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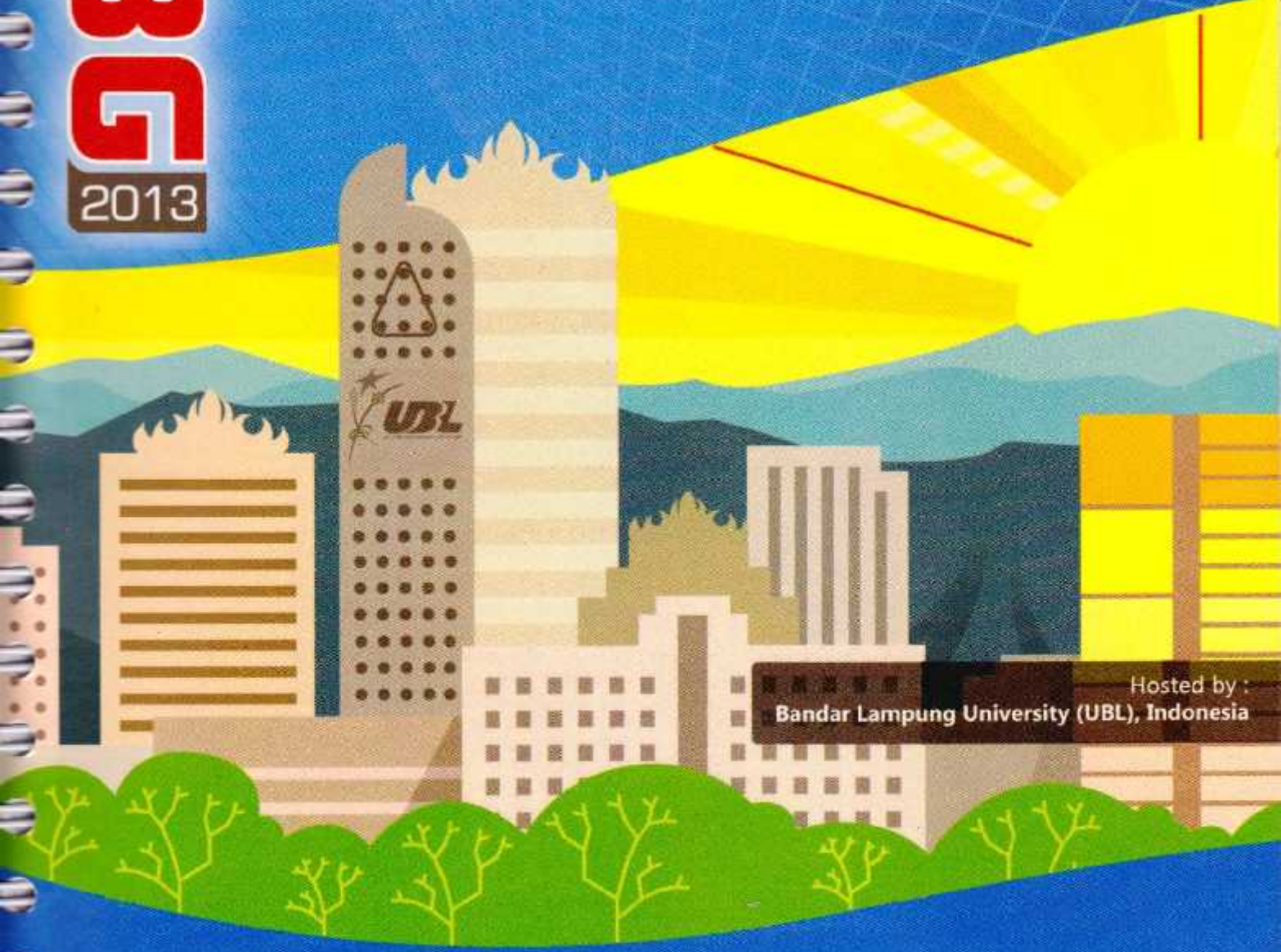
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THE FIRST  
INTERNATIONAL CONFERENCE ON  
**LAW, BUSINESS  
& GOVERNANCE**

**23-24**

OCTOBER 2013  
BANDAR LAMPUNG  
UNIVERSITY (UBL),  
INDONESIA

**ICON-UBG**  
2013



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**PROCEEDINGS**



# Icon-LBG 2013

THE FIRST INTERNATIONAL CONFERENCE  
ON LAW, BUSINESS AND GOVERNANCE 2013

22, 23, 24 October 2013  
Bandar Lampung University (UBL)  
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## PROCEEDINGS

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## **PREFACE**

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the First International Conference on Law, Business and Governance (Icon-LBG 2013) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 67 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Utrech University, Maastricht University, Unika ATMA JAYA, Universitas Sebelas Maret, Universitas Negeri Surabaya, Universitas Jambi (UNJA), Diponegoro University, Semarang, Universitas 17 Agustus 1945 Jakarta, Universitas Bandar Lampung, Universitas Andalas Padang, University of Dian Nuswantoro, Semarang, Universitas Terbuka, Universitas Airlangga, Bangka Belitung University, President University, Tujuh Belas Agustus University Jakarta, International Business Management Ciputra University, Surabaya, University of Indonesia, Business School Pelita Harapan University, STIE EKUITAS, Bandung, STAN Indonesia Mandiri School of Economics Bandung, Lampung University.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also gratefull to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 22 October 2013

**Mustofa Usman, Ph.D**  
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# **BRAND AWARENESS STRATEGY: ROLE OF BLACKBERRY MESSENGER**

## **(Case in Sumber Tiket Murah Travel: PIN 2144C41F)**

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### **Abstract**

The purposes of this research is to explore the role of Blackberry Messenger (BBM) as one of marketing communication's tool by analyzing Sumber Tiket Murah travel strategy in advertising its brand. BBM belongs to Blackberry Smartphone application and nowadays recently used as mobile sales promotion. The level of brand awareness is the output based on four stages e.g recognition, recall, top of mind, brand dominance. It used a qualitative approach using a written interview to gather information through 10 (ten) informants as the sample. The stages of data analysis were followed by data collection and subsequent data reduction which was implemented to present the data and drawing conclusions. Particular attention was given to analyze the role of BBM as one of the marketing communication which expressed through BBM and also as shown in the qualitative research interview.

The analysis concludes that there were four main conclusions. The result from the interview showed that the informants were aware about Sumber Tiket Murah as a travel agent provides the cheapest price for airline tickets their purchased. They also stated that Sumber Tiket Murah was proper to referenced to colleagues or friends. Moreover, the results also indicate that they found ticket information from other agents (eg. MMBC, Terminal Tiket and others). But another informants were also loyal to Sumber Tiket Murah. It was because Sumber Tiket Murah have some uniqueness, such as trustworthy, always provide cheaper tickets, discount prices, sale promotion by quiz, and can perform other transactions besides selling airlines ticket.

Based on this research Sumber Tiket Murah has reached the stage brand recall. The travel experience shows that maintaining consumers more difficult than look for new customers. Although informants stated they aware about Sumber Tiket Murah travel because of its uniqueness, but Sumber Tiket Murah has not become the dominant brand among informants yet. Therefore, Sumber Tiket Murah need to have unique characteristics that are spesific, such as providing souvenirs from various regions in Indonesia. Otherwise, Sumber Tiket Murah must be able to maintain uniqueness that already exist today. Moreover, by expanding the lines of business, it will increase brand awareness of Sumber Tiket Murah.

*Keywords:* Brand Awareness Strategy, Sumber Tiket Murah, Blackberry Messenger, Qualitative Research Interview

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### **1. INTRODUCTION**

Brand awareness has been one of the most important components of assessing advertising and sponsorship effectiveness (Tsuji, Bennet and Leigh, 2009). In addition, Tsuji, Bennet and Leigh (2009) said that extant literature has focused on awareness levels of brands and advertisements in numerous media such as print advertising (Leigh, 1984, in Tsuji, Bennet and Leigh, 2009), television advertising (Singh & Rothschild, 1983; Till & Baack, 2005, in Tsuji, Bennet and Leigh, 2009), online advertising (Danaher & Mullarkey, 2003, in Tsuji, Bennet and Leigh, 2009), and product placements in video games (Nelson, 2002, in Tsuji, Bennet and Leigh, 2009).

The same products in different brands are available and this makes people know about different brands. This definitely creates brand awareness among the people and provides different alternatives for a single product. This is a situation where the advertisement place has a role to help making decision in shifting the opinion of people in favour of a particular brand. One of the powerful tools to improve brand awareness is advertising. Advertising



creates a two dimensional awareness about the brands name and about the product category (Ragavendran *et al.*, 2009).

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993).

In recent times consumers choose their favorable and familiar brands due to the rise in their consciousness. Consequently the businesses in order to compete with others must create fancy for their brands in the minds of consumers. According to Macdonald and Sharp (2000) despite consumers are the familiar and willing to buy the product, another factor that still influences the purchase decision is brand awareness. Whenever a customer is willing to buy a good or service the first brand name comes in his mind shows that this product has higher brand awareness. According to Dodds, Monroe and Grewal (1991) higher level of brand awareness can influence the purchase decision of the consumers.

Yen and Chou (2000); August and Wilson (2005) said "due to wireless communication system, mobile phone users are able to access their emails, search, order and buy products and services from everywhere without computers". Supported by the research of Barutçu (2008) "through the introduction of data services, Short Message Services (SMS), Multimedia Message Service (MMS), Mobile internet, etc., the mobile phone is rapidly becoming a viable commercial marketing channel". Nowadays, mass market have fragmented, and therefore impersonal mass communication, especially media advertising, has become less effective whereas targeted one-to-one marketing communications have become more important (Webster, 1992, Peppers *et al.*, 1999, Shaw *et al.*, 2001). In this case, Blackberry Messenger as a tool of mobile sales promotion is helpful to support awareness of brand.

The importance of brand awareness in the mind of the customers can be evaluated at various stages e.g. recognition, recall, top of mind, brand dominance (they only call that particular brand), brand knowledge (what brand means to you) (Aaker in Malik, *et al.*, 2013). Brand awareness is very important because if there will be no brand awareness no communication and no transaction will be occurred (Percy in Malik, *et al.*, 2013). Some of the consumers can make rule to purchase only those brand which are famous in the market (Keller in Malik, *et al.*, 2013). If an organization has a successful brand awareness it means that the products and services of the organization have a good reputation in the market and simply acceptable (Gustafson & Chabot, 2007).

The purpose of this article is to describe and explore the role of Blackberry Messenger (BBM) as one of marketing communication's tool by analyzing Sumber Tiket Murah travel strategy in advertising its brand.

## 2. THEORITICAL FRAMEWORK

Brand awareness has been an important and often used construct for researchers assessing advertising and sponsorship effectiveness (Johar, Pham, & Wakefield, 2006; Keller, 1993, 2003, 2008; Lardinoit & Derbaix, 2001; Macdonald & Sharp, 2003; Sandler & Shani, 1993 in Tsuji, Bennet and Leigh, 2009). Keller (1993, 2008) in Tsuji, Bennet and Leigh (2009) pointed out that brand awareness, or consumers' ability to recall and recognize a brand from memory, is an important factor in the consumer decision-making process. For example, it is important that consumers are able to retrieve the name of the brand when they think of a particular product category. He argued that consumers are seldom loyal to a brand; instead they possess a certain set of brands, a consideration set, when they make a purchase. Brands in the consideration set benefit from its presence as recall of the brand sometimes inhibits recall of other brands in the product category (Nedungadi, 1990).

Historically, awareness of a brand's advertising has been considered an important first step in achieving effective advertising. Awareness assesses both the reach and the cut-through of the advertising, in that it records the proportion of the market with long term memories of having noticed the brand advertising (Romaniuk, *et al.*, 2004). Keller and Davey (2001) describe building brand awareness as the way of ensuring potential customers know the categories in which the brand competes. Likewise, Rossiter, *et al.* (1991) claimed that brand awareness was the essential first step in building a brand. Rossiter *et al.* (1991) note that brand awareness is not always about the brand name but can be about the colour, shape of the packaging or other associated distinctive brand features.

Brands basically create perceptions in the mind of the consumer that it is unique and there is no other similar product or service in the market. Therefore, a brand is to say to be strong entity if it is consistent over a long period of time in providing the product or service which consumers and prospective purchasers can rely and trust, which will lead to a Brand promise (Srinivasan, Park & Chang, 2005). Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991).

In addition, brand awareness plays an important role in consumer decision making for three reasons. First, it is important that consumers think of the brand when they think about the product category. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. Finally, brand awareness affects consumer decision making by influencing the formation and

strength of brand associations in the brand image (Keller, 1993). Consumers attempt to save time and cognitive effort, by selecting a brand they know (Macdonald & Sharp, 2003 in Tsuji, Bennet and Leigh, 2009) or with which they are familiar (Aaker, 1991, Tsuji, Bennet and Leigh, 2009).

Brand awareness is also a necessary step for creating an association with the image of a brand. Without awareness of a brand, no other form of communication effects (e.g., brand attitude, brand images, and brand experience) can occur (Aaker, 1991; Keller, 1993, 2003, 2008; Macdonald & Sharp, 2003 in Tsuji, Bennet and Leigh, 2009). Keller (1993, 2003, 2008) in Tsuji, Bennet and Leigh (2009) explained that in addition to brand awareness, these effects comprise brand knowledge and they serve as the source of brand equity. Since brand awareness has been linked to key variables in building brand equity, it seems important for sport marketers to obtain a better understanding of virtual advertising and factors that affect this construct. In this study, an attempt is made to examine the possible effects of animation, repetition, baseball involvement, and team identification. Animation and repetition have been reported to increase brand awareness levels in other marketing media (Danaher & Mullarkey, 2003; Drèze & Hussherr, 2003; Grohs, Wagner, & Vsetecka, 2004; Hong, Thong, & Tam, 2004 in Tsuji, Bennet and Leigh, 2009); however, these two constructs have received minimal attention in previous studies in virtual advertising. Previous research has also called for further exploration of the virtual advertising effects of animation and repetition on brand awareness (Cianfrone, Bennett, Siders, & Tsuji, 2006 in Tsuji, Bennet and Leigh, 2009).

Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1991).

Explanation of the Aaker (1991) opinion as follows:

- a. Brand recognition:** It related to consumers' ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard.
- b. Brand recall:** Brand recall relates to consumers' aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue.
- c. Top-of-mind brand:** This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.
- d. Dominant Brand:** The ultimate awareness level is brand name dominance, where in a recall task; most consumers can only provide the name of a single brand.

The Aaker's opinion (1991) as can be seen in **Figure 1**



Figure 1. The Awareness Pyramid  
Source: Aaker (1991)

### 3. RESEARCH METHODS

This research was conducted with qualitative approaches. Sumber Tiket Murah is examined in this research. Furthermore the informants in this study were the consumer of Sumber Tiket Murah with number of 10 persons. We recruited informants as participants with different backgrounds. It was set to give a different image regard to the Sumber Tiket Murah. Which corresponds to Lincoln and Guba opinion (1985) in O'Brien, Bereket, Swinton and Solomon (2013) "unique variations that have emerged in adapting to different conditions". The aim was not to focus on similarities that can develop into generalizations, but to detail the specific variations that give the context its unique flavour (Lincoln & Guba, 1985) in O'Brien, Bereket, Swinton and Solomon (2013). We recruited the customers of Sumber Tiket Murah located in the various provinces with various line of works. They are from Bandung, Jambi, Malang, Balikpapan, Makassar, Jayapura, Lampung and Jombang. We specifically targeted our recruitment to maximize variation across sites to obtain representation from participants living in

both large and smaller urban cities and to assess internet across varying geographical contexts. We obtained written informed consent from each participant.

Data was collected from blackberry messenger group, starting from Juni 1<sup>st</sup> until June 30<sup>th</sup> 2013. An interview was conducted with interview qualitative structure. Interviews ceased at the point when we collectively determined no new codes were emerging from the ongoing interviews and responses were becoming repetitive with previous interviews. The interview guide used have eight (8) items questions. Each item was open question that can be answered respondents by explaining the answer in detail.

The interviewer used an interview guide to facilitate consistency in their overview of the study and interview approach with participants. The interview guide was developed by the lead author using Aaker's Theory and then it was reviewed by the other members of the research team prior to implementation. Interviewer introduced the questionnaire to participants as a specific questionnaire developed to describe brand awareness of Sumber Tiket Murah.

Interviewers then asked participants questions to (a) determine how well the questionnaire characterized brand awareness and (b) identify ways to refine the questionnaire to have better capture brand awareness. Interviews ranged from 20 minutes to 30 minutes and 10 minutes in duration. Interviews were digitally recorded with BBM. All transcripts checked by interviewer for accuracy. Participant names or any other information that could identify participants was deleted from the interview transcripts. All information remained strictly confidential and available only to study investigators and research staff.

We conducted a descriptive analysis where data collection and directed content analysis occurred simultaneously. All the answers given to the respondents was codified and next grouped in the table based on questions. Then the table narration in descriptive. Formerly, a questionnaire validity tested by using content validity. As for our data collection and analysis occurred in four stages. The data collection and analysis schemed simultaneously as can be seen in **Figure 2**.

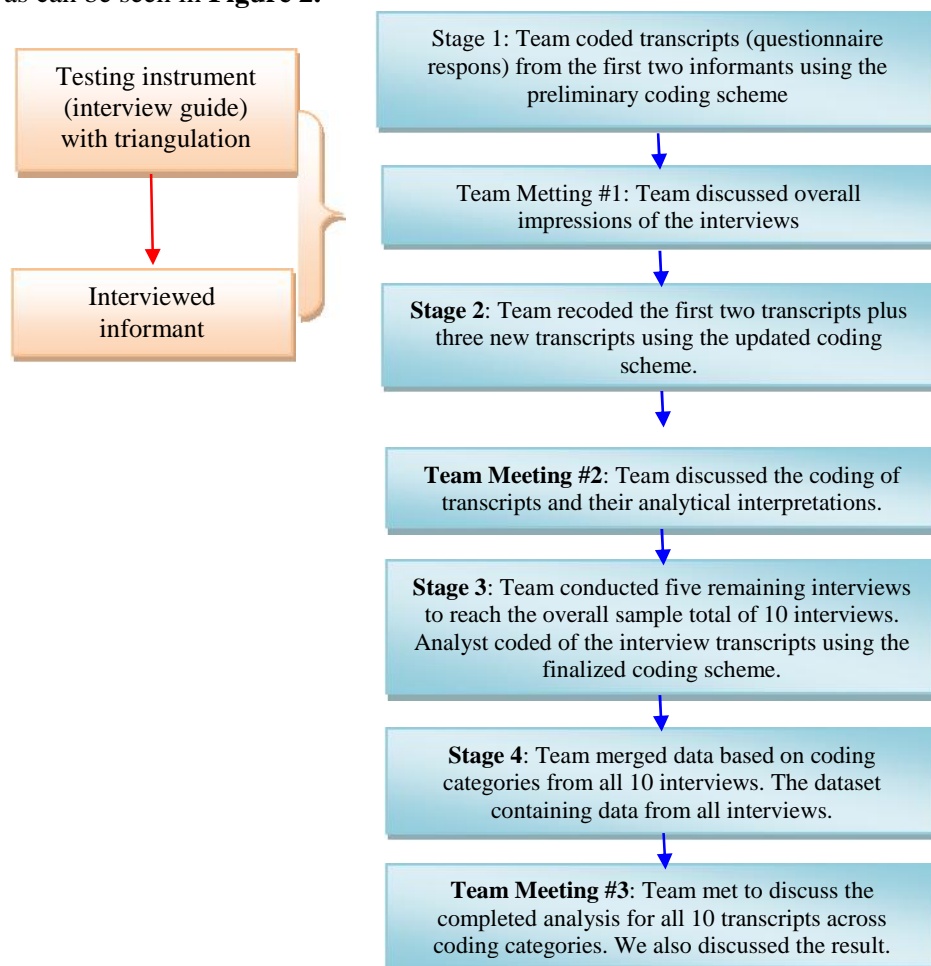


Figure 2. Qualitative Approach of the Research  
Source: Modification by researcher from O'Brien, 2013

#### 4. RESULT AND DISCUSSION

Sumber Tiket Murah is one of the travel agency that was founded in January 2012. Informants who participated in this study of 10 (ten) persons with ages ranging from 20 years to 30 years. During this time, in

order to optimize the marketing of products, Sumber Tiket Murah tend to use BBM as promotion advice and information. Therefore, the entire consumer Sumber Tiket Murah that have joined the Blackberry Group with name Sumber Tiket Murah Group. As for the detail information as follows:

1. The first informant (Inf 1), a man who comes from Bandung, West Java Province with PIN BB: 2A5FXXXX. These men worked in the private sector.
2. The second informant (Inf 2), a woman who came from Jambi, Jambi Province with PIN BB: 27D5XXXX. Informants working in the public sector
3. The third participant (Inf 3) in this study is a man who lives in Balikpapan, East Kalimantan Province with PIN BB: 277AXXXX. This informant working in sector private.
4. The fourth informant (Inf 4), a man who worked in the private sector and lives in Malang, East Java Province. The informant listed on the group with PIN BB: 2A1BXXXX.
5. The fifth informant (Inf 5) in this study is a woman who works in the private sector and lives in Makassar, South Sulawesi. She have PIN BB: 2A5FXXXX
6. Informants to six (Inf 6) in this study worked in the private sector with a PIN BB: 2A4AXXXX. Informants based in Makassar, South Sulawesi Province and she is a female
7. Furthermore, the next informant (Inf 7) is a woman with a BB PIN: 276EXXXX. These women live in Makassar, South Sulawesi Province and working on private sector
8. Then next informant (Inf 8) is a woman who works in the private sector and have a BB PIN: 24F4XXXX. The informant domicile is Jayapura, Papua Province.
9. While the nine's informant (Inf 9) lives in Bandar Lampung, Lampung Province. This informant a man who worked in the private sector and have a BB PIN: 2A25XXX
10. And the last informants (Inf 10) is a woman who lives in Jombang, East Java Province and has a PIN BB: 28E9XXXX.

Based on these explanations, it can be seen that of the 10 (ten) informants, only four informants were male, while 6 others were women. Thus it can be indicated that women were more likely to purchase tickets with Sumber Tiket Murah. In accordance with the results of the interview, the purchase of tickets is mostly done for women to do recreation, business etc. In addition, there is also buy tickets for their family.

From the data collection, it is known that the informants scattered in several provinces. Highest number of informants came from South Sulawesi province, as many as 3 people. Then by 2 people from East Java and the remaining 5 were from West Java, Papua, East Kalimantan, Jambi and Lampung. Based on this, it can be seen promotional areas Sumber Tiket Murah acceptable in various provinces in Indonesia as well. Diverse distribution of informants strongly support the statement. Based on the work sector informants, it can be seen that most of the informants worked in the private sector. Thus, the informants often on business trip, family visit or do recreation.

There are eighth questions given to the informants. The eighth question can be seen in **Table 1**.

Table 1. List of Questions for Informant

No	Questions	Code
1	Where do you usually searching information about airplane ticket? (more than an answer is acceptable)	Q1
2	What do you remember from Sumber Tiket Murah? (more than an answer is acceptable)	Q2
3	In your opinion, is Sumber Tiket Murah can be referenced as travel agent who selling cheap tickets? (yes / no and give specific reasons)	Q3
4	Is there any other travel agents that can be used as a reference to buy tickets except Sumber Tiket Murah? (yes / no and mention the name of its travel)	Q4
5	Can you mention the unique characteristics of the Sumber Tiket Murah? (more than an answer is acceptable)	Q5
6	What do you remember most from the other travel agents where you bought the ticket? (more than an answer is acceptable)	Q6
7	Can you mention where you visit frequently (travel agents) to find airplane fares information? (answer more than one travel is acceptable)	Q7
8	What is the uniqueness of other travel agents where you bought the ticket? (more than an answer is acceptable)	Q8

Then to transcript of responds from informants can be seen in **Table 2**

Table 2. Transcript of Informant Respond

Question Code	Inf 1	Inf 2	Inf 3	Inf4	Inf5
Q1	I searched airplane tickets at the official ticket sales agent.	I search the information from travel agents and airline websites.	I search the information via other travel agent (ticketing), ticket online (internet), friends, Sumber Tiket Murah, brokers/ go show.	I searched tickets through the Internet	When looking for a ticket, I was looking through Travel offline / internet
Q2	The informant stated that the Sumber Tiket Murah Tickets always offer the cheapest price tickets.	The informant stated that in Sumber Tiket Murah, for ticket reservations can order by phone and pay due	The informant stated that the book and purchase tickets at the Sumber Tiket Murah has its own satisfaction, fast response of booking tickets and has a competitive price.	Sumber Tiket Murah priced at a cheaper	I remember because the Sumber Tiket Murah has BBM Group, located in Makassar and easy of booking
Q3	Sumber Tiket Murah proper to be a reference and proven capacity	The informant stated that should be used as a reference for pricing info accordance airline websites sometimes cheaper than the price on the web and other travel agent.	The informant stated that Sumber Tiket Murah is proper to be a reference because fast response in booking and checking in each flight as necessary purpose. In addition, the e-ticket system so easy to obtain and the payments can be done by transferring money	In my opinion, Sumber Tiket Murah deserve to be a reference because the price is cheaper	In my opinion, Sumber Tiket Murah deserve to be a reference, because it gives the cheapest ticket search service on the dates we wanted
Q4	He said nothing else that can be used as a travel reference.	Travel Fausta. There is a sister work there.	The informant stated that in addition to Sumber Tiket Murah , I also have a reference to another when they wanted to buy a ticket, ie Diamond and Mercury Travel (Banjarmasin).	Nothing	In my opinion, yes deserve to be a reference, because it gives the cheapest ticket search service on the dates we wanted
Q5	Sumber Tiket Murah always provide information about ticket promo to customers via BBM.	The response is fast, easy process, information update, trustworthy, and already known the owner.	According to the informant, Sumber Tiket Murah occasionally have cheap ticket promo is not only a domestic flight but also international flight through BBM. In addition, the response is also fast.	In my opinion, Sumber Tiket Murah is provide lower price	Sumber Tiket Murah sometimes held prize of quiz. There was also a lot of the discount price
Q6	Nothing	The informant stated that his sister is working on another travel is the most memorable thing from other travel.	According to the informant, another travel agent can give you leeway when customers suddenly need a emergency ticket	Nothing	The concept of another travel (Assalam) is Islamic and also sell souvenir products.

Q7	Nothing	Frequent visits to Sumber Tiket Murah and Fausta agent travel	Sumber Tiket Murah, Mercury Travels and Travel Intan	I rarely go to another travel agent	Assalam Travel
Q8	Nothing	The informant stated ease of payment and price information is the same as the website is the uniqueness from other travel.	Sometimes have very cheap tickets than travel (such ticket promo) and provide appropriate updates pricing information for the purpose of customer airplane booking ticket	Nothing	Provide Makassar souvenir, there is a discount of 10%, near from home and Islamic nuance.

Table 2. Transcript of Informant Respond (Count.)

Question Code	Inf6	Inf7	Inf8	Inf9	Inf10
Q1	I searched for tickets through travel or through the web	I searched for a regular ticket and travel through the Website	I used to searched it at the nearest travel agent	I used to search and buy tickets from Sumber Tiket Murah and ticket agent at Lengkong, Bandung	I searched a ticket from the airline branch office or travel agent
Q2	Sumber Tiket Murah sell the tickets with cheap/low prices	Sumber Tiket Murah rapid response	What I remember from Sumber Tiket Murah, Sumber Tiket Murah sells airplane tickets	Prices at Sumber Tiket Murah is cheaper	I always remember the name.
Q3	In my opinion, Yes. Cheap Tickets sources can be used as a reference	Yes, Sumber Tiket Murah has fast response and competitive price	Yes. Sumber Tiket Murah can be used as a reference	Yes. Sumber Tiket Murah can be used as a reference	Yes. Sumber Tiket Murah can be used as a reference
Q4	Nothing	I can not provide other travel references, because I rarely go to another travel	MMBC Travel	Nothing	Yes, there are others travel agent can also be used as a reference
Q5	-	Prices are provided by Sumber Tiket Murah is competing	Unique characteristics according to Sumber Tiket Murah are beside ticket sales agent, in Sumber Tiket Murah we also could buy electricity vouchers, pay phone etc	Unique characteristic of Sumber Tiket Murah, which I remember is tried to find me the cheapest tickets fare	The relation at the Sumber Tiket Murah is established family relations



Q6	Services provided by other travel are well	Nothing	Other travel service is satisfactory	Another travel agent does not provide reference for plane inexpensive ticket	I already subscribed in other travel
Q7	I frequently visit to Anta Tour agent travel	I frequently visit is Anta Tour travel agent and tiket2.com travel website	MMBC travel	I more often through web to check airplanes fares	Besides Sumber Tiket Murah, , I bought a ticket on Terminal Tiket
Q8	From another travel, I got a travel bag / handbag	Nothing	Payment can be credited	Nothing	In other travel, can be paid after received the tickets and the tickets can be sent to the destination address

In the case study, the main thing to be aware of the development of a comprehensive and in-depth knowledge as told De Meur and Rihoux (2002) in Loane et al. (2006) a key issue in case study research is developing a comprehensive and intimate knowledge of the cases under investigation. In addition, a case study with a qualitative approach, allowing the researcher to obtain in-depth information from informants. This is accordance with the opinion of Wass and Wells (1994) in Laone et al. (2006), contend, greater prior knowledge allows researchers to probe for more accurate factual information and seek opinions more effectively during in-depth interviews.

This case study conducted at Group Sumber Tiket Murah with PIN BB 2144C41F. Based on the responses of informants can be seen that Sumber Tiket Murah travel is one that they remember and they often use their services. In addition, Sumber Tiket Murah also deserve to be the reference in the search for cheap tickets. Prompt delivery, cheaper price, the term of payment, and the product in addition to tickets to the main power which is owned by Sumber Tiket Murah. While weaknesses are owned by Sumber Tiket Murah is the unavailability of souvenirs typical of the region. So consumers who need a gift for souvenir cannot be ordered at once.

In accordance with these results, showing that the use of BBM by Sumber Tiket Murah in promotion has been effective. This is accordance with the opinion expressed by some marketing experts. Brand awareness has been an important and often used construct for researchers assessing advertising (Johar, Pham, & Wakefield, 2006; Keller, 1993, 2003, 2008; Lardinoit & Derbaix, 2001; Macdonald & Sharp, 2003; Sandler & Shani, 1993 in Tsuji, Bennet and Leigh, 2009). Number of informants who are able to remember the uniqueness Sumber Tiket Murah and Sumber Tiket Murah naming, suggests that brands Sumber Tiket Murah has been in the minds of consumers as the informant. The conditions that allow consumers to re-purchase tickets at the Sumber Tiket Murah. This is in accordance with the opinion of Keller (1993, 2008) in Tsuji, Bennet and Leigh (2009) which states that brand awareness, or consumers' ability to recall and recognize a brand from memory, is an important factor in the consumer decision-making process.

Furthermore, Keller (1993) in Tsuji, Bennet and Leigh (2009) revealed that consumers are seldom loyal to a brand; instead they possess a certain set of brands, a consideration set, when they make a purchase. Thus indicates that brand awareness Sumber Tiket Murah have been on the recall phase of the stages proposed by Aaker (1996). Ability to remember the brand of Sumber Tiket Murah also support the opinion from Rossiter and Percy (1987) which states that brand awareness is related to the strength of a brand node in consumers' memory and can be reflected by consumers' ability to recognize the brand within various contexts or situations.

In addition, the servicing quickly, allowing informants to perform transactions very quickly as well . Thus help them when in need of tickets in a unexpectedly. This is in accordance with the opinion of Macdonald and Sharp (2003) in Tsuji, Bennet and Leigh (2009) which revealed consumers attempt to save time and cognitive effort, by selecting a brand they know or with which they are familiar (Aaker, 1991 in Tsuji, Bennet and Leigh, 2009)

## 5. CONCLUSION

Based on this research Sumber Tiket Murah has reached the stage brand recall. The travel experience shows that maintaining consumers more difficult than look for new customers. Although informants stated they aware about Sumber Tiket Murah travel because of its uniqueness, but Sumber Tiket Murah has not become the dominant brand among informants yet. Therefore, Sumber Tiket Murah need to have unique characteristics that are spesific, such as providing souvenirs from various regions in Indonesia. Otherwise, Sumber Tiket Murah must be able to maintain uniqueness that already exist today. Moreover, by expanding the lines of business, it will increase brand awareness of Sumber Tiket Murah.

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