Co-branding Strategy:
Pustakawan dan Perpustakaan

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- Director, ETNOMARK Consulting – ethnography marketing solutions, www.etnomark.com
- PhD in Marketing, School of Marketing, UNSW, Sydney, Australia
- Faculty member – BINUS Business School, IPMI International Business School, LSPR Graduate Program
- 12 years working experience in multinational companies, such as: PT Unilever Indonesia and PT Frisian Flag Indonesia.
- 17 years teaching/consulting experience
- Columnist in various magazines and newspapers
- Book Author,
  "Consumer Insights via ETHNOGRAPHY" (2009), BRANDMATE: Mengubah Just Friends Menjadi Soulmates (2012), PERSONAL BRANDING: Membangun Citra Diri
  yang Cemerlang (2015)
- Best Speaker: StandUpMarketing, MarketingClub Event (2014)
- Local Branding Consultant for International UNIDO, Branding Seafood Indonesia
- IG and LinkedIn: amalia.e.maulana


20 EKONOMI & BISNIS KORAN SINDO

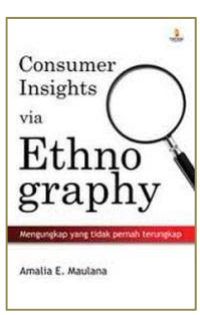
BRANDING SOLUTION

Gojekisasi dan Pemahaman Konsumen



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BUKU-BUKU yang diterbitkan



Consumer Insights via
ETHNOGRAPHY



BRANDMATE
Mengubah Just Friends
Menjadi Soulmates



PERSONAL BRANDING
Membangun Citra Diri
yang Cemerlang

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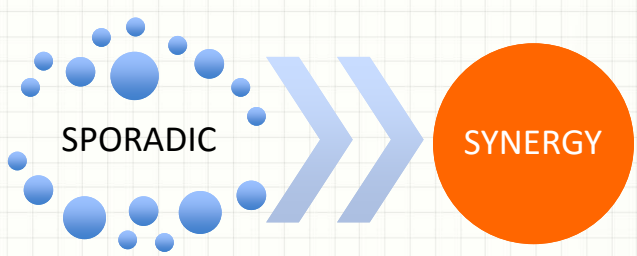
Pendidikan Branding yang benar dimulai dari

Usaha Mengubah MINDSET

terbelenggu dengan Pemahaman konsep Pemasaran Masalalu

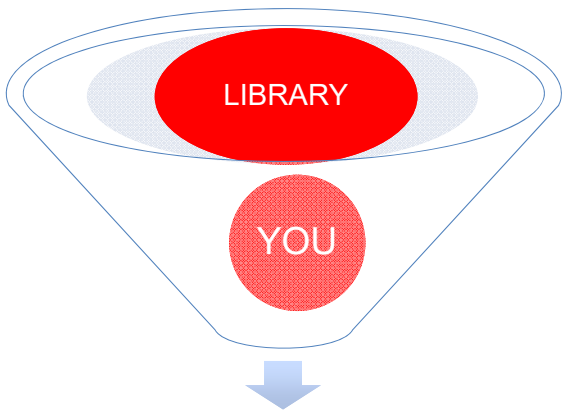


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AGENT OF CHANGE

Brand Integration: Pustakawan- Perpustakaan



Co-branding Strategy:
Personal and Institution

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Challenges

- Global Scope
- Digital Natives as Audiences
- Complexity of Branding
  - High Involvement
  - Professional Services,
  - Multiple Brands

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Pengambil keputusan seringkali
belum paham PRINSIP BRANDING

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BRANDING

Bukan sekedar BERIKLAN tetapi

Memastikan
MAKNA dan ASOSIASI nya sampai kepada Audience

Membangun:
REPUTASI
TRUST

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Branding lebih luas dari MarCom.

PENCAPAIAN CITA-CITA Organisasi melalui berbagai kegiatan, bukan MarCom saja.

BRANDING: Dominan dengan **RISET mendalam**, pemahaman dan pengumpulan INSIGHTS yang tajam tentang ISSUES/Persoalan Stakeholdersnya.

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PEMBOROSAN INVESTASI MARCOM

Banyak Institusi yang hanya mengandalkan **ASUMSI**

Tanpa RISET yang holistik

Akhirnya BERJALAN TANPA ARAH

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GAMBLING

Pengambil keputusannya tidak memahami filosofi dasar branding. **STRATEGI BRANDING** tidak tepat.

Pemborosan RESOURCES (waktu, energi, biaya) yang tak terlihat di mata :

KEGIATAN ACARA2/PROGRAM/SOSIALISASI
tidak efisien dan **tidak efektif.**

Concern lain

Organisasi hanya fokus pada EXTERNAL Branding,
Jarang memikirkan **INTERNAL BRANDING**.

Konflik Internal antar Divisi

Personal Branding? Not for me!

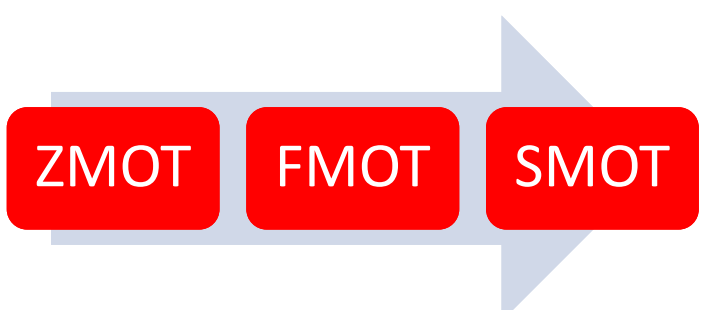
Many Misconceptions

Strong Brand Meaning?

Brand = Promises

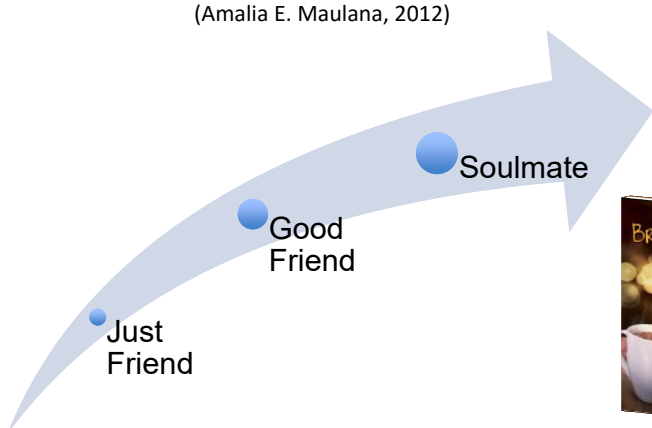
"The whole cluster of benefits You promise to deliver"

Moment of Truth: Deliver JANJI



BRANDING adalah……

berbagai kegiatan yang dilakukan oleh Organisasi/Key Persons
Dalam Proses Mengubah Just Friends menjadi Soulmates
(Amalia E. Maulana, 2012)





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BRANDMATE

INTERNAL BRANDING.

Resolve Internal Conflict between Divisions

ENJOYABLE, MEMORABLE STAKEHOLDER EXPERIENCE

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STAKEHOLDERS BRAND(s)



Institutional Branding

- Holistic - Involves the whole organization
- Strategic - Shapes the future direction of the Institution
- Relational - is founded in the web of Internal-External Stakeholders activities

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Moment of Truth: Deliver JANJI



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Understanding
Your Stakeholders Needs and Wants
via Ethnography study

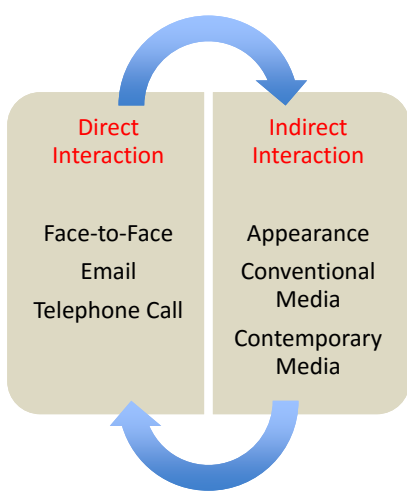
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Characteristics of Stakeholders Centric Organization

- KOMITMEN No.1 Person
- Continuous Stakeholders Insights – Competitive Advantages
- Key Persons paham Strategic Brand Management. Mengerti Big Picture dari Cita-cita Brand.
- SINERGI dalam Strategy Executions

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Communication : Your Contact Point



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BRAND AUDIT:
Evaluation of All Contact Points

Where is the Brand NOW?

- Institution Brand?
- Leaders Brand?
- Personal Brand?

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Set Brand Activity priority
Shared Responsibility
Time allocation



Successful Brands exemplify:

- RELEVANCE
- CONSISTENCY
- DISTINCTIVENESS



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BRANDING Key Aspects:

Who are The AGENT OF CHANGE
Internally and Externally

SYNERGY

TEAM WORK

SOULMATES

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Life is Short…….

Build a Strong SINERGY

between Institution & Personal Brand

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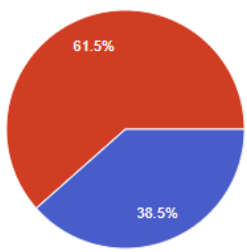
Research Paper (Maulana, 2018)

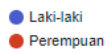
"Peranan Perpustakaan dalam Menunjang Kegiatan Akademik"

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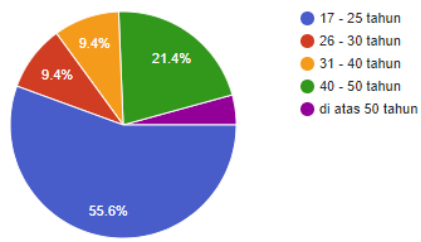
Respondent Profile

Gender



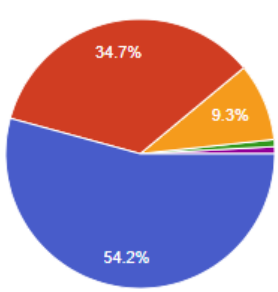


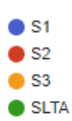
Age



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Education





University



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Profil Responden (N=121)

		Jumlah	Persen
Jenis kelamin	Laki-laki	45	37.2%
	Perempuan	76	62.8%
Umur	17-25 tahun	69	57.0%
	26-50 tahun	47	38.8%
	Di atas 50 tahun	5	4.1%
Pendidikan	S1	67	55.4%
	S2	41	33.9%
	S3	11	9.1%
Perguruan tinggi	Negeri	75	62.0%
	Swasta	46	38.0%
Profesi	Mahasiswa	64	52.9%
	Dosen	12	9.9%
	Lainnya	45	37.2%
Menggunakan layanan Perpusnas	Pernah	60	49.6%
	Beum pernah	61	50.4%

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PERPUSTAKAAN

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Pertanyaan seputar Perpustakaan

No.	Pertanyaan	Item
1	Memiliki kelengkapan koleksi fisik	Koleksi fisik
2	Memiliki kelengkapan koleksi e-resources	E-resources
3	Tersedia komputer yang cukup untuk akses katalog	Akses katalog
4	Tersedia koneksi internet yang cepat di lingkungan perpustakaan	Koneksi internet
5	Memiliki ruang baca memadai	Ruang baca
6	Memiliki ruang diskusi yang memadai	Ruang diskusi
7	Memiliki ruang komputer dengan jumlah komputer yang memadai	Akses komputer
8	Tersedianya stop kontak di lingkungan perpustakaan	Stop kontak
9	Tersedianya fasilitas penunjang (fotocopy, kantin, toilet, lift, dll.)	Penunjang
10	Memiliki jam operasional setelah jam kerja	Jam operasional
11	Dengan menjadi anggota lebih dapat mengakses lebih banyak e-resources	Akses anggota

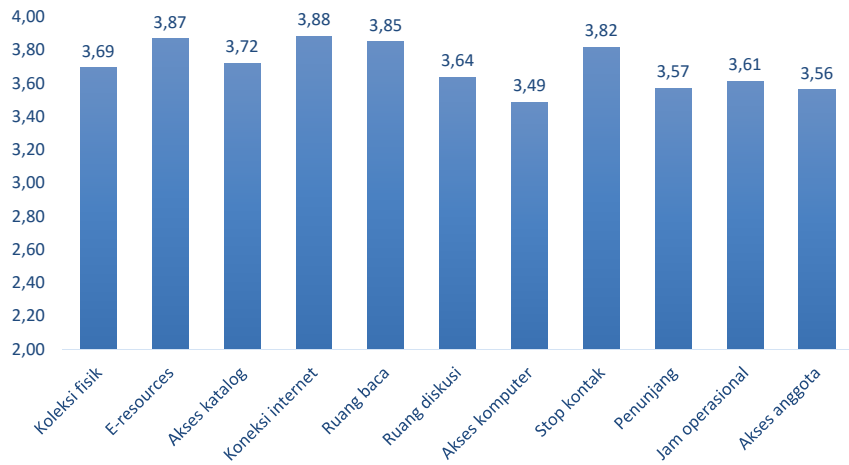
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Persepsi seputar Perpustakaan

	Ideal	PTN	PTS	Perpusnas
Koleksi fisik	3.69	3.13	3.00	3.24
E-resources	3.87	3.19	3.00	3.12
Akses katalog	3.72	3.07	3.04	2.98
Koneksi internet	3.88	3.11	2.98	3.00
Ruang baca	3.85	3.35	3.24	3.26
Ruang diskusi	3.64	3.07	2.91	3.11
Akses komputer	3.49	3.12	2.80	3.06
Stop kontak	3.82	3.09	3.15	3.06
Penunjang	3.57	2.69	2.54	2.85
Jam operasional	3.61	2.24	2.65	2.81
Akses anggota	3.56	3.08	3.11	3.20

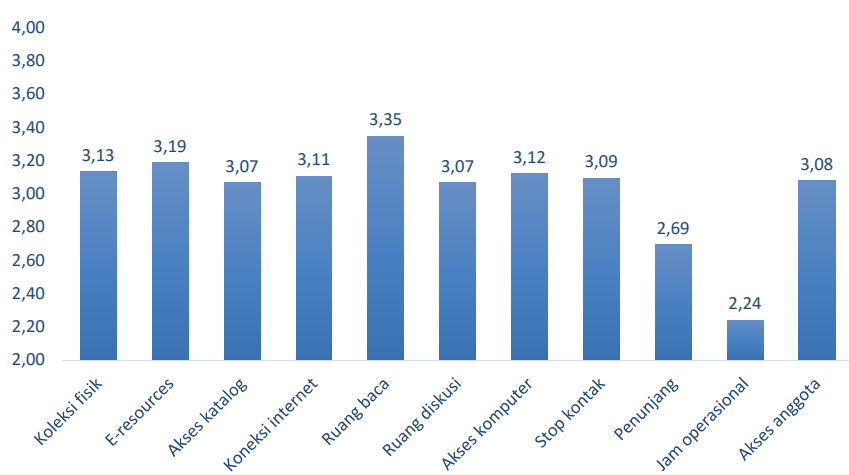
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Perpustakaan Ideal



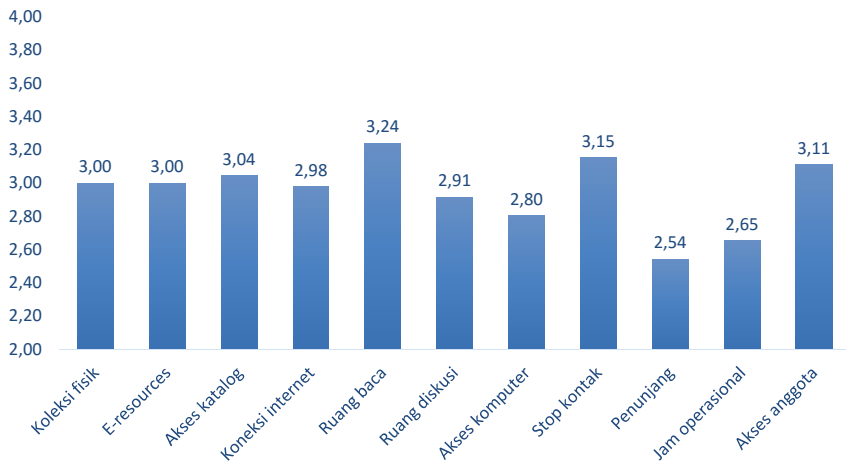
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Perpustakaan PT Negeri



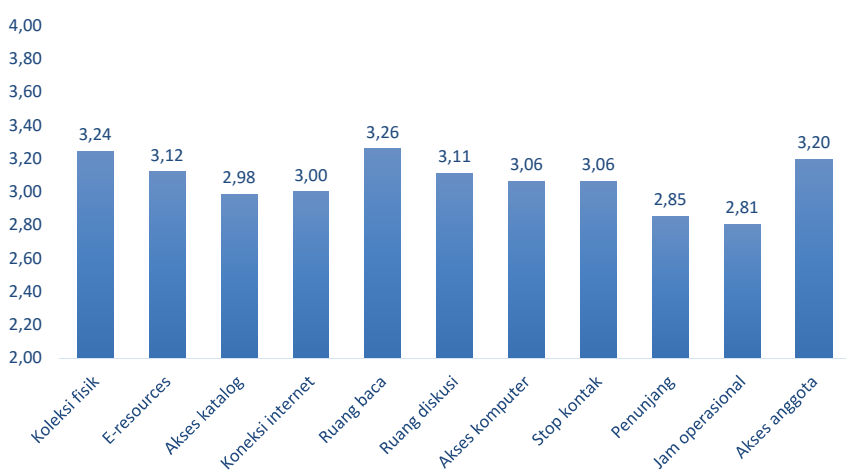
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Perpustakaan PT Swasta



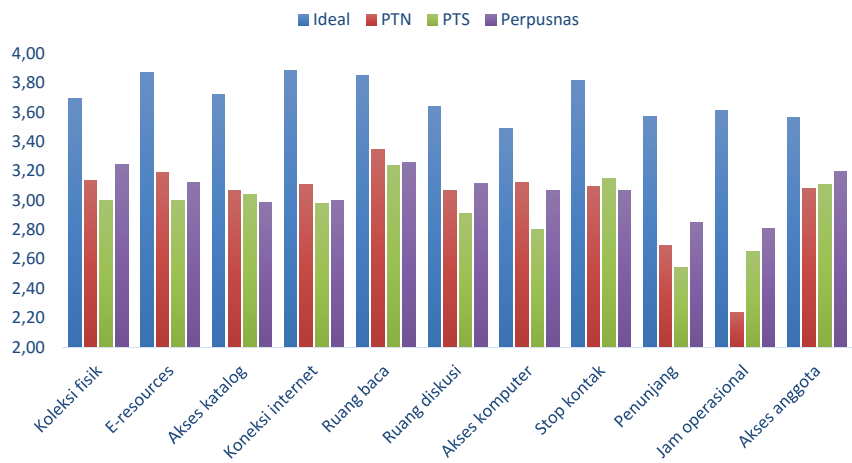
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Perpustakaan Pusat Nasional RI



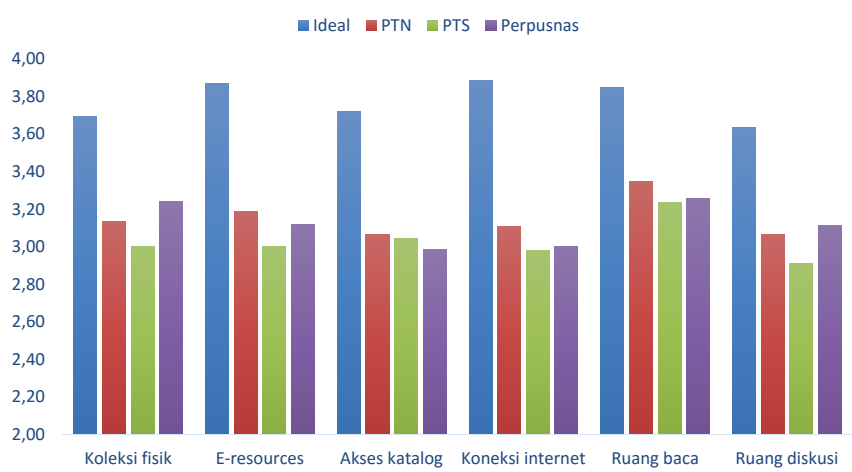
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Perbandingan (all items)



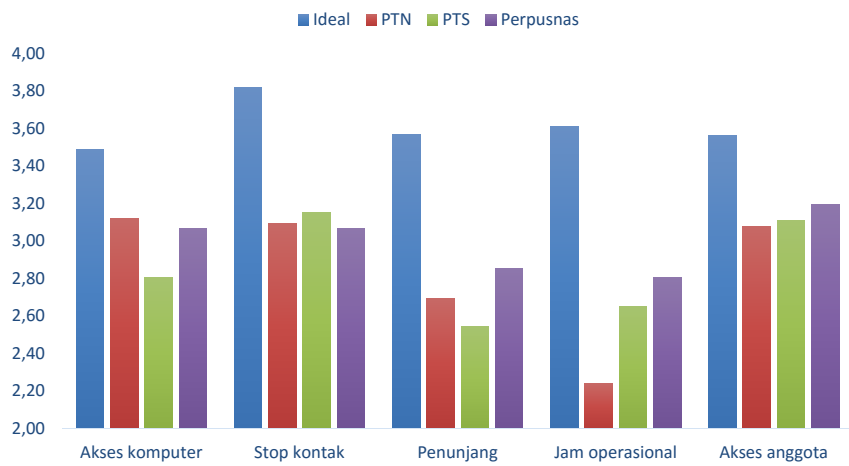
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Perbandingan (1/2)



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Perbandingan (2/2)



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PUSTAKAWAN

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Pertanyaan seputar Pustakawan

No.	Pertanyaan	Item
1	Komunikatif dan ramah	Komunikatif & ramah
2	Mampu berbahasa Inggris secara aktif	Bahasa Inggris
3	Memiliki kemampuan bertanya untuk menggali kebutuhan peneliti	Mampu bertanya
4	Cepat dan tepat dalam memberikan informasi dan layanan perpustakaan	Informatif
5	Tidak mengerjakan hal lain pada saat melayani	Fokus melayani
6	Mengetahui dan mampu menunjukkan letak koleksi fisik maupun online yang diminta/dibutuhkan	Mampu mengarahkan
7	Mampu mengajarkan penggunaan database dan pemanfaatan e-resources	Mampu mengajarkan
8	Update terhadap teknologi kepustakaan dan terampil menggunakannya	Up-to-date & Terampil

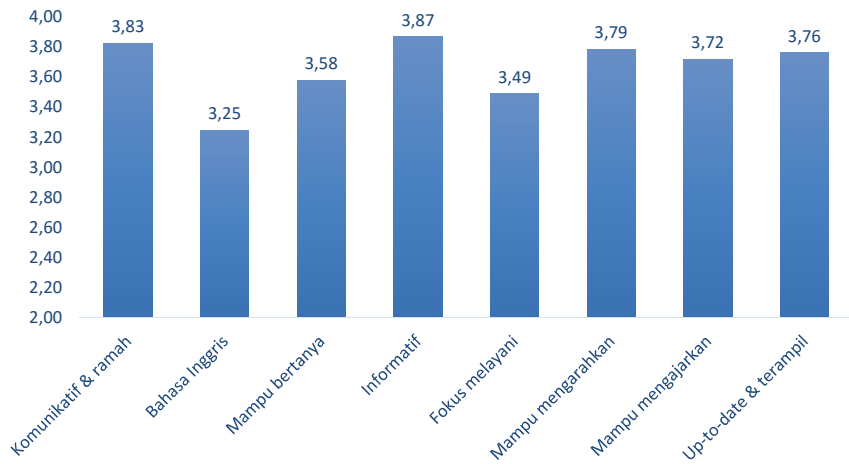
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Persepsi seputar Pustakawan

	Ideal	PTN	PTS	Perpusnas
Komunikatif	3.83	2.93	3.26	3.03
Bahasa Inggris	3.25	2.59	2.96	2.84
Mampu bertanya	3.58	2.64	3.00	3.05
Informatif	3.87	3.03	3.24	3.08
Fokus melayani	3.49	2.72	3.20	3.00
Mampu mengarahkan	3.79	3.05	3.37	3.16
Mampu mengajarkan	3.72	2.96	3.17	3.13
Terampil	3.76	2.96	3.22	3.18

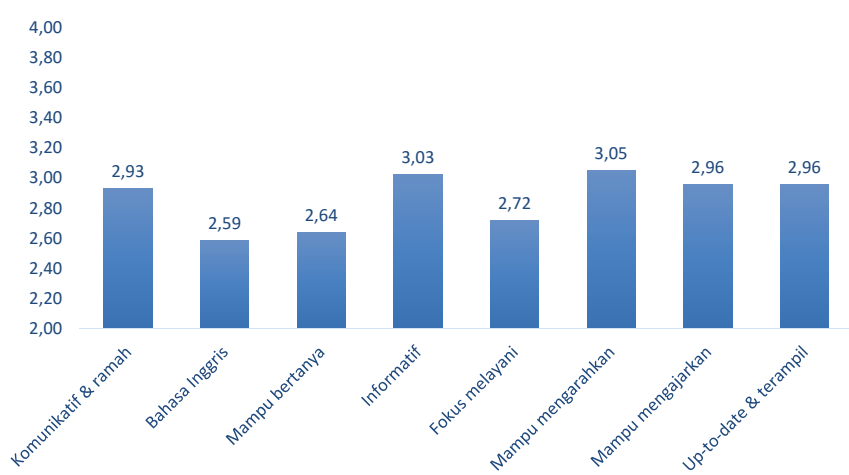
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Pustakawan Ideal



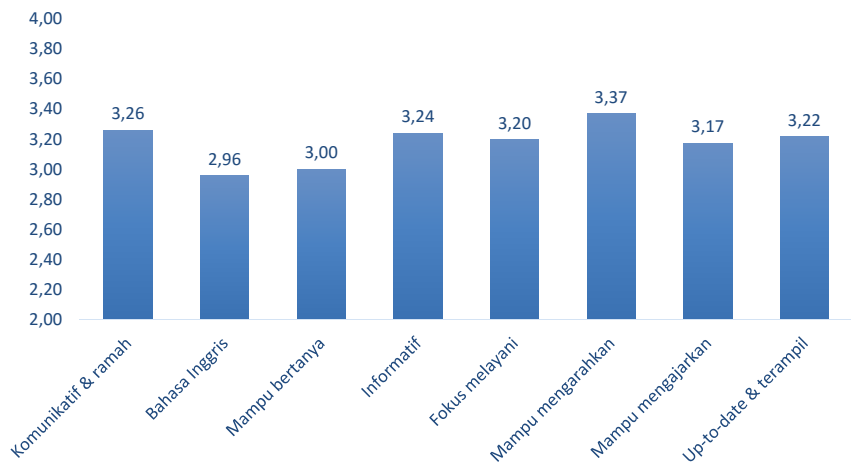
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Pustakawan PT Negeri



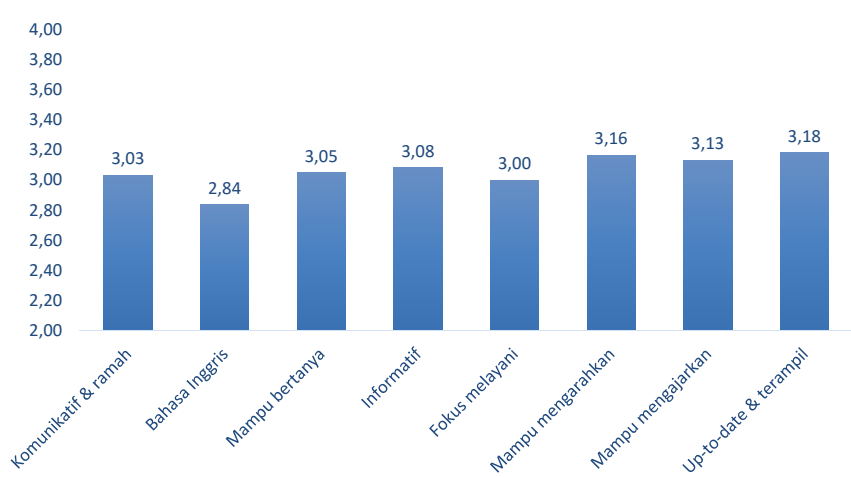
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Pustakawan PT Swasta



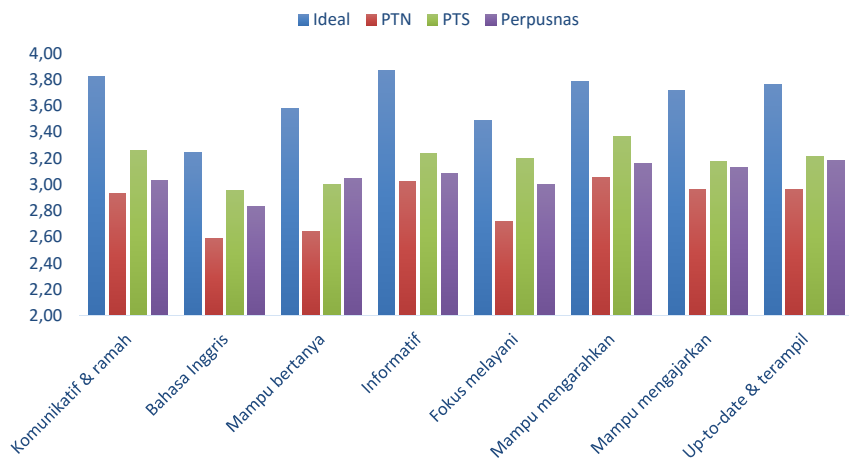
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Pustakawan Perpusnas RI



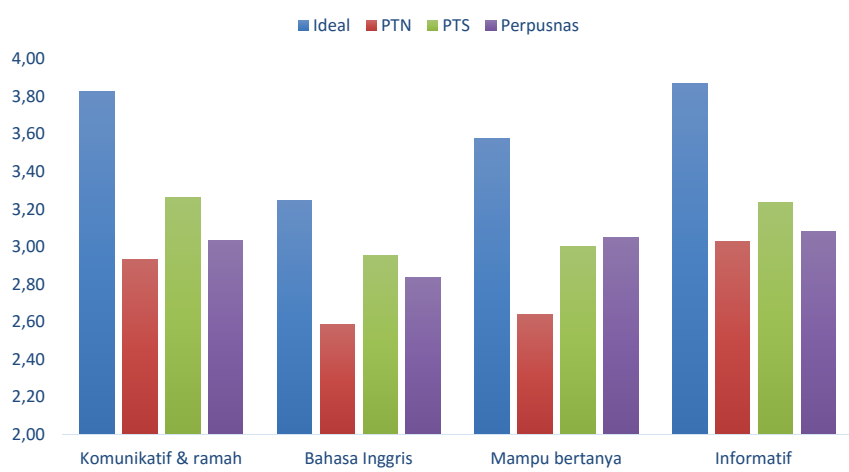
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Perbandingan (all items)



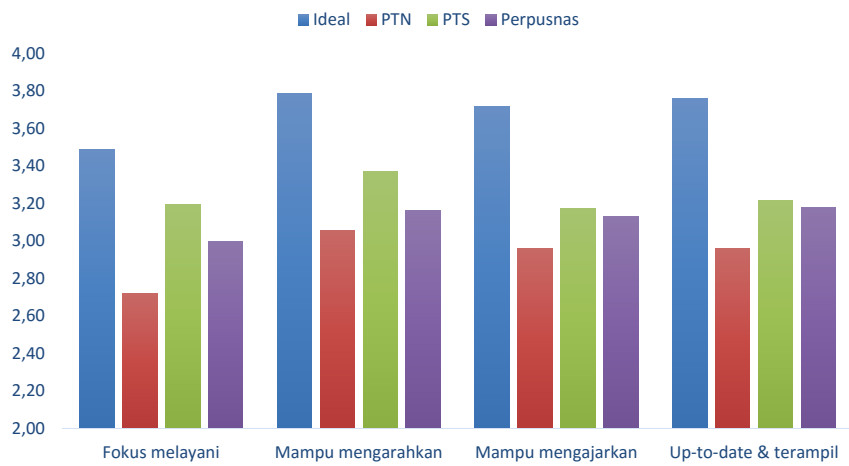
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Perbandingan (1/2)



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Perbandingan (2/2)



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