

Marketing Management Based on Understanding Car Brand Design

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ABSTRACT

The use of language aspects pragmatically is inseparable from its relationship with car product marketing because product design plays a role in the form of communication involving images that determine the level of visual quality of the product for consumers so that they are interested in buying and using it. This study uses a qualitative approach that is presented descriptively to determine the perception and interest of market management based on the design language of car brands such as: Honda, Mitsubishi, Nissan, BMW, and Mazda. Data in this study will be collected by giving tests and open interviews. The data is collected, then the data analysis uses the concept by Miles and Hubermann where the collected data is then presented, reduced, and conclusions are drawn. Design language affects consumer interest in marketing management. The level of understanding of design language is above 50% for each car brand. The constraint in market share is the consumer's economic factor.

Kata Kunci: Car Brand Design; Interest; Management; Marketing; Understanding

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INTRODUCTION

Marketing management has a strategic role in determining the economic value cycle of a product against consumer needs. Marketers are required to be able to study consumer needs and desires so that they can present the best alternatives in producing superior goods compared to competitors (Muyassaroh and Pradina, 2023). Thus, in maintaining stable marketing management in order to compete, the goods marketed require strategies, tactics and product development activities including the implementation of word of mouth marketing, namely word of mouth communication by consumers in sharing their experience of purchasing goods so that it has an impact on the results of marketing goods or even the use of digital platforms (Prasetiyo and Utomo, 2023; Maimuna and Roroa, 2024; Nufikha and Kamaruzzaman, 2024). There are four management functions that are closely related to marketing goods that are able to compete in the market, namely planning as a stage with the function of formulating marketing goals and strategies, organizing which functions as a stage of resource management, directing which functions as a stage of providing motivation to employees,

and controlling which has a role in the function of ensuring the achievement of marketing goals properly (Perdana, et al. 2024).

The use of language aspects pragmatically cannot be separated from its relationship with product marketing because product design plays a role in a form of communication that involves images that determine the level of visual quality of the product for consumers so that they are interested in buying and using it. The design language approach is very suitable to be associated with the product 'car' whose existence is now not only limited to a means of transportation but also includes a consumer culture of society that is based on visuals because cars not only sell functions but also design language that determines the form and impression (Aulia, 2022). This is in accordance with Nurrachman (2018) who explains that cars are designed to obtain visual characteristics that meet the design language that is in accordance with functional and aesthetic purposes based on 6 elements used by designers to communicate in their visual works which include: shape, scale, color, texture, pattern, and lighting. Fauzi (2019) added that related to the characteristics of the product design language in the form of cars, it has 3 focuses which include: Function (performance), Aesthetics (form), and Symbolic Value (value). Meanwhile, related to the phenomenon of changes in car design language, it has 4 indicators, namely: what remains, what is lost, what is new and what changes. Also, the factors that influence changes in the design language of cars related to the indicators of the phenomenon itself from time to time are Human Factors (need, will and capability), Technology Factors, and of course economic factors where it can be concluded that design language has a large role that is very attached to the economic realm of marketing a product known as a "car".

METHOD

The study uses a qualitative approach presented descriptively to determine the perception and interest of market management based on the design language of car brands such as: Honda, Mitsubishi, Nissan, BMW, and Mazda. These five car brands were chosen because they have a distinctive product marketing design language that is easily recognized by the market share, namely Honda with its design language "Solid Wing Face", Mitsubishi with its design language "Dynamic Shield", Nissan with its design language "V-Motion", BMW with its design language "Double Kidney Grille", and Mazda with its design language "KODO" (Subandi, 2011; Wicaksono, 2018; Asdi et al., 2019; Rusandi and Rusli, 2021; Djordan et al., 2023; Bahwiyanti et al., 2024). The data in this study will be collected by giving tests and open interviews to 50 management study program students from Samudra University who were selected by purposive sampling to determine their understanding and interests based on the design language of the Honda, Mitsubishi, Nissan, BMW, and Mazda car brands (Rachmawati, 2007; Lenaini, 2021; Ardiansyah et al., 2023; Fauziyah et al., 2023; Pandra and Bellinda, 2024; Sunaryati et al., 2024). After the data is collected, the data analysis uses the concept by Miles

and Hubermann where the collected data is then presented, reduced, and conclusions are drawn (Miles et al., 1992; Rijali, 2019; Qomaruddin and Sa'diyah, 2024).

RESULT AND DISCUSSION

The following are the results of the test to determine the understanding of market share by 50 management students as a purposive sampling of the design language of car products such as Honda, Mitsubishi, Nissan, BMW, and Mazda where previously the students had been given a discussion of marketing management of car brands in Indonesia. The following are the results of the management students' understanding shown in table 1:

Table 1. Results of Understanding Car Brand Design Language as a Marketing Management Realm

No.	Brand	Design	Understanding	No Understanding
1	Honda	Solid Wing Face	46 Respondents	4 Respondents
2	Mitsubishi	Dynamic Shield	47 Respondents	3 Respondents
3	Nissan	V-Motion	48 Respondents	2 Respondents
4	BMW	Double Kidney Grille	48 Respondents	2 Respondents
5	Mazda	KODO	48 Respondents	2 Respondents

From the table above, it is known that the majority of management students understand the design language of Nissan, BMW, and Mazda car brands with a correct answer score of 48 people or 96% of the total number of participants and a wrong answer score of 2 people or 4%. While in second place, the design language of the Mitsubishi car brand is better understood by participants correctly, namely 47 people or 94% and the wrong answers are 3 people or 6%. Meanwhile, the Honda car brand is correctly understood by 46 people or 92% and the wrong answers by 4 people or 8%.

For the BMW brand design, it has a high understanding of design language because this brand is included in the premium category and from the interview results it was found that the highest interest of the five cars based on design language towards marketing management resulted in BMW being the first ranked brand as a car in demand. The design language of BMW, namely "Double Kidney Grille" is known in Indonesian as "double kidney" which is a grill with a striped pattern that consists of two and is separate where even laypeople who do not know much about cars will recognize and mark BMW just by looking at the typical BMW grill. Added by Aldarmawan and Hidayat (2022) promotional opportunities in marketing management based on the BMW brand design language are in terms of public relations where BMW products are more trusted by customers and public perception of the BMW brand is high.

Then, related to the Mazda brand which also meets the same understanding as the BMW

brand related to the relationship of design language in accordance with Azra and Claretta (2024) that Mazda as a car brand originating from Japan but has a build quality equivalent to products from European brands is even known as the BMW of Japan. The design language "KODO" is a design language that combines elements of speed, charm, and strength so that you can imagine this product is designed like a wild animal known as a cheetah that is agile and moves dynamically naturally in the open air where this image is diversified in the form of a car since 2012. Mazda's marketing management is carried out in the realm of increasing brand awareness through marketing communications, building consumer trust, using advertising via digital marketing, and building a philosophy that describes a Mazda.

Furthermore, Nissan's brand design language is "V-Motion" on its grill which combines emotional design, high style, comfort and technology. In previous research that took the example of the Nissan Grand Livina product, it was found that product design was not a significant reason for consumers to buy the product but simultaneously together where product design, brand image, and price were the opposite reasons where consumers had significant reasons to buy the product (Maindoka et al., 2018). From the results of interviews with participants, it was found that the Nissan brand experienced information fading even though it was once a famous brand so that participants chose to explore news related to design language and other information about Nissan. Therefore, this brand design language has a high understanding due to the participants' curiosity regarding Nissan's fate in Indonesia.

The success of the Honda car brand in having a wide consumer base, known by the general public, high marketing and being on the top list as a strong and high-selling car brand in Indonesia where Honda's marketing strategy uses strong branding, digital marketing, customer experience, sports sponsorship and creative marketing campaigns (Rahman et al., 2024). Therefore, the understanding of the design language "Solid Wing Face" or in 2013 the concept of Honda's design language was announced globally, namely "EXCITING H DESIGN !!!" but what is known from the results of interviews with test participants is not too problematic or is indeed less studied by students because they already consider Honda brand cars to be good, well-known, and accepted by the public. So, it can be concluded that if a brand is considered commonplace, the design language is not in the spotlight to be studied in more depth so it is natural that many do not understand the design language "Solid Wing Face" but Honda car designs have been accepted and satisfy customers.

Likewise with the design language of Mitsubishi brand cars where there is only one more person than Honda because it has also been generally accepted in Indonesia with a high level of sales so that it is at the top level of marketing in Indonesia with satisfaction and that the decision to purchase Mitsubishi brand cars is based on product quality, direct marketing, differentiation strategy and product design. Furthermore, related to the product design language "Dynamic Shield" towards market share in Indonesia because it emphasizes the uniqueness in combining dynamic style with

visual expression in protecting passengers and pedestrians. The design language of Mitsubishi is a combination of DNA inherited from the Pajero SUV in the form of a bumper shape as a protective design and DNA from the Lancer Evolution sedan in the form of a trapezoidal shape on the entrance path under the grill (Nasution, 2020; Anggraini et al., 2023).

The results related to the interest influenced by the design language of the five car brands towards marketing management from the interview results also found information that the BMW design language is the first choice that makes it the most popular car due to its premium image and the second choice is occupied by Mazda because the Mazda CX-5 car often passes through the campus has a design language "KODO" which is a visual magnet which is a leadership element car which was once the operational car of the Rector who nationalized Samudra University but for the first car that is in demand outside because of the design language alone to be owned realistically participants choose the Honda and Mitsubishi brands because these two brands are affordable cars to be in demand by the market share. From the interview it was also found that the main obstacle in fulfilling the interest in purchasing a car by participants is economic constraints.

CONCLUSION

Design language affects consumer interest in marketing management. The obstacle experienced by participants in realizing product purchases is an economic problem. Understanding of car design language is already high where the percentage for each car brand is above 50%.

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