

Analysis of Branding Strategy on Documentation Services of Berdua Pictures to Increase Competitive Advantage

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Article Information		Abstract
Submission date	10 December 2023	<p>Research aim: Research aims to find out how to increase competitiveness through branding strategies that have been carried out by Berdua Pictures.</p> <p>Design/Method/Approach: This research is a qualitative descriptive research, with data collection techniques through observation, interviews, and documentation to provide in-depth information about the operational situation of the research object. The subjects of the study involved company owners, employees and one consumer as resource persons who provided information related to the context of this study.</p> <p>Research Finding: the results of this study documentation services of Berdua pictures have used branding strategies according to gelder such as brand positioning, brand identity, brand personality that makes Berdua pictures known (brand awareness) and have an impression (brand image) by utilizing social media such as Instagram and WhatsApp, which can increase the competitiveness of Berdua pictures, by always evaluating performance results and utilizing their advantages.</p> <p>Theoretical contribution/Originality: Implementing the right branding strategy not only creates added value for the product or service, but also allows the company to differentiate itself from competitors, providing an edge in attracting customers and grabbing a larger market share.</p> <p>Practitioner/Policy implication: branding strategy plays a crucial role in increasing brand awareness. The findings show that the implementation of an effective branding strategy is able to form a strong brand image and identity, increasing the level of brand recognition and understanding among consumers.</p> <p>Research limitation: the research focuses on branding strategies applied by Berdua pictures that can increase competitiveness in the photography industry.</p> <p>Keywords: Branding Strategy, Competitiveness, Documentation Services</p>
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1. Introduction

The rapid progress in the business world today makes competition for business actors increasingly tight, especially for Micro, Small and Medium Enterprises (MSMEs). In facing this competition, MSMEs must increase the level of responsiveness, criticality, and sensitivity to changes in the business environment. This challenge encourages MSMEs to be responsive in designing strategies to increase competitiveness. With competition getting fiercer, it is important for every business person to not only survive, but also to gain a dominant position in the minds of consumers. Therefore, hard efforts in designing effective strategies are imperative so that the products and services offered can be top of mind, so that consumers

prefer and remember them in meeting their needs.

To face challenges in increasing competitiveness can be overcome through branding efforts. Unfortunately, Micro, Small and Medium Enterprises (MSMEs) in Indonesia have not fully realized the importance of branding. In fact, few MSMEs pay attention to aspects of their identity by using the services of professional designers. The reason is, business owners tend to consider a large allocation of capital to design identity and marketing strategies as an unnecessary burden [1].

Competitiveness is an effort that must be taken by business actors to maintain their existence in carrying out business activities. For economic actors, this case presents a significant challenge[2], The competitiveness of a business is closely related to the success of the branding strategy or brand strategy applied, where the strength of branding can be a determining factor in strengthening the position and attractiveness of a business in the market. Branding is the process of determining the elements, values, and commitments possessed by a product, service, company, and so on. The definition of Branding put forward by Kotler and Keller states that Branding is an effort to give strong power to the brand of a product and service [3].

In the midst of intense competition for MSMEs, especially in the photography industry, especially in Kediri, many wedding documentation service vendors struggle to get consumer attention. One of the prominent MSMEs in this industry is Berdua Pictures Documentation Services. Despite competing with many competitors, Berdua Pictures stands out with the expertise and quality services they offer. With a creative approach and deep attention to detail, they manage to create memorable and beautiful moments in each of their documentary works. Despite strong competitive challenges, Berdua Pictures continues to strive to maintain their reputation as one of the leading wedding documentation service providers in Kediri.

Documentation services of Berdua Pictures as a research object located in Cement Village, Cement District, Kediri Regency. The focus of this research arose because it was found that the problem that Berdua Pictures is a documentation service that was only established in 2020 and is still not strong in building branding. The impact of the lack of strong brand is the low level of public knowledge of the existence of documentation services Berdua Pictures, so that Berdua pictures faces difficulties in competing with other documentation service providers that are better known and longer established. This problem gave impetus to dig deeper into the branding strategy carried out by Berdua Pictures to increase its competitiveness in the midst of fierce competition in the documentation industry in Kediri.

The author chose this study against the background of research gaps from several previous researchers. Based on research [3] This study discusses how to implement the right branding strategy to increase sales in the clothing industry while this study examines branding strategies in the photography industry to increase competitiveness. On research [7] Researching about branding strategies in Qnoy Ibrahim photography services to improve brand image while in this study to increase competitiveness. On research [8] and [9] This study discusses marketing strategies to increase competitiveness in MSMEs while this study discusses branding strategies. and on research [10] discusses Wedding Organizer in building brand awareness through Instagram while this study examines branding strategies. Several studies conducted findings from several studies the author found how to deal with competition to

increase competitive advantage and efforts to increase competitiveness among MSMEs.

1.1. Statement of Problem

From the description in the introduction above, it can be concluded that there is a problem that Berdua Pictures is a documentation service that was only established in 2020 and is still not strong in building branding. The impact of the lack of strong brand is the low level of public knowledge of the existence of documentation services Berdua Pictures, so that Berdua pictures faces difficulties in competing with other documentation service providers that are better known and longer established. This problem gave impetus to dig deeper into the branding strategy carried out by Berdua Pictures to increase its competitiveness in the midst of fierce competition in the documentation industry in Kediri. So how is the implementation of the Branding strategy on documentation services Berdua pictures in increasing competitiveness in the documentation service industry?

1.2. Research Objectives

The purpose of this study is to determine the branding strategy of documentation services Berdua pictures in increasing market competitiveness. Research will emphasize identifying key elements of a branding strategy that can provide a competitive advantage, such as visual use, brand messaging, and customer interaction. The results of the study are expected to provide useful insights for practitioners and academics in the development of effective branding strategies in the dynamic documentation industry.

2. Method

This research applies a qualitative approach according to Creswell [11] states that qualitative research means the process of exploring and understanding the meaning of individual and group behavior describing social problems or humanitarian problems, The location of this study is the office documentation services of Berdua Pictures as a research object located in Cement Village, Semen District, Kediri Regency.

The determination of informants in this study uses purposive sampling techniques, where there is a selection of certain individuals who are considered to have a deep understanding of the problem under study based on their duties and responsibilities [12]. The selection of informants in this study ensures a diverse representation of the various roles and responsibilities within the documentation services business. Ananda Febriansyah, as a business owner, becomes the main informant or key informant who has full control over business operations and also acts as the main photographer and photo and video editor who manages all social media platforms and manages schedules. Nasharudin, an employee since the beginning of the establishment of the business, also became a second informant with duties as a photographer, photo editor, Instagram social media manager and was in charge of creating photo albums. Meanwhile, and Shelma Hajar as the third informant One of the consumers who uses documentation services at proposals and weddings. which represents the point of view of Berdua Pictures' documentation service consumers.

Table 1. Data Informants

No.	Informant	Name	Age	Position	Information
1	Informant 1 (key informant)	Ananda febriansyah	24 years old	owner	Business owners who have control over business operations, become

No.	Informant	Name	Age	Position	Information
2	Informant 2	Nasharudin	24 years old	Employee	photographers, photo and video editors and manage all social media Employees who since the first establishment of documentation services Berdua pictures. Served as a photographer, photo and video editor and manage Instagram social media
3	Informant 3	Shelma Hajar	28 years old	Customer	One of the consumers who uses documentation services Berdua Pictures at proposals and weddings.

In this study, data collection techniques through direct observation at the office of Documentation Services Berdua Pictures by watching the work process and team interaction in real-time. Next, interview with informants from Documentation Services Berdua Pictures and service buyers to get thorough information. Next, Data is also collected through documentation to obtain more complete information. By conducting these three techniques, this study is expected to provide an overview of Documentation Services Berdua Pictures, making a significant contribution to understanding the context of branding strategies in business and the social dynamics involved.

This study utilizes source triangulation as a method to ensure the validity of data, which involves checking and comparing data obtained from in-depth interviews between informants. This approach involves asking each informant identical questions as a means of validating and benchmarking the data [12].

This research will focus on the subject of branding by analyzing the branding strategy applied by Berdua Pictures Documentation Services. The focus of the research will be on how Berdua Pictures communicates values and identity, as well as the branding strategies used for customer perception.

3. Results and Discussion

3.1 Result

The following is an interview conducted directly by the researcher. Researchers conducted interviews with informants to get a description of branding strategies and competitiveness against competitors with informant points of view from owners and employees of documentation services Berdua pictures, here are the results:

- a. What do you think makes Berdua Pictures Documentation Services different from other documentary services?

Table 2. Informant's Answers About Brand Positioning Berdua Pictures

Informant	Answer
Informant 1 (key informant)	Because our marketing target is middle to lower which is a differentiator compared to other documentation services is a competitive pricelist and still maintains high quality standards, usually in other documentation services to show the pricelist using pdf files while in Berdua pictures using our own website and for the results of digital files photos and videos in other documentary services using tapes whereas, We already use flasdisk and google drive depending on client request
Informant 2	In my opinion, what makes it different from competitors is the use of the Berdua pictures website to display pricelists and cellphone numbers, providing clarity and ease of access for prospective clients. Also, the use of flash and Google Drive for digital documentation results according to our client's request.
Informant 3	In my opinion, Berdua Pictures Documentation Services is really different because their pricelist presentation is through the website and their pricelist is quite cheap and the results are still good. Get a bonus flasdisk that contains all the photos and videos during my wedding

b. How is the service at Berdua Pictures Documentation Service?

Table 3. Informant's Answers About Brand Personality

Informant	Answer
Informant 1 (key informant)	We build services to clients by providing price transparency, listening to what the Client wants, maintaining the quality of service and photos and videos, providing bonuses or discounts.
Informant 2	It is certain by hearing requests from clients, maintaining polite friendly service, and just as transparent about labor fees / fees
Informant 3	So far it is quite satisfying the service of Berdua pictures people are cool, polite and friendly.

c. What do you know about the characteristics of Berdua Pictures Documentation Services?

Table 4. Informant's Answers About The Brand Identity Of Berdua Pictures

Informant	Answer
Informant 1 (key informant)	the name of the two pictures, because in the past when it was founded at that time there were only two people and two people worked, then we made a logo on our Instagram profile (@berduapictures), and we determined the concept of tone in the photos and videos that became our trademark.
Informant 2	It is definitely the name "Two Pictures" because it was originally founded by two people. Then we created a logo that can be found on our Instagram profile (@berduapictures)
Informant 3	Their distinctive feature seems to be in the name of their vendor as if it reflects a pair s

- d. How do you think Berdua Pictures Documentation Services can be known by potential customers?

Table 5. Informant's Answers About Brand Awareness Of Berdua Pictures

Informant	Answer
Informant 1 (key informant)	I think they can know Berdua pictures through social media intagram because our marketing focus is from Instagram, sometimes potential customers can know from recommendations and testimonials from their friends, we also make business cards for our vendors.
Informant 2	It seems that our prospective clients know from social media such as Instagram, sometimes they are also told by their friends.
Informant 3	I used to know that Berdua pictures from my friends were recommended when I asked about photography services before

- e. What makes Berdua Pictures superior to competitors?

Table 6. Informant's Answers on Advantages Over Competitors

Informant	Answer
Informant 1 (key informant)	We have equipment capable of producing excellent digital as well as physical photos and high-quality videos. With a fairly affordable price, friendly service
Informant 2	First the pricelist is cheap, second equipment, ranging from cameras, lenses, external Flash All

Informant	Answer
Informant 3	have high end specs make photos good, photo concepts vary and can be requested. The price is cheap in my opinion, get a complete package and the results are good.

f. What should the two pictures fix to face the competition in the photography industry?

Table 7. Informant's Answers on Evaluation Against Competition

Informant	Answer
Informant 1 (key informant)	It seems that by accelerating the physical results of our documentation and strengthening our marketing strategy by paying attention to competitor developments in order to adjust and improve our approach according to market wishes and scheduling scheduled uploads of documentation results from our clients.
Informant 2	Many clients complain about the lack of speed in printing photo album print outs, so what must be addressed seems to be the results of prin out photo albums are more accelerated.
Informant 3	From my experience using the services of Berdua pictures that must be fixed, the photo printing must be accelerated again, mas.

3.2 Discussion

In Kediri City, there are various documentation service vendors that can meet the needs to capture moments, be it weddings or corporate events. One of these photo and video documentation service providers is "Berdua Pictures," a documentation service that has gained customer trust in Kediri. With a primary focus on weddings and corporate events, Berdua Pictures puts a professional and creative touch into every documentary. They not only capture precious moments, but are also able to create stunning visual stories through photography and videography techniques. The presence of many similar vendors in Kediri reflects the tight competition.

To increase competitiveness, documentation services of Berdua pictures should implement an effective branding strategy. Branding strategy or brand strategy according to Schultz and Barnes can be interpreted as the management of a brand where there are various activities that regulate all elements[4]. while according to Gelder, which is included in the elements of brand strategy or branding strategy include brand positioning, brand identity, brand personality [5]. Based on the results of segmentation, target setting and positioning, then brand positioning (brand postioning) is carried out. Brands that represent products are positioned in the minds of consumers. This brand is then given an identity (brand identity) that is supported by personality (brand personality), so that it hits the hearts of consumers who are targeted. Consumers finally know the brand (brand awareness) and then have a certain impression of it

(brand image) [6].

Based on the results of interviews conducted by the author on Documentation Services Berdua Pictures and consumers Berdua Pictures, the author concludes that the brand positioning of Documentation Services Berdua Pictures creates a major difference in the industry by focusing on the middle to lower market segment. One of the key differentiators is competitive pricelist offerings without sacrificing high quality standards. This brand utilizes internet technology by presenting pricelists through their website, providing clarity and ease of access for potential customers. In addition, the use of flash and Google Drive for digital documentation results provides convenience according to client requests. Positive testimonials from informant 3 who confirmed that Berdua Pictures Documentation Services are not only affordable in terms of pricelist, but also provide satisfactory results, even with a flash bonus that contains all the documentation of his marriage. Thus, the brand positioning at Berdua Pictures Documentation Services creates a unique image that combines aspects of price, quality, technology, and satisfactory service.

Furthermore, regarding the brand identity of Documentation Services From the interview answers, it can be concluded that Berdua Pictures was originally founded by two people, so the name "Berdua Pictures" was chosen as a representation of the beginning of the establishment of a company with only two people. They also created a logo that is visible on their Instagram profile. In addition, they determine the concept of tone in photos and videos that characterize them. In this conclusion, it can be understood that Berdua Pictures strives to create a strong identity by connecting their names, logos, and visual styles to differentiate themselves from competitors and give a distinctive impression that can become the identity of Berdua pictures that customers can remember.

Documentation Services Berdua Pictures utilizes social media, especially Instagram and WhatsApp, as the main means to increase brand awareness. It is seen that Berdua Pictures' brand awareness is driven primarily through its strong presence on social media, especially Instagram. Marketing strategies focused on this platform have managed to attract the attention of potential customers, who often get information about services through recommendations from their friends. The use of business cards by vendors has also helped in increasing brand awareness among the public. From this conclusion, it can be concluded that focused and strategic marketing efforts on social media as well as recommendations from social networks have been key drivers of brand awareness for Berdua Pictures. Thus, the use of social media helps Berdua Pictures in increasing brand awareness and interaction with potential customers[14].

The brand personality of Berdua Pictures is illustrated through a transparent, responsive, and friendly service approach. Informant 1 highlighted the commitment to price transparency, listening to client needs, and maintaining the quality of service and photo/video results by providing bonuses or discounts. Informant 2 the importance of listening to client needs, maintaining courtesy, and transparency in terms of costs. In addition, informant 3 expressed satisfaction with the cool, polite, and friendly service of Berdua Pictures. Overall, their brand personality creates the impression of service that prioritizes honesty, responsiveness, and comfort, providing a satisfying experience for clients[15].

Based on interviews with the Documentation Services team of Berdua Pictures and

consumers, it can be concluded that the competitive advantage of Berdua pictures lies in the combination of high-quality photography and videography equipment, affordable pricelist, and friendly service. Informant 1 argued that the equipment's ability to produce digital and physical photos was pretty good at a competitive price. Informant 2 adds a dimension of quality by mentioning a low pricelist and high-class equipment, allowing for variations in photo concepts and client requests. Meanwhile, informant 3 concluded that the price was affordable with satisfactory results. Thus, Berdua Pictures' advantage lies in the combination of high-end equipment, competitive pricelist, and friendly service, creating added value that distinguishes them from competitors in the documentation service industry.

Evaluation and improvement efforts continue to be made to face competition in the industry. From Informant 1 stated the importance of accelerating the physical results of documentation and strengthening marketing strategies by monitoring competitor developments, according to market needs and scheduling scheduled uploads. Informant2 details improvements to uploading documentation results with more regular scheduling, watermark addition, and consistency in photo and video editing tone. Meanwhile, informant 3 highlighted aspects of photo printing that need to be expedited. Overall, this approach reflects Berdua Pictures' commitment to continuously improve service quality and responsibility to market needs, ensuring that they remain relevant and competitive amidst dynamic competition.

In the face of the challenges of increasing competition in the market, a well-planned branding strategy is the key to success for Berdua Pictures. From the interview, it was revealed that focusing on presence on social media, such as Instagram, has given positive results in increasing brand awareness. In addition, its organic approach through recommendations from consumer friends has helped expand its reach and strengthen its branding strategy. With this knowledge in mind, Berdua Pictures can continue to develop branding strategies that combine innovation on digital platforms with a personalized, relationship-based approach. Thus, they can maintain their position in the market and continue to compete on their creative industries.

4. Conclusion

From the results and discussion of the research discussed above, researchers can conclude that Berdua Pictures has carried out branding strategies such as brand positioning, brand identity, brand personality, brand awareness and brand image, the results of their branding strategy can increase brand awareness of Berdua Pictures and become one of the choices for potential consumers in the middle to lower segments. Based on the analysis of Berdua Pictures Documentation Services, it can be concluded that the company's branding strategy has succeeded in creating a significant difference in the photography industry. With a focus on the lower middle market segment, their brand positioning has succeeded in offering competitive pricelists without sacrificing good quality, creating pricelist clarity through an easy-to-access website, and utilizing flash and Google Drive to meet the needs of customers' digital photo clients. This strategy produces a unique image that combines aspects of price, quality, technology, and satisfactory service. In addition, Berdua Pictures' brand identity is manifested through the history of establishment, a name that reflects the number of initiators of the establishment of Berdua Pictures, a consistent logo, and a tone concept for editing photos and videos that support the company's visual image that characterizes an identity.

The presence on social media, especially on the Instagram platform, has managed to

attract the attention of potential customers for Berdua Pictures. The platform's focused marketing strategies have proven that they are gaining attention from potential customers. Information about the services provided is often obtained by potential customers through recommendations from their friends, which shows the effectiveness of social influence in increasing brand awareness. In addition, the use of business cards by vendors has also helped increase brand awareness among the public as a whole. Thus, it can be concluded that focused and strategic marketing efforts on social media, as well as recommendations from social networks, have been major factors in increasing brand awareness for Berdua Pictures. In terms of brand personality, Berdua Pictures Documentation Services has succeeded in creating the impression of a transparent, responsive, and friendly service or brand image, which provides a satisfying experience for clients. The company's strength lies in the combination of high-quality photography and videography equipment, affordable pricelist, and friendly service to face competition in the photography industry. Evaluation and improvement efforts continue to be carried out to face competition, including increasing the speed of processing physical documentation results and improving marketing strategies by monitoring the development of competitors.

The advice for Documentation Services is to continue to maintain and improve its competitiveness with two main approaches. First, they need to maximize time management in processing physical documentation results or print out photo albums. This can be done by reviewing their production processes and identifying areas where efficiency can be improved. In addition, they must always maintain good service standards to strengthen their brand personality, focusing on responsiveness, honesty, and convenience for customers.

Furthermore, Berdua Pictures may consider expanding to other social media platforms and developing more innovative marketing strategies. They can take steps to be on platforms like TikTok and Facebook to reach a wider audience and strengthen their digital presence. Holding promotions or special offers through new social media platforms can also be an effective strategy to increase their brand awareness. In addition, they must remain open to feedback from consumers and ready to listen to criticism and suggestions to continuously improve their services, so as to create a strong and positive brand image in the eyes of customers. By adopting this approach, Berdua Pictures was able to maintain its position and even increase their competitiveness in the competitive photography industry.

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