

Model of brand image jamu Madura through product knowledge, brand communication and packaging attractiveness

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Abstract. The fame of Madura's jamu is motivated by a thick culture. Madura's jamu is made from processed spices that are used as an alternative treatment to maintain body health, both preventively and curatively. The tradition of drink Madura's jamu is applied from an early age at home. But currently the development of jamu Madura is very slow, not increased and showed very poor development significant from year to year compared to chemical drugs in circulation in Indonesia. Therefore, this study wants to find out what can increase the use of Madura's jamu again to maintain health. The researcher looks at the influence of brand communication factors, product knowledge and the attractiveness of packaging in building the brand image of Madura's jamu. This study uses a quantitative method with a total of 1.315 respondents. Result shows simultaneously the brand image model of Madura's jamu requires the role of product knowledge, brand communication and packaging attractiveness. Therefore, marketers must always design a brand image development program in marketing activities and carry out activities that support marketing to strengthen the brand.

1 Introduction

The biodiversity potential of Indonesia is a wealth of this country, which has a great opportunity to continue to develop. Many countries recognize Indonesia with its tropical climate as one of the most important sources of medicinal crops. Medicinal plants grow almost all over the islands in Indonesia. These medicinal plants can be used from roots, stems to leaves. Some examples of medicinal plants include ginger red, ginger, thyme, turmeric, spruce, fortified, garlic, carrot, sardine, leaves of chickpeas, crab leaves, seed roses, lemons, thin oranges, and black ginseng (Rokom, 2021). These medicinal plants can be made to be herbal medicines. The World Health Organization (WHO) has enacted regulations to establish herbal medicines as one recommended to support public health in addition to modern medicine.

Some countries also use herbal medicine as a treatment. In Japan, doctors prescribe two kinds of herbal medicine or modern medicine. Both are equally recognized by the government. Even in China, experts at the Chinese University of Medicine and the Yunnan Chinese Medical University have jointly researched a traditional Chinese medicine called Yinqiao powder for the treatment of Covid-19. The results of the research support those traditional Chinese medicines can help prevent and cure infectious diseases, such as the coronavirus. (Syamsu, dkk, 2021). Four years ago, precisely May 21, 2020, when Indonesia was hit by a

pandemic of covid, the health ministry advised the public to use traditional remedies such as spices, standard herbal medicines, and phytopharmaceuticals. The use of traditional medicine as an attempt to maintain health, disease prevention, and health care. Besides, traditional medicine also has properties among them for endurance, high blood, diabetes, reducing cough complaints, flu, sore throat, and boosting milk production. (Rokom, 2021)

In Indonesia, this herbal medicine is known as jamu. Jamu is a traditional way of medicine that has been done since ancestors to maintain health or treat when sick. According to Permenkes No.003/Menkes/Per/I/2010 Jamu is a natural drink of a spice plant that has been used as a medicine in recent times. Indonesia, as a country rich in its peculiarities, can also implement policies like in other countries, so that people are given the choice to use herbal medicine or modern medicine. In each district, jamu has its own local peculiarities. This is due to different methods of manufacture and different materials used. (Mudjijono, 2014). One of the regions in Indonesia that is famous for its vineyards is Madura. Exploring the history of jamu development in Madura can't be certain when and who started it. (Arifin, dkk 2019). However, Madura's jamu is an ancestral heritage that is preserved to this day in a tradition. According to Rifa'i (2007), the popularity of Madura's jamu poison is undermined by a thick culture. Madura's jamu are made from spices that are used as alternative medicines to maintain the health of the body, both preventively and

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curatively. The tradition of drinking jamu in Madura has been applied from an early age to patterns of caring within the family in the Madura community. (Satriyati, 2019). Madura's jamu has a distinctive characteristic, that is, it tastes bitter, fresh and aromatic spices. Despite the bitter taste, Madura's jamu remains in demand by its users because it has special properties (Lestari, dkk, 1998).

Madura's jamu earned a lot of public trust. This is reinforced by the Faroqi study (2018) which states that Madura's jamu has gained public confidence in its effectiveness. Amalia (2021) also argues that confidence in the effectiveness of Madura's jamu can boost the purchasing power of society. Madura's jamu is not only famous on the island of Madura but also outside Madura. (Nurlaila, 2013). It's a pity that Madura's jamu is only famous in Indonesia. While the impact of technological progress has opened up an opportunity for the business world to develop unlimited market access. Therefore, Madura's jamu must take advantage of this opportunity to develop world market access, not just Indonesia. Besides, Madura's jamu trust is still in need of empirical proof to strengthen the opportunity to build relationships in marketing between the two countries. The impact of a country's business world has made the market wider and the opportunity everywhere, but competition is getting tighter and hard to predict. This condition demands the business world to create its business competitive advantage in order to be able to compete continuously. A company that wants to grow and gain a competitive advantage must be able to deliver quality goods or services and good service to its customers so that they are satisfied. (Seftiani, 2014). Goods of quality will make goods of value (İşoraité, 2018). The value of a commodity is determined by the image of it.

An image in an English dictionary is a picture of something in the mind. Image related to brand. A brand is a trade identity used by a company to provide services or products to consumers. According to Rangkuti (2012), a brand is a seller's promise to consistently provide specific features, benefits, and services to a buyer. The best brand will give you a guarantee of quality. But giving a name or brand to a product should not be just a symbol, but an attribute, benefit, value, culture, personality, and user. Brands have become crucial to the success of a marketing organization, both profit and non-profit, manufacturers and service providers, and local and global organizations. Kotler, Keller, Brady, Goodman, Hansen (2019) and Kotler and Armstrong (2018) state that brands are not just names or symbols, they are key elements in the relationship between a company and its customers. Indonesia is one of the trading markets of great interest to various producers of goods and services. However, some brands are not always directly one of the consumers purchasing decisions in Indonesia. Therefore, marketers should always design brand image development programmes in marketing activities and carry out activities that support marketing in order to strengthen the brand.

Brand image are elements that are considered important by consumers and are the basis of decision

making to buy a product. Brand strength is about two things, namely consumer perception of a brand and consumer loyalty to brand usage. According to Coaker (2021), Tharpe (2014), and Simonson and Schmitt (2009). Brand image is the regeneration of the entire brand perception formed from the information and experience of consumers as well as customers in the past to the brand. According to Espíndola (2020) and Arifin and Fachrodji (2015), brand image relates to consumer attitudes that are preferences to a brand. Mcpheron (2021) and Wardhana, et al. (2021), argued that if a customer has a positive image of a brand, then the customer will buy the product back. Kim and Chao (2019) argued that rationalizing consumer perceptions and emotional feelings, both of which play an important role in the brand-building process (building brand). Furthermore, they suggested that the relationship between brand image and brand trust, which is an early stage in the brand building process, plays an important role in purchasing decisions. At the same time, brand experience positively affects brand image and attachment, which leads to consumer purchasing decisions. In general, brand image can add or even decrease value to customers and companies. Brand image can act as a key/complex element of a brand because it has a direct impact on brand equity. (Opatha, 2015). Kim and Chao (2019) research findings also provide insight into different paths in the brand building process, therefore the importance of a different branding strategy for different product categories. Rosengren et al, (2010) argued that brand image can be built through marketing communication, consumer experience and social influence. Marketing communication is one way to express and implement brand identity. Speaking of marketing communications then there are some forms. Kotler & Keller (2009) explained that marketing communication is a means by which a company seeks to inform, persuade, and remind consumers, either directly or indirectly, about products or brands sold. Marketing communications are divided into six forms: individual sales, advertising, sales promotion, marketing sponsorship, publicity, and communication at the point of purchase. The six forms of marketing communication are carried out as an attempt to identify and market a product or service to the consumer. Rosengren et al, (2010) say the influence of marketing communication gives the first impression that is inherent, so it is very difficult to change when the impression is awakened. Rosengren et al. (2010) argued that word of mouth is a powerful means of communication that affects consumers.

More Rosengren (2010) argues that the opinion expressed by others about a product will affect the brand image. Therefore, social influence can affect the way consumers think and believe about a particular product, service or brand. Brand communication is a way of a company to create a positive idea or image of a brand in the form of the physical entity of a product or perception of the consumer thus generating confidence and satisfaction with a brand. The purpose of brand communication is to introduce a brand and build a positive reputation or image on the brand. Brand

communication becomes the first step in showing different attributes of the brand to customers that leads to brand awareness and repeat buying behavior or brand loyalty. In addition, brand communication is used to disseminate the distinctive characteristics, characteristics and advantages of the brand among competitors and can improve the brand image. Junaidi, dkk (2020) argues that brand communication and brand image influence brand loyalty, both directly and through brand trust. (Brand trust). Ramadhani and Ruswanti (2020) also put forward the same thing, in his research, he argued that brand communication influences brand image, brand communication also influences brand trust, there is influence of brand image on brand trust and there are influences of brand trust on brand loyalty.

Besides brand communication, knowledge of the product is also important to study its influence in improving the brand image (*citra merek*). Product knowledge is consumer knowledge related to knowledge of the characteristics or characteristics of the product, the consequences of using the product and the value (level) of satisfaction that will be achieved by the product. (Peter & Olson, 2010:50). Consumer knowledge of a product can influence satisfaction positively. Product knowledge covers: 1. awareness of product categories and brands within product category; 2. product terminology; 3. product attributes/attributes; and 4. confidence in product category in general. Sanita, dkk (2019) submitted that there is an influence of product knowledge and brand image on purchasing intensity. Ayuningsih & Maftukhah (2020) argues that product knowledge, brand image, and love of the brand have a positive influence on the decision to buy from mouth to mouth. Given the current circumstances, being a creative and innovative producer is crucial in balancing global and competitive demands. The attractiveness of packaging has become a demand in building a brand image. The appeal of a packaging can be classified into two categories: visual (esthetic) and practical (functional) appeal. Visual appeal refers to the appearance of the packaging that includes graphical elements. Visually appealed is the appearance of a product's packaging or label, which includes colors, shapes, brands, illustrations, letters, layouts, all of which are combined to create a comprehensive impression to provide an optimal visual appeal quality.

Kusuma (2002) defines the attractiveness of packaging as a perceptual stimulus aimed at the buyer through a varied packaging design so that a buyer is interested in buying the product. By choosing and sorting the best package for Jamu Madura, the buyer will be interested and buy it. In addition, the attractiveness of packaging can influence a person's perception of a product, namely Jamu Madura. Packaging that sells is packaging that has attractiveness. Samodro (2018) submitted that attraction is closely linked to perception. Perception itself can be defined as the process by which humans make contact with their surroundings and how humans react to the shape and visual of a particular object. Therefore, Packaging is a tool of marketing communication and is a value-adding tool, so it has competitiveness. With competitive packaging, buyer

decisions will be easier to reach. Innovative packaging has powerful magnets to attract buyers. Packaging plays a role in communicating brand image. Thus, it is expected that buyers will be attracted and buy Madura's herbal medicine as an attempt to maintain health while expanding the Indonesian-Malaysia relationship marketing.

Based on this background, the aim of this research is to know the simultaneous influence of brand communication, product knowledge and packaging attractiveness in building the brand image of Madura's jamu as an effort to expand Indonesia-Malaysia Relational Marketing.

2 Methods

This research uses a quantitative approach. First, the issues raised in this study can be used to explain the phenomena taking place in the wider society. For that it took a lot of subjects as samples of research. Secondly, this research requires a hypothesis test, a hypothetical test to test the relationship between variables. Research locations in Indonesia and Malaysia with research subjects are the general public.

Sampling technique using non probability sampling with purposive samplings, which is samples taken in accordance with the purpose of research that refers to the criteria of the subject, namely adulthood and belief in Madura's jamu. Data collection in this study uses a questionnaire using the ordinal scale of Likert. The scale consists of: (1) brand image scales, (2) brand communication scale, (3) product knowledge scales and (4) packaging attractiveness scales.

CFA (Confirmatory Factorial Analysis) is a special application of SEM (Structural Equation Modeling). The advantages of CFA are: (a) support the theory of driven-methods to measure the validity of constructs; (b) enable use to evaluate the reliability of research instruments (test-retest internal consistency); (c) can be used to compare structural factors in groups of research subjects. Validity is a determination if the load factor is > 0.5 . The reliability value is: (1) if the Cronbach's Alpha value is $> 0,60$ then it is reliable; (2) if it is $< 0,60$, it is not reliable.

Data analysis techniques in this study to gain insight in build a brand image of Madura's jamu as a local product through brand communication, product knowledge and packaging attractiveness: to expand the Indonesian-Malaysia relations marketing, which will be tested with SEM (Structural equation Modeling) analysis techniques. SEM (Structural Equation Modelling) is chosen as a data analysis technique because SEM has advantages that can better measure the influence between latent variables as well as the relationship between variables; and SEM addresses two basic problems to be faced in the research, namely: 1) The causal relationship between the variables of the research is often complex, full of mediating variables and often also contains moderating variable; 2) Measurement of validity and reliability in the variable-

variables of this research can't be done directly but through its indicators. (Wijayanto, 2008).

3 Results and Discussion

The subjects were the total number of respondents in the study who contributed to the scale filling, with a total of 1,315 respondents. Respondents in this study came from two countries, are Indonesia and Malaysia. The selection of respondents with this criterion to obtain an objective picture in the view of the general consumer in the improvement of the marketing of a product.

Table 1. Respondens.

Respondens	Total	Percentage
Ever consumed Madura's jamu	689	52,4%
Never consumed Madura's jamu	626	47,6%
TOTAL	1.315	100%

The research areas originating from Indonesia were obtained from several provinces, namely East Java, Central Java, Yogyakarta, West Java, Aceh, Western Sumatra, Riau, Jambi, Bengkulu, South Sumatra, Palembang, Bangka Belitung, NTT, NTB, North Sulawesi, South Sulawesi, Southern Sulawesi, Eastern Kalimantan, West Kalimantan, Papua, Maluku, Bali. While the research respondents originating in Malaysia, were obtaining from the provinces of Sabah, Penang Island, Selangor, Kuala Lumpur, Seri Manjung Perak, Bandar Kinrara, Bandar Baru Bangi, Petaling Jaya.

Table 2. Gender.

Respondens	Total	Percentage
Men	486	37%
Women	829	63%
Total	1.315	100%

The number of female respondents is relatively higher than the number of male respondents, in this case women are more likely to drink jamu than men, because their need to maintain health is greater.

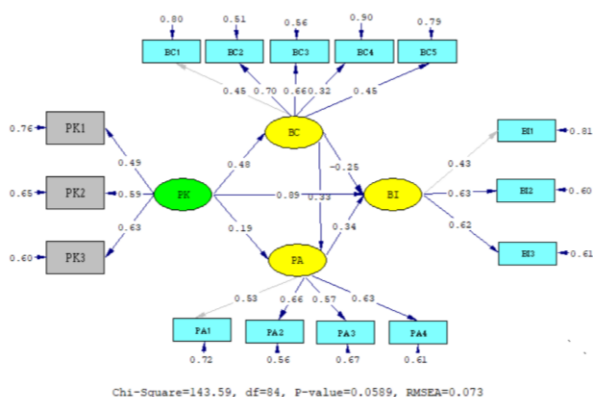


Fig. 1. Brand image model load factor value.

Fig. 1 shows, a model's suitability can be assessed from three perspectives, namely, overall fit, comparative fit to base model, and a parsimony model. (parsimoni model). Based on this, Hair et.al, 1998 (in Wijanto, 2008) subsequently grouped the GOFI

(goodness of fit indices) into three parts: absolute fit measures, incremental fit measurements, and parsimonious fit measures.

Based on the results of data processing using lisrel analysis version 8.7 obtained matching values between the data with the following model:

- 1) The measure used in the assessment of absolute fit measures between the data with the model in this study is based on the observation value Chi Square normal Chi Square theory with a degree of significance $p > 0.05$, GFI and RMSEA. As for the value of Chi Square this study 111.71 ($p = 0.06$), while the normal theory Chi Square () is 143.59. This suggests that the obtained observation chi-square is smaller than the normal value of theory chi-square ($111.71 < 143.59$), meaning that it already meets the matching value. In addition to the Chi Square value ($p > 0.05$), the GFI value is also used for the overall matching measurement. GFI values based on lisrel analysis of 0.93. ($GFI > 0.90$) indicate good fit. Similarly, the Root Mean Square Error of Approximation (RMSEA) or roots square can be used for absolute matching. The RMEA value based on lisrel analysis is 0.073. McCallum, 1996 (in Wijanto, 2008) submitted that the RMSEA value < 0.08 indicates good fit.
 - 2) Incremental fit measures or comparative fit to base model the measures used to evaluate SEM are AGFI, NFI, IFI, RFI, and CFI. The Adjusted Goodness of Fit Index (AGFI) is 0.92. Joreskog and Sorbom, 1989 (in Wijanto, 2008) mentioned an AGFI rating of > 0.90 for a good fit reception rate, while the Normed Fit Index (NFI) was 0.95. Bentler and Bonnet, 1980 (in Wijanto, 2008) refer to NFI values > 0.90 as good fit. Similarly, the Non-Normed Fit Index (NNFI) indicates that 0.99 is good Fit. In addition to these values, there are Incremental Fit Index values (IFI) to determine the matching between data and model. The IFI value of this study is 0.91 ($IFI \geq 0.90$), which indicates good fit, and the Comparative Fit Index value (CFI). The CFI value for this research is 0.91 ($CFI \geq 0.90$). Bentler, 1990 (in Wijanto, 2008,) states that the CFI rating is $\geq 0,90$ and that good fit is indicated. The other not less important value is the Relative Fit index (RFI). The RFI value obtained from lisrel analysis of 0.96 ($RFI > 0.90$) indicates good fit.
 - 3) Parsimonious fit measures or a parsimony model. PGFI values range from 0 to 1. Higher values indicate a better parsimoni model. The PGFI value in this study of 0.65 indicates a match. Here is a summary table of data matching values with structural models and limit values indicating a good fit for each GOFI (goodness of fit index).
- Based on Table 3, the analysis of the GOFI (goodness of fit index) of the three methods of measuring the matching above, it can be concluded that the structural model shows good fit, so that the level of matching data with the structure model is acceptable.

Table 3. Goodness of Fit Index (GOFI) structural modelling.

GOFI	Value	Standard Value	Description
Chi Square χ^2 p-value	111.71 0.06	$\chi^2 < 143.59$ p-value $\geq 0,05$	Good maching
GFI (Goodness of Fit Index)	0.93	GFI $\geq 0,90$	Good maching
RMSEA	0.073	RMSEA $\leq 0,08$	Good maching
AGFI	0.90	AGFI $\geq 0,90$	Good maching
NFI	0.90	NFI $\geq 0,90$	Good maching
NNFI	0.99	NNFI $\geq 0,90$	Good maching
CFI	0.91	CFI $\geq 0,90$	Good maching
IFI	0.91	IFI $\geq 0,90$	Good maching
RFI	0.96	RFI $\geq 0,90$	Good maching
PGFI	0.65	$0 < PGFI \leq 1.00$	Good maching

Table 4. T-Value and coefficient correlation brand image.

No	Path	Standardized Solution	t-value	Description
1	Product Knowledge (PK) → Brand Communication (BC)	0.48	6.74	Significant
2	Product Knowledge (PK) → Brand Image (BI)	0.89	8.31	Significant
3	Product Knowledge (PK) → Packaging Attractiveness (PA)	0.19	2.74	Significant
4	Product Knowledge (PK) → Brand Communication (BC) → Brand Image (BI)	0.23	3.67	Significant
5	Product Knowledge (PK) → Packaging Attractiveness (PA) → Brand Image (BI)	0.53	7.34	Significant
6	Packaging Attractiveness (PA) → Brand Image (BI)	0.34	4.60	Significant
7	Brand Communication (BC) → Brand Image (BI)	-0.25	-3.07	Significant
8	Brand Communication (BC) → Packaging Attractiveness (PA)	0.33	4.39	Significant

Based on Table 4, standardized values and t values on each correlation coefficient are significant. The minimum T value is 1.96 whereas the T value of the overall coefficient above exceeds. Therefore, either partially or simultaneously on each influence coefficient shows there is a correlation and significant. The product knowledge coefficient of 0.48 on brand communication and the T value of 6.74 (>1.96) means that there is a positive and significant influence between product knowledge and brand communication. The coefficient of influence of product knowledge through brand communication on brand image is 0.23 and the T value is 3.67 (>1.96) means that there is a positive and significant influence on product knowledge via brand communication upon brand image. The product knowledge influence through packaging attractiveness on brand images is 0.53 and the value of T is 7.34 (> 1.96), meaning that there has been a positive influence and a significant impact on product information through the attraction of packaging to brand images.

3.1 Structural equations

$$BC = 0.48 * PK, Errorvar. = 0.77, R^2 = 0.23 \quad (1)$$

(0.071) (0.15)
6.74 5.00

$$PA = 0.33 * BC + 0.19 * PK, Errorvar. = 0.79, R^2 = 0.21 \quad (2)$$

(0.075) (0.071) (0.13)
4.39 2.74 6.08

$$BI = -0.25 * BC + 0.34 * PA + 0.8 * PK, Errorvar. = 0.97, R^2 = 0.90 \quad (3)$$

(0.081) (0.075) (0.11) (0.082)
-3.07 4.60 8.31 1.18

3.2 Reduced form equations

$$BC = 0.48 * PK, Errorvar. = 0.77, R^2 = 0.23 \quad (1)$$

(0.071)
6.74

$$PA = 0.35 * PK, Errorvar. = 0.88, R^2 = 0.12 \quad (2)$$

(0.063)
5.60

$$BI = 0.89 * PK, Errorvar. = 0.21, R^2 = 0.79 \quad (3)$$

(0.096)
9.31

The value of the determination coefficient can be seen from the value of a reduced form equation. The first equation of reduced form equations with R2 = 0.23 indicates that the variation of product knowledge explains 23% brand communication. In the second equation, the reduced form equation with R 2 = 0.21 shows that variations of brand communication and product knowledge explain 21% packaging attractiveness.

3.3 Discussion

Madura's jamu brand image model, this study is based on product knowledge, brand communication, and packaging attractiveness. The results of the structural equation modelling (SEM) test showed that the model was good fit with the chi square 143.59 ($p > 0.0589$) and RMSEA = 0.073. These results showed the model had good compatibility with empirical data. This means that simultaneously the Madura's jamu brand image model requires the role of product knowledge, brand communication and packaging attractiveness. As Kotler, Keller, Brady, Goodman, Hansen (2019) and Kotler and Armstrong (2018) suggested, brands are not just names or symbols, they are key elements in the relationship between a company and its customers. Therefore, marketers should always design brand image development programmes in marketing activities and undertake activities that support marketing in order to strengthen the brand. Brand strength is about two things, namely consumer perception of a brand and consumer loyalty to brand usage. According to Coaker (2021), Tharpe (2014), and Simonson and Schmitt (2009). Brand image is the regeneration of the entire brand perception formed from the information and experience of consumers as well as customers in the past to the brand. According to Espindola (2020) and Arifin and Fachrodji (2015), brand image relates to consumer attitudes that are preferences to a brand. Mcpheron (2021) and Wardhana, et al. (2021), argued that if a customer has a positive image of a brand, then the customer will buy the product back. Thus, it can be said that brand image or brand image are elements that are considered important by consumers and are the basis of decision making to buy a product. Kim and Chao (2019) argued that rationalizing consumer perceptions and emotional feelings, both play an important role in the brand building process. The interaction between product knowledge, brand communication and the attractiveness of the packaging to the brand image of Madura, suggests that product knowledge has a greater and significant influence on Madura's brand image with an influence coefficient of 0.89 and a T value of 8.31. ($t > 1.96$), compared to the influence of packaging attraction to brand image showing a factor of 0.53 and a value of T of 7.34, while brand communication to the image of the brand gives a negative and significant impact with a coefficient of -0.25 and the t value of -3.07. This means that increasing product knowledge or increasing packaging attractiveness will be followed by an increase in the brand image of Madura. However, this does not apply to brand communication, because it correlates negatively then if brand communication increases it will lower Madura's jamu brand image. The result is that in marketing a Madura's jamu, the most consumer needs is information related to the knowledge of the product, in addition to the attractiveness of the packaging. While brand communication does not improve the brand image of Madura's jamu. This result can be generalized that every individual in buying a product, very much needs information relating to the product knowledge besides the appeal of packaging of that product, while brand

communication doesn't improve consumer behavior to make a decision to buy a product.

Product knowledge is consumer knowledge that relates to the knowledge of product characteristics or characteristics, the consequences of using the product and the value (level) of satisfaction that will be achieved by the product (Peter & Olson, 2010). Consumer knowledge of a product can influence satisfaction positively. Furthermore, Peter and Olson argue that product knowledge covers three elements, namely: 1). Knowledge of product features or attributes. A consumer/customer will see a product based on the characteristics of the product or attribute of that product. 2.) Knowledge about the benefits of products. The second type of product knowledge is about product benefits. Consumers / customers consume goods because they know the goods of such products for their health. 3). Product satisfaction knowledge. That is, knowledge about the satisfaction given by the product to the consumer or customer.

The attraction of packaging is something that is able to attract and attract a person to like an object, in this context is the attractiveness of the packaging of Madura's jamu. According to Kotler and Armstrong (2012), packaging attractiveness is a packaging process involving design and production activities. The main function of the packaging itself is to protect the product so that the product stays awake to its quality. Packaging becomes one of the most important elements of a product. Packaging is not just a food packaging, but more than that is the packaging is branding. (Shimp, 2003). Innovative packaging has powerful magnets to attract buyers. The attractiveness of this packaging is crucial for the incentive to be caught by the consumer to be attracted to the product.

According to Chinomona (2016), brand communication is an idea or image of a product or service marketed so that peculiarities are identified and recognized by many consumers. Smith (1998), brand communication is the key integrative element in managing brand relationships with customers and creating positive brand attitudes such as brand satisfaction and brand trust. Junaidi, dkk (2020) argued that brand communication and brand image influence brand loyalty, both directly and through brand trust. Ramadhani and Ruswanti (2020) also suggested the same, in their research, he argues that the brand communication influence the brand image, brand communication also influences brand trust, there is the influence of brand image on brand trust and there is influence by brand trust on brand loyalty.

Data processing in addition to producing a fit model of Madura's jamu brand image, also obtains interaction results involving variable moderating, in this study brand communication and packaging attractiveness also act as a moderating variable. When product knowledge is accompanied by the attractiveness of packaging, it has a greater influence on Madura's jamu brand image than when product knowledge through brand communication is against Madura. The value of the coefficient of influence of product knowledge through the attractiveness of the packaging to the brand image of

Madura's jamu indicates an influence factor of 0.53 and a T value of 7.34 means that it has a positive and significant influence. Both are equally positive and significant, meaning that the increasing product knowledge accompanied by brand communication and packaging attractiveness will be followed by an improvement in the brand image of Madura's jamu. This can vary the value of the impact because in the marketing of a product, consumers are increasingly jelly in choosing a product. Given the current circumstances, being a creative and innovative producer is crucial in balancing global and competitive demands. The attractiveness of packaging has become a demand in building a brand image. With competitive packaging, buyer decisions will be easier to reach. Innovative packaging has powerful magnets to attract buyers. Thus, it is expected that buyers will be attracted and buy Madura's jamu as an attempt to maintain health while expanding the Indonesia-Malaysia relationship marketing.

4 Conclusion

The impact of a country's business world has made the market wider and the opportunity everywhere, but competition is getting tighter and hard to predict. This condition demands the business world to create its business competitive advantage in order to be able to compete continuously. Therefore, the results of this study show that a brand image can be constructed by several factors, either partially or simultaneously.

In the more complex Madura's jamu brand image model so that the upgrading and marketing development of Madura's jamu brand is more accessible, the need for digitization in the customization is also an attempt to communicate the brand image Madura's jamu to the world market share.

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