

# The Level of Brand Awareness Among Surabaya Residents of the Cleo Pure Water Product in Collaboration with Indomaret

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## ABSTRACT

Cleo Pure Water is a brand of bottled pure water in Indonesia that has been in operation since 2004 and remains operational. Distributed across various regions in Indonesia, the brand has expanded its geographical reach by partnering with Indomaret, the largest minimarket chain in the country. The researcher is interested in conducting a study on the level of brand awareness among Surabaya residents by evaluating three brand elements: brand name, logo, and packaging. The level of brand awareness serves as a benchmark for the public's recognition of the brand. This research uses a descriptive quantitative method through a survey approach. The researcher distributed questionnaires to 100 respondents in Surabaya who met certain criteria. The results show that Surabaya residents have the highest level of brand awareness in the dimensions of brand name and logo, falling into the category of brand recognition. The lowest level of awareness was found in the packaging dimension, which fell into the category of Unaware of Brand.

**Keywords:** *brand awareness; brand; Cleo Pure Water; brand elements; Surabaya*

## INTRODUCTION

As social beings, engaging in communication is one of the fundamental needs of all human beings. Devito (2011) defines communication as an action carried out by one or more individuals to send and receive messages that may be distorted by interference within a certain context, potentially producing certain effects and allowing for the opportunity to provide feedback. On the other hand, Wilbur Schramm (in Schramm, Olberman, & Mayer, 2024) argues that communication is the process of sharing meaning when two parties (the sender and the receiver) possess symbols or codes that are mutually understood. Communication is not only carried out and needed by individuals, but also by institutions or companies in their efforts to communicate their brand products to the public.

Companies use Marketing Public Relations as a means to communicate their brand

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products to the audience, including both consumers and potential consumers. Marketing Public Relations (MPR) is the process of planning, implementing, and evaluating communication programs that serve as a bridge between the company and its consumers as well as the general public, while also acting as part of the company's overall marketing and strategic plan (Anggoro, 2002). Companies intending to deliver communication messages through MPR must first identify their target market. This is essential in order to tailor the message content, language style, and creative approach used to attract the attention of the audience targeted by the MPR.

According to David A. Aaker (in Hoo, Xin, & Moosa, 2024), a brand is an asset associated with a particular name or symbol, intended to add or reduce value to a product or service for the customer. Every company certainly has a brand that represents its products, which then becomes the identity of the product itself. A brand must successfully represent the product so that it easily sticks in the minds of consumers and potential customers. According to Law No. 15 on trademarks, a brand is defined as a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements that has distinguishing power and is used in the trade of goods or services. The creation of a brand must have its own distinctive features and uniqueness as an effort to establish the brand name as the product's identity. This is supported by Hery Firmansyah (2011), who states that a brand is always identified with the identity of a product produced by a manufacturer, which later becomes an asset for the producer. The dissemination of a brand name is commonly known as brand awareness.

Instilling brand awareness in the public allows them to consistently recognize and recall a product brand within a certain category, especially when they are in a situation where they need it or are discussing products in that category. David A. Aaker (in Hoo, Xin, & Moosa, 2024) states that building brand awareness is an essential first step for a product brand. Brand awareness plays a key role in creating long-term relationships between the brand and consumers. Brands with high levels of awareness are more easily remembered by consumers. Successfully creating strong product brand awareness can bring consumers closer and more connected to the brand, ultimately leading to customer loyalty (Fournier, 1998 in Alvare, David, & George, 2023).

The advancement of time has made fulfilling daily needs easier with the presence of minimarkets in Indonesia. Before minimarkets existed, people relied solely on traditional grocery stores or cooperatives. PT Indomarco Prismatama, a subsidiary of Indofood Sukses Makmur, eventually established a minimarket named Indomaret in 1988. It provides a wide range of household necessities and has since grown to become the largest minimarket in Indonesia. Starting with its first store opening in Jakarta, by 2025, it will have expanded to 23,127 outlets spread across the entire country, except for Padang, West Sumatra.

One of the basic human needs is drinking water. In Indonesia, there is a bottled drinking water brand that has been present for a long time and still holds a strong position in

the public eye—Cleo Pure Water. Having been around since 2004, it continues to be a well-known name among the Indonesian public. It is recognized as the pioneer of the first pure bottled water in Indonesia and the first to offer BPA-free gallon packaging. In its production process, it uses nano filter technology that perfectly purifies the water, resulting in pure water free from inorganic minerals (demineralized). It also contains a higher oxygen level than other drinking water (cleopurewater.com, 2024).

Primatirta stated in an interview with Mulyana that Cleo Pure Water collaborates with several major retail chains in Indonesia, one of which is Indomaret (Kontan.co.id, 2023). This collaboration has resulted in a private label product, a partnership that has been ongoing since 2007. A private label refers to merchandise branded by a distributor or retailer, or using a brand specifically created for that distributor (Harcar, Kara, & Kucukemiroglu, 2006). To expand its market, a company collaborates with large distributors by granting exclusive rights to these distributors or retailers to develop a unique and exclusive brand character that is sold only in their retail stores.

Based on an interview with Tyas, a lead from the modern outlet analyst team responsible on behalf of Cleo Pure Water for this collaboration, she stated that promotions are used to support the sales of the product (Tyas, interview, February 28, 2025). The promotional plans are arranged by the modern outlet team. According to Tyas, the plan is made on a one-year basis and is based on Marketing Public Relations (MPR) strategies, which are then handed over to Indomaret for execution. The use of the MPR strategy aims to increase brand awareness of the private label product.

As the largest producer of pure bottled drinking water in Indonesia, Cleo Pure Water also brings its signature characteristics to its collaborative product with Indomaret. The product is distributed by Indomaret under the label “Indomaret Bottled Drinking Water, Demineralized Water” and includes the Cleo Pure Water logo on the packaging. In line with the nature of a private label, the overall features, such as brand name, packaging color, and other elements, are distinctly different from those of Cleo Pure Water itself. Available in all Indomaret stores across Indonesia, the hope is that the Cleo Pure Water brand will become even more widely recognized by the public throughout various regions. In terms of the brand name, packaging color, and other design aspects, they are created specifically by Indomaret as the distributor or retailer, and the product is exclusively available at Indomaret outlets. However, to maintain the identity of Cleo Pure Water, the logo is included on the product's packaging label as part of the collaboration.

The ease with which the public can find Cleo Pure Water products at nearby minimarkets also serves as a bridge for the brand to spread its brand awareness to a wider audience. Although the product uses Indomaret's brand identity, the presence of the Cleo

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Pure Water logo along with the same claim—demineralized water—allows the public to recognize the collaborative product. It is hoped that through this private label product, Cleo Pure Water can expand its market and further increase its brand awareness, positively impacting its ranking in Indonesia.

In an effort to increase brand awareness, the modern outlet team uses a Marketing Public Relations (MPR) strategy to develop a one-year promotional plan, which is then executed by Indomaret. The dissemination of brand awareness is carried out through various media, such as social media, brochures, mailers, and others.

An important role of implementing Marketing Public Relations (MPR) is to communicate a brand to the public, especially when the product is categorized as something new. MPR communication must be crafted in a unique, engaging, and creative way to attract the public's attention, thereby building brand awareness. Through MPR, it is expected that the public will come to recognize that the pure bottled drinking water labeled Indomaret is essentially the same as Cleo Pure Water. The more people become aware of the brand name through the media used, the more this collaborative brand will become embedded in the minds of consumers.

The first previous study was conducted by Efraim (2023), titled "The Level of Brand Awareness of Surabaya Society Towards the Polygon Bikes Brand." The research object was Polygon Bikes, one of the oldest bicycle brands in Indonesia. This study aimed to determine the level of brand awareness of Polygon Bikes among the people of Surabaya. Polygon communicated its products through several elements, namely brand name, logo & symbol, slogan, and URL. The difference between this previous research and the current study lies in the object of study. In this research, the researcher aims to measure the level of awareness of the collaborative product between Cleo Pure Water and Indomaret among the people of Surabaya, based on brand elements of the collaboration: logo & symbol, brand name, URL, slogan, and packaging.

The second previous study was conducted by Pitria (2021), titled "The Influence of Brand Image on Purchase Decision (A Study on Cleo Pure Water Products of PT. Sentralsari Primasentosa)." This study explored the influence of brand image on purchase decisions for Cleo Pure Water. The results showed that brand image has a positive influence on purchase decisions. The objective was to understand how brand image affects purchasing decisions (case study: Cleo Pure Water from PT. Sentralsari Primasentosa). While there is a similarity in subject matter between this previous study and the current one, they are still different. The current research does not merely focus on Cleo Pure Water, but on the private label collaboration with Indomaret. The theories used are also different: the previous study used brand image and purchase decision theory, while this research uses the brand awareness framework.

The third previous study was conducted by Haq (2023), titled "The Influence of NCT Dream as Brand Ambassador on Brand Awareness of Somethinc Products." The focus of this study was to analyze the effect of using the South Korean boy group NCT Dream as brand ambassadors in increasing brand awareness of Somethinc products among teenage girls in Bandung. The research explored how the popularity and positive image of NCT Dream influenced consumer perception and appeal toward the Somethinc brand. The results showed that NCT Dream's role as brand ambassadors had a significant impact on consumer recognition and recall of the brand. The difference between this previous study and the current one lies in the dimension being studied. This research focuses on the level of brand awareness, whereas the previous study focused on the influence of a brand ambassador on brand awareness. The subjects are also different: this research studies the collaborative brand of Cleo Pure Water and Indomaret, while the previous study focused on NCT Dream's influence on Somethinc's brand awareness.

This research becomes interesting because many people are already aware of or quite familiar with the bottled drinking water brand Cleo Pure Water. Known for its distinctive orange packaging, which is rarely used by other brands, it becomes even more memorable to consumers. In contrast, the identity of the collaborative product brand uses a completely different brand name and a distinct color scheme — light blue, following Indomaret's branding. Therefore, the researcher assumes that only a few members of the public are aware that Indomaret's demineralized bottled water is actually the same as Cleo Pure Water.

According to Yohanes, the Brand Head of Cleo Pure Water, a survey was conducted with Nielsen to determine how many people are aware of this private label product (Yohanes, interview, February 28, 2025). The results showed that public awareness of the product is still very low, and the majority of respondents did not know that Indomaret's demineralized bottled water is the same as Cleo Pure Water. Even though Cleo Pure Water is fairly well known by the public, and Indomaret is the largest minimarket chain in Indonesia, and despite the collaboration having existed since 2007, this does not guarantee a high level of brand awareness. Therefore, it becomes interesting for the researcher to determine the level of brand awareness for the private label product between Cleo Pure Water and Indomaret among the people of Surabaya.

Respondents were chosen from the Surabaya population, as it is the second-largest city in Indonesia (detikfinance, 2024). Holding this position and possessing a distinctive urban lifestyle, Surabaya is deemed suitable as a reference point for understanding bottled drinking water preferences in other metropolitan cities. Therefore, the researcher aims to find out to what extent the people of Surabaya are aware of the private label product between Cleo Pure Water and Indomaret, given its status as the second-largest city in the country.

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## LITERATURE REVIEW

### *Marketing Public Relations*

Marketing Public Relations (MPR) is used by companies and business owners to disseminate information about brand awareness and to create a positive image and impression of their products in the eyes of the public. According to Cornelissen (2017), Marketing Public Relations is a combination of public relations and marketing used to enhance brand reputation and consumer relationships. It serves as a bridge between the company or business owner and the public in instilling knowledge about their products to their target market.

MPR employs communication strategies to build a positive image of a company or brand, often in a more indirect way compared to paid advertising. Unlike marketing tactics that focus on sales, MPR emphasizes the dissemination of information related to increasing brand awareness and shaping a positive image of a brand, company, or product, which in turn affects consumer recall of that brand, company, or product.

MPR functions to help boost brand awareness, increase consumer loyalty, and manage brand reputation. The objectives of this strategy include building positive relationships with consumers and stakeholders, enhancing the company's image and reputation and clearly communicating brand values and messages.

### *Brand*

According to David A. Aaker (in Hoo, Xin, & Moosa, 2024) in his book *Building Strong Brands*, a brand is a set of associations held by consumers toward a product or company, built through their experiences, communications, and interactions with the product or service. Aaker emphasizes the importance of creating a strong brand identity that influences consumer perception. It is crucial to maintain consistency in the messages delivered by the brand to ensure that the brand's identity and associations are firmly embedded in the consumer's mind.

In general, a brand is an identity that includes the name, symbol, and elements that identify a product or company, as well as create perceptions and associations in the minds of consumers. A brand also functions to differentiate one product or service from another and to establish an emotional connection that can influence purchasing decisions and foster customer loyalty.

The purpose of creating a brand is to establish a distinct identity and differentiation for a product or company in the market (Aaker, 1991 in Hoo, Xin, & Moosa, 2024). Additionally, Kapferer, J. N. (2012) in his book *The New Strategic Brand Management* also states that identity and differentiation are key components of branding strategy, helping to shape consumer perceptions of the brand and its products. A brand also offers several benefits, such as serving as a tool to differentiate products, build customer loyalty, provide

added value, and enhance the trust of both existing and potential consumers. The elements of a brand consist of the brand name, logo, tagline, website, character, packaging, and jingle.

### ***Brand Awareness***

According to Aaker (in Hoo, Xin, & Moosa, 2024) in his book *Managing Brand Equity*, brand awareness refers to how well customers recognize or recall a brand within a specific product category. When someone has sufficient knowledge of a brand, they tend to make purchasing decisions based on the brand that comes to mind when they need a product in that category. This happens because the familiarity of the brand provides a sense of security.

To raise brand awareness, it requires a person's memory to recognize or recall a product brand. Brand awareness also has levels or a hierarchy, ranging from the lowest to the highest, according to Aaker (in Hoo, Xin, & Moosa, 2024):

- Unaware of brand: This is the lowest level, where an individual does not know whatsoever of a particular brand.
- Brand recognition: This level is one step higher and represents the minimum threshold of brand awareness, where the individual recognizes the brand when presented with it.
- Brand recall: At this level, an individual can remember a brand without any stimulus or assistance (unaided recall).
- Top of mind: This is the highest level in the brand awareness hierarchy. An individual spontaneously recalls the brand as the first one that comes to mind when thinking about a product category.

### ***Private Label***

Private label refers to products manufactured by a company (the producer) but sold under the brand name of a distributor or retailer, which serves as a distinguishing feature provided by the distributor or retailer (Harcar, Kara, & Kucukemiroglu, 2006). These private label products, with distinctive characteristics and retailer-specific brand names, are only available in the retailer's stores. According to Fernie and Moore in Beneke (2010), the sale of private label products offers various benefits, such as increased profits through cost savings, enhanced customer loyalty to the store, the establishment of corporate identity, differentiation from other modern retailers, opportunities for expansion into new markets, and improved bargaining power with suppliers.

## **METHODOLOGY**

In this study, the researcher uses a descriptive quantitative approach. According to Sugiyono (2017), descriptive quantitative research is used to describe existing conditions or

phenomena in the field using numerical data, aiming to accurately portray the current situation at the time the research is conducted. This type of research does not seek to find relationships between variables or analyze causal effects, but rather to describe conditions using measurable data. This study uses descriptive quantitative research to illustrate the level of brand awareness among the people of Surabaya regarding the Cleo Pure Water product in collaboration with Indomaret.

The data collection method employed by the researcher is an offline survey. According to Sekaran and Bougie (2016), surveys are very useful for collecting data from a representative sample within a larger population. The survey is used to gain insights into the perceptions, opinions, or awareness levels of Surabaya residents regarding the Cleo Pure Water and Indomaret collaboration product.

The survey method used by the researcher was conducted offline, face-to-face with respondents. Surveys were created on paper and filled out directly by respondents on-site. The variation in responses obtained through face-to-face surveys is generally broader compared to online methods, where only individuals with gadgets can participate. Children or individuals without digital devices were also able to fill out the survey when it was conducted in written form using paper.

This study uses a non-probability sampling technique with the purposive sampling method. According to Sugiyono (2018:136), non-probability sampling is a sampling technique that does not provide equal opportunities for every member of the population to be selected as a sample. Meanwhile, purposive sampling, as defined by Sugiyono (2018:138), involves selecting samples based on specific criteria or considerations that are aligned with the research objectives to determine the number of respondents to be studied. The sampling criteria for this study are as follows:

1. Respondents must be residents of Surabaya, with no gender restrictions.
2. Respondents must be at least 11 years old, as this is considered the beginning of the reflective and perceptual stage (Roedder John, as cited in Titin's journal).
3. Respondents must be able to understand the questions, with assistance from the researcher when needed to help interpret the questions for easier comprehension.
4. Respondents must have visited Indomaret at least once for shopping purposes.

To measure the level of brand awareness among the people of Surabaya regarding the Cleo Pure Water product in collaboration with Indomaret, the researcher employed the Guttman scale. The analysis method was carried out with the assistance of the scalogram software.

## **RESULTS AND DISCUSSION**

### ***Data Analysis***

This research uses the Guttman scale to measure respondents' answers, which are

then analyzed based on the brand elements of the collaborative product between Cleo Pure Water and Indomaret, using the brand awareness levels proposed by Aaker (in Hoo, Xin, & Moosa, 2024). The brand elements used are brand name, logo, and packaging. The Guttman scale uses a benchmark where correct answers are scored as 1 and incorrect answers as 0. The researcher surveyed 100 respondents from Surabaya who had visited an Indomaret store at least once for shopping.

### Data Finding

**Table 1.1 Validity and Reliability Testing Using The Scalogram**

#### OUTPUT

Jumlah Potensi Error	<b>600</b>	Jumlah Butir	<b>6</b>
Jumlah Error	<b>54</b>	Jumlah Orang	<b>100</b>
Koefisien Reprodusibilitas	<b>0,91</b>		
Koefisien Skalabilitas	<b>0,82</b>		
Koefisien Alpha	<b>0,29</b>		

Source: The Researcher. (2025)

**Table 1.2 Table of Mean Brand Awareness Levels Indicators**

No	Indicators	Mean	Category	Mean Total	Category
1	<i>Brand Names</i>	0.31	<i>Brand Recognition</i>	0.29	<i>Brand Recognition</i>
2	<i>Logo</i>	0.40	<i>Brand Recognition</i>		
3	<i>Packaging</i>	0.18	<i>Unaware of Brand</i>		

Source: The Researcher. (2025)

### Analysis and Interpretation

This study is intended to determine the extent of brand awareness among the people of Surabaya toward the collaborative product brand between Cleo Pure Water and Indomaret. Using the levels of brand awareness as a benchmark, the researcher assesses how aware the Surabaya community is of this collaborative brand and analyzes it based on the brand's own elements. From the collected and processed data, the overall average score is only 0.29, which falls into the brand recognition category. This score is relatively low and

represents the initial stage in which someone starts recognizing a brand. Considering that the product has been available since 2007, reaching only this level is relatively low. Ideally, with the strong reputation of both companies involved, the brand should have achieved a higher average score and a higher level of awareness.

### **Brand Names**

Aaker (in Hoo, Xin, & Moosa, 2024) stated that brand names are one of the elements of brand identity as a verbal symbol that helps consumers remember and recognize a brand. This is because people tend to associate and identify brands through their names, which are embedded in their minds. Thus, brand names serve as a distinguishing factor between brands. Additionally, it is through brand names that individual perceptions of a product or brand are formed.

The brand name used in the collaborative product between Cleo Pure Water and Indomaret is “Air Minum dalam Kemasan, Air Demineral” (Packaged Drinking Water, Demineralized Water). From the beginning, Cleo Pure Water has aimed to increase its brand awareness among the public by consistently communicating the message that its packaged water is pure water with nano-filter technology and contains no minerals. This message has been communicated repeatedly through various media such as advertisements, social media content, spokesperson explanations, websites, and every campaign conducted by the brand.

However, the choice of the word demineral in the brand name of the collaborative product with Indomaret has unfortunately not been effectively communicated. Many people do not understand that the word carries the same meaning as “without minerals.” As a result, they are unaware that the demineralized product is actually aligned with the communication message previously delivered by Cleo Pure Water. This lack of awareness stems from a miscommunication caused by the message not being properly conveyed.

This lack of awareness has resulted in the average score for the brand name element being only 0.31, which falls within the brand recognition level — the initial stage at which a person begins to recognize a product brand. As previously mentioned, the brand name is crucial and primary because it becomes embedded in each individual and leads them to constantly remember it.

Although the product has been around since 2007, remaining at this level is considered very low. Ideally, with the media exposure and opportunities available, they should have been able to increase the level of brand awareness among the people of Surabaya, not merely relying on recognition triggered by previously stored memory, but through more active and sustained brand communication.

Through follow-up questions, it was found that the most commonly used medium by respondents to obtain information about the product brand was brochures. This traditional medium turned out to be significantly more effective than modern media in the context of minimarkets. According to research conducted by Fauzy (2022), social media serves as an effective communication platform for providing information about retail store products.

However, this contrasts with the data collected from respondents in this study, where social media platforms such as Instagram and Facebook received lower scores, even lower than mobile applications. Brochures have thus become Indomaret's strategy to introduce its product brand, not only by distributing them but also by displaying them in strategic locations within the store.

### *Logo*

The average score from respondent data on the logo element was 0.41, placing it at the brand recognition level. Similar to the brand name element, its awareness level remains only at the initial stage, where the product brand is first recognized by the public. According to the visual communication strategy by Dondis (1973, in Suryanto 2021), a logo should be designed with proportional sizing and contrasting colors, not only to attract consumer attention but also to ensure that other important text or information remains visible. However, the Cleo Pure Water logo on the product packaging label is too minimalistic, making it difficult for anyone to notice. The logo must be a proportional size so that it is easily visible to people of all age groups.

In addition, the Indomaret logo is placed at the center of the product label, making it more noticeable and drawing the consumer's attention toward it. Beyond proportional sizing, having a strategic placement for the logo is equally important. According to Ware (2013), the ideal placement of a logo to attract consumer attention is at the center or front of the label. This position falls within the area where a person's gaze naturally focuses when viewing a product, thereby increasing awareness of the logo's presence.

### *Packaging*

Cleo Pure Water's packaging is distinctive due to its choice of color, orange, which is quite rare among bottled water brands in Indonesia. According to Martinez and Abreu (2019), color combinations on a product can enhance consumer perception; for instance, red and orange have longer wavelengths, making them more attention-grabbing and capable of increasing consumers' memory retention of the product.

However, the packaging used in this collaboration product adopts light blue, reflecting Indomaret's brand identity. As a result, the average score from respondents only reached 0.18, placing it at the unaware of brand level—the lowest level in brand awareness, where the public has no recognition of the packaging. This also causes a lack of awareness that the collaborative product is essentially the same as the original Cleo Pure Water.

Being at the lowest awareness level means the product brand is not recognized by many people, even though packaging is typically the first thing noticed before any other brand elements. The drastically different packaging makes it hard for consumers to associate the collaborative product with Cleo Pure Water.

Therefore, it is crucial to disseminate communication messages through the most

effective media—brochures—by featuring the product more frequently than other high-awareness products. This can help improve brand awareness of the collaborative product's packaging among Surabaya residents. They will also become aware that Cleo Pure Water is not only available in its signature orange packaging but also comes in light blue packaging exclusively at Indomaret.

### *The Levels of Brand Awareness*

Based on the data presented in Table 1.2, the highest average score was obtained by the logo element, with a total of 0.41, falling under the brand recognition category. This is followed by the brand names element, with an average score of 0.31, also under the brand recognition category. Both elements only reach the initial stage at which a product brand is recognized and noticed by the public, whether they are existing or potential consumers. Considering the brand has existed since 2007, it should ideally have a higher score and be positioned in a more advanced awareness category. This suggests that people have had sufficient time to become familiar with the collaborative product's brand name.

The lowest average score was recorded by the packaging element, totaling 0.18, and is categorized as unaware of the brand. This is quite surprising, as packaging is usually the first thing seen, yet despite frequently encountering it, consumers still do not realize that this product is the same as Cleo Pure Water. The packaging, which uses a light blue color vastly different from Cleo's original orange, makes it unrecognizable to consumers. Being unaware of the brand category indicates that they are completely unaware of the packaging of this collaborative product. Consumers do not realize that the light blue demineralized bottled water sold in Indomaret is also a product of Cleo Pure Water.

From the data collected, many respondents chose the orange packaging under the "other options," which belongs to Amidis, not Cleo. This indicates that people associate Cleo Pure Water with the orange packaging, so they tend to choose any bottle with that color. This lack of awareness may also be influenced by ineffective communication messaging, even though media usage has been maximized.

The overall average score is also low, at 0.29, placing it within the brand recognition category. In the researcher's view, this level of brand awareness is quite far from expectations. Given that the product has been available since 2007, it should have reached a higher level of awareness. There has been ample time to introduce the product to the public and build awareness around it.

The researcher suggests that this situation could potentially be a deliberate strategy by Cleo Pure Water. Considering the brand is fairly well-known among the Indonesian public and its pricing targets the upper-middle class, this collaborative product may serve as a market penetration strategy. The implementation of this strategy lies in its communication execution. This market penetration strategy uses communication as a tool to increase market share for an existing product. Selecting, planning, and implementing a communication

strategy becomes the core of this approach. Since Cleo Pure Water is perceived as a premium bottled water brand, there is a need for a different brand name, still under Cleo, that does not carry the upper-class perception. Thus, this collaborative product becomes a strategic move to attract lower-middle-class consumers, expand geographic distribution, and increase brand awareness.

The communication strategy used includes spreading brand awareness through campaigns, brochure promotions, advertisements, and more. This aligns with what Indomaret is doing — promoting the collaborative product by featuring it in their printed brochures. According to the theory of Integrated Marketing Communication, communication should be strategically structured to enhance brand awareness, including in the context of market penetration.

## CONCLUSION

Based on the overall data obtained by the researcher, it was found that the brand awareness level of Surabaya residents toward the collaborative product between Cleo Pure Water and Indomaret is at the brand recognition level, with an average score of 0.29. For a product that has existed since 2007, remaining at the brand recognition level is considered insufficient. This level represents the initial stage of someone recognizing a product brand, while the collaborative product has been present for quite some time. Despite having plenty of time and opportunities to raise public awareness of this brand, those opportunities were not utilized optimally, resulting in awareness only reaching the initial level—brand recognition. Therefore, there is a need for strategically structured communication messaging to elevate the brand awareness of the Cleo Pure Water and Indomaret collaborative product to the highest level, or top-of-mind awareness.

Among the elements used for assessment, the order from highest to lowest average score is: Logo, Brand Names, and Packaging. The logo and brand names received average scores of 0.40 and 0.31, both falling under brand recognition. The packaging element, however, received an average score of 0.18, categorized as unaware of the brand.

The label on the collaborative bottled water product includes the logos of both Indomaret and Cleo Pure Water. The Indomaret logo is more strategically placed and larger, located in the center of the label, whereas the Cleo logo is on the far right and relatively smaller. The placement and size of a logo on a product label should be proportional and positioned centrally to attract consumer focus. Even with a contrasting color background, Cleo's logo remains less visible due to its small size and off-center position. Thus, although it scored the highest, it still falls within brand recognition, the initial step in building brand awareness, where consumers recognize the brand name or logo.

A brand name serves as a unique identifier for a product and should be easily remembered by consumers to distinguish it from competitors. However, even after years of presence, the brand name's awareness level in Surabaya only reaches the brand recognition

stage. The packaging, categorized under unaware of brand, scored lowest due to the use of blue-colored packaging in the collaboration, in contrast with the original orange-colored Cleo packaging. This unfamiliar appearance caused many respondents not to associate it with Cleo. Hence, effective communication messaging through the right integrated communication strategy is crucial to deliver the message.

The fact that the overall brand awareness stops at brand recognition could also be part of Cleo Pure Water's market expansion strategy. By collaborating with Indomaret, the largest minimarket chain in Indonesia, Cleo Pure Water aims to broaden its market reach. Known as a premium bottled water, some people may hesitate to purchase it. Through this less recognizable collaboration product, consumers might assume it's a more affordable, lower-tier product. Communication strategy plays an essential role in implementing this market penetration.

A well-integrated communication strategy is needed to ensure that the product brand gains strong traction and awareness. Strategies may include campaigns, brochure promotions, advertisements, and more. This aligns with Indomaret's promotional approach, where the collaborative product is featured in brochures. According to the theory of Integrated Marketing Communication, communication must be strategically structured to raise brand awareness, including during market penetration efforts.

As of now, Indomaret has 23,127 outlets spread across Indonesia, except for Padang, West Sumatra. Thus, through this collaboration, Cleo Pure Water's bottled water gains access to a wider market, without overshadowing its original version. Therefore, the brand awareness level of this collaborative product is intentionally kept at brand recognition, allowing market expansion without diluting the prestige of the original brand.

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