Differences in Brand Image Perceptions of Beras Kami and Mentik Wangi Rice among Bulog Kancab Semarang Customers

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A B S T R A C T

This research aims to determine consumer perceptions of the brand image of Beras Kita and Beras Mentik Wangi, especially customers of the Perum Bulog Semarang Branch Office. The research method used in this research is observation and questionnaires distributed to consumers. Observations were carried out during the internship activities, namely when participating in the bazaar and questionnaires were distributed to customers where the sample taken was 65 respondents. The six indicators used in this questionnaire are awareness, quality, CSR, social image, geographical origin, and uniqueness. The results of this research show that there is a significant difference in perception between Beras Kita and Beras Mentik Wangi where consumers have the perception that Beras Mentik Wangi has a better brand image than Beras Kita. Improvements are needed to increase consumer perceptions of Beras Kita so that in the future customers will judge that Beras Kita has a positive brand image. The results of this research show that there is a significant difference in perception between Beras Kita and Beras Mentik Wangi where consumers have the perception that Beras Mentik Wangi has a better brand image than Beras Kita. Improvements are needed to increase consumer perceptions of Beras Kita so that in the future customers will judge that Beras Kita has a positive brand image. The results of this research show that there is a significant difference in perception between Beras Kita and Beras Mentik Wangi where consumers have the perception that Beras Mentik Wangi has a better brand image than Beras Kita. Improvements are needed to increase consumer perceptions of Beras Kita so that in the future customers will judge that Beras Kita has a positive brand image.

INTRODUCTION

Rice is the main food commodity as a staple food for almost the majority of the Indonesian population (Adam et al., 2013). 97% of the Indonesian population consumes rice as a staple food. According to the Central Statistics Agency (BPS), Indonesia produces 31.54 million tons of rice, where every year rice consumption in Indonesia increases. One of the agencies to meet food needs is Perum BULOG which is tasked by the government to secure all supplies and availability of food.

Perum BULOG is a BUMN that carries out two tasks from the government, the first is PSO (Public Service Obligation) to stabilize rice prices at the producer and consumer level and carry out commercial functions through business and trade (Hamzah et al., 2023). Several food commodities managed by Perum BULOG include rice, cooking oil, sugar, flour and other food needs. Food ingredients, namely rice with premium product quality, are then packaged under the "KITA" brand. In line with BULOG's duties as a commercial function, Perum BULOG has a product brand known as Beras Kita where is our Rice. This is an innovation so that Perum BULOG's products continue to run so that they can be utilized by the community (Ahmad et al., 2019). Rice Kita is rice issued by Perum BULOG as commercial rice, this rice is a premium type of rice produced domestically, type IR64 which is a type of rice that is relatively very affordable. According to Hamzah et al., (2023) the commodities provided by Perum BULOG do not make their products superior, this is due to quality as a result of the quantity of procurement which is often not distributed effectively and efficiently.

According to Alhasan et al., (2021) Mentik Wangi Rice is a variety of rice known for its distinctive aroma produced after cooking. Mentik fragrant is a term in Indonesian that describes the fragrant and fragrant aroma of rice. The term "mentik" in Javanese means "fragrant" or "fragrant", while "wangi" is an Indonesian word that means "to enchant with a delicious aroma". The quality of the aroma of fragrant mentik rice is often considered important, because the distinctive aroma can enhance the taste and culinary experience when consuming rice. The aroma of fragrant mentik can vary depending on the type of rice variety, plant growing conditions, and post-harvest processing techniques. In addition, Wangi Mentik Rice also has a soft texture when consumed. The combination of good aroma, taste and texture makes Mentik

Wangi Rice a popular choice among Indonesian people. Brand is a factor in activities to introduce and offer products or services (Ahmad et al., 2019).

According to Kotler (2007) in (Hasugian, 2015) brand image is consumer perceptions and beliefs in association with consumer memory. Brands identify sellers which can be in the form of names, trademarks, logos, or other symbols where a good brand will also provide a good image for the product and company (Ahmad et al., 2019). According to Kotler and Keller (2009), brand image indicators include consumer perceptions of product introduction, consumer perceptions of product quality, consumer perceptions of size, consumer perceptions of packaging design or model, consumer perceptions of color and product, and consumer perceptions. to price. The brand image attached to our rice, Perum BULOG, is only low-quality rice and poor rice distributors (Raskin) (Astri, 2021).

Brand image reflects how a product is, builds relationships between consumers and makes it easy for consumers to evaluate a brand, therefore building a positive brand image is a top priority for companies (Pene et al., 2021). Brand image is important for companies because a good brand image will create loyalty to the products that consumers will buy (Yunaida, 2017). Seeing this, Perum BULOG also carries out its duties as a commercial institution, it must be able to create a brand and establish a good, unique, high-quality and attractive brand image in order to be able to compete with competitors in increasing sales volume. According to Brilianne et al., (2019) brand awareness and brand image have a significant effect on sales volume.

According to Yohanes (2010), the high level of sales volume obtained is the result of a brand image that has been embedded in the minds of consumers or company targets.

Table 1. Sales of KITA Rice and Wangi Mentik Rice in 2022

Commodity	March		April		May		June	
	Kg	Sales Nomination	Kg	Sales Nomination	Kg	Sales Nomination	Kg	Sales Nomination
OUR Premium Rice	2,810	IDR 30,422,000	7,865	IDR 94,021,000	1,100	IDR 12,320,500	975	IDR 10,921500
Fragrant Mentik Rice	2,470	IDR 29,640,000	3,745	IDR 44,940,000	2,810	IDR 33,720,000	1,430	IDR 17,173,800

Source: Primary data processed, 2023

Based on table 1 our Rice Kita sales data experienced fluctuations, especially in April where sales of Our Rice experienced a very significant increase. During April, which is the month of Ramadan, consumers tend to buy Beras Kita as Ramadan and Idul Fitri gifts. Our Rice sales reached 12,120 KG during the four month period from March to June. The sales level for Mentik Wangi Rice reached 10,455 KG. The sales volume between Beras Kita and Beras Mentik Wangi is only around 1,665 KG.In general, sales of Mentik Wangi Rice are better than Kita Rice. It can be concluded that Perum BULOG must pay more attention to the brand image of Beras Kita so that it can increase and maintain sales volume. Having a good brand image for a product will increase loyalty to that product. If loyalty has been formed, consumers will buy that product compared to other products. Based on the description above, the researcher wants to know the difference in the perception of the brand image of Beras Kita and Beras Mentik Wangi among BULOG Kancab Semarang customers.

Brand Image

Brand image for local products is needed to increase consumer loyalty whereas loyalty is increasingly tied to a brand, consumers will tend to choose that brand compared to other brands (Yunaida, 2017). Brand image is a set of beliefs, ideas and impressions that a person has of a brand (Kotler and Armstrong, 2012). Brand image can also be interpreted as a number of beliefs held by consumers regarding the brand (Kotler, 2002). Every customer has a certain impression of a brand, which can arise after seeing, hearing, reading or experiencing the product brand themselves, either through TV, radio or print media

(Kotler 2002). According to Shimp in Radji (2009) brand image is measured from several things as follows: Attributes, Benefits, and Overall Evaluation.

1. According to Anselmsson et al. (2014) brand image can be related to customers' willingness to pay premium prices for food brands, this can be measured from several things as follows:
2. Awareness: According to Dharma and Sukaatmadja (2015) Awareness is a buyer's ability to recall a brand that he remembers is part of a particular product.
3. Quality: According to Kotler and Armstrong (2008: 347) quality is how a product is able to carry out its function. A product is anything that can be offered to the market for attention, purchase, use, consumption that can satisfy customer wants and needs.
4. CSR (Corporate Social Responsibility): Factors that have the potential to influence brand image.
5. Geographical Origin: Geographical origin in food production can affect the customer's opinion of the brand.
6. Social Image: The concept of social image relates to how customers perceive a food brand in a social context.
7. Uniqueness: A unique and innovative brand can arouse consumer interest and influence their willingness to pay a premium price.

Brand Image Perception between Two Products

The influence of brand image on brand trust and interest in purchasing products is directly proportional to increasing sales where a good brand image can increase consumer loyalty (Semuel and Lianto, 2014). Sales Volume is goods sold in the form of money for a certain period of time which includes a good service strategy (Kotler, 2000). Therefore, sales volume is one of the important things that must be evaluated for the possibility of a company not to lose.

Based on research conducted by Vharadifta et al., (2015), there is a significant difference in brand image between the two smartphone products being compared, namely Samsung and Lenovo with indicators of brand excellence, good track record, brand reliability by meeting needs with good quality, satisfaction what customers feel in using the brand, the characteristics of the brand, the consumer's large repurchase interest, the consumer's ability to recommend the brand to others, and the consumer's confidence in rejecting the brand.

This is also supported by research conducted by Taung and Tielung (2015) where it was found that one product had a superior brand image compared to other products and needed improvements in terms of design and marketing strategy.
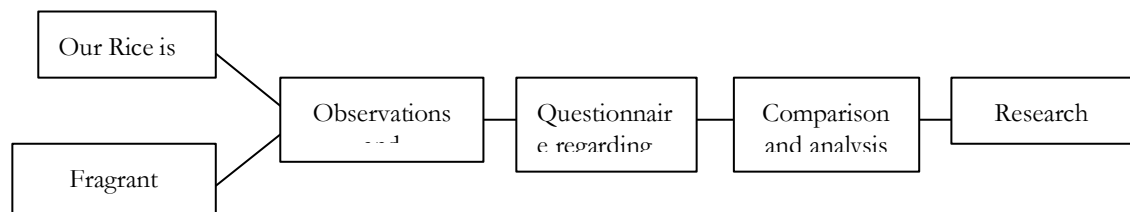
Picture 1 Research Framework

RESEARCH METHOD

This research is a type of descriptive research. The population in this research is consumers and users of our premium rice and mentik fragrant rice with a sample population of 60 respondents in this research. Meanwhile, this research uses primary data with observation sampling techniques and questionnaires distributed via Google form. The analysis method used is content analysis which will be processed using descriptive statistics. The research location was carried out at the Semarang Branch of BULOG Public Corporation.

RESULTS AND DISCUSSION

Based on the results of this research, it can be seen that the majority of respondents are men, predominantly aged 30-45 years, with the majority of jobs being BUMN employees. Most of them live in the city of Semarang with an income of IDR 2,000,000 - 5,000,000. When selling rice, there are several types of rice on offer, such as Kita Rice, Mentik Wangi Rice, and Fortivit Rice. The price of rice offered varies depending on the type and quality. For example, Rice Kita sells for 55,000 per pack of 5 kg, Mentik Wangi Rice sells for 60,000 per pack of 5 kg, and Fortivit Rice sells for 15,000 per pack of 1 kg. Bazaar visitors have different preferences regarding rice choices. However, based on the observations of researchers, many consumers tend to prefer Wangi Mentik Rice because it tastes fluffier and has a distinctive aroma, so this rice is a favorite among consumers. Nevertheless,

Through the questionnaires distributed, there were 67 respondents who filled out the questionnaires, but as many as 2 people who did not live in Semarang. So that collected as many as 65 respondents who live in Semarang. This study refers to the opinion of Roscoe (1975), namely the sample size is generally ten times larger than the number of indicators in the study. The six indicators are Awareness, Quality, CSR, Geographic Origin, Social Image, and Uniqueness. So that the profiles of respondents who live in Semarang are obtained as follows.

Table 2. Questionnaire Results for All Indicators

Our Rice		
Indicator	**Total Indicator**	**Average Indicator**
Awareness	9,23	1.85
Quality	5.63	1.88
CSR	7,26	1.82
Geographic Origin	5.69	1.90
Social Image	5.63	1.88
Uniqueness	7,26	1.82
Total	**11,13**	
Overall Average	**1.85**	

Fragrant Mentik Rice		
Indicator	**Total Indicator**	**Average Indicator**
Awareness	16.03	3.21
Quality	9.60	3.20
CSR	12.83	3.21
Geographic Origin	9.60	3.20
Social Image	9.62	3.21

Uniqueness	12.80	3.20
Total	**19,22**	
Overall Average	**3.20**	

The results of the two questionnaires above can be seen that consumers have quite significant perceptions between Beras Kita and Beras Mentik Wangi where Beras Kita has an average of 1.85 or rounded to 2 (disagree). The highest indicator is in Geographic Origin with an average of 1.90 and the lowest indicator is in CSR and Uniqueness with the same average of 1.82. Meanwhile, Mentik Wangi Rice has an average of 3.20 or rounded to 3, which means agree. The highest indicators are in Awareness, CSR and Social Image with the same average of 3.21 and the lowest indicators are in Quality, Geographical Origin and Uniqueness with the same average of 3.20. These perception results support the observation results where consumers prefer Mentik Wangi Rice to Kita Rice.

Discussion

Based on the results obtained, Beras Kita still has a value that is not good from consumer perception. This is supported by the sales results of Kita Rice and Mentik Wangi Rice in March to June 2022, where in general sales of Mentik Wangi Rice are always greater each month than Kita Rice. Mentik Wangi Rice tends to be more stable than Kita Rice. This supports that consumers have a better perception of Mentik Wangi Rice compared to Kita Rice.

For Our Rice, the 'CSR' and 'Uniqueness' indicators have the lowest values. The best indicator for Our Rice is Geographical Origin. In the 'Geographic Origin' indicator, even though these two brands of rice are both produced in Indonesia, there are differences in the regional or provincial origins where the two rice are produced. Mentik Wangi Rice is already known as a national brand, while customers still don't know about Beras Kita as a national brand made by an Indonesian state-owned company. For example, by utilizing the 'Geographic Origin' of Beras Kita, Perum Blog can enhance or highlight this for the brand image of Beras Kita. This will create uniqueness for Rice Kita, thereby creating a better brand image.

Researchers provide recommendations from each indicator so that Rice We can provide a good perception in the future:

Awareness

According to Andreata et al., (2011) one form of effort to increase awareness in the marketing aspect of local products is through social marketing. According to Andreatta et al., (2011) social marketing can take the form of slogans or marketing campaigns created by companies such as "Let's Buy Local Products" or "Get to Know Our Farmers". Perum BULOG can use this marketing strategy to increase consumer awareness of our Rice products.

Quality

Perum BULOG as the main producer of Kita Rice uses the IR 64 type of rice, which has a fluffier texture with low amylose and high amylopectin content, while Mentik Wangi Rice uses the same type of rice, namely IR 64, which has a soft, fluffier texture and a fragrant aroma. Mentik Wangi Rice has received an organic label. According to Waluya and Iqbal (2019) product quality and brand image will influence purchasing decisions whereby continuing to improve product quality will give more trust to the product and improve the social image of the products used. According to Custodio et al., (2019), the premium quality of rice for consumers in the Southeast Asian region is defined by the nutritional content, fluffiness and aroma of the rice. Perum Bulog must pay more attention to the quality of our Rice by selecting rice

that contains healthy, nutritious ingredients, selecting rice that is clean and free from pests and pesticides to produce premium quality rice.

Corporate Social Responsibility
According to El Baz et al., (2014) national institutions are influential in the implementation of CSR where companies will tend to refer to government regulations in carrying out their CSR where CSR activities implemented by companies must also be applied to interested parties. Perum BULOG as part of a national institution and as a producer of rice. We must evaluate this indicator, such as replacing it with environmentally friendly packaging, reducing waste in the production process, choosing rice that has healthy ingredients, is well produced and hygienic (Bonsu et. al., 2023), maintain a comfortable production environment and choose rice suppliers who care about rice health.

Geography of Origin
According to Kalicharan (2014) the geographical origin of a product will determine consumer decisions to buy a product, for example consumers will have more confidence in the quality of products made by the United States and European countries. By emphasizing the positive effects of domestic products such as production results for regional development, environmental preservation, and maintenance of national food and agricultural heritage, more consumers will have the attraction to buy local products (Lambarraa-Lehnhardt, et al., 2021). Therefore, Perum BULOG can educate consumers about Beras Kita by emphasizing that its products are products made in Indonesia which will have a positive impact on the country's economy while evaluating and improving its quality so that it is not inferior to its competitors' products.

Social Image
Social image is how consumers view a product in a social context. According to Anselmsson, et al., (2014) social image influences consumer purchasing power to choose premium products. On the other hand, Busu (2016) states that product selection in the context of social image is usually influenced by relevant market segmentation. Based on this, Perum Bulog can evaluate target consumers and market segmentation which will assist the company in planning more effective steps. Thus, Perum Bulog will be able to develop a positive image while at the same time introducing Our Rice as a superior choice. So that it can create a good social image for consumers.

Uniqueness
Based on research conducted by Anselmsson, et al., (2014), uniqueness influences consumers' purchasing power in choosing a product. Consumers have their own perceptions in choosing rice products, according to Suwannaporn and Linnemann (2008) companies that export Thai Jasmine rice in the United States can introduce their products on television shows, especially cooking shows, food magazines, and provide testers for potential consumers in supermarkets while promoting The uniqueness of this type of rice is the quality, taste, aroma, and what dishes Thai Jasmine rice is suitable for. Perum BULOG can also introduce its products on television shows, especially cooking shows, food magazines,

CONCLUSION
Based on the results of the report on the implementation of the internship held at Perum BULOG Semarang Branch Office, the following conclusions can be presented: Based on the research results, overall, from indicators of awareness, quality, CSR, geographical origin, social image to product uniqueness, Mentik Wangi Rice has advantages over Kita Rice. So that there is a significant difference in consumer perceptions of Our Rice and Wangi Mentik Rice. Perum BULOG can make improvements to improve its brand image by creating marketing activities with local product campaigns on awareness indicators. choose rice that contains healthy, nutritious content, choose rice that is clean and free from pests and pesticides on

quality indicators. On the CSR indicator, Perum Bulog replaces it with environmentally friendly packaging, reduces waste in the production process, chooses rice that has healthy ingredients, is produced properly and is hygienic. On the company's Social Image indicator, it can evaluate target consumers and market segmentation for Beras Kita. introduce their products on television shows, especially cooking shows, food magazines,

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