

Brand Awareness of Surabaya Residents Toward AZKO's Brand Elements

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ABSTRACT

AZKO is a new home furnishing and lifestyle retail chain introduced in 2025. This brand is the result of a rebranding effort from ACE Hardware, which has previously accompanied it for almost 30 years. Therefore, researchers are interested in researching AZKO's brand awareness. AZKO communicates about its brand, including four Brand Elements, namely Brand Names, Logo and Symbol, URL/Website, and Slogan. This research aims to measure the level of brand awareness of the Surabaya community towards these AZKO brand elements. This research uses a quantitative approach with a survey method through distributing questionnaires to 100 respondents aged 18 years and over who live in Surabaya. Data analysis was conducted to determine the extent to which people recognize and remember these elements. The results showed that the overall level of brand awareness achieved by the Surabaya community towards the AZKO brand was in the brand recall category, which means that most respondents were able to remember the AZKO brand without assistance.

Keywords: *Brand Awareness; Brand; AZKO; Brand Elements; Marketing Public Relations.*

INTRODUCTION

Marketing public relations, according to Thomas L, can occur can develop because public relations has become a large and profitable business. Public relations is developing into a more complex interest, namely, marketing media and companies. In addition, companies are also starting to realize that marketing public relations is increasingly important because MPR is a rapidly growing part of the fastest-growing industry. Marketing Public Relations (MPR) is one element in marketing strategy as well as part of the company's overall strategy, which acts as a bridge between the company and its consumers and the wider community. Its main function is to convey information, introduce programs, and build a convincing positive image, with the aim of showing that the company and its products are able to meet the needs, desires, and interests of consumers. Marketing public relations is the

process of identifying, creating and communicating, and maintaining satisfying customer relationships to maximize company profits. (Rohmah, 2023).

Marketing public relations is a strategic role that connects businesses or brands with the public, especially when it comes to getting brands to people and talking to them. The main goal of marketing public relations is to make a brand look better, stronger, and more developed. Many businesses use this goal as part of their marketing plan to make their brand more competitive and better known in the community.

Brand is an important part of a product because it gives it an identity and sets it apart from other products. Kotler (2012) says that a brand is a name, term, sign, symbol, design, or a combination of these things that is meant to identify goods or services offered by a seller or group of sellers and set them apart from similar goods or services offered by competitors. So, brands are important for making an image and standing out in the market.

Brand awareness is the level of consumer recognition and awareness of a brand, which has a significant influence on purchasing decisions. Duriyanto et al. (2017) explain that brand awareness is the ability of individuals to recognize or recall a brand as part of a particular product category. A high level of brand awareness can provide a competitive advantage for companies in the market. Apart from functioning as a product identity, brand awareness also affects the way consumers interact with a brand. The more consumers are able to recognize a brand, the greater the awareness of the brand's existence, which in turn can facilitate the purchasing decision-making process. Brand awareness is also an important component in the formation of brand equity because it has a direct relationship that affects the value of the brand itself (Nicolino, 2004). In this context, companies can utilize brand awareness as a means of educating and delivering more in-depth information about products to consumers. When consumers are familiar with a brand, they tend to feel more secure and trust the product, and reduce the risk in making purchasing decisions. (Sitorus et al., 2020). Therefore, it can be concluded that the existence of brand awareness can foster consumer confidence that brands that have been recognized generally have good quality.

An in-depth understanding of the importance of marketing public relations to brands that can influence brand awareness through effective brand communication strategies is an important aspect needed in various industries, one of which is the field of home furnishings and lifestyle products. In the home furnishing and lifestyle products industry, this knowledge helps to create a strong brand identity, increase product appeal, and build emotional connections with consumers. With the right brand communication, companies can convey the value, advantages, and relevance of the product, thereby meeting consumer needs while strengthening the brand's position in the market.

One of the home improvement & hardware businesses dominating the retail industry in Indonesia is Ace Hardware, a retail chain that provides a wide range of products for household needs, home improvement, and DIY (Do-It-Yourself) projects from the United States that was founded in 1924 and then opened for the first time in Indonesia in 1996. Ace Hardware opened under PT Ace Hardware Indonesia, which is owned by Kawan Lama

Group. Reported to Kompas (2024), Ace Hardware is reported to have 241 store networks spread across 73 cities in Indonesia by 2024. In Bisnis.com (2024), it was reported that in the first quarter of 2024 Ace Hardware scored a net profit of Rp 204.81 billion, or soared 29.34% on an annual basis. In the third quarter of 2024, Ace Hardware recorded net profit and net revenue growth of 18% and 13% (YoY), respectively. Meanwhile, Same Store Sales Growth (SSSG) until November 2024 reached 9%, which reflects the continued improvement in store performance (AHI.id, 2025). This shows that the performance of Ace Hardware is increasing from year to year.

After 29 years of operation, Ace Hardware formally announced its exit from the Indonesian market towards the end of 2024. This occurred as a result of Ace Hardware's license in Indonesia expiring and PT Ace Hardware Indonesia Tbk, the licensee, choosing not to extend the agreement. To undergo a complete rebranding and give up the Ace Hardware brand, PT Ace Hardware Indonesia Tbk changed its name to PT Aspirasi Hidup Tbk (ACES). In order to handle the dynamics of shifting consumer preferences and market trends, the company has included this step in its business plan. In early 2025, the rebranding was formally unveiled to the public.

AZKO was then introduced by Kawan Lama Group to be the new name replacing Ace Hardware Indonesia. PT Aspirasi Hidup Indonesia Tbk introduced AZKO to the people of Indonesia at the New Year 2025 celebration at Bundaran HI Jakarta. The name AZKO itself is a representation of a special philosophy. "AZ," which means the company symbolizes the company's commitment to present all kinds of products from A to Z.. "KO," which represents comprehensive and collaborative in reaching customers (AZKO, n.d). "AZKO's open-circle logo reflects the company's commitment to creating opportunities and innovations to improve the quality of life. Coming with the slogan "Your Home Life Improvement Partner", AZKO offers more than just home improvement to consumers. Conceptually, AZKO raises the concept of transformation and digitalization, in contrast to Ace Hardware, which raises the concept of traditional franchising. Although AZKO has changed its concept, it still presents products similar to Ace Hardware, such as Krisbow, KRIS, KLAZ, and STORA.

In phases, the AZKO brand is being rebranded in 245 locations across 75 cities in Indonesia. This change is anticipated to occur over the following three years, according to Teresa Lucia Wibowo, Director of PT Aspirasi Hidup Tbk. A full redesign of the store concept will take more time, but the renaming of 254 stores is expected to be finished in the first quarter of 2025 (Masna, 2025). With the opening of AZKO Mall Living World, Alam Sutera, which embodies the Next-Gen concept with a contemporary and interactive feel, Jakarta became the first city to change its name from Ace Hardware to AZKO (Kompas.com, 2025). In Surabaya City, the inauguration of the name change to AZKO was carried out on February 1-2, 2025, along with Medan and Semarang, before continuing to other cities.

The aforementioned theories and phenomena demonstrate the connections between brands, public relations, and marketing. Building a brand's identity and awareness is largely dependent on marketing and public relations. In order to influence specific targets and

generate interest in the brand, this role is crucial in brand development, including brand launches. Furthermore, marketing public relations, or MPR, contributes to the development of credibility and brand awareness. MPR helps raise audience awareness and brand recognition through efficient communication techniques. As a result, the audience not only learns more about the brand but also gains confidence in it as a valuable and pertinent entity that meets their needs.

This phenomenon implies that improving consumers' perceptions of brands requires new media adaptations and technological advancements. In the current global context, brand awareness is growing more complicated and difficult due to the constantly shifting market dynamics. In order to remain relevant and increase consumer brand awareness, it is crucial for businesses to constantly adapt their marketing strategies. By using these contemporary marketing strategies, companies can preserve and even raise brand awareness in the face of fierce competition. In summary, marketing strategies need to be updated to reflect technological advancements to preserve customer loyalty and raise brand awareness.

The previous research that became the reference for researchers to conduct this research was the research "Brand Awareness of the Surabaya Community towards MAKO Bakery" by Petra Christian University student, Graciela Fiona Gunawan, in 2024. This study aims to determine the level of knowledge of Surabaya people about the MAKO bakery brand by assessing four brand elements.

The second research that researchers refer to is "The Level of Brand Awareness of the Surabaya Community towards Element Brand Somethinc" conducted by Bella Laurenzia Permata Lukizon from Petra Christian University in 2020. The purpose of this research is to find out how brand aware the people of Surabaya are of the Somethinc brand, as measured by their awareness of the five brand elements. This research is a descriptive quantitative research that uses a survey method in the form of an online questionnaire. The sample consisted of one hundred respondents who answered.

Another previous study entitled "Analysis of Brand Awareness: Study on Brand Antis" by Salman Ibnu Fuad, Paramadina University, Jakarta. The purpose of this study was to determine and analyze the brand awareness of PT Enesis Group (Antis) as a health product company during the coronavirus pandemic. Top of mind, brand recall, brand recognition, and unaware of brand factors are used to measure the level of brand awareness. This descriptive research uses a qualitative approach.

In addition, researchers used another study, namely "Analysis of Consumer Brand Awareness Through Advertising "Sumba Scarf Signature" Wearing Klamby on Social Media" is a study published by Sulis Maulida Hannani and Ana Rosmiati from Institut Seni Indonesia Surakarta, Volume 4 No. 2. Using the purposive sampling method, researchers wanted to determine the level of brand knowledge of ten Klamby Instagram followers about the Sumba Scarf Signature advertisement. Descriptive qualitative research using observation, interviews, and literature studies. Researchers used David A. Aaker's theory to assess value and determine the level of brand knowledge.

Another previous research was conducted by Muhammad Mulyadi Pane, Susanne Dida, and Yanti Setianti with the title “Brand Awareness of the 2020 Advanced Population Census”, published in the GANDIWA Communication Journal Volume 2 No. 2 in 2022. This study aims to identify the level of knowledge that Buru Regency residents have about the 2020 Advanced Population Census as a result of various initiatives undertaken by BPS to teach through social media. Descriptive quantitative research was used to collect data directly from residents of Buru Regency.

Therefore, researchers are interested in examining the level of brand awareness of the AZKO hardware store, apart from the fact that Ace Hardware has been present for almost 30 years before rebranding and has a strong reputation in the community, which is certainly recognized by the community. Researchers chose to conduct research on the people of Surabaya City with a minimum age criterion of 18 years and above. According to Yudrik Jahja (2011) in the book *Psychology of Development*, the age of 18 is usually the start of adulthood. In addition, Law No. 13 of 2003 concerning Manpower also regulates the age limit of legal adults. It is stated that a child is anyone under the age of eighteen (Wahyuni, 2022). At this age, the mental abilities possessed by a person are considered more mature, both in thinking and action, such as being able to think logically, emotional intelligence (especially in self-management), and consider everything fairly.

In Surabaya City itself, there are 12 AZKO retail outlets (AZKO, n.d.). In addition, Surabaya is the first city where AZKO was officially introduced after Jakarta. When compared to the main central cities of Indonesia, namely Jakarta, Medan, and Makassar, Surabaya City has the second-largest AZKO retail network after Jakarta, totaling 50 outlets, followed by Medan and Makassar. The difference between AZKO Surabaya and other cities is that the store concept is still available conventionally only. While their new store concept, the Experience Store, which was explained by AHI Director, Teresa Lucia Wibowo, was recorded until March 2025, it is still only available in Jakarta. Based on the comparison of the number of outlets along with the new store concept between Surabaya City and Jakarta, which is quite significant, this is also the reason for researchers to choose the Surabaya community as the research subject, because AZKO in Surabaya City requires a higher brand awareness increase. Researchers want to conduct research on brand elements in the level of brand awareness of AZKO, which is measured through the awareness of the Surabaya community regarding several brand elements found in AZKO hardware stores, namely brand names, websites, logos & symbols, and slogans.

LITERATURE REVIEW

Marketing Public Relations

Marketing public relations is the development of marketing and public relations (PR) into a new unity. According to Ruslan (2010), marketing public relations is the process of

planning, implementing, and evaluating programs that stimulate consumer purchases and satisfaction through communication of reliable information and through impressions that link the company and its products in accordance with the needs, desires, concerns, and interests of consumers. The function of marketing public relations is to communicate credible information so that it can create the desired impression on consumers. According to Thomas L. Harris, marketing public relations functions to promote consumer purchases and satisfaction through communication or reliable information (Rohmah, 2023). Marketing Public Relations has a focus on providing information, education, input, and building understanding of consumers through increased information that increases understanding and knowledge about brand goods or services, so that the brand becomes more remembered by consumers, which in turn benefits the company. Based on the opinion of Rosady Ruslan (1999), marketing public relations is considered to have a fairly high effectiveness in forming brand awareness and brand knowledge.

Brand

According to the American Marketing Association in Kotler and Keller (2016), a brand is a name, term, sign, symbol, design, or a combination of all of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Not only includes visual representations such as symbols or logos, but brands also include the entire customer experience, image, and reputation formed from consumer interactions with the company. A strong brand not only provides an identity that distinguishes it from competitors, but also builds a deep emotional connection with consumers. This relationship contributes to the creation of long-term loyalty and consistent trust. From a marketing perspective, brands act as strategic assets that are able to attract the attention of the audience, provide added value to products or services, and shape consumer preferences that have an impact on sustainable business success.

Brand Awareness

A concept that refers to the ability of consumers to recognize or remember a brand. Brand awareness is the ability of consumers to recognize or remember a brand based on a particular product category (Aaker, 2020). Meanwhile, according to Keller and Swaminathan (2019), in (Wardhana, 2024) defines that "brand awareness is the ability of consumers to recognize and remember brands, including elements such as names, images, styles, and logos". Brand awareness is an important indicator to measure the extent to which a brand is in the minds of consumers. The higher a brand is known, the more likely consumers are to choose that brand. Brand awareness has four levels according to Aaker (Wardhana, 2024b) which can be explained as follows:

- a. Unaware of A Brand

The lowest level in the brand awareness pyramid. At this level, consumers are completely unaware of the existence of a brand. This shows that the brand has not succeeded in attracting attention or creating recognition in the minds of consumers, so they do not have any information or associations related to the brand.

b. Brand Recognition

This level is above the Unaware of a Brand stage, consumers begin to be able to recognize and acknowledge the existence of a brand. This level is the minimum standard in brand awareness, where consumers have basic knowledge about the existence of a brand. Consumer awareness of a brand plays an important role in influencing their purchasing decisions at this level. It can be said that the Brand Recognition level is a level that can determine whether consumers consider choosing and buying products from that brand or not.

c. Brand Recall

At this level, consumers are not only aware of the existence of a brand but are also able to recognize and remember it spontaneously without the need for external reminders or stimuli. Therefore, this level is above brand recognition in the brand awareness pyramid hierarchy. This level indicates that the brand has a strong place in the consumer's memory, reflecting a deeper and more inherent level of brand awareness.

d. Top of Mind

This level is the highest, where a brand has become the main choice and dominates the consumer's mind, so that the brand is the first to come to mind when thinking about the related product category. The brand is not only known and remembered, but also has a superior position compared to other brands in the consumer's mind.

Brand Elements

Kotler and Keller (2016) define brand elements as "Devices, which can be trademarked, that identify and differentiate the brand or can be explained, brand elements are devices, which can be trademarked, that identify and differentiate the brand". Brand elements are chosen to increase brand awareness; facilitate the formation of strong, favorable, and unique brand associations; or elicit positive brand judgments and feelings (Keller, 2003). The brand elements consist of 7 elements, among others:

A. Brand names

The most basic thing in a brand because it can describe the product. In addition, it can be an effective communication medium, creating uniqueness so that it is easy to remember.

B. Logos and Symbols

Visualization and communication of a brand's identity. Unique and simple logos and symbols make it easier for consumers to recognize.

C. Characters

The symbolic image of the brand is in the form of a human figure or living character that can be depicted in various forms. It can be a fictional character or a mascot that represents the brand. Characters can create a strong emotional connection with consumers and make brands more memorable.

D. Slogans

A short phrase/sentence used to describe a brand persuasively. A good slogan will improve the brand image and help clients see the benefits more clearly.

E. Packages

Product packaging of a brand that aims to facilitate consumers as well as brand recognition. In addition to protecting the goods, this element is also a visual marketing tool that reflects the brand's personality.

F. Jingle

Brand communication packaged through music. Made to be easily heard and remembered by listeners. This element helps strengthen consumer memory through repetitive and recognizable audio influences.

G. Website

To determine the location of a brand's website page. Since they indicate a brand's online presence, this component is especially important in the digital age. Consumers will find information online with URLs that are short, memorable, and relevant to the brand name.

Based on the seven existing brand elements, namely brand name, website, jingle, packages, slogans, logos & symbols, and slogans, researchers use 4 elements as indicators in measuring the level of AZKO brand awareness. This is based on the suitability of the brand elements contained in the AZKO brand itself. The four brand elements include brand name, website, slogans, and logos & symbols.

Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a marketing strategy that ensures the delivery of the same message across all media platforms. Integrated Communication Marketing, or known as IMC, is a marketing activity carried out by a company/organization by focusing on the media to deliver the message so that the message delivered can be clear, consistent, and interesting (Santoso, 2018). IMC combines various aspects of marketing communications to create an integrated approach. This strategy has evolved along with the advancement of modern digital marketing, enabling more effective and consistent communication. Integrated Marketing Communications increases brand awareness by delivering consistent messages across multiple marketing channels. This coordinated

approach strengthens the brand message, builds a connection with the target audience, and increases brand recall and recognition.

METHODOLOGY

The type of this research is descriptive quantitative. Quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2013). While the research method used is the survey method. In research using the survey method, data / information is collected through questionnaires filled out by respondents (Sihotang, 2023).

The subject of this research is Surabaya people, while the object of the research is the level of brand awareness of Surabaya people towards AZKO brand elements. This research involves individuals from the Surabaya community aged 18 years and over as the research population. The selection of this age range is based on AZKO's broad target. In 2024, there were approximately 2,268,056 people in Surabaya aged 18 years and above, according to data from the Central Bureau of Statistics. The money sampling technique used is Non-Probability Sampling with Purposive Sampling method. With the existing population, the number of samples obtained using the Slovin formula is 100 respondents.

In analyzing the data, descriptive statistics were used in this study to describe events, behaviors, or other objects. Frequency distribution is the method used in this study. The data found by researchers will be analyzed using the Microsoft Excel program.

RESULTS AND DISCUSSION

Table Level of Brand Awareness of Surabaya People towards the Element Brand AZKO

Indicator	Mean	Category	Total Mean	Final Category
Brand Name	0.925	Top of Mind	0.72	Brand Recall
Logo & Symbols	0.945	Top of Mind		
URL/Website	0.53	Brand Recall		
Slogan	0.465	Brand Recognition		

Based on the findings, it is known that the average value of the brand awareness level of the Surabaya community towards the AZKO brand element is 0.72. Where this average value shows that the existing brand awareness is at the Brand Recall level and is 1 level below the highest position in the minds of consumers. Keller and Swaminathan in Wardhana, (2024) explain that brand awareness is the ability of consumers to recognize and remember a brand, including existing elements such as names, images, and logos. This shows that the cognitive level of respondents towards the AZKO brand elements has begun to form. The

influencing factor is that the AZKO brand itself is still a new brand that was introduced in 2025. Of the seven existing brand elements, AZKO has four brand elements, namely Brand Names, Logos & Symbols, URL/Website, and Slogan.

The Brand Name element of AZKO has an average value of 0.925, which makes this element fall into the Top of Mind category. This is because the AZKO brand has a simple but solid brand name and is unique but not unfamiliar so that it can consolidate and stabilize consumer emotions after the rebranding transition from Ace Hardware. The establishment of the AZKO brand name has also been adjusted to the principles of marketing public relations, which aim to form positive perceptions in the minds of consumers. In addition, this brand name also acts as part of the marketing strategy. Furthermore, the Logos & Symbols element has an average of 0.945 and makes the brand element enter the Top of Mind level, this is due to the simple AZKO logo and striking colors that are easily recognized and remembered by respondents.

Another brand element is URL/Website which has an average of 0.53 and from the average value obtained, this brand element is included in the Brand Recall category. This is because many respondents cannot remember either the address or the appearance of the AZKO website. While the last element, Slogan, has an average value of 0.465 where this element is included in the Brand Recognition category and is the lowest element compared to the other 3 brand elements.

Brand Name

It is known that the brand name indicator has an average value of 0.925, where the value of brand names is the second highest indicator after logos & symbols. This indicator is included in the Top of Mind category, so it can be said that the people of Surabaya can recognize and remember AZKO as a brand down to its writing. This shows that the brand name elements of AZKO are effective and successful in being recognized and remembered by the public. Brand names themselves are a basis for a brand. Brand names can be a means of effective communication by creating uniqueness so that they are easy to remember. De Chernatony (as cited in Seimiene & Kamarauskaite, 2014) explains that brand names are considered the most widely viewed information by consumers. This is also the basis for helping to increase brand awareness (Keller, Heckler & Houston as cited in Seimiene & Kamarauskaite, 2014).

The brand name "AZKO" can be said to be in accordance with the objectives of PT AHI to strengthen the company's position in the midst of the same industry competition. The name AZKO itself comes from the philosophical meaning of inspiring a better life through a variety of product innovations from A to Z and comprehensive services and carrying collaborative ideas (AZKO, 2025). This name is in line with their commitment to aspire through innovation and present relevant solutions for a better life.

The AZKO brand name is widely known through Instagram, according to respondents' answers to the additional question "Where did you learn about the brand?" The purpose of this question is to find out which channels or media play the most role in increasing public brand awareness of AZKO. This shows that social media platforms, especially Instagram, have a major influence in introducing brands to the public. Furthermore, Tiktok is the second largest source of information from the social media category, with 30 respondents stating that they know the brand from the platform. These findings indicate that marketing communication media, especially digital, can be a tool to achieve brand awareness. Social media is used as a marketing tool to inform or sell products or services (Vinza et al., 2019). Social media is a new marketing tool that makes it possible to find out customers and potential customers in ways that were previously impossible (Clayman, 2017).

In addition to digital media, conventional media also shows a significant contribution. Billboards are known by 38 respondents, and car advertising (car branding) by 36 respondents. Both types of advertising are still relevant and effective in reaching the wider community and are in strategic locations. News media, both print and digital, were mentioned by 22 respondents, while T-banners received the lowest number, namely 15 respondents.

Logo & Symbols

The Logo & Symbols indicator is the indicator with the highest awareness of the 4 other AZKO brand element indicators. The average value of the Logo & Symbols indicator is 0.945, which is included in the Top of Mind category. This means that consumers can identify AZKO only through the existing logo and symbols. The AZKO brand has become the top in consumers' minds because it is the brand that appears first when they see the existing logo and symbols (Durianto, 2004). The AZKO logo itself is quite short, concise, and easy, following the philosophy of their brand name and using the dominant color of red, which is quite striking, and white. The AZKO logo is also flexible to be placed in the communication media used. AZKO chooses a bright color, namely red, because through this color it represents high quality and love as a retail chain brand that targets families (Bottomley & Doyle, 2006). The open red circle symbol between AZ and KO symbolizes the commitment to opening to door to better living, which means giving happiness and opening the door to a better life (Gregory as cited in Fika, 2025).

Instagram is the most dominant channel in introducing brand logos, with 55 respondents, the highest of all categories. This reflects that visual social media such as Instagram has high effectiveness in conveying elements of a brand's visual identity. The main characteristic of Instagram, which is based on image and video content, makes the logo an element that consistently appears in every upload, whether in the form of a profile, post, or story. In addition, a strong visual branding strategy encourages strengthening the visual memory of the brand logo.

Billboard is in second place with 35 respondents. This indicates that conventional outdoor media still has the power to build visual recognition, especially because the logo on the billboard is usually displayed in a large size and with a striking design. Placing billboards in strategic locations such as protocol roads or busy centers also increases the chances of people seeing and remembering the brand logo. The exposure frequency factor and the limited information elements on billboards (which usually only display the logo, slogan, and one core message) make the logo the main center of attention.

Followed by car advertisements, with 33 respondents, this medium also has a significant role in spreading brand logo recognition. The movement of vehicles that travel through various areas makes this advertisement have a wide geographical coverage. In addition, the ad format on vehicles often only displays logos and website URLs, or slogans in large and clear formats, making it easier for people to recognize the brand's visual identity even in a short duration.

TikTok is in fourth place with 21 respondents, indicating that this short video platform contributes to building visual awareness, although not as much as Instagram. TikTok often displays brand logos indirectly, for example, in the form of watermarks, product packaging, or in the background of videos. The speed of content consumption and relatively short duration can be limiting factors in capturing visual details such as logos, unless the brand has a very distinctive logo element that is often displayed in repeated content.

Meanwhile, T-banners, as many as 11 respondents, and news media, as many as 9 respondents, contributed in smaller numbers. T-banners, which are usually installed in the surrounding environment or certain public places, still have a reach to local communities but may be less intense and frequent than billboards or moving advertisements. Meanwhile, news media, especially in text or online news formats, tend to focus more on the content of the message or article content than on visual elements such as logos, except in the form of display ads or sponsored articles.

URL/Website

The URL/Website indicator has an average value of 0.53, where the value of the URL/Website falls into the Brand Recall category. It can be said that the people of Surabaya are starting to be able to identify both the address and appearance of the AZKO website. This can happen because the majority of respondents are only able to recognize the AZKO website address, but not its appearance. The causal factor is that, in practice, AZKO consistently only includes the website address in its various marketing communication media, without being accompanied by an explicit invitation or visualization that can encourage the audience to access the site. The website URL is one of the important elements that reflect the digital identity of a brand. Based on Kotler and Keller's (2016) theory, URLs are included in brand elements that can be trademarked and serve to identify and differentiate brands in the digital realm. In this case, the URL of the AZKO website is not only an access address for

consumers to get more information about the product, but also a representation of the brand's credibility and professionalism in the eyes of the public.

At the brand recall level, consumers have started to remember AZKO spontaneously and can recognize this brand when given a cue, such as displaying its website URL. Rossiter (in Wardhana, 2024) asserts that brand recall involves the ability of consumers to recognize a brand when they see or hear one of the familiar elements, such as the URL. In this case, consumers' presence and recognition of AZKO's website URL is an indicator of whether the brand has succeeded in effectively embedding its digital identity. However, the majority of respondents only knew the website address of AZKO without ever actually accessing or viewing the site. This finding indicates that respondents' level of recognition of AZKO's URL/website elements is still limited to the surface information aspect, rather than direct experience.

Instagram is again the main media, with 56 respondents answering that they learned the website URL through this platform. Instagram's dominance as the main channel is due to the platform's characteristics that allow direct integration of links in captions that are directed to the official website. Instagram's visual and interactive advantages, as well as its content personalization algorithm, make website URLs more accessible to audiences who are already interested in the brand. The strategy of using call-to-action (such as "click here") repeatedly also strengthens users' memory of the brand's website existence.

Advertisements on cars are the second most frequently mentioned channel, with 27 respondents. These results show that mobile outdoor media is still quite effective in conveying URL-based information. Factors that contribute to this effectiveness are the visual design of advertisements on vehicles, which usually highlight URLs with large sizes and high contrast, as well as repeated exposure in high-traffic areas that increase the likelihood of being seen by the audience. In addition, AZKO has a fairly simple and short website address.

TikTok, as a viral short video-based platform, is in third place with 17 respondents. Although it does not directly display the URL in the video, many users and brands use captions, comments, or profiles to link to the official website. TikTok is effective in reaching young audiences who are accustomed to seeking more information after seeing content that catches their attention. Billboards are in the next position with 16 respondents. As a static outdoor media, billboards often display URLs in the visual design of a brand campaign. The effectiveness of billboards depends on the strategic location, duration of the display, and the simplicity of the design that makes it easy for people to remember or note down the URL quickly. Meanwhile, T-banners and news media are known by 10 and 8 respondents, respectively. Although the number is smaller, these two media still make a contribution to conveying website URLs. T-banners are effective in local contexts or certain events, where the audience can see brand information at close range. Meanwhile, news media, especially online versions, allow for direct hyperlinks to be embedded in articles or paid advertisements.

Slogan

Brand awareness of the people of Surabaya towards the AZKO brand element, the slogan indicator is the indicator with the lowest average value, namely with a value of 0.465. From the average value, the slogan element is included in the brand recognition category. This means that consumers are starting to be able to recognize and acknowledge the existence of a brand. This level is the minimum standard in brand awareness, where consumers have basic knowledge about the existence of a brand. The factors that influence the brand slogan element are at this level because AZKO does not consistently display the slogan in its communication media. From the communication media used by AZKO, only a few slogans were included, but with a fairly rare frequency.

The slogan element plays an important role as it is a short phrase designed to persuasively convey the essence and value of a brand. In this context, slogans not only function as a verbal communication tool but also as a strategic tool in strengthening the brand in the minds of consumers. The level of brand recognition refers to the ability of consumers to recognize a brand when given a certain stimulus or clue, such as a name, logo, or slogan. Aaker (2020) mentions that at this stage, consumers do not necessarily remember the brand spontaneously, but are able to recognize it when exposed to familiar brand elements. In this case, a distinctive, catchy, and consistently used slogan can be an effective cognitive stimulus to instill brand recognition in the minds of consumers. For example, if AZKO's slogan is able to convey the value or benefits of their product in a concise and memorable way, then it is likely that consumers begin to recognize the existence of the AZKO brand when the slogan is displayed, whether in promotional media, packaging, or advertising.

The main media where respondents know the elements of the Slogan is Instagram, with 54 respondents based on additional questions about where they learned the slogan. This shows that Instagram is not only effective in introducing brand names, but also has an important role in conveying other brand elements such as slogans. The factors that cause Instagram to be dominant include the high level of user engagement rate, visual displays that support attractive slogan designs, and algorithms that allow slogan promotions to be conveyed repeatedly through feed content, stories, reels, and even ads. In addition, the use of graphic design and short videos that explicitly display slogans has a memory-strengthening effect on the audience.

TikTok is in second place, with 20 respondents stating that they know the slogan from this platform. Although not as big as Instagram, TikTok shows great potential in spreading slogans through creative and viral content. Slogans packaged in a short video format that is visually and emotionally attractive tend to be easier to remember. On the other hand, collaboration with content creators (influencers) also plays a role in expanding the reach of the slogan message.

The next source of information comes from outdoor media and traditional media. Billboards were mentioned by 19 respondents, indicating that large outdoor media that

usually place slogans prominently in strategic locations are still effective in creating visual exposure. Billboards are very effective in conveying slogans briefly but impressively, especially when the slogan is designed with colors, sizes, and typography that attract the attention of road users. News media, both print and online, came next with 13 respondents. Slogans that appear in advertorial form or as part of product news can strengthen the brand message, especially for audiences who have an interest in more structured and formal information. Meanwhile, car ads and T-banners were each mentioned by 12 respondents. Although smaller in number, these media remain relevant in the context of local promotions, especially because slogans are usually conveyed visually together with logos and other branding elements. The effectiveness of this media is highly dependent on the frequency of exposure and direct visual exposure in public spaces.

CONCLUSION

The results showed that Surabaya people have AZKO brand awareness of its brand elements after rebranding, and the average or mean results of the 4 brand elements owned by AZKO, namely brand name, logo, symbol, URL/website, and slogan, are in the brand recall category. Overall, the brand awareness result is 0.72. The details are obtained through each brand indicator.

The results show that the element with the highest average, Logo & Symbols, with an average of 0.945, is in the Top of Mind category. The selection of AZKO's logo with striking colors and simple yet unique shapes allows this element to reach the highest level in consumers' minds. In addition, AZKO frequently uses its logo and symbols in communication media. AZKO's choice of logo design also reflects their philosophy, which is a wide range of product and service innovations from A to Z, as well as supporting cooperation.

Brand Names is the second highest of AZKO's four brand elements, and is in the Top of Mind category for being the name that consumers first remember when they think of the homeware and lifestyle store chain. Its average value is 0.925. The name is simple but compact, unique but unusual. AZKO is widely known through its online media, Instagram, which is the most used and still active.

The element with the third highest average in this study is URL/Website, with a value of 0.53, which indicates that the element is in the Brand Recall category. This shows that AZKO's website is starting to be recognized by respondents, partly because of the brand name listed directly in the URL, namely (<http://www.azko.id>), which also has a short and easy-to-remember format. AZKO's consistency in listing the URL on various communication media also strengthens the audience's memory of the website. In addition, AZKO's website also features other supporting elements such as a logo and a striking red and white color combination, which represents their identity as a local Indonesian brand.

The element with the lowest average in the measurement results is the slogan, with a value of 0.465, which indicates its position in the Brand Recognition category. This low value is due to the minimal use of slogans in the marketing communication strategy implemented by AZKO. As a result, the slogan has not yet occupied a strong position in consumers' memories. Nevertheless, AZKO's slogan has memorable characteristics, so it has the potential to be an effective means of increasing brand awareness in the future.

The Surabaya community's awareness of AZKO brand elements is generally improving, with an average score of 0.72 in the Brand Recall category. This accomplishment shows that people are starting to know about AZKO and can recognize and remember it without any outside help. This position shows that AZKO has made a strong impression on consumers, which means that they are more likely to remember the brand and stick with it. Still, some parts of the AZKO brand haven't fully reached the same level yet. One reason for this is that AZKO is a new brand that came out in early 2025.

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