di Jakarta, yaitu Jakarta Timur, Jakarta Barat, Jakarta Selatan, Jakarta Utara, dan Jakarta Pusat. Selain itu, penelitian ini menggunakan metode kuantitatif asosiatif deskriptif. Hasil penelitian ini menyiratkan bahwa slogan Universitas Muhammadiyah Prof. DR.HAMKA memberikan pengaruh positif dan signifikan terhadap *brand awareness* untuk siswa SMA di DKI Jakarta.

Kata kunci: slogan, brand awareness, Jakarta Barat

INTRODUCTION

Higher education is perceived as an undoubtedly vital education level for students to navigate their academic life. Not only are they able to take formal classes, but they are also enabled to improve skills and build relations that will potentially benefit them. Yet, university reputation is even regarded as a significant point on their portfolio in order to increase their value at work field (Donald, Asleigh and Baruch, 2018). Therefore, the interest on higher education is increasing each year.

By the year of 2017, there had been 3.276 universities or colleges in Indonesia, which consisted of 122 state universities and 3.154 private universities (Kementerian Teknologi, 2017). However, in Jakarta, among 318 private universities, ten of them have been accredited as "A" by Badan Akreditasi Nasional Perguruan Tinggi (BAN-PT). To name a few, there are Bina Nusantara University, Atmajaya Indonesia Catholic University, Mercu Buana University, Tarumanegara University, Trisakti University, Driyarkara College of Philosophy, and Trisakti College of Economics. This considerably huge number of universities located across Indonesia makes a tight competition among them to attract potential new students.

Yet, most applicants are interested in state universities while private universities are considered as alternatives when they fail to enroll at state universities. This becomes a challenge for every private university or college to promote their campus using more creative strategies in order to attract future freshmen, not exceptionally for the University of Muhammadiyah Prof. DR. HAMKA, abbreviated as UHAMKA, as one of private universities in Jakarta.

Based on the data collected from ICT UHAMKA, for the last 3 years, there have been significant gap between the number of expected applicants and the number of registered applicants. One of the main reasons was because there are many students who had not known about UHAMKA. In other words, brand awareness towards UHAMKA had not been optimally practiced. There is a tendency that students applying for universities would opt to enroll at well-known universities due to the campus's admitted brand awareness.

Number of Expected Applicants at UHAMKA

Academic Year	Expected Applicants	Registered Applicants
2015/2016	1.280	2.917
2016/2017	5.000	2.900
2017/2018	5.220	5.413
2018/2019	6.896	5.500

Source*: ICT UHAMKA*

As how consumer behave while choosing a product, students applying for universities also undergo similar process as they are selecting which university they would like to enroll at. Because of that reason, private universities are highly encouraged to increase their brand awareness so they are able to grab students' attention, especially those who plan to continue their study to higher education level. Once their campus's brand reaches these students, the university would stand a strong chance to get selected by potential applicants.

Brand awareness is undeniably important because most consumers prefer to buy products from well-known brands due to concerns on the products' safety. They assume that those kinds of products are more reliable (Durianto, Sugiarto and Sitinjak, 2001). Students apply the same process while selecting a university as they are more comfortable to choose a campus which they have already known. Afterwards, they would go to comparison step, where they are going to compare one or more features such as uniqueness, accreditation, quality, facilities, or available study programs from several options. In order to gain reputation, every university must create their own values which highlight their uniqueness. This uniqueness must be promoted continually to the students so they are able to process the image and generate their own perception towards the campus.

According to Surachman (2008), Cheema (2016) and Swasty (2016), elements in a brand could improve its brand awareness. These elements are brand name, logo or symbol, character or mascot, slogan or tagline, jingles and packaging. Brand name plays an important role in increasing brand awareness and brand equity. A good name makes a good impression. A brand name should be easy to remember, describe the product clearly, entertain customers, and relevant regardless of time. In addition, a logo is the primary physical attribute a brand has. It is like a face for a human. A logo is created as an identity which differentiates a brand from the other. Meanwhile, a character or mascot functions as a physical representation which mostly resembles human physique or other creatures. This will help customers to create a

particular perception towards a brand. Slogan or tagline is often a short statement representing the brand's core value, characters or positioning. Moreover, packaging is considered as a vital element for it is able to deliver certain message and strengthen brand association. Packaging of a product catches customers' eyes while they are searching for a product.

Similar to companies, universities as institutions own branding elements including brand name or university name, logo and slogan as a way to represent the institution's identity and bring up brand awareness to students. Yet, this study focused on analyzing the slogan.

Keller (2013) and Durianto, et al.(2001) stated that slogans are able to engrave brand awareness on consumers' mind. In addition, Keller (2013) suggested that slogan be a medium to deliver the brand's marketing program through several words. A slogan is created to define a brand and communicate particular information related to the brand or company. Moreover, slogans are proven to be able to attract consumers and increase brand awareness as well. Therefore, universities are highly encouraged to promote interesting and memorable slogans which could improve the university's brand awareness.

In line with this agenda, UHAMKA comes up with a slogan that says "Lebih Utama" ("Beyond Great") to establish a perception towards UHAMKA as a great university to enable graduates with advanced spiritual, intellectual, emotional and social intelligence. It is expected that the short slogan could represent the campus's vision and image so it will be so much easier for the society and especially students to keep UHAMKA in their minds.

However, UHAMKA has not optimally promoted its slogan through various marketing programs. Even most of their students have not been quite friendly with their campus's slogan. It is imaginable that most people outside the campus community would find it hard to recognize UHAMKA's slogan.

Lastly, this study was intended to observe and analyze the influence of slogan on promoting brand awareness University of Muhammadiyah Prof. DR. HAMKA towards senior high school students in DKI Jakarta.

METHOD

This study implemented descriptive associative quantitative method and a set of surveys to observe the effects of slogans on brand awareness. The surveys were given to respondents using questionnaires.

The population were 87.236 senior high school students in DKI Jakarta as listed by the Ministry of Education and Culture of Indonesia during the course of 2018/2019, as detailed below based on are:

The Number of Senior High School Students in DKI Jakarta

No	Areas	Number of Students
1	East Jakarta	31.438
2	West Jakarta	12.744
3	South Jakarta	22.537
4	North Jakarta	11.734
5	Central Jakarta	8.783
	Total Number	**87.236**

Source: *dapo.dikdasmen.kemdikbud.go.id*

The samples were extracted using Taro Yamane formula by Riduwan (2013: 65). The results came out with 100 students from 5 senior high schools in the 5 areas of DKI Jakarta, which are East Jakarta, West Jakarta, South Jakarta, North Jakarta and Central Jakarta. This means that in every school, there were 20 students taken as the samples for this study.

Research Instruments Test

1) Validity

According to Soewadji (2012), "Validity is anything about how far a measurement is able to be applied on its subjects". Meanwhile, validity test is implemented to analyze the accuracy of certain measurement on doing its function. Sugiyono (2011) added that a research is valid if there is coherency between the collected data and the real data on the field. Validity test was applied using product moment correlation technique.

The instrument implemented on this study to test validity has passed construct validity. The construct validity was constructed based on relevant theories in order test any variable (Sugiyono, 2011). Moreover, on his study, Sugiyono (2011), applied this validity test to 30 respondents who were students at Senior High School 39 in Jakarta.

To examine the instrument's validity, this study used Pearson Product Moment formula (Riduwan, 2013: 98) as follows:

$$r \text{ count} = \frac{n\left(\sum XY\right) - \left(\sum X\right).\left(\sum Y\right)}{\sqrt{\left\{n.\Sigma X^2 - (\Sigma X)^2\right\}.\left\{n.\Sigma Y^2 - (\Sigma Y)^2\right\}}}$$

The result was then calculated using t-test using this formula: $t_{count} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$

The distribution (t table) for α = 0,1 and degree of freedom (dk = n − 2 = 100 − 2 = 98), so it results on t_{table} = 1,66.

Decision rule : if t_{count}>t_{table} then the instrument is valid dan can be used to collect data, while t_{count}<t_{table} means the instrument is invalid and unable to be used.

2) Reliability

Soewadji (2012) stated that "reliability or consistency is the ability of a research instrument to collect data or information through consistent and stable manner from individuals". Meanwhile, reliability test aims to discover how consistent a measured result if it undergoes multiple measurement procedures. Furthermore, Sugiyono (2011) further explained that reliable results of a study is determined by its data consistency through times.

This study used Alpha formula by Riduwan (2013) to reveal the reliability of an instrument with this following formula:

$$r_{11} = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum S_i}{S_t}\right)$$

To decide if an instrument is reliable, $r_{1\ 1}$ must be compared to r_{table}*product moment* with dk = N − 1 = 100 − 1 = 99 at significant level of 10% to generate the result of r_{table} = 0,1654. In other words, if $r_{1\ 1}$ >r_{tabel}, then the instrument is claimed to be reliable and can be used to collect data, whilst $r_{1\ 1}$ <r_{table} is unreliable and unable to be used to collect data.

Test for Analysis Requirement

The analysis was conducted to two variables, slogan as the independent variable and brand awareness as the dependent variable. The data collected from questionnaire was examined through validity and reliability test. The result of these tests then proceeded to be analyzed. Regarding to the analysis method, this study used correlation analysis as it had to examine the homogeneity and normality. Moreover, the homogeneity test that will be explained heareafter is Bartlet test while normality test was conducted using Liliefors test.

Data Analysis Technique

On quantitative research, data analysis is implemented after all data from respondents are collected. This method is aimed to identify how much slogans contribute to the increase of brand awareness using quantitative analysis and descriptive statistics also inferential statistics test.

Regression Analysis

Regression can be calculated using simple regression equation. The formula can be analyzed

as it is based on the functional or causality correlation of independent variable (X) and (Y).

The regression formula by Riduwan (2013) is presented below:

$$\hat{Y} = a + bX$$

Definition:

$\hat{Y}$ = dependent variable
X =independent variable
a   = constant of Y if X = 0
b = coefficient to control an increase or decrease for variable Y

Afterwards, the significance and linearity tests were conducted with results are as follows:

Summary of Variance Analysis (ANAVA) of Variable X and Y for Significance and Linearity Test

Variance Source (*Sumber Varians*) (SV)	Degree of Freedom (*Derajat Kebebasan*) (dk)	Sum of Squares (*Jumlah Kuadrat*) (JK)	Average Sum of Squares (*Rata-rata Jumlah Kuadrat*) (RJK)	F_{count}	F_{table}
Total	N	ΣY^2	-	Significant	
				Linear	
Regression (a) Regression (b|a) Residual	1 1 n-2	$JK_{Reg[a]}$ $JK_{Reg[b\|a]}$ JK_{Res}	$RJK_{Reg[a]}$ $RJK_{Reg[b\|a]}$ RJK_{Res}	Explanation: Comparison of F_{count} and F_{table} is Significant and Linear	
Error	k − 2 n − 2	JK_{TC} JK_E	RJK_{TC} RJK_E		

Source: *Riduwan. 2013. Belajar Mudah Penelitian.*

Hypothesis Testing

   a. **PPM Correlation (Pearson, Product, Moment)**

   The analysis technique of Pearson Product Moment Correlation was invented by Karl

   Pearson in 1900. This method was intended to find the degree of correlation between

   independent variable and dependent variable.

   The PPM Correlation formula is as follows:

$$r_{xy} = \frac{n\,(\Sigma XY) - (\Sigma X).(\Sigma Y)}{\sqrt{\{n.\Sigma X^2 - (\Sigma X)^2\}.\{n.\Sigma Y^2 - (\Sigma Y)^2\}}}$$

Interpretation of Correlation Coefficient of Value r

Coefficient Interval	Degree of Correlation
0,80 - 1,000	Very strong
0,60 - 0,799	Strong
0,40 - 0,599	Average
0,20 - 0,399	Weak
0,00 - 0,199	Very weak

Source: *Riduwan. 2013. Belajar Mudah Penelitian. Page 138*

b. **Coefficient of Determination Test**

This test is applied to measure how much variability of variable X can be caused by its relationship with variable Y. This can be measured using coefficient of determination formula by Riduwan (2013) presented below:

$$KP = r^2 \times 100\%$$

Definition:

KP   = *Koefisien Determinan* (Coefficient of Determination)

r^2 = coefficient of PPM Correlation

c. **Significance of Coefficient**

This following formula by Riduwan (2013) is to test the significance of correlation coefficient:

$$t_{count} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Definition:

t_{count} = value of t
r   = coefficient of correlation value
n   = number of samples

RESULTS

The data was collected using questionnaire which have been put on trial to 30 respondents in Public Senior High School 39 Jakarta. The questionnaire was distributed in July 23rd, 2019 consisted of 27 questions for each variable X (slogan) and variable Y (brand awareness). There are 22 valid questions and 5 invalid questions from the questionnaire trial on brand awareness.

Meanwhile, all questions on slogan's questionnaire are valid. Therefore, this study later used 22 questions on brand awareness and 27 questions on slogan. The tested questionnaire was then distributed in August 5th 2019 to Public Senior High School 68 at Central Jakarta, to Public Senior High School 23 West Jakarta and Public Senior High School 40 North Jakarta in August 12th 2019, to Public Senior High School 62 East Jakarta in August 19th 2019 and to Public Senior High School 28 South Jakarta in August 20th 2019. The questionnaire was given to 20 students at each school to reach the number of approved samples of 100 respondents.

Results

The score of variable brand awareness was 59.93%. The score was generated from dividing brand awareness score and ideal score. The brand awareness score was 6593 while the ideal score has to be 5 x 22 x 100 = 11000 ("5" is the highest score, "22 is the number of questions, "100" represents the total number of respondents). Therefore, it can be calculated that the score of brand awareness towards UHAMKA is 6593 : 11000 = 0,5993 = 59,93%. On scale, the value can be viewed hereafter:

59,93%

| 0% | | 20% | | 40% | 60% | 80% |

100%

Very Strong | Very | Weak | Average | Strong

Weak
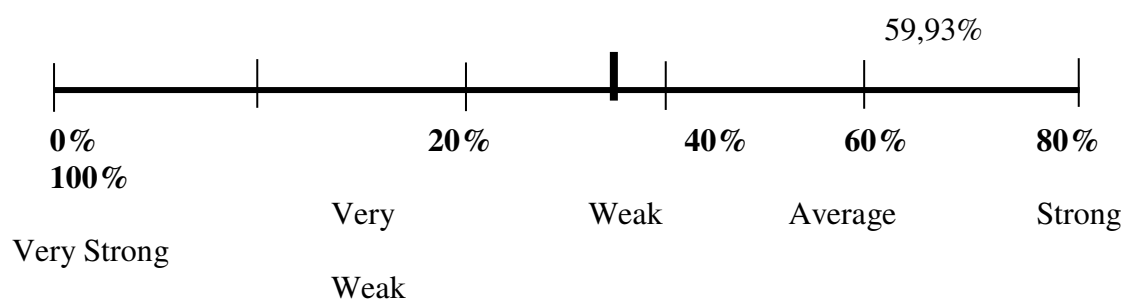
Scale of Measure for Brand Awareness towards UHAMKA

For the analysis on variable brand awareness, respondents are divided into four categories or levels, which are Top of Mind, Brand Recall, Brand Recognition, and Brand Unaware. These categories have been previously given score. Based on the results of this descriptive analysis, brand awareness towards UHAMKA from the perspective of senior high school students in DKI Jakarta is as follows:

The Frequency of Brand Awareness towards UHAMKA for Senior High School Students in DKI Jakarta

Percentage Interval	Category	Frequency	Percentage	Average
81,26% - 100%	*Top of Mind*	0	0%	
62,51% - 81,25%	*Brand Recall*	39	39%	
43,76% - 62,50%	*Brand Recognition*	59	59%	59,93%
25% - 43,75%	*Brand Unaware*	2	2%	
Total		100	100%	*Brand Recognition*

Note: *This data was assessed by the researcher in 2019*

Based on this result, it is implied that in general, brand awareness towards UHAMKA from the perspective of high school students in DKI Jakarta is average and belongs to the third level, which is Brand Recognition. Meanwhile, out of 100 respondents, none of them (0%) was in the first level, or on Top of Mind category, 39 respondents (39%) were in Brand Recall category, 59 respondents (59%) belonged to Brand Recognition and the rest 2 respondents (2%) were in Brand Unaware category. In other words, on average, 60,06% of respondents are in Brand Recognition category. This distribution can be viewed on this following chart:
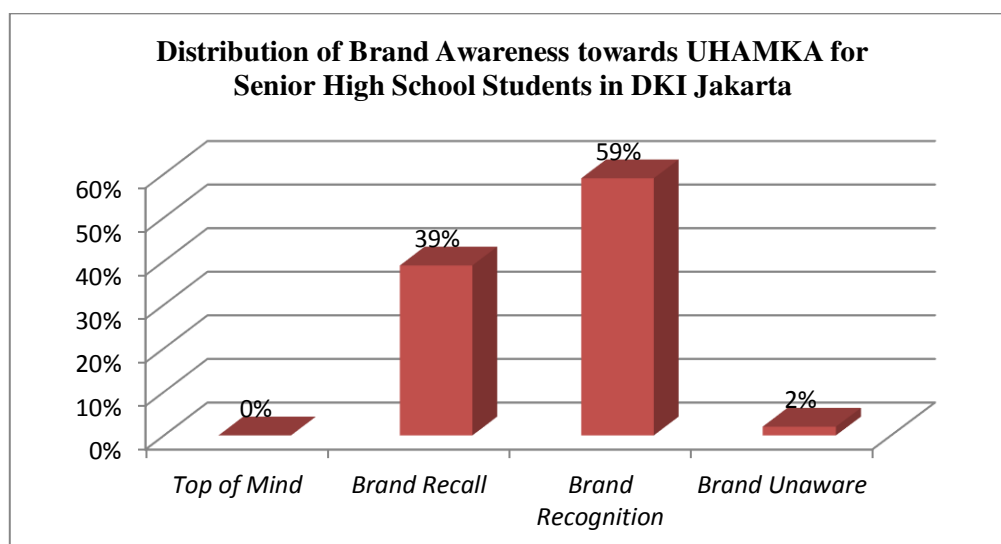

Chart of Distribution of Brand Awareness towards UHAMKA for Senior High School Students in DKI Jakarta

However, based on the collected data, the score of variable slogan was 69,5% out of 100%. The score was generated from dividing slogan's score and the ideal score. The score for slogan was 9390 while the ideal score has to be 5 x 27 x 100 = 13500 ("5" is the highest score, "27 is the number of questions, "100" represents the total number of respondents).

Therefore, it can be calculated that the score of brand awareness towards UHAMKA is 9390

: 13500 = 0,695 = 69,5%. On scale, the value can be viewed hereafter:

69,5%

| 0% | | Very
Weak | Weak | 20% | | Average | 40% | 60% | Strong | 80% | Very
Strong | 100% |
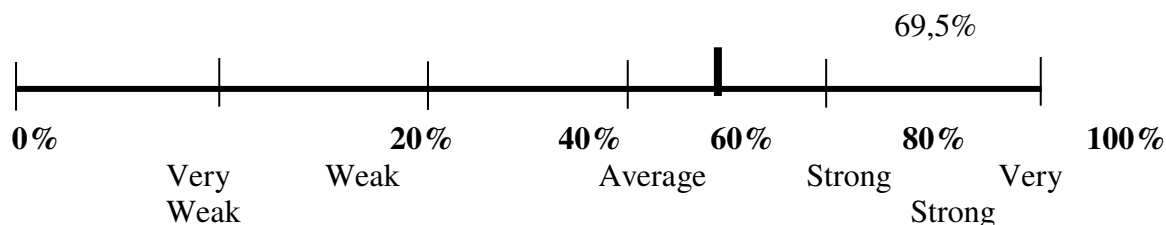
Scale of Measure for Brand UHAMKA Slogan

Fulfillment of Statistical Assumptions

Recapitulation for Instrument Data of Homogeneity Test

x^2_{count}	x^2_{table}	Status
24,677	43,745	Homogen

Recapitulation for Instrument Data of Normality Test

Variable	L_{count}	L_{table}	Status
Slogan	0,076	0,0805	Normal
Brand Awareness	0,052	0,0805	Normal

Regression Analysis

Based on the result of simple linear regression analysis with the constant of 5,16, it is concluded that unless there is an increase in the value of variable X (slogan), the value of variable brand awareness will still be at 5,16. The regression coefficient value of 6,04 implies that for every number of increase in the value of variable X, there will be an increase for as much as 0,64 times. This can be well understood by viewing this following chard of simple regression graph:
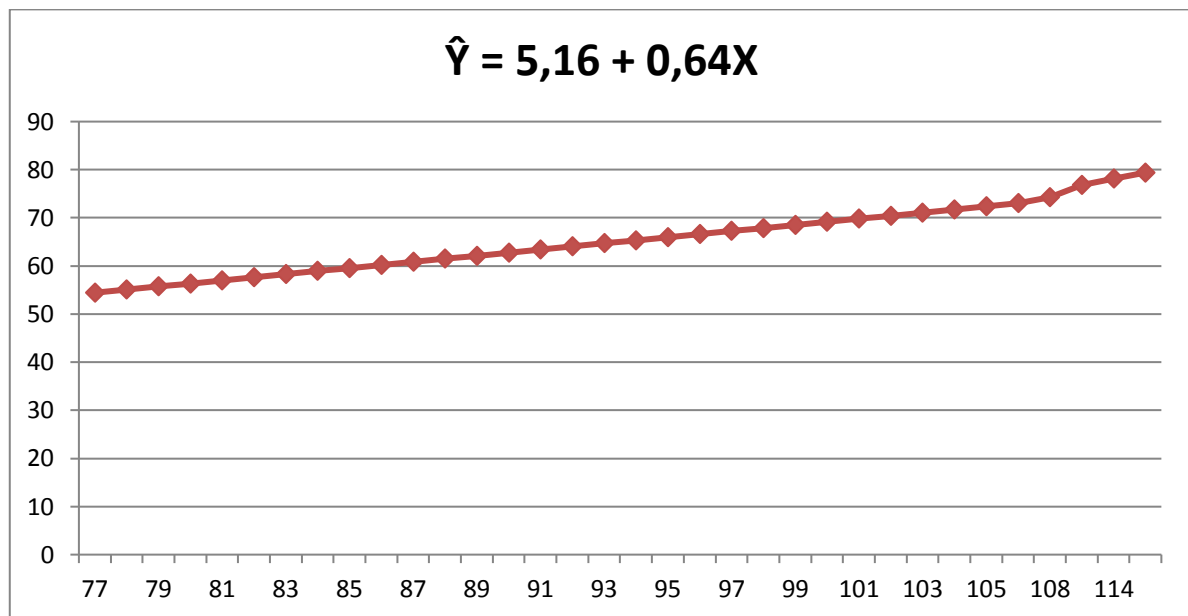
Diagram for Regression Equation of $\hat{Y} = 5{,}16 + 0{,}64$ (X)

This graph of regression equation implies that both variables have positive relationship as the points going up from left to right and creating a line. This is how linear correlation presented in a diagram. Afterwards, before proceeding to variance analysis (ANAVA), tests for significance and linear regression were applied. These tests aimed to reveal that variables on this study have linear correlation. Moreover, these tests enable the researcher to find out if the linear models are really suitable with the conditions. The result of the tests would then be presented on this following table of variance analysis (ANAVA):

Summary of Variance Analysis (ANAVA) Result on Slogan and Brand Awareness for Significance and Linearity Test

Variance Source (*Sumber Varians*) (SV)	Degree of Freedom (*Derajat Kebebasan*) (dk)	Sum of Squares (*Jumlah Kuadrat*) (JK)	Average Sum of Squares (*Rata-rata Jumlah Kuadrat*) (RJK)	F	
				F_{count}	F_{table}
Total	100	442631	-	Sig = 67,78	2,75
				Linear = -1,57	1,45
Regression (a)	1	434676,49	434676,49	**Keterangan:**	
Regression (b|a)	1	3252,24	3252,24		
Residual	98	4702,27	47,98		

| Error | 32 | -15032,03 | -469,75 | Comparison of F_{count} to F_{table} is significant and linear with: 67,78 > 2,75 significant -1,57 < 1,45   linear |
| | 66 | 19734,30 | 299,00 | |

Hypothesis Testing

1. Pearson Product Moment (PPM) Correlation

    Correlation analysis is an inferential analysis used to measure degree or causality relationship between variable brand awareness and slogan.

    On this test, this study used Pearson Product Moment (PPM) formula on 100 respondents. The formula is presented below:

$$r_{xy} = \frac{n\,(\Sigma XY) - (\Sigma X).(\Sigma Y)}{\sqrt{\{n.\Sigma X^2 - (\Sigma X)^2\}.\{n.\Sigma Y^2 - (\Sigma Y)^2\}}}$$

$$r_{xy} = \frac{100\,(624108) - (9390).(6593)}{\sqrt{\{100.889486 - (9390)^2\}.\{100.442631 - (6593)^2\}}}$$

$$r_{xy} = \frac{62410800 - 61908270}{\sqrt{\{88948600 - 88172100\}.\{44263100 - 43467649\}}}$$

$$r_{xy} = \frac{502530}{\sqrt{776500 \ \text{x} \ 795451}}$$

$$r_{xy} = \frac{502530}{\sqrt{617667701500}}$$

$$r_{xy} = \frac{502530}{785918,3809} = 0,639$$

The result of r_{xy} is 0,639. This shows that slogan has a strong influence on brand awareness, as suggested on the interpretation of coefficient for the value of r.

2. **Significance Test for Correlation of Coefficient**

    Significance test is implemented to figure out the meaning of relationship between variable slogan and brand awareness. The result of PPM Correlation is examined using this following formula:

$$t_{count} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t_{count} = \frac{0,639\sqrt{100 - 2}}{\sqrt{1 - 0,639^2}}$$

$$t_{count} = \frac{0,639\sqrt{98}}{\sqrt{1 - 0,408}}$$

$$t_{count} = \frac{6,329}{\sqrt{0,591}}$$

$$t_{count} = \frac{6,329}{0,768} = 8,232$$

With an error level of $\alpha = 0,1$ and $n = 100$ and $dk = 100-2 = 98$ results on $t_{table} = 1,66$. Based on that calculation, t_{count} 8,232 is bigger than t_{table} 1,66, so H_o was rejected while H_o was approved. In other words, slogan gives positive and significant effects to brand awareness.

3. Coefficient of Determination Test

Coefficient of determination is measured with value of 0 (zero) to 1 (one). This value is aimed to determine how much variable slogan influences variable brand awareness. Small number of this value indicates that the effects of slogan to brand awareness is very limited. To figure out the value, this study used this following formula:

KP = r^2 x 100%

KP = $0,639^2$ x 100%
   = 0,408 x 100%
   = 40,8%

The result shows that coefficient of determination is 40,8% which means that the variable slogan gives 40,8% influence to brand awareness. In other words, there is 40,8% chance for slogan to be able to influence brand awareness towards University of Muhammadiyah Prof. DR. HAMKA.

Discussion

Based on the presented test results, it is concluded that slogan has significant impact on brand awareness. This is also supported by the result of regression and correlation analysis which shows significant relationship between the two variables.

Moreover, a study conducted by Dominica A. Widyastuti and Muhammad Rizky Nugroho about relationship between slogan and brand awareness on JD.ID brand implied the same conclusion as this result, showing that there is strong correlation between slogan and

brand awareness. On that study, the researchers found that t_{count} was 3,110 > 1,98447 with significance level of 0,002 < 0,05. In addition, another previous study conducted by Chiranjeev Kohli shows that slogan contributes to the increase of brand awareness.

This study succeeds to prove that UHAMKA's slogan is able to encourage future applicants to notice the uniqueness of this campus and even attract them to consider UHAMKA as their destination to continue their higher education. The coefficient of determination value of 40,8% further indicates that slogan could give significant and positive contribution to help this campus deliver their institution image. It is expected that UHAMKA's image will remain in future applicants' mind.

Meanwhile, UHAMKA's slogan has been quite good for it has adopted ideal slogan characteristics. It derives from simple and understandable terms which represent the campus mission and make a good impression on recipients. However, the slogan has not successfully delivered the campus strength as it has not shown campus's strong facilities or features.

Yet, UHAMKA's slogan is perceived as having easy and simple terms. This is quite unique and attractive compared to other campus' slogans. It pictures their students' needs, although it has not elaborated the reason why future applicants should consider this campus. This slogan is also quite supportive to the effort of promoting campus, regardless of whether or not applicants view that matter as significant point to consider.

Furthermore, terms used on UHAMKA's slogan has represented the advantages of the campus. Its short statement summarizes the benefits applicants will get if they are accepted. The slogan shows that UHAMKA offers high-quality services, facilities and prospects for the graduates who are expected to have spiritual, intellectual, emotional and social intelligence as declared on UHAMKA's vision. The slogan is also quite memorable.

However, the implementation of this slogan has not been optimal yet, since there are still a lot of applicants who have not recognized this campus. This is due to lack of promotion. During this study, the researcher has only been able to find the slogan on campus's official website while it should be on brochures, banners or other promotion media.

Regarding to the value 0f 40,8% representing how much slogan influences brand awareness, there is another 59,2% that represents other potential hindrances to the influence of slogan on brand awareness. It is presumed that this following factors may contribute to that occurrence:

1. Brand name. The popularity of UHAMKA is mostly caused by the name's resemblance with the name of Buya Hamka who was an appraised Islamic figure. This contributes to the existence of UHAMKA.

2. Logo. Every brand or company must have a logo, and either does UHAMKA. Logo is created to represent the campus's identity. UHAMKA is well known for its purple color and the name "UHAMKA" written on it.

3. Character/mascot. For this element, UHAMKA is attributed with two characters of a man and a woman wearing campus jackets. This figure can be seen on brochures or other promotion media of UHAMKA.

4. Packaging. On this case of UHAMKA as an institution, packaging could be represented by its campus jacket of which color is green. This becomes an identity for UHAMKA so that people would easily recognize UHAMKA by this color and packaging.

5. Promotion or marketing. A number of marketing programs have been taken through social media, banners, brochures or merchandises. Even, UHAMKA has tried to offer scholarships or discount for registration fee to attract applicants. By doing this effort, it is expected that applicants would better consider UHAMKA as their destination for continuing higher education.

6. Campus events. UHAMKA has long opted for conducting events such as seminar, workshops, and competitions. These events are targeted to increase brand awareness towards UHAMKA for senior high school students who happen to join the events.

7. Internship. Once a year, a number of students from FKIP UHAMKA is sent to several schools where they would teach senior high school students. It is considered that this method would not only give UHAMKA's students an opportunity to teach real classes, but also to increase brand awareness towards the campus itself.

CONCLUSION

Based on the results of the analysis as presented earlier, there are several points of conclusion hereafter: The influence of slogan (variable X_i) on brand awareness (Variable Y) is quite strong, with contribution of Variable X_i to Y = r^2 x 100% = 0.639^2 x 100% = 40.8%. Meanwhile the rest 59,2%. is influenced by other variables. After analyzing the data to find out whether the slogan University of Prof. DR HAMKA (UHAMKA) influences brand

awareness in high school students' perception in DKI Jakarta. It is hypothesized that slogan has positive and significant effects on brand awareness with the equation $\hat{Y} = 5.16 + 0.64$ (x). In other words, for every number of increase in the value of variable X, there will be an increase for as much as 0,64 times on variable brand awareness. In general, brand awareness towards UHAMKA in senior high school students' perception in DKI Jakarta was approximately 59.93%. This value makes it classified for the third level or Brand Recognition category. Besides, UHAMKA's slogan has a performance percentage of 69.5% which is considered strong. The use of slogan as a means of delivering messages in increasing brand awareness can be indicated as good because each criterion contained in the slogan has been implemented by University of Muhammadiyah Prof. DR. HAMKA. These criteria include a concise sentence, information about the product, can unique and memorable presentation. However, not many people are aware of the presented features because the campus has not seemed to be presenting the slogan optimally. The researcher found that the majority of University of Muhammadiyah Prof.DR.HAMKA's students were not fully aware of the slogan "UHAMKA Lebih Utama".

Suggestion

Based on the result and conclusion of this study, the researcher offers several points of suggestion for future improvement. The slogan University of Muhammadiyah Prof. DR. HAMKA is expected to be continually maintained so that it can give positive influence to brand awareness. This is because of the role of slogan as one of the factors that can help people remember University of Muhammadiyah Prof. DR. HAMKA is expected to maximize slogan effectivity to increase contribution towards brand awareness. The entire academic community is expected to be able to promote University of Muhammadiyah Prof. DR. HAMKA along with its slogan especially to senior high school students, so it can increase enrollment of prospective students and expand the target market

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