

# **The Effects of The New Logo on People's Brand Awareness and Perception of Quality of Indonesia's Ministry of State-Owned Enterprises**

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*In July 2020 Indonesia's Ministry of State-Owned Enterprises launched a new logo aimed to reflect the country's identity and the institution's spirit of innovation, and collaboration. This research investigates whether the logo affects the Brand Awareness and Perception of Quality of the Ministry among Indonesians. Two groups of respondents were formed, the Experimental and the Control Group. They were given questionnaire using a six-point Likert scale. The Experimental Group were shown and asked about the new logo and the Ministry itself in terms of Nationalism, Innovation, and Cooperation. The Control Group were asked just the question about the Ministry in relation to those criteria without being shown nor asked about the new logo. Both groups' answers were then analyzed and compared, and the results from the Experimental Group were also analyzed using Linear Regression to determine the influence of the new logo on the people's opinion about the ministry. The results show that the people from the Experimental Group consistently gave higher scores in answers to questions about the Ministry.*

*Keywords: new logo, ministry of SOE, brand awareness, perception of quality, Indonesia*

## **INTRODUCTION**

### **Background**

Indonesia's Ministry of State-Owned Enterprises (SOE) is an institution in the Republic of Indonesia that manages 772 SOEs consisting of 114 companies and 658 subsidiaries which affects the lives of many Indonesians. The total assets under the Ministry of SOE is IDR 8,200 trillion with a contribution to the State Budget (APBN) of IDR 454 trillion (Final 2018 data). (Kementerian Badan Usaha Milik Negara, 2020).

On July 1st, 2020, Indonesia's Ministry of (SOE) unveiled a new logo. This new logo is intended to symbolize the vision and mission of the ministry and all SOEs and in order to welcome the present era with various challenges and opportunities. At the unveiling of the new Logo, the Minister of State-Owned Enterprises, Erick, also stated that even with the changing of times, the ministry must maintain its character, which was the reflection of national identity and culture.

Nationalism is reflected in the incorporation of the country's coat of arms, the "Garuda Pancasila" in the logo. The other component of the logo is the initial "BUMN" in a Monogram style, which is the abbreviation of "Badan Usaha Milik Negara" or State-owned Enterprises. The text is to display the Ministry's identity. According to the official ministry website, the design of the text was chosen so to display the spirit of cooperation and professionalism.

The other aspect of the logo is the color palette, which uses the juxtaposition of dark blue which symbolizes wisdom and light blue which symbolizes progressive qualities. The color blue also taken from the color of the sky and the sea of Indonesia, which among other things reflects the spirit of innovation. (Kementerian Badan Usaha Milik Negara, 2020).

**FIGURE 1**  
**THE NEW LOGO OF INDONESIA'S MINISTRY OF STATE-OWNED ENTERPRISES**



The logo was designed by “Celsius Creative Lab” creative agency, based in Jakarta, Indonesia. The Ministry of SOE’s was listed as one of their projects. About the logo, they wrote: “The basic shape of the logo is inspired by the spirit of innovation in utilizing technology. The composition of the logotype form illustrates the spirit of collaboration of the stakeholders who formed the initials of BUMN. The logotype in this contemporary style is then juxtaposed with the National Emblem of the Republic of Indonesia, Garuda Pancasila.” (“Kementerian BUMN Logo - Celsius Creative Lab”, 2020)

By the descriptions of the new logo by the Ministry and by the designing Agency, both mentioned Nationalism, Innovation, and Collaboration as the concepts to be communicated by the new logo.

### **Research Objectives**

The ministry is a very large and a very strategic institution with Indonesian public as its stakeholders. And with a large organization, messages and communication play important role. (Aaker, 1996, Fedora & Hudiyono, 2019, Clayton et al., 2012).

Most research investigating logo and branding were studying commercial entities and related to Marketing. Not as many are research investigating branding and public institution. This research will study the influence of the Logo on Brand Awareness, and then the influence of Brand Awareness on Perceived Quality of the Ministry, which is a public institution.

With the logo being aimed to project a certain image of the Ministry, this research investigates whether it is effective in the role. In their statements, the Ministry stated that the logo was created to project the image of Nationalism, Cooperation, and Innovation, these concepts would be use as instruments to measure the effectiveness of the logo in conveying the intended message.

This research studies the impact of logo perception to the Ministry’s Perceived Quality because the Ministry is not a commercial entity that needs to sell its product. (Garg et al., 2018, Yoo et al., 2000).

A logo can have its Intrinsic and Extrinsic properties. Intrinsic properties of the logo are properties resulting directly from a confrontation with the logo, while Extrinsic properties are originating from the associations with the company behind the logo. (van Riel & van den Ban, 2001) This research also evaluates the effects of both type of properties on Brand Awareness and Perceived Quality.

**Research question 1:** *Does the new Logo influence the Brand Awareness regarding the Ministry?*

**Research question 2:** *Does the Brand Awareness regarding the Ministry influence the Perceived Quality of the Ministry?*

**Research Question 3:** *Does the new Logo influence the Perceived Quality of the Ministry?*

## **LITERATURE REVIEW**

### **Logos and Branding**

One of the studies that examines the effect of logos on Brand Perception, conducted by Franck Celhay, is Logo's Textual and Visual Content: The Double Anchorage Effect. This study examines how the textual content of a logo interacts with its graphic design to communicate a message. The conclusion of this study confirms that the textual content of a logo interacts with its visual aspects in what is called The Double Anchorage Effect. The Double Anchorage Effect (Barthes, 1964b) is two levels of meaning in a single logo, the meaning produced by the visual aspect or graphic design of a logo, and the meaning produced by the textual content of the logo. (Celhay, 2017)

According to a research on Branding in Government Agencies (such as the Ministry) by Ebha Garg, Sanjeev Swami, and Sunita Kumari Malhotra, Branding Effectiveness Measurement in Non-Profit Organization, (2018), because of the uniqueness of the non-profit organization environment, branding efforts are needed not for promotion but as a tool to strengthen internal identity, encourage the achievement of long-term social goals, and strengthen the brand image. (Garg et al., 2018)

Bunga Indah Banyunitri and Savitri Putri in their research The Effectiveness of Visualization the Logo towards Brand Awareness - Customer Surveys on Product "Peter Says Denim" concluded that Logo, with indicators of originality and distinctiveness, readability, simplicity, ease of remembering, ease of connection with the company, and the ease of application in all graphic media, effectively and significantly influencing Brand Awareness. (Bayunitri & Putri, 2015)

### **Brand Awareness and Perceived Quality**

Meanwhile, Ulfa Arieza in her research, Influence of Brand Awareness, Word Of Mouth (WOM), Perceived Quality, Brand Usage, Brand Performance, Innovation Awareness, CSR awareness, and Green Awareness in Building Perceptions of the Best Brands (Structural Equation Analysis Modelling the Influence of Factors that Build Perception of the Best Brands of Global Mobile Products in Solo City 2015), found that Brand Awareness along with several other factors had an influence in building Brand Perception. (Arieza, 2015)

Aberdeen et al. (2016), in their research titled "The Effect of Brand Awareness and Image on Consumer Perceived Quality and Purchase Intension – A Study Case of Carbonated Drink Brand at Bogor City" concluded that Brand Awareness has a significant and direct effect on Perceived Quality.

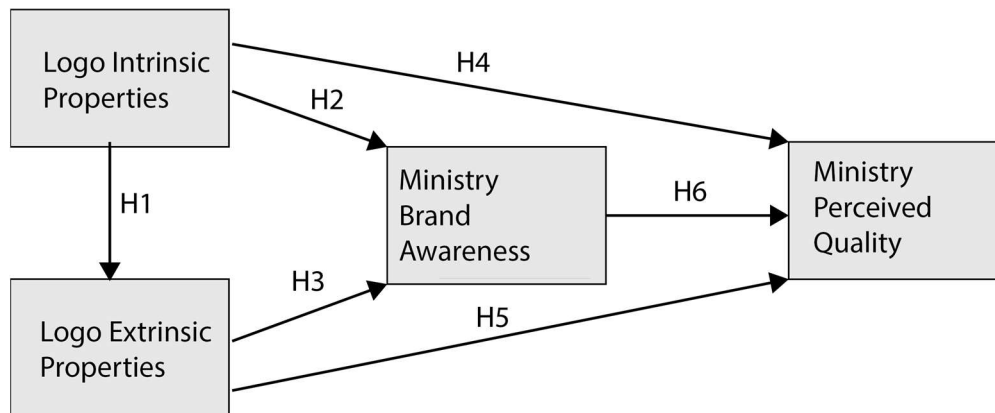
### **Logo and Perceived Quality**

Soomro & Shakoor (2011) in their research concluded that there is a significant impact of logo on the perception of a company. There are also theoretical assumptions and evidence from practice that underline the importance of logos in consumer perceptions of a company and its products (Schechter, 1993, Girard et al., 2013)

### **Research Hypothesis Formulation**

Based on previous studies, the following model was developed:

**FIGURE 2**  
**CONCEPTUAL MODEL**



**H1:** Logo Intrinsic Properties and Logo Extrinsic Properties will be positively correlated.

**H2:** Logo Intrinsic Properties and Ministry Brand Awareness will be positively correlated.

**H3:** Logo Extrinsic Properties and Ministry Brand Awareness will be positively correlated.

**H4:** Logo Intrinsic Properties and Ministry Perceived Quality will be positively correlated.

**H5:** Logo Extrinsic Properties and Ministry Perceived Quality will be positively correlated.

**H6:** Ministry Brand Awareness and Ministry Perceived Quality will be positively correlated.

## METHODOLOGY

The paradigm of this study is positivism, which is a scientific approach on research. (Baxter & Babbie, 2004) The approach used is quantitative, a research technique that quantifies data to produce numbers (Siregar, 2017), and can be used to examine the “Image” of an organization, or to determine consumer’s perception about a company or a product. (Malhotra et al., 2017)

### Conceptualization and Operationalization

This research used Conceptualization and Operationalization which, according to Neuman, are used to link a conceptual definition to a specific set of measurement techniques, a definition in terms of specific operations carried out by the researcher. (Neuman, 2007)

The conceptualization for this study were divided into three groups, which were the perception about the logo, the brand awareness and association about the logo and the institution, and the perceived quality about the institution. Those conceptualizations were then operationalized into sets of measurement which then translated into survey questions.

The survey questions were adapted from relevant references and measured using a 6-point Likert scale, ranging from “strongly disagree” (1), “disagree” (2), “somewhat disagree” (3), “somewhat agree” (4), “agree” (5), and “strongly agree” (6). The Likert 6-point scale was to minimize neutral answers and there is a study that shown even number response format does not show systematic differences from odd number format. (Wong et al., 2009)

Logo perception was measured using a four-item scale adopted from Tsiros, Mittal, & Ross, Jr. (2004), Mägi (2003), and Schivinski & Dabrowski (2015).

Brand awareness/associations were measured using a four-item scale developed from Yoo & Donthu (2001) and Villarejo-Ramos & Sanchez-Franco (2005). In this study, the brand awareness/associations were further measured using criteria that was developed from concepts mentioned by officials of the institution during the launch of the logo. It was mentioned that the logo is aimed to project the characteristics of nationalism, collaboration, and innovation. The survey questions were then created to measure respondents' awareness/association of the logo and the institution with those concepts.

To clarify the words definition or meaning, the survey questions were added with the definitions of “nationalism”, “collaboration”, and “innovation” using an official Indonesian thesaurus, the Kamus Besar Bahasa Indonesia (Indonesia Language Big Dictionary). The concept “cooperation” tested in this study is a translation from the Indonesian words “gotong royong”, which means working together, or helping each other, or cooperation in English. (Hasil Pencarian - KBBI Daring, n.d.-b)

Perceived Quality of the institution was measured by using a two-item scale developed from Yoo & Donthu (2001).

**TABLE 1**  
**CONCEPTUALIZATION AND OPERATIONALIZATION**

Perception about the Logo (Tsiros, Mittal, & Ross, Jr., 2004, Mägi, 2003, Schivinski & Dabrowski, 2014)
[LK1] I am satisfied with the logo for [brand]
[LK2] The level of the logo for [brand] meets my expectations
[LK3] The logo for [brand] are very attractive
[LK4] This logo for [brand] perform well, when compared with the logo of other companies
Brand awareness/association ((Yoo et al., 2000, Villarejo-Ramos & Sánchez-Franco, 2005, Schivinski & Dabrowski 2014)
[BA1] I easily recognize [brand]
[BA2] Several characteristics of [brand] instantly come to my mind
[BA3] I can quickly recall the symbol or logo of [brand]
[BA4] I can recognize X among other competing brands
Perceived Quality (Yoo et al., 2000)
[PQ1] Most of the products of [brand] are of great quality
[PQ2] The likelihood that [brand] is reliable is very high

Table 1 shows the conceptualization and the operationalization used in the study. It also shows the variable used in survey, which later are used for the data analysis process.

Especially for Variable BA2, about the characteristic of the logo, was asked three times in the survey, to determine the association of the logo and the three characteristics “nationalism”, “collaboration”, and “innovation”.

The concept operationalization then translated into an 18 (eighteen)-part questionnaire plus 8 (eight) demographic questions, and was distributed online in Bahasa Indonesia (Indonesian language). (See Appendix 1)

### **Data Collection**

This study is designed with Experimental Group and Control Group of respondents, with 200 respondents for each group. The Experimental Group were asked about their opinions and perceptions of the new logo. And the Experimental Group were also given the whole questionnaire, and the influence of their exposure to the new Logo on their perception on the ministry institution will be measured according the criteria explained before.

The respondents in the Control Group were not shown the logo, and were not given the logo-related questions. They were only asked about the Brand Awareness/Associations and Perception of Quality of the Ministry based on their previous experience.

The data was collected online using one of the survey service providers. The samples were taken from the general public as a stakeholder of a ministry, being the party affecting and affected by the decisions taken by the ministry. (Fedora & Hudiyono, 2019, Freeman, 1984). The general public, individually, or in groups, have legitimacy, authority, and interests in the quality of the ministry. (Chandra et al., 2011)

## DATA ANALYSIS AND RESULTS

The collected data was analyzed using descriptive analysis for comparative research, to compare the results from the experimental group and control group, and linear regression for associative research. (Siregar, 2017).

### Reliability Statistics

The Reliability statistics of the data from the Experimental group shows the Cronbach's alpha value of 0.938, and the Cronbach's alpha value of the Data from the Control group is 0.727. Both data sets show a value greater (>) than 0.60, which means that the survey instrument, or the questionnaire's questions are reliable. (Siregar, 2017, Raharjo, 2019).

### Validity Test

The validity of the survey was tested using Pearson Product Moment. It is done by correlating each item with the total score, if they are significantly correlated then the question is valid. The validity is also shown by the value of  $r_{xy}$  which must be greater than  $r$  table product moment. As can be seen in Appendix 2, in the Pearson Correlation Coefficients Table, all the survey questions / statements have significance values of 0.000, or less than (<) 0.005 which means that they are valid. Also, all the survey questions / statements have  $r_{xy}$  value more than 0.138 (0.05 level, 2 tailed) and 0.181 (0.01 level, 2 tailed) in  $r$  table, which can be concluded that they are valid. (Raharjo, 2019)

### Associative Research

The associative research is conducted to investigate the correlations between variables, in this case between the respondents' perception about the logo and their perception about the Ministry. The method used was linear regression between two variables.

From the linear regression analysis, the following results were obtained:

**TABLE 2**  
**LINEAR REGRESSION BASED ON THE MODEL**

Hypotheses	Correlation Coefficient (R)	R square	Sig.	Acceptance or Rejection
H1 Logo Intrinsic Properties >> Logo Extrinsic Properties	0.834 (very strong)	0.696 (69.6% contribution)	0.000 (Significant)	Accepted
H2 Logo Intrinsic Properties >> Ministry Brand Awareness	0.625 (strong)	0.391 (39.1% contribution)	0.000 (Significant)	Accepted
H3 Logo Extrinsic Properties >> Ministry Brand Awareness	0.706 (very strong)	0.498 (49.8% contribution)	0.000 (Significant)	Accepted
H4 Logo Intrinsic Properties >> Ministry Perceived Quality	0.563 (strong)	0.317 (31.7% contribution)	0.000 (Significant)	Accepted
H5 Logo Extrinsic Properties >> Ministry Perceived Quality	0.596 (strong)	0.355 (35.5% contribution)	0.000 (Significant)	Accepted
H6 Ministry Brand Awareness >> Ministry Perceived Quality	0.758 (very strong)	0.575 (57.5% contribution)	0.000 (Significant)	Accepted

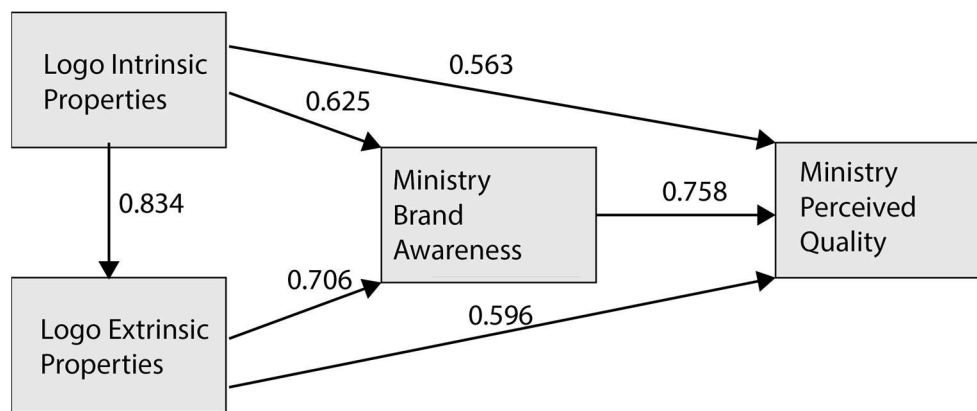
The R value or the correlation coefficient column in the Linear Regression table shows the value 0.563 to 0.834. It can be interpreted that the relationship between the two research variables being analyzed is strong (H2, H4, and H5) and very strong (H1, H3, and H6) because the nearer the R value to 1, the stronger. (Hidayat, 2012) The strongest correlation (R=0.834) happened between the logo's intrinsic and extrinsic properties, and the weakest (R=0.563) being the correlation between the logo's intrinsic property and the Ministry's perceived quality.

This table also shows the R Square values which indicate the percentage of the independent variable on the factors affecting the dependent variable (Hidayat, 2012)

The Sig. column on the table shows the Significance value of 0.000 on all the analysis, with the provision that the value less (<) than 0.005 means that the linearity between the two variables is significant. (Hidayat, 2012)

The analysis shows that the correlation between variable tested are either strong or very strong, and the correlations are significant. Hence all the hypotheses (H1-H6) are accepted.

**FIGURE 3  
CORRELATION COEFFICIENT MODEL**



**Indicator Analysis**

The Ministry mentioned that there were three concepts of image that is communicated by the new Logo. It reflects the Nationalism, Collaboration, and Innovation characteristics of the Ministry. This research aims to prove that the new logo has performed its function by conducting a regression analysis between the perception of the logo and the ministry's brand awareness.

**TABLE 3  
INDICATOR ANALYSIS**

Indicators	Correlation Coefficient	R2	Sig.
Logo Intrinsic Properties >> Ministry Nationalism Characteristic	0.562 (strong)	0.316	0.000
Logo Intrinsic Properties >> Ministry Cooperation Characteristic	0.535 (strong)	0.286	0.000
Logo Intrinsic Properties >> Ministry Innovation Characteristic	0.572 (strong)	0.328	0.000
Logo Extrinsic Properties >> Ministry Nationalism Characteristic	0.596 (strong)	0.355	0.000
Logo Extrinsic Properties >> Ministry Cooperation Characteristic	0.603 (strong)	0.363	0.000
Logo Extrinsic Properties >> Ministry Innovation Characteristic	0.642 (strong)	0.412	0.000
Logo Nationalism Characteristic >> Ministry Nationalism Characteristic	0.605 (strong)	0.366	0.000
Logo Cooperation Characteristic >> Ministry Cooperation Characteristic	0.482 (moderate)	0.233	0.000
Logo Innovation Characteristic >> Ministry Innovation Characteristic	0.577 (strong)	0.332	0.000

From table 3 (Indicator Analysis) we can see that the correlations between variables and indicators and among indicators or the correlations between logo characteristics and the corresponding ministry characteristics are all significant with varying value of correlations.

The strongest correlation ( $R=0.642$ ) exists between Logo Extrinsic Properties and Ministry Innovation Characteristics. The weakest correlation ( $R=0.482$ ) happens between Logo Cooperation Characteristics and Ministry Cooperation Characteristics.

### Comparative Research

This research formed two groups of 200 (two hundred) respondents to better investigate the effect of the new logo on the public Brand Awareness and Perceived Quality of the Ministry.

One group is the Experimental Group whose respondents are shown the new logo and asked questions about their perceptions about the Logo and Ministry. The other is the Control Group whose member were not shown the logo before being asked the survey questions with a 6-point Likert scale. The choice of answers is graded sequentially, with “Strongly Disagree” given the score “1”, and “Strongly Agree” given the score “6”. The results are shown in table 4.

**TABLE 4**  
**COMPARATIVE ANALYSIS**

No.	Question / Statement	Experimental Group		Control Group	
		Score (Weighted Average)	Majority	Score (Weighted Average)	Majority
1	I know about the Ministry of SOE.	4.78	Agree 104 (52%)	4.72	Agree 117 (59%)
2	The Ministry of SOE has the NATIONALISM characteristics.	4.64	Agree 102 (51%)	4.3	Agree 100 (50%)
3	The Ministry of SOE has the COOPERATION characteristics	4.57	Agree 96 (48%)	4.39	Agree 103 (52%)
4	The Ministry of SOE has the INNOVATION characteristics.	4.71	Agree 98 (48%)	4.41	Agree 105 (53%)
5	I can distinguish the Ministry of SOE among other ministries.	4.87	Agree 106 (53%)	4.58	Agree 118 (59%)
6	The Ministry of SOE issues many good quality policies	4.26	Agree 74 (37%)	3.89	Somewhat Agree 64 (33%)
7	The Ministry of SOE is a credible institution.	4.34	Agree 88 (44%)	4.14	Agree 93 (47%)

From the table 4 (Comparative Analysis) can be seen that the Experimental Group consistently gave higher scores than the Control Group. In other words, respondents exposed to the logo have higher valuation on the Ministry when compared to respondents who have not seen the logo.

The highest score at the Experimental Group and overall highest score is for the statement “I can distinguish the Ministry of SOE among other ministries” with 4.87 weighted average score with 53% or 106 of respondents said “Agree”, the lowest score in the Experimental Group is for the statement “The Ministry of SOE issues many good quality policies” with 4.26 weighted average score with 37% or 74 of respondents said “Agree”.

The highest value at the Control Group is for the statement “I know about the Ministry of SOE” with 4.72 weighted average score with 59% or 117 of respondents said “Agree”, the lowest score in the



Experimental Group and overall lowest value is for the statement “The Ministry of SOE issues many good quality policies” with 3.89 weighted average score with 33% or 64 of respondents said “Somewhat Agree”.

The highest score difference between groups (0.37) were obtained in the response to the statement “The Ministry of SOE issues many good quality policies”, while the lowest score difference (0.06) were obtained in the response to the question “I know about the Ministry of SOE”.

## **CONCLUSIONS AND DISCUSSIONS**

### **Findings**

The new logo of Indonesia’s Ministry of SOE has been shown to have a significant and strong correlation to public’s Brand Awareness and Perceived Quality of the Ministry as has been shown from the Linear Regression analysis of the conceptual model. The comparison between the Experimental and Control Groups had shown that higher scores for the Ministry’s Brand Awareness and Perceived Quality were consistently given by Experimental Group.

It can be concluded that the new Logo has been proven to serve its function as stated in the Ministry’s statements during the launch of the new Logo.

These results confirmed that even for Government Institutions, branding efforts are needed not for promotion but as a tool to strengthen internal identity, encourage the achievement of long-term social goals, and strengthen the brand image (Garg et al., 2018), and Logo can have a positive influence on Brand Awareness and public’s perception on its quality (Bayunitri & Putri, 2015, Arieza, 2015).

### **Theoretical Implications**

Studies on the effects of Visual Design and its effect on Branding have documented the strong correlations between the two, and this study confirms that the same correlation exists in the Branding of Non-Commercial or Government Institution as well.

This study also establishes the benefit of using visual communication by government institutions for branding.

### **Managerial Implications**

This research provides a basis from a managerial perspective to practitioners in using visual communication to manage how their message can be viewed.

### **Limitations and Future Research**

This study has some limitations. First is the number of respondents needs to be increased to better represent the public. Another potential limitation is that the object of the research is the Logo, future research can broaden this study by investigating different types of visual communication to confirm this study.

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## APPENDIX

### Kuesioner Survei Penelitian (Research Questionnaire)

Survey Brand Awareness and Perception of Quality Kementerian BUMN sehubungan Logo Baru.

Survey ini bertujuan untuk mengetahui pengenalan dan persepsi masyarakat tentang Lembaga Kementerian BUMN dan Logo baru Kementerian BUMN. (Ministry of SOE Brand Awareness and Perception of Quality Survey related to the Ministry's new logo. This survey is to determine the society's perception about the Ministry of SOE and the Ministry's new logo).

Karena survey ini tentang Logo Kementerian BUMN, maka Logo Kementerian BUMN ditampilkan. Akan tetapi survey ini adalah survey akademik yang dilakukan oleh pengajar Universitas Multimedia Nusantara, Tangerang, BUKAN diadakan oleh Kementerian BUMN dan TIDAK ADA hubungan kelembagaan dengan Kementerian BUMN. (This survey examines the Ministry's logo, so the logo must be displayed. However, this survey is purely academic, carried out by a lecturer at Universitas Multimedia Nusantara, Tangerang. This survey is not conducted by the Ministry of SOE and has no institutional relations with the Ministry.

#### Pertanyaan Survey (Questions)

Apakah anda berusia (Are you):

- 0 – 20 tahun (years of age)
- 21 – 30 tahun (years of age)
- 31 – 40 tahun (years of age)
- 41 – 50 tahun (years of age)
- 51 – 60 tahun (years of age)
- 61 tahun ke atas (and above)

Apakah anda (Your sex):

- Laki-laki (Male)
- Perempuan (Female)

Berapakah pengeluaran keluarga anda dalam sebulan? (Your monthly expenses):

- Di bawah 5 juta Rp (Below IDR 5 million)
- 5 - 9 juta Rp (IDR 5-9 million)
- 10 - 19 juta Rp (IDR 10-19 million)
- Di atas 20 juta Rp (IDR 20 million and above)

Pendidikan tertinggi anda (Your educations):

- Tidak lulus SD (Below Elementary School)
- SD (Elementary School)
- SMP (Junior High School)
- SMA (High School)
- Diploma (D1/D2/D3) (Vocational College)
- S1/D4 (Bachelor)
- S2 (Master's Degree)
- S3 (Doctoral Degree)

Domisili anda (Your Domicile):

- Jawa (Java)
- Sumatera
- Kalimantan
- Sulawesi
- Kepulauan Bali dan Nusa Tenggara (Bali and Nusa Tenggara Islands)

Kepulauan Maluku (Maluku Islands)  
Papua

Pekerjaan anda (Your profession):

Pelajar / Mahasiswa (Student)

Wiraswasta (Entrepreneur)

PNS / TNI / Polri (Public Servant / Armed Forces / Law Enforcement)

Pegawai Swasta (Private Employee)

Profesional (Pengacara / Dokter / Arsitek) / Professional (Lawyer/Doctor/Architect)

Mengurus Rumah Tangga (Household Care)

Lainnya, sebutkan ..... (Others)

No hp anda: ..... (Cellphone number (not mandatory))

Di bawah adalah beberapa pernyataan sehubungan dengan Kementerian BUMN dan Logo baru Kementerian BUMN. Pilih yang sesuai pendapat anda (Below is some questions regarding the Ministry of SOE and its new logo. Choose the answers that match your opinions):

1= Sangat Tidak Setuju (Strongly Disagree)

2= Tidak Setuju (Disagree)

3= Kurang Setuju (Somewhat Disagree)

4= Agak Setuju (Somewhat Agree)

5= Setuju (Agree)

6= Sangat Setuju (Strongly Agree)

Kode	No	Pernyataan	1	2	3	4	5	6
Logo Baru Kementerian BUMN (The new Logo of the Ministry)								
LBK101	8	Saya suka dengan LOGO BARU Kementerian BUMN. I like the new logo of the Ministry of SOE.	1	2	3	4	5	6
LBK102	9	Kualitas LOGO BARU Kementerian BUMN sesuai harapan saya tentang logo sebuah Kementerian. The new logo of the Ministry of SOE meets my expectation.	1	2	3	4	5	6
LBK103	10	Menurut saya LOGO BARU Kementerian BUMN sangat menarik. The new logo of the Ministry of SOE is very attractive.	1	2	3	4	5	6
LBK104	11	Menurut saya LOGO BARU Kementerian BUMN lebih baik dibandingkan logo Kementerian lain. The new logo of the Ministry of SOE is better than other Ministry's logos.	1	2	3	4	5	6
Brand Awareness of Logo								
BAL101	12	Saya dengan mudah mengenali LOGO BARU Kementerian BUMN. I easily recognize the new logo of the Ministry of SOE.	1	2	3	4	5	6

Kode	No	Pernyataan	1	2	3	4	5	6
BAL102	13	Menurut saya LOGO BARU Kementerian BUMN sudah menampilkan karakter KEBANGSAAN. The new logo of the Ministry of SOE has the characteristics of NATIONALISM.	1	2	3	4	5	6
BAL103	14	Menurut saya LOGO BARU Kementerian BUMN sudah mewakili identitas lembaga Kementerian. The new logo of the Ministry of SOE is representative to be the identity of the Ministry.	1	2	3	4	5	6
BAL104	15	Menurut saya LOGO BARU Kementerian BUMN sudah menampilkan karakter GOTONG ROYONG. The new logo of the Ministry of SOE has the characteristics of COOPERATION.	1	2	3	4	5	6
BAL105	16	Menurut saya LOGO BARU Kementerian BUMN sudah menampilkan karakter INOVASI. The new logo of the Ministry of SOE has the characteristics of INNOVATION.	1	2	3	4	5	6
BAL106	17	Saya bisa mengingat kembali LOGO BARU Kementerian BUMN di luar kepala. I can quickly recall the new logo of the Ministry of SOE.	1	2	3	4	5	6
BAL107	18	Saya bisa mengenali LOGO BARU Kementerian BUMN di antara logo-logo lembaga yang lain. I can distinguish the new logo of the Ministry of SOE among other ministry's logos.	1	2	3	4	5	6
Brand Awareness of Office								
BAK101	19	Saya tahu tentang Kementerian BUMN. I know about the Ministry of SOE.	1	2	3	4	5	6
BAK102	20	Menurut saya Kementerian BUMN adalah lembaga yang berkarakter KEBANGSAAN. The Ministry of SOE has the NATIONALISM characteristics.	1	2	3	4	5	6
BAK103	21	Menurut saya Kementerian BUMN adalah lembaga yang berkarakter GOTONG ROYONG. The Ministry of SOE has the COOPERATION characteristics.	1	2	3	4	5	6
BAK104	22	Menurut saya Kementerian BUMN adalah lembaga yang berkarakter INOVASI. The Ministry of SOE has the INNOVATION characteristics.	1	2	3	4	5	6
BAK105	23	Saya bisa membedakan Kementerian BUMN dengan lembaga-lembaga yang lain. I can distinguish the Ministry of SOE among other ministries.	1	2	3	4	5	6

Kode	No	Pernyataan	1	2	3	4	5	6
Perceived Quality								
PQ101	24	Menurut saya Kementerian BUMN banyak menghasilkan kebijakan yang berkualitas baik. The Ministry of SOE issues many good quality policies.	1	2	3	4	5	6
PQ102	25	Menurut saya Kementerian BUMN adalah lembaga yang terpercaya. The Ministry of SOE is a credible institution.	1	2	3	4	5	6

Terima kasih (Thank You)

### Pearson Product-Moment Correlation Coefficient of the Experimental Group Results

Survey Statements / Questions	Correlations	Total	
I like the new logo of the Ministry of SOE.	LBK101	Pearson Correlation	.766**
		Sig. (2-tailed)	.000
The new logo of the Ministry of SOE meets my expectation	LBK102	Pearson Correlation	.805**
		Sig. (2-tailed)	.000
The new logo of the Ministry of SOE is very attractive.	LBK103	Pearson Correlation	.813**
		Sig. (2-tailed)	.000
The new logo of the Ministry of SOE is better than other Ministry's logos.	LBK104	Pearson Correlation	.767**
		Sig. (2-tailed)	.000
I easily recognize the new logo of the Ministry of SOE.	BAL101	Pearson Correlation	.731**
		Sig. (2-tailed)	.000
The new logo of the Ministry of SOE has the characteristics of NATIONALISM.	BAL102	Pearson Correlation	.808**
		Sig. (2-tailed)	.000
The new logo of the Ministry of SOE has represented the identity of the Ministry.	BAL103	Pearson Correlation	.822**
		Sig. (2-tailed)	.000
The new logo of the Ministry of SOE has the characteristics of COOPERATION.	BAL104	Pearson Correlation	.771**
		Sig. (2-tailed)	.000
The new logo of the Ministry of SOE has the characteristics of INNOVATION	BAL105	Pearson Correlation	.814**
		Sig. (2-tailed)	.000
I can quickly recall the new logo of the Ministry of SOE.	BAL106	Pearson Correlation	.724**
		Sig. (2-tailed)	.000
I can distinguish the new logo of the Ministry of SOE among other ministry's logos.	BAL107	Pearson Correlation	.720**
		Sig. (2-tailed)	.000
I know about the Ministry of SOE.	BAK101	Pearson Correlation	.575**
		Sig. (2-tailed)	.000
The Ministry of SOE has the NATIONALISM characteristics.	BAK102	Pearson Correlation	.760**
		Sig. (2-tailed)	.000
The Ministry of SOE has the COOPERATION characteristics	BAK103	Pearson Correlation	.762**
		Sig. (2-tailed)	.000
The Ministry of SOE has the INNOVATION characteristics.	BAK104	Pearson Correlation	.774**
		Sig. (2-tailed)	.000
I can distinguish the Ministry of SOE among other ministries.	BAK105	Pearson Correlation	.687**
		Sig. (2-tailed)	.000
The Ministry of SOE issues many good quality policies	PQ101	Pearson Correlation	.762**
		Sig. (2-tailed)	.000

Survey Statements / Questions	Correlations		Total
The Ministry of SOE is a credible institution.	PQ102	Pearson Correlation	.713**
		Sig. (2-tailed)	.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Pearson Product-Moment Correlation Coefficient of the Control Group Results

Survey Statements / Question	Correlations		Total
I know about the Ministry of SOE.	BAK201	Pearson Correlation	.305**
		Sig. (2-tailed)	.000
The Ministry of SOE has the NATIONALISM characteristics.	BAK202	Pearson Correlation	.677**
		Sig. (2-tailed)	.000
The Ministry of SOE has the COOPERATION characteristics	BAK203	Pearson Correlation	.749**
		Sig. (2-tailed)	.000
The Ministry of SOE has the INNOVATION characteristics.	BAK204	Pearson Correlation	.714**
		Sig. (2-tailed)	.000
I can distinguish the Ministry of SOE among other ministries.	BAK205	Pearson Correlation	.539**
		Sig. (2-tailed)	.000
The Ministry of SOE issues many good quality policies	BAK206	Pearson Correlation	.800**
		Sig. (2-tailed)	.000
The Ministry of SOE is a credible institution.	BAK207	Pearson Correlation	.748**
		Sig. (2-tailed)	.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).