



ANALYSIS OF PORTALLNEWS.ID BRANDING COMMUNICATION IN BUILDING A BRAND IMAGE

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Abstract. In running a company, a good image or brand is needed so that consumers use the company's services and products. Branding communication is one way for companies to influence consumers to use the company's products or services, even though news portal companies are no exception. The focus of this research is how the new online news portal company builds a good brand or corporate image so that it can be known by the public, especially in Bandar Lampung. The approach in this study uses a qualitative descriptive approach to produce depth on how to build a brand image on an online news portal that has not been formed for a long time. as well as conducting observations, and documentation. The results of this study describe how the portalnews.id company tries to brand their online news portal where the results are in accordance with the basis of this research to build company branding, where the four things are Research, Action Plan, Communication, and Evaluation.

Keywords: Brand Awareness; New Media; Online News Portal

I. INTRODUCTION

1.1. Background

Nowadays, society is often closely related to technology. As we know, current developments in digital technology also influence audiences in communicating, including in the field of mass communication. Mass media products continue to develop, ranging from print, electronic, to online or digital media, including company branding activities. Branding is an effort to introduce a company to the general public, where branding can have a very good impact on the company if done correctly.

There are many advantages that a company can gain if it can carry out branding correctly, such as increasing business value, adding new customers, making it easier for the company to promote its products or services to the public. Companies also use branding communications, which are done to inform the public that there are differences or uniqueness in the company that are different from other competitors. If you carry out branding activities correctly, the company will gain a good reputation from the community's perspective. One of the assets for a company is having a good reputation, because the public will be influenced in using

or purchasing goods or services offered by a company.

As we know, current developments in digital technology also influence audiences in communicating, including in the field of mass communication. Mass media products continue to develop, ranging from print, electronic, to online or digital media, including company branding activities. According to Scammell 2007 in Arnoldus, Muhammad. (2017) states that branding is a symbolic value and also a representation of a company's products that are connected to the emotional value of the company's symbolic value. Meanwhile, communication based on the Big Indonesian Dictionary (KBBI) is the sending and receiving of messages from two or more people so that the messages sent can be received well without causing other understanding or ambiguity. So, Branding Communication is a company's way of sending messages in the form of symbolic values of the company's products offered to the public. One of them is Brand Image.

1.2. Literature review

This section contains research Since its inception, digital media has continued to develop until now. Many social media have emerged that can help people communicate. Quoted from a survey conducted by Hootsuite (We are Social) in February 2021, it was stated that active internet users were 202.6 million (73.7% of the total population in Indonesia), so it could be said that more than half of the population in Indonesia already uses the internet. The presence of digital media in people's daily lives has an impact on changes in people's lifestyles in various aspects ranging from communication, education, to being a place for companies to conduct their business. Quoted from karetlampung.net, in 2019 there were more than 12 online news portals that were present in Bandar Lampung, one of which is portalnews.id. With so many online

news portals in Bandar Lampung, portalnews.id continues to compete to strengthen its position in building a brand image in the eyes of the people of Bandar Lampung. The online media portal Portalnews.id is a company owned by PT. Media Anugrah Nusantara is now used as a forum for disseminating information.

Founded in 2020, portallnews.id has now become an online news portal in Bandar Lampung. Since its initial presence, portalnews.id has not been widely known by the public. So one of the steps that portalnews.id needs to take is branding it as a news portal that provides information and also inspires. In this research, portallnews.id is a new online news portal that is present in the Bandar Lampung community. Portallnews.id has to compete with other news portals that have done branding first. So the author formulated this research problem, namely how the branding communication carried out by Portalnews.id in building a brand image for an online news portal that provides information and inspires .

II. METHODS

The author uses qualitative research methods. According to Sugiyono (2019), qualitative research is research based on the philosophy of positivism used to examine the condition of natural objects. Qualitative research methods also function to find out the problems that exist in a group of people from a social problem in community life. This research uses a descriptive method, Mely G. Tan in Cut Medika. (2018) says that descriptive research aims to collect information about a problem to be researched. Descriptive research also aims to accurately describe other symptoms in the society that you want to study.

So qualitative descriptive research means research that attempts to explain a research problem in a general manner. So that

the researched data can represent the population studied. For data processing techniques, the author uses three stages, namely data reduction, data presentation, and data verification. Meanwhile, to check the validity of the data, the author uses data triangulation. Norman K. Denkin in Siti Widharetno (2017) says that triangulation has four aspects which include data source triangulation, theory triangulation, method triangulation, and inter-researcher triangulation if the research is carried out in groups, in the research that the author made, the author uses a data source triangulation model and method triangulation

This research is aimed at portalnews.id administrators and also the public who use portalnews.id's services. The address of the portalnews.id company is Jl. Anyelir, Bunga Mutika Housing Block C No 15, Hajimena, Natar, South Lampung. The author took his place in the office because he wanted to know

how branding communication was carried out by portalnews.id in building a brand image for an online news portal that provides information and inspires. This research was conducted using the interview method and was aimed at the head of the portalnews.id office, namely Ruslan Anwar Sani as the general head and also Rinda Mulyani as the chief editor of the company by portallnews.id.

The information in this research was obtained from several informants who were willing to become research objects for researchers. The informants whose information the researchers asked for were four people from within the portalnews.id company. The following is an attachment of some of the informant data that the author obtained.

In this study, researchers interviewed several informants including the following :

Table 1. List of Informants

No.	Name	Position	Informant Code
1.	Ruslan Anwar Sani	General Manager	01
2.	Rinda Mulyani	Leader Editorial	02
3.	Sudarmono	Editor	03
4.	Lina Mastari	Secretary Editorial	04

According to Everet M. Rogers in Mulyana 2008 in the journal Dita, (2018:35), said that communication is the process of ideas being transferred from a source or communicant to another person with the aim of changing behavior. The communication process can also be carried out either directly or through the media. Communication according to the Big Indonesian Dictionary (KBBI) is the sending and receiving of messages from two or more people so that the messages sent can be received well without causing different or ambiguous understanding. Etymologically, the words communication, namely communis and communication , which have the same meaning, come from Latin.

One of the communications used by companies is branding communication. Branding communication is a way for companies to communicate informatively and persuasively in introducing their products and services. In carrying out branding, companies use media as an intermediary, both through conventional media and new media supported by sophisticated technology. The purpose of branding itself is to introduce the company and the company's products. Branding also influences the loyalty of consumers who have used their services.

With good branding, the company will get profitable advantages such as having a good reputation, and can make it easier for

the company to expand its business, as well as influencing consumers and employees in making decisions related to the company. The presence of new media which is based on sophisticated technology can attract the attention of the public because of the ease of accessing information and its wide reach. However, with the large number of communicators in the realm of new media, namely the internet, it is becoming a crisis because public trust cannot change just because of new technology.

Apart from that, the difficulty of increasing popularity is also increasing because various communicators have emerged, namely message providers who provide non-paid or free content. New media comes along with media developments. New media is slowly starting to replace conventional media with the differences in quality and performance that emerge between conventional media and new media making audiences actively participate in choosing which media to use. On the other hand, conventional media continues to try to find other alternatives as a form of answer to the challenges that arise in the development of this new media.

By having a good brand image, it will raise brand awareness among the audience. Rangkuti (2004) said that brand awareness is the audience's ability to remember a brand or product or service spontaneously after being stimulated by the characteristics of the product. This means that brand awareness will bring up a brand or product in their memory when the needs of the audience themselves are aroused, which will later be used as a consideration in making decisions to use or buy that product or brand.

According to Slevin in McQuail's book, (2011) the emergence of new media forms relationships and networks that do not exist in conventional media which are different and also more binding. New media has the effect of opening a path between the public

world, namely organizational or work life, and also the personal world of its users, which is in accordance with modernization theory. In contrast to conventional media, the time period or message flow is only one direction or requires time to reply to messages.

New media can respond quickly so that the communication channels can be two-way and will be well established. The presence of new media certainly has an impact on the individual lives of each audience. New media can directly provide information about the diversity of its users because it can be analyzed differently from conventional media. In short, new media plays an active role in disseminating information to its users which helps in establishing good relationships.

In new media, Portallnews.id uses new media as a means of disseminating the content they present to the audience. Portalnews.id takes advantage of the advantages of new media such as a wide connection network which allows the process of disseminating information to take place quickly. Apart from that, by using the new media portalnews.id is able to disseminate information well without time or distance barriers between the information source and the communicant.

Branding communication carried out through new media is a special way for companies to access the wider community so that the process of informing and branding products or services can run well. Therefore, portalnews.id is an online news portal that has recently been established and requires branding communication according to the tagline, namely providing information and inspiring to the public, especially Bandar Lampung, so that the news portal can be remembered and the public can trust the content that portalnews.id provides through the official website.

Companies need to carry out branding to create a good and positive brand image for

the company's continuity in running its business. Apart from using brand image to attract new consumers or audiences, companies also need to retain audiences who have used their products or services before. A good brand image will certainly influence consumer perceptions in the decision to use the product or stop using the product or service offered.

In an effort to disseminate information, a strategy or method is needed to communicate the message to the public. Communication strategy functions to make the communication process more effective by making communication plans that are appropriate to the audience or communicant itself. Communication strategy is also a way to identify audiences using various methods that have been calculated in advance according to existing conditions and situations. According to Smith in Adelisa's thesis (2012) Communication strategy is a way for communicants to convey persuasive information aimed at building understanding and support for an idea of a service or product that has been planned and carried out by an organization that is non-profit and for profit and has various goals and objectives. alternative plans based on research and evaluation that have been carried out. (Laurie et al 2020) state that there are four stages of communication strategy in building a branding, namely Research, Action Plan, Communication, and Evaluation.

III. RESEARCH RESULTS AND DISCUSSION

Portallnews.id is an online media in the form of a news and streaming portal with the channel name PortalLnews TV which has officially become a legal entity through PT. Media Anugrah Nusantara. The goal of Portallnews.id is in accordance with the tagline it adopts, namely "Informing and Inspiring" with the background of providing

information that is not only current and trustworthy but also provides other views and perspectives on news with the aim of the news presented being able to inspire many people through the characteristics of the news from Portalnews.id is feature news.

As a new medium, building a brand image or company image is very important because it is the consumer's perception of our company or brand. The better the image that is built, the better known the brand will be. The same thing is done by Portalnews.id, in building a brand image, a company needs to carry out branding, the goal is not only to attract new consumers or audiences, but also to retain existing audiences. In short, brand image is the perception of consumers regarding the products or services offered by the company. This perception will stick in consumers' memories, which is obtained through experience when using the product or service offered.

Portallnews.id's focus is to create in-depth writing or news so that readers can be educated and inspired. Readers want to remember this characteristic through their experiences when reading news from Portallnews.id. Portallnews.id, in accordance with its tagline, strives to be an online news portal that provides information and inspires. This is supported by the news that is presented. Through observation, researchers found that they wanted the news that was delivered to be able to not only provide information to the audience, but also to inspire.

Inspire with feature news, feature news itself is news that is based on facts but combined with opinion so that it seems to tell a story. Feature news itself is news that contains "more" information compared to regular news, because with this writing style the resulting news will never be stale or no longer current like news in general. As a journalistic work, feature news has something unique in its writing of facts and

events. So the nature of feature news is light and entertaining, so journalists must have sharpness in viewing an event which must be able to highlight or highlight something that is already common to be different. Feature news also contains human interest, such as raising emotion, joy, sympathy so that it inspires readers. This feature was chosen by Portalnews.id to win the hearts of its readers. The characteristic of feature news is that it contains human interest and also discusses or raises topics in depth and detail so that it can touch the feelings of the reader. This can be found through several news titles published by Portalnews.id.

It doesn't stop there, researchers also look at the developments made by Portallnews.id through the innovations presented, namely the delivery of news which is now supported by videos to make it more interesting, PortalLnews TV news videos are combined on the Portallnews.id website to support accuracy news. The principles of news presentation on the Portallnews.id and PortalLnews TV websites are factual, accurate, balanced, easy to read, easy to understand and inspiring. The work system of Portallnews.id and PortalLnews TV journalists also applies high journalism standards in covering events, also prioritizing journalism ethics.

Portallnews.id also continues to update its rubrics or news categories, this proves the development of Portallnews.id since its birth until now. The features available according to the type of news are intended so that the public or audience does not find it difficult to find news according to their wishes.

The key to branding is Branding With Better News Quality, namely providing the best quality news. For other online media providing information is certain, but not necessarily inspiring because Portalnews.id prioritizes quality with comprehensive discussion. Portalnews.id wants readers or consumers to get positive and quality benefits

so that they can reach various market segments and all groups of society can understand the information and news conveyed. Providing information and inspiring are the main characteristics of Portalnews.id's branding in achieving the intended brand image. For other online media, providing information is certain, but not necessarily inspiring because Portalnews.id prioritizes quality with comprehensive discussion.

Portallnews.id also tries to prove their unique characteristics by producing quality news with comprehensive discussions, which is not necessarily done by many other media. What is meant by comprehensiveness is that Portallnews.id as an online news portal must present news correctly. Because in modern society, the content or what is conveyed by the media is the dominant source of information, so Portalnews.id as a media is required to present news correctly and clearly. This comprehensive news is presented so that readers can understand the news as a whole and in depth so that news originating from facts or events is presented thoroughly, completely and studied from various aspects so that it can add insight and different reading points of view to the audience. So an issue or a news event when the news discusses many stages of the event, chronology or sequence of events, then these aspects can be developed. Where more aspects are covered, if more information is accumulated that can increase understanding of a news story, the quality of the news or coverage will also increase.

Comprehensive here also refers to the structure of telling a news story, whether in written, visual, audio, or other combinations that can be easily understood by readers in general or all groups, who do not have to be highly educated but have intelligence standards. Not only focused on being an online media which is different from other media, Portallnews.id is also aware of their

weaknesses in terms of human resources and capital which is quite limiting in several aspects, one of which is the limited journalistic work that can be published compared to other online media which are already large. Because other media have more human resources, the quantity of news produced and published in a day is many times higher than what Portalnews.id can produce, especially if the news is regular news or straight news.

So, the solution and also the differentiator for Portallnews.id is to focus on feature news that never gets stale or no longer current in the future. So the approach taken is to provide characteristics that become their main attraction by creating a brand image through a tagline that provides information and inspiration. Not just a tagline, Portallnews.id is trying to realize this tagline by providing a different experience to its readers with news that is not only high quality but also comprehensive so that Portallnews.id will continue to stick and be remembered by readers or consumers as a news portal that inspires and makes an impact positive through each of his writings.

Branding communication is a way for companies to communicate informatively and persuasively so as to grow consumer loyalty. Apart from that, the company can also have a good reputation. Of course, a communication strategy is needed so that the goals of branding communication can be achieved. According to Laurie J. Wilson & Joseph D. Odgen, there are four stages of communication strategy in building branding, namely Research, Action Planning, Communication, and Evaluation. Likewise with Portalnews.id, in building branding communications, they need a communication strategy.

Research, the company tries to explore the background, analyze problems and situations, and determine the problems and opportunities that exist in the audience. This

background becomes the basis for strategic planning for portalnews.id in building branding communications. As a new media with the aim of conveying the values of a company or brand, Portallnews.id is trying to create its own tagline, namely "to provide information and inspire" to attract the attention of readers. This tagline also represents the news published on the news portal Portallnews.id, namely feature news which is journalistic news with a distinctive style so that it differentiates it from straight news or ordinary news in general.

Limited human resources and capital when compared to competitors or other media means that Portallnews.id must have a different strategy in order to remain competitive among other online media. By having something different or having distinctive characteristics, Portallnews.id wants to be known as a media that provides information to its readers in a complete and comprehensive manner but remains effective and efficient by not presenting news in pieces or breaking one news story into several landing pages so that readers can get it. one complete story. However, in the midst of these limitations that Portallnews.id is aware of, such as human resources and capital, Portallnews.id can see opportunities and gaps in competition or competition in the online media market, namely being different with inspiring characteristics.

Many large media have switched to online media because they are driven by digitalization. This is the background to the problems Portalnews.id has to face, especially regarding human resources and limited capital so it will be difficult to compete. So to answer this problem, portalnews.id, with its limitations, strengthens their news specifications with the characteristics of in-depth news as the target brand image. In order to be able to compete amidst the current proliferation of online media, Portalnews.id must work even harder

to be able to present good quality news because to get Better News Quality you need commitment and consistency so that the quality of the news is maintained in order to maintain readers' trust. Consistency is important in order to be able to face the challenges that will continue to arise in the future. In order to gain public trust, Portalnews.id tries to provide information that is in accordance with the facts on the ground. If many online media present news that is exaggerated or added to, even deviating from the facts and creating misunderstandings, Portallnews.id wants to provide an image that informs and inspires. Supported by the principle of honesty and the intention to help people get quality and trustworthy news.

Action Planning, the company must have so that the communication carried out can be effective. The company must pay attention to who the target audience is or what kind of segmentation is desired as well as Portallnews.id's hopes and plans in the short and long term so that there is no wrong target and the communication carried out can run in accordance with the goals to be achieved, namely company branding. Portallnews.id's initial plan was to improve the quality of journalists or reporters from Portallnews.id so that they were different from other media, this is because the majority of news from Portallnews.id is feature news so it requires special skills in writing because of the news that is raised or the issues that are raised deeper. Portalnews.id organizes and facilitates journalists and journalists to take part in training with the aim of gaining insight into good news writing, better news quality and interest to readers. Especially in writing feature news, it must still be in accordance with journalistic principles and the journalistic code of ethics.

Then, the long-term plan that Portallnews.id is currently targeting is verified as recommended by the press council

to the media. Various conditions need to be met for media that want to be verified, such as meeting legal legality standards. So a media must be shaded or under a limited liability company or PT. Then journalists and reporters must have competence as journalists and then verify. The main basis for Portalnews.id to obtain verification is of course to obtain legal protection if in the future there are legal complications or legal cases for companies or journalists. If Portallnews.id is successfully verified, then if something undesirable happens, the press council will be able to help with legal assistance or defending their verified members using journalism law. With this journalism law, journalists cannot enter into or be subject to criminal law. Until now, portalnews.id itself has fulfilled legal legality because it has been officially established as a PT and several journalists have competence. However, verification has not been fulfilled, so this is Portalnews.id's target in the future. Researchers also believe that legal legality and verification are important to maintain and obtain legal protection for companies and journalists. By being verified, Portallnews.id also has more integrity when out in the field because it can be trusted more by any agency. So verified online media will usually be more trusted.

The increasing number of people who switch to online media provides opportunities for media portals to gain readers not only in the local market but hopefully nationally and even internationally. This is because the use of the name of the news portal does not include Lampung as the hometown of Portallnews.id itself because it is the hope that in the future this news portal can be reached by more people or readers outside the Lampung region itself. Anyone who wants inspirational news and has broad thoughts and insights is Portalnews.id's reader segment. Clearly, it is among those with middle to upper level education.

Then another segmentation from Portalnews.id is general readers aged 17 to 50 years. Segmentation is generally chosen because of the diverse choice of news presentations so that it can reach a wider market. Then for segmentation based on region or region, currently dominant in Bandar Lampung but continues to grow in other areas such as Pesawaran and Kotabumi. Anyone can become a reader. It is known through observations made by researchers that Portallnews.id has news categories based on regions, namely the Lampung category, on this page the news on Portallnews.id is categorized based on the region of origin or place where the event occurred, some of these regions are Bandar Lampung, West Lampung, South Lampung, Central Lampung, East Lampung, North Lampung, Mesuji, Metro, Pesawaran, West Coast, Pringsewu, Tanggamus, Tulang Bawang and West Tulang Bawang. This proves that Portallnews.id is serious about expanding their target market which does not only come from Bandar Lampung.

Communication, the company began to conduct research regarding the communication process that is being carried out or will be carried out to the target audience. So that the company can determine which communication is effective for the company to carry out. Maintaining relationships and maintaining a good name is a form of branding towards stakeholders so as to complement the trust that has been previously built. Then quality, logical and reasonable news is certainly the basis for public trust. If the public does not have trust but is lied to or deceived then news will fall and even the company's good name will also be at stake. Apart from fulfilling journalistic values and 5W+1H principles, quality news can be measured through understanding or clarity of the writing or news presented. With news that is complete, in-depth and successfully answers questions from readers

and has no gaps for other questions to arise, it means the news is good.

One of the communications used by Portalnews.id is semiotics, through signs and symbols, namely in the form of uniforms worn by reporters and reporters. So indirectly the public will be familiar with Portalnews.id. Then Portalnews.id is open to the community, one of which is facilitating email if you want to collaborate or publish community activities. And for people who like watching shows, Portalnews.id is here via video streaming as a solution. However, the essence of the communication carried out remains back to the news presented, namely informing and inspiring with complete and in-depth news, not just from one or two sources so that it can be used as a reference and gain public trust.

Feature news that is quality but also has quantity, through the presentation of this news becomes hope for the future for Portallnews.id. Apart from that, Portalnews.id also builds communication and approaches to existing communities. Building a community network is very important and is one form of introducing Portalnews.id to the public in a persuasive manner. Building collaboration with various parties is also one of the communication strategies carried out by Portalnews.id in establishing brand trust. Despite limited human resources and no social media team, Portalnews.id maximizes existing human resources by regularly sharing information and news through their personal accounts. Finally, Portallnews.id cannot possibly fulfill the tastes and desires of many people, so by being different and unique, people will look for Portallnews.id, of course with honesty and improving the quality of the news presented.

Evaluation, viewing and assessing the communication strategies that have been carried out by the company previously. The effectiveness of the communication strategy

can be seen from the evaluation stage which is the last stage of the communication strategy. The hypothesis or research carried out at the initial stage of the communication strategy has been quite well realized and has obtained positive results. Portalnews.id is slowly gaining the trust of its readers. Even though there is no social media team and limited capital and human resources, Portalnews.id is trying to optimize what is available by forwarding and sharing their news. In the field during observations, researchers found that the news that had been published was actually disseminated by limited human resources via social media such as WhatsApp, Facebook and Twitter using links.

Through the efforts that have been taken previously, Portallnews.id has now gained trust and can even collaborate with agencies and universities. Although there are still obstacles that Portalnews.id must face, namely verification in order to make their future steps easier so that their future hopes are verified. And communication in the community has been going well and there are no problems. There are definitely obstacles faced, but the efforts that have been made by Portallnews.id have now produced results, namely being trusted by several parties by making an MOU and among the public the opinion of Portallnews.id is good and good in line with the quality of the news which continues to be improved.

According to researchers, Portallnews.id has realized its goal, namely building a brand image that matches their tagline "Informing and Inspiring". Reflecting on the journalistic writing style chosen as their characteristic, namely Feature news. Then the strategy chosen by Portallnews.id has also been realized well, resulting in positive results, namely Portallnews.id is better known as an online media in Lampung and visitor traffic continues to increase. However, there are several things that

Portalnews.id needs to strengthen further in order to be more competitive with other big news portals, namely focusing on human resources. Limited human resources certainly affect the performance of each individual, if in the future it can be improved then it is not impossible that the quality and quantity of Portallnews.id will be the same as other large online media so that market segmentation is wider and stronger than what previously existed.

IV. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusion

Based on the results of research regarding portalnews.id's branding communication in building a brand image which refers to the objectives of this research, the researcher concluded that the communication carried out by Portalnews.id is through their distinctive characteristics so that they continue to be remembered as online media that provides information and inspires. Inspire by presenting feature news which is literary-style journalistic work chosen by Portalnews.id to win the hearts of its readers. As a new media, Portallnews.id is aware of their weaknesses in terms of human resources and capital. So the approach taken is to provide characteristics that become their main attraction by creating a brand image through a tagline that provides information and inspiration.

4.2. Suggestion

Semiotic communication, through signs and symbols, namely in the form of uniforms worn by reporters and reporters, indirectly the public will be familiar with Portallnews.id. Building communication and approaches to communities and stakeholders. Building a community network is very important and is one form of introducing

Portalnews.id to the public in a persuasive manner.

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