

# Surabaya People's Brand Awareness of FairwayNine's Mall Brand Element

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## ABSTRACT

FairwayNine Mall is a shopping center located in West Surabaya that has undergone a rebranding process, previously known as Lenmarc Mall. Over time, the name Lenmarc Mall has faded from public recognition. As part of its marketing public relations strategy, the brand chose to carry out a rebranding initiative. FairwayNine Mall implemented this rebranding by changing various brand elements such as the brand name, website/URL, logo and symbols, as well as its overall packaging or visual identity.

This rebranding effort prompted the researcher to explore the extent of public awareness regarding these changes. Therefore, the purpose of this study is to determine the level of brand awareness among the people of Surabaya toward the brand elements of FairwayNine Mall. The research was conducted using a descriptive quantitative approach, employing an online survey method to collect data. The researcher distributed questionnaires to 100 respondents using a non-probability sampling technique.

The findings of this study indicate that brand awareness of the Surabaya community regarding FairwayNine Mall's brand elements falls into the top-of-mind category. This suggests that the mall's rebranding strategy has been relatively successful in reshaping public perception and reinforcing its new identity among the target audience.

**Keywords:** *brand awareness, brand, brand element, marketing public relations, FairwayNine Mall*

## INTRODUCTION

Marketing public relations is a combination of marketing and public relations. From this, it can be seen that marketing public relations is an activity that forms or builds a good corporate image in the eyes of the public. Marketing public relations is a series of activities involving the planning, implementation, and evaluation of programs that stimulate consumer purchases and satisfaction through credible information and impressions that connect the company and products with consumer needs, wants, attention, and interests (Ruslan, 2010).

According to Kotler and Keller (2007), marketing public relations can also build awareness through news to attract attention to a product/service/organization/idea. Marketing public relations strategies can help companies or brands achieve their goals. These goals include introducing a company or brand to the public. By being familiar with a company or brand, people will become aware of its existence. Naturally, with their awareness of a company/brand's existence, the likelihood of it being considered for purchase will also be higher.

According to Durianto (2017), brand awareness is the ability of potential consumers to recall or recognize a brand as an identity within a specific product category. According to Hafsari (2024), the higher a consumer's awareness of a brand in their mind, the more deeply embedded that brand becomes. This makes it more likely for the brand to be considered for purchase and increases the probability of it being chosen by consumers. According to Aaker, there are 4 stages of brand awareness: (1) top of mind, (2) brand recall, (3) brand recognition, and (4) unaware of brand. One strategy for increasing brand awareness is through rebranding.

Rebranding aims to create a unique and distinct brand identity through a name, term, symbol, design, or combination thereof, to highlight a new position in the minds of stakeholders and competitors (Algladi & et al, 2022). According to Algladi (2022), corporate rebranding is when companies adopt a new name, which is high-risk and requires significant costs. According to Awwaliyah (2024, p.334), rebranding involves all aspects and elements of a brand, including its name, logo, values, and image.

According to Aaker (1996), a brand is a unique blend of functional, emotional, and self-expressive values that a brand provides to customers, and these values help form a bond between the brand and its customers. A brand, according to Aaker in Iskandar (2022), is a distinguishing name or symbol (such as a logo, packaging, etc.) used to identify goods sold or a specific group of sellers. According to Kotler & Keller (2016), a brand is a brand identity, which includes a name, term, sign, symbol, design, or combination thereof, used to differentiate products or services from one seller or group of sellers from another. A brand consists of 7 main elements: brand names, website, logos & symbols, characters, slogans, jingles, and packaging. According to Kotler & Keller (2009), these brand elements are a collection of devices that can help identify and differentiate one brand from another.

The city of Surabaya has a large number of shopping centers, such as Tunjungan Plaza, Pakuwon City Mall, Royal Plaza, Pakuwon Mall, Galaxy Mall, Plasa Marina, WTC, ITC Surabaya, Lenmarc Mall, KAZA Mall, City of Tomorrow, Ciputra World Surabaya, Pasar Atom Mall Sby, Darmo Trade Center, Plaza Surabaya, Maspion Square, BG Junction, Lagoon Avenue Mall, Food Junction, Jembatan Merah Plaza (JMP), Pusat Grosir Surabaya (PGS), PTC, Grand City, and Spazio. The sheer number of malls makes the competition among shopping centers in this City of Heroes increasingly intense.

FairwayNine Mall is considered a new shopping mall brand in Surabaya (formerly known as Lenmarc Mall). Although it previously operated under the name Lenmarc Mall, it has now been rebranded as FairwayNine Mall. FairwayNine Mall, or what was formerly

known as Lenmarc Mall, has existed since December 8, 2010, and was developed by PT Bukit Darmo Property Tbk. The mall stands 6 stories tall and is complemented by The Adhiwangsa Golf View Residence apartments above it and the Nine Boulevard Premium Office Tower. FairwayNine Mall is located at Jl. Mayjend. Jonosewojo No. 9, close to Pakuwon Mall and Pakuwon Trade Center.

According to the Cirebon Network news portal, FairwayNine Mall can be considered the quietest mall in Surabaya (Iswara, 2023). It was also reported that, besides being low in visitors, the mall also has very few tenants. Stores that remain include Informa, Ace Hardware (prior to rebranding), Tutto Bono, Yoshinoya, and others. Before the COVID-19 pandemic, FairwayNine Mall still had many outlets. The mall's lack of visitors can be attributed to several factors. One contributing factor was an act of violence that occurred at FairwayNine Mall on October 3, 2024, when the mall was still known as Lenmarc Mall. The incident involved Ronald Tannur and resulted in the death of Dini Sera Afrianti. Initially, they had dined at G-Walk, followed by karaoke at Blackhole KTV, Lenmarc Mall, in room 7. Afterwards, an argument escalated into violence in the Lenmarc Mall parking lot.

Based on observations and data results, a rebranding strategy for FairwayNine Mall is necessary, especially given its close proximity to Pakuwon Mall. According to PeduliLindungi data from 2022, Pakuwon Mall and Pakuwon Trade Center were ranked the sixth most-visited malls in Surabaya, with a combined total of 375,920 visitors (Suyudi, 2022). FairwayNine Mall must therefore compete with these legendary shopping centers under the Pakuwon group. Both Pakuwon malls are among the most popular in the city and are rarely, if ever, empty.

In 2023, Lenmarc Mall underwent rebranding and officially became FairwayNine Mall. According to BisnisJatim.Id (2023), PT Bukit Darmo Property Tbk carried out this rebranding to target a new demographic—affluent young adults in Surabaya. According to the Indonesian Dictionary (KBBI), the word "mapan" means stable in position or life, which implies financial and personal stability. It refers to individuals who have already achieved a stable lifestyle, especially economically (Kumparan, 2024). According to Lenna Sumampow, Director of PT Bukit Darmo Property Tbk, the rebranding strategy was implemented to align with the targeted market segment, namely the middle-up young generation. The term middle-up refers to the upper-middle class, indicating a higher socioeconomic status.

In addition to changing its logo and name, FairwayNine Mall also carried out extensive renovations to the building's interior. According to kabarbisnis.com (2023), FairwayNine Mall underwent major overhauls on the ground floor, lower floor, second floor, and third floor—covering design, layout, and other aspects—so that the overall appearance would be more modern and aligned with the style of today's younger generation.

FairwayNine Mall is also bringing in several new tenants, ranging from food and entertainment to a sportainment area that includes billiards in Surabaya. FairwayNine Mall is also the only mall that features a combination of indoor and outdoor areas along with a golf course.

When related to brand theory, FairwayNine Mall has undergone rebranding on several brand elements such as the brand name, website, logo & symbols, and packaging. This can be seen from the name change from Lenmarc Mall to FairwayNine Mall. Their website has also been updated, shifting from the old Lenmarc Mall domain to FairwayNine Mall. The brand also redesigned its logo and carried out structural renovations to the building—representing changes in the packaging element.

Therefore, the researcher aims to examine the level of brand awareness among the people of Surabaya toward FairwayNine Mall Surabaya. The reason behind this research is the fact that some people still refer to FairwayNine Mall by its former name, Lenmarc Mall. The researcher observed several social media posts where users referred to FairwayNine Mall as Lenmarc Mall instead. In addition to posts on X (formerly Twitter), users on Facebook also still refer to FairwayNine Mall as Lenmarc Mall. Even the news portal *mojok.co* still used the name Lenmarc Mall in an article published in 2025.

Moreover, PT Bukit Darma Property Tbk carried out the rebranding with the intention of targeting affluent young adults in Surabaya. This means FairwayNine Mall aims to attract visitors aged 16 to 30 years old who have achieved financial stability. This study is also intended to determine whether the brand awareness across FairwayNine Mall's brand elements is high or low in the eyes of the public.

With this insight, the company can use the findings as an evaluation of their current strategies, especially considering the scale of their competitors, such as Pakuwon Mall and PTC. This research also differs from previous studies, in which rebranding was conducted due to the expiration of brand name licenses. In contrast, FairwayNine Mall's rebranding strategy was implemented to reshape its brand image and align with its target market. The rebranding involved changing the mall's name and updating the mall's design to present a newer and fresher look.

## **LITERATURE REVIEW**

This section contains reviews of literature related to the study. The literature review should reflect the research's gap.

### ***Marketing Public Relations***

Marketing public relations is a series of activities involving the planning, execution, and evaluation of programs that stimulate consumer purchases and satisfaction. This is achieved through credible information and impressions that connect the company and its products with the needs, desires, attention, and interests of consumers (Ruslan, 2010). According to Ruslan (2010), the goals of marketing public relations are:

- To enhance the company's positive image among external publics, the community, and consumers.
- To foster mutual understanding between the public and the company.
- To develop synergy between marketing and public relations functions.
- To be effective in building brand recognition and knowledge.
- To support the marketing mix.

According to Kotler and Keller (2008), marketing public relations plays a crucial role in:

- Launching new products.
- Promoting mature products.
- Building interest in a product.
- Influencing specific target groups.
- Defending products facing public issues.

### ***Brand Awareness***

When translated, brand awareness means brand consciousness. According to Durianto (2017), brand awareness is the ability of potential consumers to recall or recognize a brand as an identity within a specific product category. Hafsari (2024) states that the higher consumers' awareness of a brand in their minds, the more entrenched that brand becomes. This increases the likelihood of the brand being considered for purchase and ultimately, chosen by consumers.

#### ***Levels of Brand Awareness***

According to Aaker, here are the four stages of brand awareness:

- Top of Mind  
Top of mind is when a consumer immediately thinks of a specific brand first when a particular product category is mentioned. This brand becomes the leader and holds a special place in the consumer's mind above all others.
- Brand Recall  
Brand recall occurs when consumers can remember a brand without any prompting or stimulus.
- Brand Recognition  
Brand recognition is when consumers can identify a brand, but they need some help or prompting (stimulus). This could involve being given clues about the brand's characteristics. This stage can be improved by using a unique and memorable brand name.
- Unaware of Brand

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Unaware of brand is the lowest level of consumer recognition, where consumers are not aware of or familiar with a brand at all.

### ***Rebranding***

According to Muzellec and Lambkin (2006), corporate rebranding is the re-establishment of an existing identity through the creation of a new name, term, design, symbol, or a combination thereof. The aim is to develop a unique new position in the minds of stakeholders, including customers and competitors. Rebranding aims to create a unique and distinct brand identity through a name, term, symbol, design, or combination thereof, to highlight a new position in the minds of stakeholders and competitors (Algladi & et al, 2022). Algladi (2022) further notes that corporate rebranding involves adopting a new name, which is a high-risk endeavor requiring significant costs.

### ***Brand***

According to Aaker (1996), a brand is a unique mixture of functional, emotional, and self-expressive values that a brand provides to customers. These values help form a bond between the brand and its customers. Aaker, as cited in Iskandar (2022), also defines a brand as a distinguishing name or symbol (like a logo, packaging, etc.) used to identify goods sold or a specific group of sellers.

### ***Benefits of a Brand***

According to Kotler & Keller (2012), branding brings several key advantages to marketing, including:

- Enhancing how customers perceive product performance
- Fostering stronger consumer loyalty
- Reducing vulnerability to competitors' marketing efforts
- Minimizing the impact of marketing crises
- Supporting higher profit margins
- Making customers less sensitive to price increases
- Making customers more responsive to price reductions
- Strengthening trade support and cooperation
- Improving the effectiveness of marketing communications
- Opening opportunities for licensing deals
- Making brand extensions more feasible
- Attracting stronger talent to the company
- Increasing returns in the financial market

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### ***Brand Element***

According to Kotler & Keller (2009), this brand element is a set of tools that can help in identifying and differentiating a brand from others. Therefore, careful consideration and unique ideas are essential in forming a brand element. There are 7 brand elements:

- Brand Names

Brand names are a fundamental and important aspect because they describe the product. The name is the first thing a potential customer will remember and mention. A good brand name helps a brand stand out and be more easily remembered.

- Website

A website is an online page of a brand that can be accessed by everyone through the internet.

- Logos & Symbols

Logos and symbols play an important role in visually representing a brand's identity. Logos and symbols are usually designed to be simple and unique so that they are easier to recognize and remember by potential customers.

- Character

A character is the depiction of a brand in the form of a living figure / human / or can be illustrated in various forms. Characters are often referred to as mascots for a brand.

- Slogans

Slogans are sentences or phrases created and used to introduce and persuasively describe a brand.

- Jingles

Jingles are brand messages or introductions delivered in the form of catchy and easy-to-remember songs.

- Packaging

Packaging refers to the wrapping or container used by a brand to hold its product, which also helps in brand recognition.

## **METHODOLOGY**

The type of research is descriptive quantitative. This research aims to explain the characteristics or nature of an event being studied (Umar, 2008). This research employs an online survey method. A survey is a research method that uses questionnaires as a data collection instrument. Its purpose is to obtain information about a number of respondents who are considered representative of a particular population (Kriyantono, 2006). By using an

online survey, researchers have greater flexibility in gathering the necessary information. In this research, the researcher aims to explain the level of brand awareness among the Surabaya community regarding FairwayNine Mall.

## RESULTS AND DISCUSSION

**Table 1.1 First Statement of the Brand Name Indicator**

Indicator	Total Mean	Percentage
Which of the following is the name of the shopping mall that underwent rebranding in 2023? a. Pakuwon Mall (5) <b>b. FairwayNine Mall (95)</b> c. Galaxy Mall (0) d. Tunjungan Plaza (0)	95	95%

Source : Researcher's Data, (2025)

Based on the table above, it can be observed that the frequency of correct responses is 95. However, 5 respondents indicated that the shopping mall in West Surabaya that underwent rebranding was Pakuwon Mall. Previously, Pakuwon Mall was more widely known as Supermal Pakuwon Indah. In 2017, the expansion of Supermal Pakuwon Indah—now recognized as Pakuwon Mall—was officially opened (Arifin, 2021). In contrast, FairwayNine Mall underwent rebranding in 2023, introducing a new concept along with renovations to the building and a brand name change. This may explain why some respondents selected Pakuwon Mall as the shopping center that had been rebranded in West Surabaya.

According to Aji and Semuel (2015), a name is selected to emphasize the value or quality a company wishes to communicate. A well-chosen name can help a brand stand out, convey uniqueness, and be more easily remembered by consumers.

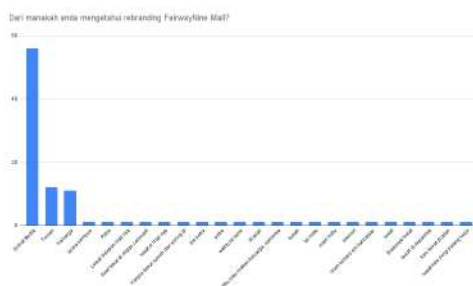


Figure 1 Chart of 'Where did you know about the rebranding of FairwayNine Mall?'

Source : Researcher's Data, (2025)

In the follow-up question regarding how respondents learned about the rebranding of FairwayNine Mall, several answers were given. A total of 56 respondents stated that they found out about the rebranding through social media. According to Amalia & Yuliani (Andata et al., 2022), social media serves to deliver information quickly and supports product and brand development. The rebranding was also posted on FairwayNine’s official Instagram account in November 2023. In addition, the rebranding was publicly announced during a public expose held on Thursday, November 16, 2023, by Lenna Sumampow (Bisnis Jatim, 2023).

**Table 1.2 Second Statement of the Brand Name Indicator**

Indicator	Total Mean	Percentage
Which of the following shopping malls in West Surabaya features both indoor and semi-outdoor areas? a. Pakuwon Mall (3) <b>b. FairwayNine Mall (95)</b> c. Galaxy Mall (0) d. Tunjungan Plaza (2)	95	95%

Source : Researcher's Data, (2025)

Based on the table above, it can be observed that out of 100 respondents, there were still 5 individuals who provided incorrect answers—3 selected Pakuwon Mall and 2 selected Tunjungan Plaza. On social media platforms such as TikTok and Instagram, numerous posts can be found highlighting the indoor and semi-outdoor areas of FairwayNine Mall. FairwayNine Mall itself features a semi-outdoor area that accommodates various tenants and cafés for visitors. This differs from other shopping malls, where semi-outdoor spaces are generally designated as smoking areas or serve as extensions of the lobby. In some cases, smoking areas within tenants or restaurants are located in fully open (outdoor) spaces.

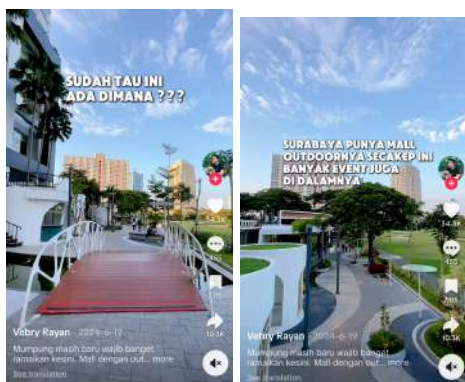


Figure 2 FairwayNine Mall semi-outdoor area

Sumber: <https://vt.tiktok.com/ZShgdrpNL/>



Figure 3 FairwayNine Mall semi-outdoor area  
 Sumber: [https://www.instagram.com/share/\\_yywQKkFw](https://www.instagram.com/share/_yywQKkFw)

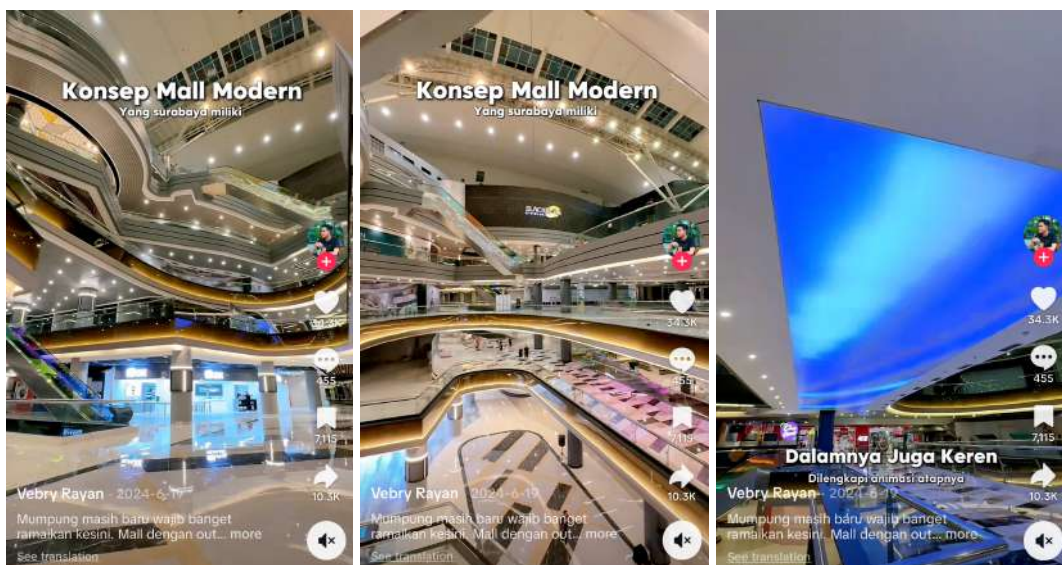


Figure 4 FairwayNine Mall semi-outdoor area  
 Sumber: <https://vt.tiktok.com/ZShgdrpNL/>

FairwayNine Mall also invites influencers to create content about the mall's concept. The outdoor area of the mall includes Fairway Walk, which features cafés such as Le Ble and Osteria Gia. This can be seen in a TikTok video uploaded by influencer Vebray Rayan, showcasing the mall's semi-outdoor space. This indicates that, in addition to its own social media platforms, FairwayNine Mall also engages influencers to communicate one of the

brand name's characteristics. According to Freberg et al. (2011), influencers are perceived as more credible and relatable than celebrities, making them effective in shaping brand perception and driving consumer engagement. The use of influencers is one of FairwayNine Mall’s strategies to increase public brand awareness of their brand name.

The website also displays both indoor and semi-outdoor spaces. Branding involves various processes, including design, planning, and communicating the name and identity, with the aim of building or managing a reputation (Anholt, 2003). Social media and website posts can help deliver messages to the public. FairwayNine Mall aims for the public to understand—upon visiting their website—that it is a shopping center featuring both indoor and semi-outdoor spaces. The website also includes images of each facility that the brand wants to highlight to the targeted audience. As a result, 95 respondents recognized that FairwayNine Mall is the shopping center that features both indoor and semi-outdoor areas.

**Table 1.3 Third Statement of the Brand Name Indicator**

Indicator	Total Mean	Percentage
"Which of the following is short of FairwayNine Mall?"		
a. <b>F9 (83)</b>	83	83%
b. FrwyNine (7)		
c. FNINE (6)		
d. FN9 (4)		

Source : Researcher's Data, (2025)

From the table above, it can be seen that out of 100 respondents, 83 answered correctly. Meanwhile, 17 respondents provided incorrect answers. F9 is an abbreviation of FairwayNine. There were 7 respondents who answered “FrwyNine,” 6 who answered “FNINE,” and 4 who answered “FN9.” F9 is often portrayed by the brand as a light brown logo with the text “F9.”



Figure 5 Chart of ‘Where did you know about the website of FairwayNine Mall?’

Source: Researcher's Data, (2025)



Figure 6 Chart of ‘Where did you know about the website of FairwayNine Mall?’

Source: Researcher's Data, (2025)



Figure 7 Chart of ‘Where did you know about the website of FairwayNine Mall?’

Source: Researcher's Data, (2025)



Figure 8 Chart of ‘Where did you know about the website of FairwayNine Mall?’




Source: Researcher's Data, (2025)

According to Aribowo (2017), a name serves as both an identity and a differentiator from competitors, making it easier for consumers to remember and recognize. The abbreviation “F9” is placed in several social media posts, such as the profile pictures on Instagram and TikTok. A profile picture is typically the first thing people see when visiting a brand’s profile. In addition to social media, placement within the mall environment is also crucial. The abbreviation “F9” can be found in various locations throughout the mall,

including restrooms and parking exit booths. “F9” is derived from the combination of ‘Fairway’ (F) and ‘Nine’ (9).

The placement of the F9 abbreviation is also found on the thumbnails of FairwayNine's social media posts, where a small F9 logo is displayed on the thumbnail. However, when the reel is played, the F9 logo does not appear. The strategic placement of a logo can significantly impact brand visibility, recall, and association (Aaker, 2014).

**Table 1.4 First Statement of the Website/URL Indicator**

Indicator	Total Mean	Percentage
<p>Which of the following is the website appearance of FairwayNine Mall after rebranding?</p> <p>a. <b>96</b></p>  <p>b. 2</p>  <p>c. 2</p> 	<p>96</p>	<p>96%</p>

Source : Researcher's Data, (2025)

From Table 4.9, it can be seen that the first statement has the highest number of correct responses, with a total of 84. The second and third statements have the same number of correct responses, each with 82. In these statements, there are three answer options, with the second and third options being the websites of Pakuwon Mall and Galaxy Mall, respectively, each receiving two responses.

According to Sherdoff (as cited in Husna & Nafisah, 2019), there are six key elements in website development, one of which is visual design. Chaffey (as cited in Husna & Nafisah, 2019) states that the aesthetic aspect of a website consists of five elements: graphics, color,

style, layout, and typography. Graphics, such as images of the mall, have been incorporated by FairwayNine Mall, as shown in Figure 4.21. In terms of color, FairwayNine Mall uses a color scheme based on their brand’s color palette. The website layout is also user-friendly, with the brand’s logo displayed in the upper-left corner. Next to it, there are navigation buttons labeled “Home,” “Promotions,” “What’s On,” “Directory,” “Gallery,” “Career,” and “Contact Us.” The typography used throughout the website is also consistent with the brand’s chosen font.



Figure 9 Chart of ‘Where did you know about the website of FairwayNine Mall?’  
Source: Researcher's Data, (2025)

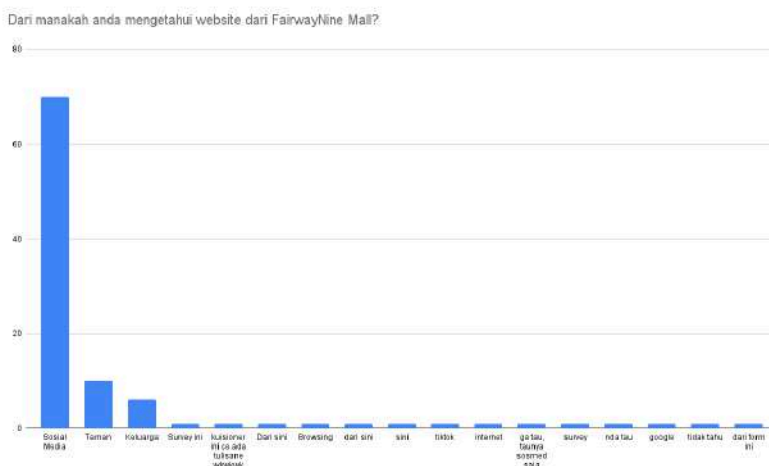




Figure 10 Chart of ‘Where did you know about the website of FairwayNine Mall?’  
Source: Researcher's Data, (2025)

In the additional question regarding how respondents found out about the FairwayNine Mall website, the majority answered through social media, with 70 respondents. Then, 10 respondents found out from friends, and 6 from family. There were 14 respondents who learned about it through other means, such as from this questionnaire itself. Some also

mentioned finding it through the internet and Google. Figure 4.23 shows that the FairwayNine Mall website is listed on social media platforms such as Facebook and X. Additionally, some respondents found out about it from friends, family, Google, the internet, and other sources. Several of them also discovered the website while filling out the questionnaire distributed by the researcher.

**Table 1.5 Second Statement of the Website/URL Indicator**

Indicator	Total Mean	Percentage
<p>Which of the following is the Instagram account of FairwayNine Mall?</p> <p>a. 2</p>  <p>b. 98</p> 	98	98%

Source : Researcher's Data, (2025)

Regarding the website/URL indicator, the researcher asked about the appearance of FairwayNine Mall’s website, Instagram, and TikTok. Instagram is included under “website”

because it has a web-link version that can be opened directly in a browser. While its primary access is through a mobile app, FairwayNine Mall’s social-media content can also be reached via the web.

For this question, 98 respondents answered correctly, and 2 answered incorrectly. The researcher provided two choices: the first was the Instagram feed of Galaxy Mall, and the second was the Instagram feed of FairwayNine Mall. Although both brands use Instagram for the same purpose—posting the latest information about their malls—98 respondents were able to identify the correct answer.

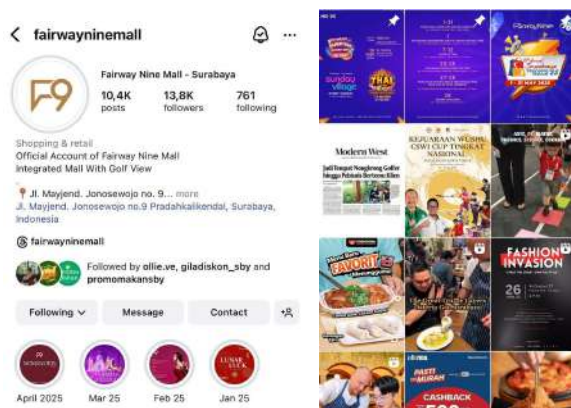


Figure 11 FairwayNine Instagram  
Source: Researcher Data, (2025)

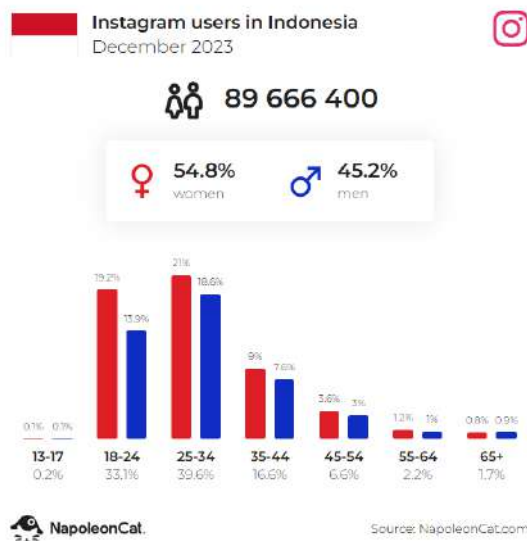



Figure 12 Instagram User in Indonesia  
Source:


<https://napoleoncat.com/stats/instagram-users-in-indonesia/2023/12/#:~:text=There%20were%2089%20666%20400,lead%20by%2012%20500%20000.> (2023)

According to NapoleonCat (2023), the majority of Instagram users in Indonesia are aged between 18 and 34 years. This aligns with the target market of FairwayNine Mall, which is the younger demographic. FairwayNine Mall actively uses Instagram to promote its activities. Their Instagram account frequently shares information and the latest updates related to the mall. The FairwayNine Mall logo is also featured in several pieces of content they upload. The content on their Instagram includes not only posts from the brand itself but also collaborations with various Instagram influencers.

The uploaded content typically showcases events held at the mall. Instagram, according to Afiah (Andata et al., 2022), is a PR tool that helps convey messages and information using images, videos, and audio in a quick, easy, and interactive manner. Furthermore, Untari & Fajarina (Andata et al., 2022) explain that businesses use social media to build and enhance their brand due to its easy accessibility. This is consistent with how FairwayNine Mall uses Instagram to share the latest brand-related updates. Based on this, it can be concluded that respondents are aware of FairwayNine Mall's Instagram presence.

**Table 1.6 Third Statement of the Website/URL Indicator**

Indicator	Total Mean	Percentage
Which of the following is the TikTok account of FairwayNine Mall? a. 97  b. 3	97	97%



Indicator	Total Mean	Percentage
		

Source : Researcher's Data, (2025)

For the website/URL indicator, the researcher asked about the appearance of FairwayNine Mall’s website, Instagram, and TikTok. TikTok is included as a website because it has a web-link version that can be accessed directly through a browser. While its primary access is through an application, FairwayNine Mall’s social media can also be viewed via the web.

In this question, 97 respondents answered correctly, while 3 respondents gave incorrect answers. The first option was the TikTok account of FairwayNine Mall, and the second option was the TikTok account of Pakuwon Mall Surabaya. The thumbnails of FairwayNine Mall’s TikTok content feature the FairwayNine Mall logo. FairwayNine Mall also shares various brand-related information through TikTok. As for the second option, Pakuwon Mall’s TikTok also shares the latest updates about their brand. However, the thumbnails of Pakuwon Mall’s TikTok posts do not include the brand logo.

**Table 1.7 First Statement of the Logo/Symbols Indicator**

Indicator	Total Mean	Percentage
Which of the following is the color of the FairwayNine Mall logo after rebranding? a. 8  Krem b. 92  Cokelat Muda c. 0	92	92%



Indicator	Total Mean	Percentage
Hitam		


Source : Researcher's Data, (2025)

Logos and symbols play an important role in visualizing a brand's identity. In this question, 92 respondents answered correctly, while 8 respondents chose the wrong answer by selecting the second option. The second option was actually the correct one: "light brown." The first option was "cream," and the third was "black." While there are several color variations used by the brand, the one applied to the logo is light brown.

According to Rajain & Rathee (2019), color plays a significant role as it can influence consumer trust and culture. It is important to note that, rather than the colors themselves influencing individuals, it is the symbolic meanings embedded in them across cultures that are responsible for the observed effects (Chebat and Morrin, 2007). FairwayNine Mall's logo is light brown. According to Maghraby et al. (2024), brown symbolizes earth, outdoor, safety, security, and comfort. This means that the color brown represents a connection to nature, outdoor elements, and evokes a sense of safety and comfort. Maghraby et al. (2024) also stated that color can trigger emotional responses in customers, causing them to perceive brands differently. FairwayNine Mall uses light brown in their logo to highlight that their brand provides a sense of safety and comfort to visitors. The meaning of the color—earth and outdoor—also aligns with the semi-outdoor concept of their building. Therefore, 92 respondents were able to correctly identify the brand's color.

**Table 1.8 Second Statement of the Logo/Symbols Indicator**

Indicator	Total Mean	Percentage
Which of the following is a logo variation of FairwayNine Mall? a. (99)  b. (1) 	95	95%



Indicator	Total Mean	Percentage
c. (0)  		

Source : Researcher's Data, (2025)

In this statement, 99 respondents answered correctly, while 1 respondent gave an incorrect answer. The correct answer was the first option, which was the F9 logo variation in cream color. In the second and third options, the researcher used logos with different colors that are not part of the brand's identity. The 99% correct response rate is evidence of the consistency and effectiveness of FairwayNine Mall's logo variation. In this statement, 99 respondents were able to identify and distinguish the logo based on the brand's color elements.

It is important to note that, rather than the color itself influencing individuals, it is the symbolic meanings instilled by colors in various cultures that are responsible for the observed effects (Chebat and Morrin, 2007). A logo serves as a company's identity (Foroudi, 2014). According to Hardiman (Noti, 2021), a logo is a visual element that is closely associated with the brand's image and is composed of color, typography, and symbols. A strong brand identity is built on a coherent and consistent visual system, with the logo often being its central element. A logo provides instant recognition and differentiates one brand from another (Wheeler, 2017). For this reason, FairwayNine Mall's logo carries a strong image, as proven by the respondents' ability to identify the brand's logo variation based on color.

**Table 1.9 Third Statement of the Logo/Symbols Indicator**

Indicator	Total Mean	Percentage
Which of the following is the logo of FairwayNine Mall after rebranding? a. (1)  b. (98)  c. (1)	95	95%

Indicator	Total Mean	Percentage
Fa rwo Nine		

Source : Researcher's Data, (2025)

From Table 1.9, it can be seen that 98 respondents answered correctly, while 2 respondents gave incorrect answers. These two incorrect answers were modified versions of the FairwayNine Mall logo. According to Hardiman (Noti, 2021), a logo is a visual element that represents a brand's image and consists of elements such as color, typography, and symbols. Hossein et al. (2024) emphasize that understanding the significant impact of logo visibility on brand awareness highlights the importance of applying effective methods to enhance logo visibility. According to Hou (2023), identifying the position of a logo in an image is the first step in assessing its visibility. The brand's logo appears in various locations throughout the mall.



Figure 13 Fairway nine's Mall Logo Inside

Source: Researcher's Data, (2025)





Figure 14 Fairway nine's Logo Outside The Building

Source: <https://www.fairwayninemall.com/live-music-at-fairway-nine-mall/>, (2025)

FairwayNine Mall places its logo in various locations, including on social media, the packaging (building), and other media platforms. According to Ramadhina & Astuti (2022), logo placement plays an important role in spatial structure, as proper placement can help users recognize the boundaries of buildings and specific spaces. Furthermore, Andrianawati & Yuniati (2022) state that good logos and signage should be clear and easy to read.

Based on images 4.28 and 4.29, the brand logo is placed in both the indoor and outdoor areas of the mall. The images also show that FairwayNine Mall places its logo on unoccupied tenant spaces, as well as at the front of the mall. Therefore, the logo of FairwayNine Mall is easily recognized by respondents due to its strategic placement, which ensures good logo visibility.

**Table 1.10 First Statement of the Packaging Indicator**

Indicator	Total Mean	Percentage
Which of the following shows the front view of the FairwayNine Mall building after renovation following the rebranding? a.  97	95	95%
b.  3		

Source : Researcher's Data, (2025)



From Table 1.10, it can be seen that 97 respondents correctly identified the front view of the FairwayNine Mall building after renovation, while 3 respondents chose the second option. The first option featured an image of the front view of FairwayNine Mall, while the second option showed the front view of Pakuwon Mall. Both malls share similarities, as they are located in West Surabaya and have apartment complexes within their areas.

The front view of FairwayNine Mall Surabaya is not significantly different from before the rebranding. The most noticeable change is the logo displayed at the front of the mall's lobby. Originally, the logo read "Lenmarc," which has now been replaced with "FairwayNine." This change was made due to the mall's name change from Lenmarc to FairwayNine. Aside from the logo, there have been no major changes to the mall's exterior.

According to Lefebvre (1991), spatial production can be used as a means of communication in branding. Savira and Fahmi (2020) state that the process of spatial production plays an important role in constructing the identity of a place, which then shapes its image in the public's perception. They further explain that this identity is accepted by the public as an image or sense of awareness and appreciation based on the communicated

appeal. Therefore, the exterior space of FairwayNine Mall is designed with the logo placed prominently at the front and center of the building.

**Table 1.11 Second Statement of the Packaging Indicator**

Indicator	Total Mean	Percentage
<p>Which of the following is an indoor facility of the FairwayNine Mall building after rebranding?</p> <p>a. </p> <p>b. </p>	95	95%

Source : Researcher's Data, (2025)

Based on Table 1.11, there were 97 correct answers and 3 incorrect ones. The first option was Tunjungan Plaza, while the second option was FairwayNine Mall. The correct answer was the second option, with 97 respondents answering correctly.



The “packaging” (building) of FairwayNine Mall is consistent with what is shown on their social media and website. The indoor facilities of FairwayNine Mall have a refreshed appearance after partial renovations. While FairwayNine Mall did renovate parts of the building, the changes were not extensive. This is because the mall remained open during the renovation process, so only certain areas could be updated during operational hours or after closing time. As a result, the indoor renovations were not carried out on a large scale and were limited to sections that could be accessed during those timeframes.

Packaging is the wrapping or presentation used by a brand to package its product and assist in brand recognition. Figure 4.30 shows the building of FairwayNine Mall when it was still named Lenmarc. Compared to Table 4, it can be seen that the design of FairwayNine Mall is more modern than before. This is visible through differences such as the glass railings, which are distinct between Lenmarc and FairwayNine Mall. Additionally, the lighting arrangements and the color tones of the lighting have also been updated from Lenmarc to FairwayNine Mall.

According to Lefebvre (1991), spatial production can be used as a medium of communication in branding. Savira and Fahmi (2020) explain that the process of space production plays a significant role in constructing the identity of a place, which in turn builds its public image. They also emphasize that this identity is perceived by society as a visual image or a sense of awareness and appreciation based on the appeal being communicated.

Based on these theories, it can be seen that the interior renovations of FairwayNine Mall aim to renew the public's perception of the mall. However, because not much was changed in certain interior areas, respondents could still recognize the building as FairwayNine Mall. Through this, FairwayNine Mall intends to communicate its rebranding through spatial updates to its renovated indoor areas. These changes are meant to shift visitor perception and build awareness of the rebranding efforts carried out by FairwayNine Mall.

**Table 1.12 Third Statement of the Packaging Indicator**

Indicator	Total Mean	Percentage
<p>Which of the following is a semi-outdoor facility of FairwayNine Mall?</p> <p>a. 98</p>  <p>b. 2</p> 	95	95%

Source : Researcher's Data, (2025)

From Table 4.18, a total of 98 respondents selected the correct answer, while 2 respondents chose the wrong one. The researcher provided a photo of FairwayNine Mall’s outdoor space (first option) and a photo of Gwalk (second option). A total of 98 respondents were able to identify the correct answer because, in the questionnaire image, there was a visible Le Ble café, which is located only in the semi-outdoor area of FairwayNine Mall. Packaging refers to the way a brand presents its product to aid in brand recognition. From this, it can be seen that FairwayNine Mall’s semi-outdoor “packaging” left a memorable impression on respondents, allowing them to correctly identify the image.

According to Lefebvre (1991), spatial production can be used as a means of communication in branding. Savira and Fahmi (2020) stated that the process of space production plays an important role in constructing a place's identity, which later forms a public image. This identity is accepted by society as both an image and a sense of awareness and appreciation based on the communicated appeal. Middleton (2011) emphasized that branding begins with the delivery of a distinctive appeal to the target audience, making them aware and inclined to appreciate it. Lefebvre (1991) also argued that spatial production can shape the brand image perceived by the public.

Through this facility, FairwayNine Mall wants the public to recognize their unique feature: the semi-outdoor space. In this area, visitors can walk around and enjoy the scenery—unlike other shopping centers, where semi-outdoor areas are limited to smoking zones in cafés or lobbies. What distinguishes the first option from the second is the layout of the parking lot. FairwayNine Mall’s semi-outdoor area is designed separately from the parking space, unlike the second option, where the tenant area and parking lot are combined. Another key difference lies in the ambiance, as FairwayNine Mall’s outdoor area offers views of a golf course.

**Table 1.13 Surabaya's Brand Awareness of FairwayNine Mall**

<b>Indicator</b>	<b>Mean</b>	<b>Category</b>	<b>Total Mean</b>	<b>Category</b>
Brand Names	0.91	Top of Mind	0.95	Top of Mind
Website/URL	0.97			
Logo & Symbols	0.96			
Packaging	0.97			

Source : Researcher's Data, (2025)

Based on the table above, the average brand awareness of Surabaya residents toward FairwayNine Mall is 0.95. This figure falls into the top of mind category. According to Aaker, top of mind refers to when a person is able to recall a brand as the first thing that

comes to mind when a certain product category is mentioned. According to Aaker, this means that the brand is special and holds a leadership position in the minds of consumers.

Among the four indicators in the table, the highest score was achieved by the packaging indicator with a value of 0.97, thus placing it in the top of mind category. The packaging of FairwayNine Mall refers to the physical structure of the shopping center itself. The second highest indicator is website/URL, also with an average of 0.97. The difference between packaging and website/URL is only 0.003. The third highest is logo & symbols with an average score of 0.96. Lastly, brand names scored the lowest, with an average of 0.91.

The packaging indicator received the highest average score at 0.97. The packaging, or physical appearance, was not significantly changed from when the mall was still called Lenmarc. However, a significant change can be seen in the newly developed semi-outdoor area of FairwayNine Mall. This area introduces new tenants and various outdoor facilities that visitors can enjoy. This differs from outdoor areas in other malls which are commonly designated as smoking areas for cafés or lobbies.

Brand names scored the lowest among the indicators, as seen in the third statement where the most errors occurred. The statement "Which of the following is an abbreviation of FairwayNine Mall?" received 17 incorrect responses. Even though this statement had the highest number of errors, the brand is still considered top of mind. The most errors occurred on indicator 3, which asked about the abbreviation of FairwayNine Mall. The abbreviation is still not prominent enough to the public eye—for example, it does not stand out in Instagram thumbnails.

Marketing public relations refers to a series of activities involving the planning, implementation, and evaluation of programs that stimulate purchases and consumer satisfaction through credible information and impressions that connect the company and its products to consumer needs, desires, attention, and interests (Ruslan, 2010). Kotler and Keller (2007) state that marketing public relations can build awareness and attract attention to a product. It can be seen that the marketing public relations strategy implemented by the brand was through rebranding. At FairwayNine Mall, they rebranded by changing the name, logo design, building design, and their social media platforms. According to the findings of this research, the strategy can be considered successful. Brand awareness of FairwayNine Mall's rebranding has reached top of mind status, with a score of 0.95.

## CONCLUSION

Through this research, the researcher found that the brand awareness of Surabaya's community toward FairwayNine Mall falls into the top of mind category. This study was conducted by evaluating the average measurement of 4 out of 7 brand elements owned by FairwayNine Mall. The overall average result of brand awareness for FairwayNine Mall is 0.95, which falls into the top of mind category. Each indicator also falls under top of mind

with the following scores: 0.97 (packaging), 0.97 (website/URL), 0.96 (logo/symbols), and 0.91 (brand names).

The brand element with the highest average brand awareness is packaging, scoring 0.97. The packaging of FairwayNine Mall is easily recognized by respondents due to its distinctive characteristics in each area. At the front area of the mall, the FairwayNine Mall logo is prominently displayed in the center. In the indoor area, FairwayNine has not undergone many changes, though the brand has modified certain parts, including the railings and added decorations and several new spots. However, no significant changes have been made to the structure of the indoor area of FairwayNine Mall. Lastly, the semi-outdoor area is a new innovation from the brand, which differentiates FairwayNine Mall from other shopping centers.

Next, the brand element with the second-highest average brand awareness is website/URL, also scoring 0.97. Respondents were able to identify the website of FairwayNine Mall, although some of them admitted they became aware of it due to this study. Respondents were also able to identify the Instagram and TikTok accounts of FairwayNine Mall. The brand most frequently and consistently uses Instagram as its social media platform.

Then, the third-highest brand awareness score goes to logo/symbols, with a score of 0.96. Visuals also influence a brand's identity, and the logo is one of the key visual elements. Respondents could identify the brand's logo color and were able to recognize the FairwayNine Mall logo after its rebranding.

Finally, the brand element with the lowest average brand awareness score is brand names, at 0.91. In a statement regarding the abbreviation "F9," there were still 17 respondents who gave incorrect answers. The placement of the F9 logo needs improvement in order to strengthen public awareness of the Fairway Nine abbreviation.

Overall, the brand awareness of the Surabaya community toward FairwayNine Mall falls into the highest category—top of mind—with an average score of 0.95. It is evident that FairwayNine Mall is the first thing that comes to the respondents' minds when a certain product category is mentioned. FairwayNine Mall has become the leading brand in the minds of visitors compared to other shopping centers in Surabaya.

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