

MODEL BRANDING PT. CREMA BALI INDONESIA
DALAM MEMBENTUK BRAND RECOGNITION PERUSAHAAN
DARI PRINCIPAL OWNER KE KORPORASI

Nama Mahasiswa : Rizadilla Sophia Gandhi
NIM : 253241001
Pembimbing : Prof.Prayudi, S.I.P.M,A.,Ph.D
Co-Pembimbing : Dr. Ida Wiendjiarti, M.Si

Abstrak

Pertumbuhan industri coffee shop yang sangat pesat di Indonesia, khususnya di Yogyakarta dengan perkiraan peningkatan mencapai 3.000 hingga 3.500 kedai baru pada tahun 2024-2025, menuntut para pelaku bisnis dan penyuplai untuk terus beradaptasi dengan tren pasar yang kompetitif. PT. Crema Bali Indonesia sebagai penyedia perlengkapan kafe dan biji premium sejak 2006, menghadapi tantangan transisi yang krusial. Sejak masa rintisan, reputasi dan ekuitas merek perusahaan sangat bertumpu pada personal branding. Kompetensi teksis, serta jaringan interpersonal dari *principal owner*. Tingkat kesulitan utama dalam studi ini terletak pada fenomena *Brand Fragility*, ketika dominasi figur pemilik menciptakan batasan ekspansi bisnis jangka panjang, hambatan dalam skalabilitas organisasi, serta keenganan pelanggan lama untuk beralih dari komunikasi jalur informal pemilik ke sistem formal kantor. Dampak positif jika penelitian dan strategi pengalihan ini berhasil diterapkan adalah PT. Crema Bali Indonesia dapat bertransformasi menjadi institusi korporasi otonom yang mandiri melalui sistemasi kerja (*branded house*), memperkuat mitigasi risiko reputasi, serta menjaga keberlanjutan bisnis dan suksesi jangka panjang di pasar Business to Business B2B secara nasional. Perumusan masalah berdasarkan latar belakang tersebut yakni bagaimana model *branding* PT. Crema Bali Indonesia dalam membentuk *brand recognition* perusahaan dari principal owner ke korporasi?

Ruang lingkup pendekatan studi ini secara khusus difokuskan pada analisis pergeseran arsitektur merek, manajemen penyelarasan internal visi, budaya dan citra (Model VCI) serta bagaimana hambatan komunikasi digital dan operasional dikelola selama masa transisi. Penelitian ini menggunakan pendekatan kualitatif deskriptif, Pengumpulan data dilakukan secara aktual di lapangan selama tiga bulan melalui teknik wawancara mendalam bersama informan kunci internal serta eksternal. Data primer tersebut dilengkapi dengan observasi partisipatif terhadap aktivitas harian kantor dan kanal komunikasi digital perusahaan serta studi dokumentasi aset fisik dan visual merek. Analisis data diaplikasikan menggunakan triangulasi sumber dan konseptualisasi teori manajemen pengetahuan. Melalui penelitian ini dapat dirumuskan sebuah konstruksi teoritis orisinal berupa model jembatan transisi merek. Model ini diharapkan mampu memberikan rekomendasi strategis bagi perusahaan mengenai kodifikasi atau keahlian subjektif pendiri ke dalam dokumen tertulis berupa *Standard Operating Procedure* SOP pelayanan yang baku, selain itu studi ini dapat membantu perusahaan mengaktifkan kembali infrastruktur komunikasi digitalnya secara mandiri, mengonversi loyalitas emosional pelanggan menjadi kepercayaan korporat, serta mendefinisikan ulang peran pendiri menjadi seorang pemimpin masa depan demi tercapainya tingkat brand recognition korporasi yang otonom dan stabil di pasar B2B.

Kata Kunci : *Corporate Branding, Principal Owner, Brand Recognition, Founder Centric, B2B, Crema Bali*

Abstract

The rapid growth of the coffee shop industry in Indonesia, especially in Yogyakarta with an estimated increase of 3,000 to 3,500 new shops in 2024-2025, requires business people and suppliers to continue to adapt to competitive market trends. LTD. Crema Bali Indonesia as a provider of cafe equipment and premium seeds since 2006, facing a crucial transition challenge. Since its inception, the company's reputation and brand equity have been heavily based on personal branding. Taxis competence, as well as interpersonal network from the principal owner. The main level of difficulty in this study lies in the phenomenon of Brand Fragility, when the dominance of the owner figure creates limitations of long-term business expansion, obstacles in organizational scalability, and the reluctance of old customers to switch from informal line communication of the owner to the formal office system. The positive impact if this research and transfer strategy is successfully implemented is PT. Crema Bali Indonesia can transform into an independent autonomous corporate institution through work systemation (branded house), strengthening reputation risk mitigation, and maintaining business sustainability and long-term succession in the Business to Business B2B market nationally. The formulation of the problem based on the background is how the branding model of PT. Crema Bali Indonesia in forming a company's brand recognition from the principal owner to the corporation? The scope of this study approach is specifically focused on the analysis of brand architecture, internal alignment management of vision, culture and image (VCI Model) and how digital and operational communication barriers are managed during the transition period. This research uses a descriptive qualitative approach, data collection is carried out in the field for three months through in-depth interview techniques with key internal and external informants. The primary data is completed with participatory observation of the daily activities of the office and the company's digital communication channels as well as the study of documentation of physical and visual assets of the brand. Data analysis is applied using source triangulation

and conceptualization of knowledge management theory. Through this research, an original theoretical construction can be formulated in the form of a brand transition bridge model. This model is expected to be able to provide strategic recommendations for companies regarding the codification or subjective expertise of the founder into written documents in the form of Standard Operating Procedure SOP standard services, besides that this study can help companies re-enable their digital communication infrastructure independently, convert customer emotional loyalty into corporate trust, and redefine the role of the founder to be a future leader in order to achieve an autonomous and stable level of corporate brand recognition in the B2B market.

Keywords: Corporate Branding, Principal Owner, Brand Recognition, Founder Centric, B2B, Crema Bali Abstract