

## **Proposed Marketing Strategy to Increase Brand Awareness of Design Studio in Bandung (Case Study: Quartet Studio, 2019)**

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### **ABSTRACT**

In the competitive creative industry, brand awareness plays a crucial role in determining business success. This study addresses the issue of low brand awareness at Quartet Studio, a graphic design studio based in Bandung, despite offering quality services at affordable prices. The objective of this research is to propose a marketing strategy to enhance brand awareness and market penetration. A mixed-method approach was employed, using quantitative questionnaires to assess brand recognition and qualitative analysis of social media and competitor strategies. Analytical tools applied include STP, Marketing Mix, SWOT-TOWS Matrix, Brand Awareness Pyramid, and Porter's Generic Strategies. The results suggest a marketing strategy focused on the Cimahi and Bandung areas, targeting females aged 17–34. The studio is positioned as an affordable design service with fixed pricing and structured promotions. The findings imply that an integrated digital and offline marketing strategy is essential to strengthen the competitiveness of local creative businesses. This proposed strategy can serve as a reference for other SMEs in similar sectors.

**Keywords:** Marketing Strategy, Digital Marketing, Awareness Pyramid, and Porter's Generic Strategies.

### **PENDAHULUAN**

Quartet graphic design studio was founded on December 2018. Eventhough the graphic design service has been existed and operated since 2016, it was the year when the client first came and used this graphic design service. It was when Quartet Studio's graphic design service began to be offered, although it was still limited to the company's report cover design, training certificate design, and illustration. After vacuum for a few months, at the end of 2018 this graphic design service business was made with brands, business concepts, and design services expanded to serve various forms of services such as brand identity design (logo, corporate brand), illustrations, comics, merchandise (mugs), key chains, stickers), book design and the latest is wedding illustration. After the concept was completed, the graphic design services business finally changed to Quartet Studio in December 2018 at the Launching Exhibition of Quartet Studio in Braga Citywalk, Bandung.

Recently, Quartet Studio have an issue in running the business in which the potential customers not yet aware about the brand. Through internal and external analysis, we hope to find the main cause of the business problem and also make a strategy for the business solution. This research is using quantitative and qualitative methodology. Quantitative methods are used to analyze the brand awareness state of potential customers towards Quartet Studio's brand by collecting data via questionnaire, while qualitative methods are used to observe competitors and deciding segmentation of Quartet Studio via social media account of Quartet Studio. Qualitative methods are called so because it gathers data and analysis which is nature (D. Sugiyono, 2018; P. Sugiyono, 2017, 2019). In order to complete this research, internal analysis and external analysis is conducted using STP Analysis and Marketing Mix, Porter Five Forces and Competitor Analysis. The business solution is then analyzed and proposed by SWOT and TOWS Matrix, using The Awareness Pyramid and Porter's Generic Strategies.

In today's increasingly competitive creative industry, brand awareness plays a pivotal role in determining a company's sustainability and growth. For small to medium-sized enterprises like Quartet Studio, gaining recognition in a saturated market is both a challenge and an opportunity. While the

studio has a strong portfolio and clear niche targeting, its relatively low brand visibility poses a significant barrier to attracting new clients and increasing sales.

The evolving behavior of consumers, especially those within the millennial and Gen Z demographics, demands that design studios go beyond traditional marketing strategies. Today's audiences seek not only quality services but also authenticity, engagement, and accessibility—qualities that are closely tied to how a brand is perceived and remembered. Without a structured brand awareness strategy, even the most talented design studios risk being overlooked in favor of more visible competitors (Brambilla et al., 2023; Ge & Ge, 2023; Kamadi et al., 2022; Zulfikar, 2023).

Quartet Studio's current condition reveals a gap between service quality and market visibility. This disconnect is influenced by several factors: lack of consistent promotional activities, absence of fixed pricing strategies, and ineffective brand positioning. Despite participating in exhibitions, most of the studio's marketing efforts have yet to fully utilize digital platforms or leverage targeted advertising, particularly toward its identified main audience—urban female consumers.

To address these issues, a comprehensive analysis involving both internal and external perspectives was conducted. Tools such as STP Analysis, Marketing Mix, Porter's Five Forces, and SWOT were applied to understand the market environment, consumer behavior, and competitor strategies. The goal was to identify Quartet Studio's strengths and weaknesses and translate them into actionable marketing solutions that are both feasible and strategic (Asep Rokhyadi, 2014; Bara et al., 2023; Khoirunnisa, 2020; Lenaini et al., 2023; Pasaribu et al., 2022).

Furthermore, theoretical frameworks such as the Brand Awareness Pyramid and Porter's Generic Strategies were utilized to build a robust brand identity and competitive edge. These models offer systematic approaches to developing awareness and loyalty, allowing Quartet Studio to gradually move its audience from unawareness to brand preference and eventually brand advocacy. The use of Porter's Cost Leadership Strategy, in particular, was chosen to position the studio as a high-quality yet affordable design service provider.

Ultimately, this research aims to contribute not only to the practical advancement of Quartet Studio but also to the broader understanding of brand development in the creative service sector. By proposing a multi-layered marketing strategy that includes both offline and online efforts, fixed pricing models, and female-oriented segmentation, this study presents a roadmap that similar businesses can adapt in their pursuit of market presence and sustainable growth. In the creative industry, where brand identity plays a critical role in shaping consumer decisions, Quartet Studio faces a significant challenge—low brand awareness among its target market. Despite offering high-quality and affordable design services, the studio struggles to position itself in a competitive marketplace, particularly in cities like Bandung and Cimahi. The lack of consistent marketing strategies, unclear pricing, and minimal digital presence has hindered customer recognition and trust.

This issue is particularly urgent given the rapid growth of the creative economy in Indonesia, supported by national initiatives such as BEKRAF. Small businesses like Quartet Studio must leverage this momentum to establish themselves before the market becomes oversaturated. Without increased visibility, the business risks being overshadowed by more established competitors who dominate digital and offline channels. Moreover, shifts in consumer behavior—especially among urban millennials and Gen Z—demand a more strategic and targeted marketing approach. These consumers value brand engagement, authenticity, and accessibility, which require businesses to not only improve their product offerings but also the way they present and promote them.

Previous research by Baker (2003) emphasized that brand awareness is fundamental to customer acquisition and retention, especially for service-based businesses. Porter (2004) developed the Generic Strategies framework, which highlights the importance of cost leadership and differentiation in achieving a competitive edge. Studies such as Van Vliet (2011) and Namugenyi (2020) have also shown that frameworks like the 4P Marketing Mix and SWOT-TOWS Matrix are effective tools in diagnosing and addressing business challenges, particularly for SMEs. In Indonesia's creative sector, BEKRAF (2019) reported that many local design studios still lack structured branding and marketing strategies, despite offering high-quality services. This mismatch between service quality and visibility reflects a national trend where talent is not always matched with market success.

Digital marketing research also suggests that social media presence and targeted content are essential to building brand recognition among younger demographics, especially in the visual and

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lifestyle-driven segments relevant to design studios (A. G. Chakti, 2019; G. Chakti, 2019; Ponde, 2019; Sari et al., 2023; Sawlani & SE, 2021).

Despite existing theories and models on branding and competitive strategy, there is limited empirical research that specifically addresses how a local design studio can implement those frameworks in a regional Indonesian context. The unique challenges faced by Quartet Studio—such as inconsistent pricing, weak positioning, and limited awareness—have yet to be systematically studied using integrated strategic models.

This study offers a unique contribution by applying a combination of STP analysis, Marketing Mix, Porter's Five Forces, SWOT-TOWS Matrix, Brand Awareness Pyramid, and Porter's Generic Strategies to a real-world case. It translates theoretical models into a practical, integrated marketing strategy tailored to a specific demographic: urban female customers aged 17–34 in Bandung and Cimahi. The objective of this research is to propose a marketing strategy that increases brand awareness and market penetration of Quartet Studio by identifying internal and external challenges, defining clear customer segments, and recommending promotional and pricing tactics aligned with its value proposition.

This study provides practical insights for small and medium-sized creative businesses looking to strengthen their brand visibility. It demonstrates how integrated marketing strategies, rooted in proven theoretical frameworks, can be tailored to local market conditions. Additionally, it serves as a reference for other design studios seeking to build sustainable growth through affordable pricing, female-focused branding, and structured promotional efforts.

### **METODE PENELITIAN**

The research in this study employs a mixed-method approach, combining both quantitative and qualitative methods to obtain a comprehensive understanding of the business problems faced by Quartet Studio. The quantitative component involves data collection through questionnaires distributed to potential customers in order to assess the level of brand awareness. Responses are measured and analyzed numerically to evaluate awareness levels and customer recognition of the brand. This helps quantify the gap between market potential and actual customer engagement. The use of Likert-scale-based survey instruments provides statistical insights into public perception and identifies key factors that influence brand visibility.

On the other hand, the qualitative component is used to observe market behavior, analyze competitor strategies, and determine the studio's market segmentation. This is achieved through content analysis of social media activity, competitor positioning, and consumer interaction patterns. Tools such as STP (Segmentation, Targeting, Positioning), SWOT-TOWS Matrix, Porter's Five Forces, Marketing Mix 4P, and Brand Awareness Pyramid are applied to synthesize both types of data. These analytical tools allow for strategic diagnosis and development of tailored marketing solutions. The integration of both methods ensures a holistic view—quantifying customer awareness while qualitatively understanding market dynamics—to propose a realistic and applicable marketing strategy for Quartet Studio..

### **HASIL DAN PEMBAHASAN**

The internal analysis of Quartet Studio will be explained with STP Analysis and Marketing Mix. STP Analysis resulting in known target market and positioning of Quartet Studio. The average age of Quartet target market is between 17 to 34 years old, and we will be focusing on targeting female segment, because according to segmentation analysis, Quartet Studio have 80% female followers in which later can become the main segment, in addition, 80% of Quartet Studio's client are female too so to market the brand in the future, we choose to select female as the main segment. Quartet Studio's potential customer are lived in urban and big cities like Bandung and Jakarta. Because the price of Quartet Studio's product and

service is not too high and not too low, we are targeting people who are in middle class, middle-up class and upper class because there is premium product of our services.

Quartet Studio is a design studio that classified as a creative agency. Our positioning is we are creative agency with affordable price. Quartet Studio is participating on the exhibition to promote its service. It differs from its competitors that mostly marketed their product through online marketing. The external analysis is conducted with Porter's Five Forces and Competitor Analysis. From these two analysis, we then find out that the competitor's strength point is they are selling their design with strategy so that they can penetrate the market and getting more sales. Learning from this competitor's strategy, Quartet Studio must be able to find its strategy to be able to compete with its competitors. The result of the internal analysis and external analysis is then analyzed with SWOT in which resulted in figures below:



**Figure 1.** SWOT Analysis results on the findings of issues of Quartet Studio

The issue of Quartet Studio comes from weaknesses and threats of SWOT analysis, in which listed above. Weaknesses are the shortcomings that originates from internal factors of Quartet Studio, while threats are the external factors that potentially harm Quartet Studio in order to developing the business.

According to SWOT analysis, the issues are:

1. Not yet having strategy to penetrate the market.
2. Switching price, a lot.
3. Brand awareness of Quartet Studio is still low, that customers are doubtful to buy the products and services.
4. Incumbent competitors who are experienced in dealing with the market situation.
5. New competitors who lower the price.

In order to complete this research, we are collecting list of problem and proposed solution to each problem found based on SWOT and TOWS Matrix. Table 1.1 shows the lists of the solution:

**Table 1. Business Solution List of Quartet Studio's business issue**

<i>Business Solution</i>	<i>Solution from TOWS Strategies</i>
<b>New Marketing Mix 4P (Product, Price, Place and Promotion)</b>	<b>S1-O1 &amp; WI-O1.</b> Marketing activities will be focused on Bandung and Cimahi and is concentrated on female advertising. <b>S1-O2. &amp; S2-O2.</b> Positioning as affordable graphic design service to get the customers. <b>W2-O2 &amp; W2-T2.</b> Make fixed pricing to define market position.
<b>Brand Awareness Strategy</b>	<b>W3-O3.</b> Do advertisements for increasing Brand Awareness. <b>W1-T1.</b> Findings the right strategy to penetrate the market.
<b>Porter's Generic Strategy</b>	<b>S2-O3.</b> Selling the strength point to establish a position in the market

The proposed business solution is based on 3 theories, in which New Marketing Mix 4P, Brand Awareness Strategy, and Competitive Strategy. Marketing Mix, is the foundation of marketing strategy in which the strategy divided into four parts: Product, Place, Price and Promotion. This tool we pick as a one of the tools for the solution of business problem because it defines Quartet Studio's problem, in which lies on Product (that haven't been had the strong selling point to enter the market), Place (focused on Bandung Cimahi City), Price (didn't have a fixed price for the product and service that we sell, since the product is design service), and Promotion (Marketing activities that focused on targeting female segment).



**Figure 2.** Current Level of Awareness of Quartet Studio and The Target Level of Awareness  
(Source: Author's Documentation, 2024)

The next tools that we use to solve the business problem is Brand Awareness strategy based on the awareness pyramid that define the awareness and the loyalty of the potential consumer to the brand (showing on the Figure 1.3). The Awareness Pyramid aims to engage customers and ensure that they choose the same product from the same brand next time. The Awareness Pyramid consists of four-level brand pyramid that consumers followed when they came into contact with a brand. The last tools we use to solve our business problem is Porter's Generic Strategies. In which consists of Differentiation Leadership, Cost Leadership, Cost Focus and Differentiation Focus. It will help to find our competitive strategy in order to stand out between our competitors.

## KESIMPULAN

Based on the analysis conducted, this research concludes that to increase brand awareness and drive sales growth at Quartet Studio, marketing efforts should be focused on the Cimahi area with a specific concentration on female-targeted advertising, as women have been identified as the studio's new primary market segment. Through the SWOT and TOWS Matrix, it was determined that

positioning Quartet Studio as an affordable graphic design service and introducing fixed pricing would help clarify its market stance and appeal to cost-conscious consumers. Promotional strategies are divided into online and offline channels: online marketing will utilize Instagram, Facebook, and Google My Business, complemented by seasonal discount campaigns aligned with special annual events, while offline efforts will include participating in design exhibitions, as successfully done in 2018 and 2019. Furthermore, to strengthen competitive positioning, the studio adopts Porter's Cost Leadership strategy by offering affordable services aimed at reaching a wider audience and distinguishing itself from competitors. As a suggestion for future research, it is recommended to conduct longitudinal studies to assess the effectiveness and long-term impact of the implemented strategies, as well as explore the role of digital engagement analytics in refining brand awareness tactics in real time.

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