

## Friday Noraebang's Marketing PR Strategies Shape Brand Image Through Powerful Collaboration

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### ABSTRACT

Korean culture has been a global trend for over thirty years, influencing the world. The Korean entertainment industry has grown rapidly, called the *Hallyu* phenomenon. Indonesia has a large *Hallyu* market, providing a golden opportunity for businesses like Friday Noraebang's, a karaoke event organizer. This research aims to understand and to analyse Friday Noraebang's Marketing Public Relations strategy to develop a positive image, by collaborating with other brands, and to identify obstacles and solutions to this strategy. It uses Marketing Public Relations approaches such as the pull, push, and pass strategies, with the PESO model concept. The research methodology used is descriptive qualitative method with interview techniques and secondary data. This research found that Friday Noraebang's has successfully implemented three Marketing Public Relations strategies based on factors that form brand image and six elements of co-branding. The pull, push and pass strategy approach, as well as the use of social media and co-branding collaboration, are the keys to Friday Noraebang's success in building and strengthening its brand image. Brand that have survived the pandemic are able to adapt to changes in promotional styles, maximising their flexibility and creativity to maintain audience engagement competitive advantage in the entertainment industry.

**Keywords:** *Hallyu*; Marketing Public Relation; Brand Image; PESO Model; Co-branding Collaboration

### INTRODUCTION

Global popular culture evolves from the cultures of several countries that have the most influence on the global community. In addition to American pop culture, Korean pop culture or Korean Wave (*Hallyu*) is currently dominating the global music and entertainment industry market. The large number of fans of this culture has given rise to business trends based on Korean culture, one of which is Friday Noraebang's, a karaoke entertainment business. This research aims to analyse the specific Marketing Public Relations (MPR) strategies that Friday Noraebang's uses to cultivate its brand image through collaborations. The presence of the *Hallyu* phenomenon in Indonesia has been strengthened through bilateral cultural cooperation agreements. In two thousand ten, Indonesia signed a cultural cooperation agreement with Korea. These agreements provide a legal framework for the exchange of artists, dance, music, film, radio and television programs, and other cultural elements. This cultural cooperation was further strengthened when Indonesia and South Korea announced a Strategic Partnership Agreement in two thousand six with the aim of strengthening their relations to a closer and broader level, including social and cultural cooperation. This Strategic Partnership appears to have influenced trade in cultural products between the two countries, as indicated by the increase in Korean cultural products entering Indonesia (Afriantari & Putri, 2017).

Currently, South Korean culture, such as K-Drama, film, arts, music, food and even fashion has become commonplace in the daily lives of Indonesian people. In addition, in an interview with Haina Xiang as Asia Pacific Regional Marketing Duolingo, Korean is one of the most popular foreign languages for Indonesian. This clearly shows that Indonesia has entered an era influenced by Korean culture (Sulistiyawaty, 2023). As an important part of the spread of Korean culture in Indonesia, there is much evidence that can be seen that the Korean Wave or *Hallyu* brings significant results to the young generation of Indonesia and the creative industries (Anwar & Anwar, 2014). According to Glodev et al. (2023), there is a cultural concept called "Digital Fan Culture". This term is used to describe the development of Korean culture into the *Hallyu* phenomenon because fans of Korean culture play an important role in promoting Korean culture globally. K-Pop fans continue to grow as the music era develops. Indonesia is one of the countries with the most K-Pop communities, as evidenced by data on the most K-Pop fans coming from Indonesia.

Indonesia has a large K-Pop fan base, which contributes to the expansion of the *Hallyu* phenomenon. Friday Noraebang's aims to create a space for K-Pop music lovers to gather. Friday Noraebang's, taken from the word of "Friday", which means a day to start the end of the week by having fun and gathering with relatives or family. Meanwhile, 'Noraebang' is the Korean term for karaoke. Friday Noraebang's provides entertainment and utilizes Marketing Public Relations strategies to build their brand image through collaboration with other brands.

The present study aims to analyze the Marketing Public Relation strategies implemented by Friday Noraebang's in building brand image through co-branding. This is in accordance with the significance of the role of Marketing Public Relations in integrating the advertising, sales promotion, and marketing functions of Public Relations itself, because each needs to strengthen and harmonize each other. Marketing Public Relations is a combination of program implementation and marketing strategy with Public Relations work program activities from planning, implementation, to evaluation. The efficacy of a public relations strategy can be measured by the success with which it integrates or utilizes the corporation's prominent name to support the success of a product (Adani et al., 2021). This research also adopts the approach of the scope of Marketing Public Relations such as pull, push and pass according to the PESO model (Paid, Earned, Shared and Owned Media) and also things that contribute to the development of a brand's image. The number of businesses based on Korean culture or Korean Wave (*Hallyu*), one of which is Friday Noraebang's, also adds to the understanding of effective Marketing Public Relations strategies in improving a brand's image in the Korean Wave industry with its increasingly high competition. In addition, this research also adapts the changing social conditions, especially the pandemic, as a situation that has a great influence on how the audience can engage and stay ahead of the competition.

### **Marketing Public Relations (MPR)**

Marketing carried out by public relations generally involves effective strategies to achieve marketing objectives, especially increasing brand awareness and maintaining brand image (Kotler & Keller, 2016). PT. Lotte Indonesia, for example, used public relations as its strategy in the celebration of Mother's Day in an event called "Lotte Choco Pie Idol 2020". The researcher used the descriptive qualitative method and the push, pull and pass strategies of the PESO model. The most important point of this research is that in delivering emotional messages that can build connections between brands and consumers. As well as implementing

the PENCILS principle (Publication, Event, News, Community engagement, Inform or Image, Lobby or Negotiation, and Social Responsibility) (Meliala, 2021). Furthermore, research highlights Indosat's CUG package as the success of the strategy developed by the PESO model (push, pull, and pass) during an event can have a significant impact on sales results and public opinion (Qausya & Bernadette, 2024). Then, ABC Indonesia Company, which is also growing in the international market, highlighted the need to implement Marketing Public Relations strategies and techniques in the PESO model through publications, events, and sponsorships in the global arena. In a similar vein, Larasati et al. (2023) emphasized the positive impact of sporting events, such as the Moto GP Mandalika on Lombok, on tourism, utilizing pull, push, and pass strategies to bolster MPR efforts and stimulate the local economy. Finally, Nadiya et al. (2023) analyzed Erigo's effective marketing strategy through events such as New York Fashion Week and collaborations with influencers, also applying pull, push, and pass strategies to strengthen marketing and brand image.

In digital age, Public Relations and branding must emphasize authenticity to build genuine connections with audience. This approach is crucial for entertainment brands targeting young, digitally-savvy consumers (Rees, 2022). Despite the aforementioned similarities in the discussion of Marketing Public Relations strategy, particularly in the context of special events and the push, pull, and pass approaches, as well as the integration of the PENCILS principle in certain journals, there are substantial differences with this research. The five journals concentrate on Marketing Public Relations strategy in the context of special events to ensure event success, while this research focuses on analysing Marketing Public Relations strategy using the PESO (Paid, Earned, Shared, Owned Media) model without involving aspects outside of Marketing Public Relations. Consequently, this research provides a distinct viewpoint and augments the comprehension of Marketing Public Relations strategy by examining the contributions of diverse media types to the success of Marketing Public Relations campaigns, unbound by the confines of special events or the implementation of PENCILS principles. This research seeks to shed light on the disparity of studies that have failed to explore the implementation of the PESO model in depth and have not adequately analysed Marketing Public Relations strategies, especially in the entertainment space. The purpose of this research is to share new engagements in the Marketing Public Relations space by understanding the effectiveness of adopting one PESO tactic at a time in achieving the mission of Marketing Public Relations. The findings of this research are expected to offer practical implications for Marketing Public Relations practitioners in designing and implementing more effective and measurable Marketing Public Relations campaigns.

### **PESO Model**

The PESO model (Paid, Earned, Shared, Owned Media) provides a framework for understanding the different types of media channels used in Marketing Public Relations (Qausya & Bernadette, 2024). In the world of organizational communication there are four types of media that play an important role, Paid Media, Earned Media, Shared Media, and Owned Media. Paid Media pertains to the procurement of communication channels, including print, online, and social media adverting, with cost directly, proportional to audience reach. Earned Media, conversely, are news-based channels that cannot be purchased, but rather earned through pitching to journalist and bloggers, thereby increasing trust and message reach. Shared Media refers to content generated and shared by users on social media platform, creating authenticity and building trust through User Generated Content (UGC). Finally, Owned Media is comprised of channels that are fully controlled by organizations, such as

websites, blogs and emails, where they exercise complete control over content and message distribution.

### **Brand Image**

Brand image refers to the perception of a brand in the minds of consumers. As posited by Caputo (2021, in Wardhana, 2022), the factors of brand image are predicated on consumers' perceptions, which in turn are influenced by information about the brand. The information of brand image is influenced by three primary factors, there are The Strength of Brand Association, which encompasses the manner in which information about the brand is conveyed through various marketing communication channels; The Favourability of Brand Association, which pertain to the superiority of the brand based on product attributes and benefits that align with consumer needs; and The Uniqueness of Brand Association, which reflects the distinctiveness of the product that is challenging for competitors to imitate. The interconnectedness of the three factors contributes to the creations of a strong brand image in the mind of consumers.

### **Co-branding**

Co-branding involves collaboration between two or more brands to create a synergistic effect and enhance brand value (Kotler & Keller, 2016). Co-Branding is multifaceted concept with six distinct elements that can be measured to assess the success of cooperation between brands (Keller, in Hakim, 2020). The elements include Adequate brand awareness, which measures consumers' ability to recognize and remember the brand; sufficiently strong brands, where both brands must be well known by consumers; favourable, which indicates consumers' positive affiliation with the collaboration; unique association, which assesses the uniqueness of the collaboration compared to other brands; positive consumer judgment, which evaluates consumers' image and views of the brand; and positive consumer feelings, which reflect consumers' emotional response to the brand. The integration of these elements is imperative to ensure the effectiveness of co-branding.

## **METHOD**

This research employed a descriptive qualitative method. Data was collected through Interviews, in-depth interviews were conducted with key personnel on Friday Noraebang's, including the founder, head, and partnership relations manager. And secondary data, secondary data included company documents, social media content, and relevant industry reports. The data analysis involved thematic analysis, focusing on identifying patterns and themes related to Marketing Public Relations strategies, brand image, and brand collaboration. The trustworthiness of the data was ensured through triangulation.

## **RESULT**

The research findings reveal that Friday Noraebang's comprehensively implements three main approaches in Marketing Public Relations strategy, there are pull, push, and pass strategies.

### **Pull Strategy**

Friday Noerabang has adopted a systematic pull strategy to achieve and prevent a decline in audience levels, in line with the principles of public relations marketing. The strategy is based

on four main pillars: using social media, organizing events, strengthening brand visualisation and encouraging more loyal consumers. Friday Noraebang's recognizes that their target audience is dominated by young people who love Korean culture, so they reach out to consumers and potential consumers by creating a 'hanging out' community on Instagram, TikTok and X. Through Instagram, for example, the brand consistently hosts live streams to encourage direct interaction with the public. On TikTok, they produce entertainment content that relates to their target consumers, and on X, they tweet to create the impression that this brand is not rigid, but fun and trustworthy. Friday Noraebang's uses social media for promotion and community building. This aligns with Rees (2022) assertion that authenticity in digital brand communication is key to audience trust and loyalty. Friday Noraebang's event includes many sessions, from karaoke in small communities to karaoke at large festivals. This research seeks to shed light on the disparity of studies that have failed to explore the implementation of the PESO model in depth and have not adequately analysed Marketing Public Relations strategies, especially in the entertainment sector. The purpose of this research is to share new engagements in the Marketing Public Relations space by understanding the effectiveness of adopting one PESO tactic at a time in achieving the mission of Marketing Public Relations.

In line with the target consumers defined by Friday Noraebang's, the brand adopts a relaxed design with consistent application. Not only the design, but also the language and messages are adapted to the style of young people who are fans of Korean culture. During the pandemic, Friday Noraebang's also followed the way of working that shifted from face-to-face events to online forms, such as live streaming on Instagram. They also encourage an interactive audience through quizzes with prizes. Friday Noraebang's is committed to building customer loyalty with an event initiative called "FN Coming to You", which is a form of giving back to the community in need. In addition, a comprehensive analysis of Friday Noraebang's marketing strategy shows that the use of social media has a significant impact on strong branding, customer loyalty, and audience engagement (Schivinski & Dabrowski, 2016). If this is continued, it will have an impact on the close relationship with the audience and a positive brand image. All the strategies implemented have been in accordance with the principles of Marketing Public Relations, which is to promote a mutual positive influence between the audience and the company. Especially for Friday Noraebang, which will receive positive news from the interaction.

Meanwhile, the results of this research are strategies that are considered quite effective and significant in the case of Friday Noraebang's. Furthermore, it will analyse all the content uploaded on Friday Noraebang's social media accounts and how this content influences brand awareness and acquisition of buyers and potential buyers. In addition, the research can measure the return on investment (ROI) of the "FN Coming for You" programme to see the effect of the event on customer loyalty, as customers are expected to share positive experiences with the public, which is also a promotion for the brand. Friday Noraebang's difference from its competitors is the best service and continues to look for ways to be superior. A longitudinal analysis is then appropriate to assess the long-term effects of the strategy in terms of customer loyalty and brand strengthening. To conclude this series of studies, we also need to look at the involvement of social media influencers in disseminating information about the brand. Therefore, further research is needed to provide stronger evidence of the significance of Friday Noraebang's strategy and to show the right direction for other companies in implementing the strategy by targeting the audience that has been tailored to the target customer.

### **Push Strategy**

This research found that Friday Noraebang's has implemented a push strategy in one of the PESO models, and found it to be particularly effective in selling more tickets and making more segments of the public aware of the events they have created. Friday Noraebang's also uses Instagram ads to expand the audience beyond the platform, which is effective in attracting audience engagement on a larger scale. The results found in the research are in line with the principles of Marketing Public Relations theory, which has an important point about two-way communication and the power of the audience to build a trusting relationship with the brand. The most highlighted analysis is also the selection of the Instagram platform as a priority for disseminating information and promotional messages, the advantages of this platform are also equipped with features that allow brands to interact directly through Live, as well as voting and polling features, which Kurniawan found useful. So we can understand these findings not only in the dissemination of messages, but also promote the growth of opportunities for audience voices to be heard directly by brands, which is in line with the theory of Marketing Public Relations. Therefore, Instagram advertising can be very profitable as a means of promoting not only brands, but also the communities within them.

### **Pass Strategy**

The implementation of the pass strategy as part of the Marketing Public Relations theory carried out by Friday Noraebang's to focus on improving the brand image and expanding the network of cooperation with other brands. In this research, the results are quite amazing, namely the success of Friday Noraebang's in implementing the theory to approach co-branding collaboration and participation in Korean cultural festival events. In addition to its role as an event and content creator, Friday Noraebang's has also taken on the role of a key player in Marketing Public Relations. The prominence of the brand is evident and makes it preferable to other competing brands, as FN continually strives to increase positive publicity for its brand.

Behind the success of Friday Noraebang's is a growing number of co-branding collaborations from brands such as Lemonilo, Nivea and Samsung. Of all these collaborations, Nivea plays a prominent role, as the partnerships are strong enough to foster maximum mutual benefit. Nivea utilized Friday Noraebang's as a mediator to deliver product messages to consumers in a manner that is both relevant and relatable. A notable instance of this was the integration of Nivea's product message within the context of a K-Pop concert, enabling the audience to experience the product's benefits in a tangible, real-life setting.

Friday Noraebang's to adapt its brand identity (Unique Selling Point or USP) in collaboration with other brands is also noteworthy. In an interview with Kurniawan, who occupies the role of Partnership and Community Relations on Friday Noraebang's, the primary challenge in collaboration is ensuring that the brand's core values are upheld without compromising the purpose of the collaboration. This approach demonstrates Friday Noraebang's;s commitment to not only achieving immediate outcomes but also fostering sustainable relationships with partners. Furthermore, Friday Noraebang's implements a post-event strategy with the aim of maintaining positive relationships with brand partners. One such strategy entails the allocation of exclusive participation opportunities for partners in forthcoming events organized by Friday Noraebang's. In addition, Friday Noraebang's actively disseminates



information regarding novel collaboration opportunities, thereby establishing a symbiotic cooperation ecosystem.

The findings of this research demonstrate that the implementation of Pass Strategy by Friday Noraebang's is not only effective in establishing a positive brand image, but also in generating new cooperation opportunities. This success demonstrates that a well-designed co-branding strategy can have a significant impact on brand awareness and credibility. The findings can serve as a reference point for other companies in developing innovative and sustainable Marketing Public Relations Strategies.

### **PESO Model**

The inclusion of the PESO model, which consists of Paid, Earned, Shared and Owned Media, is fundamental to Friday Noraebang's theory of Marketing Public Relations strategy. Brands widely use sponsored advertisements on social media platforms to expand their audience and increase brand awareness. Positive publicity about the brand from customers who give good reviews can strengthen public validation and trust in the brand. Finally, the use of media is encouraged to encourage interaction with the audience through entertainment content and active sharing in local communities. The media used are well managed, especially the official website and social media such as Instagram, which are widely used by the audience to get important information about Friday Noraebang's.

Friday Noraebang's brand image is constructed with several main keys, one of which is to prioritise Korean culture itself (*Hallyu*) as a unique proposition, attractive and consistent visualisation and messaging across all adopted digital platforms, so that this builds a positive experience for customers for the services Friday Noraebang's provides. Co-branding collaboration is another strategy for using social media that also contributes to brand trust (Smith, 2020). Collaborating with other brands, especially large brands, can significantly influence a wider market reach and increase positive publicity for the brand. The six key elements of co-branding, such as alignment of brand values, mutual benefits for both parties and clear strategic objectives, are carefully considered in every collaboration that Friday Noraebang's undertakes. The company can also adapt to changes in the brand's style. The company can also adapt to changes in advertising styles, from previously dominated by face-to-face activities to online activities as a form of flexibility.

### **Co-branding**

Through this research, the application of co-branding by Friday Noraebang's is also analysed by reviewing the six key elements of Keller (Hakim, 2020), which include good brand awareness, strong brand presence, support from many parties, unique associations and positive publicity from consumers. The result is that Friday Noraebang's can fulfil all or six of these elements and can assess that all of them can be effectively operated and can build strong brand value for consumers. The findings emphasize that Friday Noraebang's has effectively cultivated sufficient brand awareness, with audiences demonstrating the capacity to recognize and recall the brand with ease. This success has enabled Friday Noraebang's to expand its audience reach and increase participation in organized events. The brand's strength is further evidenced by its successful collaborations with prominent brands such as Bintang. These collaborations have had a positive impact on consumer perception and increased Friday Noraebang's credibility. Its collaborations create positive experiences and strengthen brand equity.

In addition to this, strategic content is in line with Instagram's features that have a real positive impact. In an effort to increase audience interaction, Friday Noraebang's produces interesting content that relates to the brand. Friday Noraebang's has been able to achieve two main goals: increasing ticket sales and building a community that is loyal to the brand. Both objectives can be achieved by increasing sales and building strong, long-term relationships through an integrated marketing and public relations approach that uses social media for promotion and gets closer to consumers and potential consumers. It can be concluded that the push strategy implemented by Friday Noraebang's has been successful in its mission to apply the principles of Marketing Public Relations theory in a digital context. Not just paid content, this promotional strategy is also like producing content that can provoke interaction from the audience, according to the behavioural analysis of the target consumers calculated at the beginning. This case study of a company adopting *Hallyu* can be an important preference for other companies that also want to increase the chances of successful marketing activities through strategies focused on maximising social media, with many benefits, one of which is fostering strong relationships between the public and the brand.

## DISCUSSION

This research yielded results in the form of Friday Noraebang's Marketing Public Relations strategy, which is shown by the implementation of three main approaches in depth, namely pull, push and pass strategies. The pull strategy is realized by maximizing social media, organising diverse events, strengthening branding and building customer loyalty. These findings contribute to a broader understanding in the context of marketing communications, particularly in the context of the entertainment industry and the Korean cultural fan community. In the context of the pandemic, Friday Noraebang's demonstrated a strategic approach to event organization that cohesively integrated digital and offline strategies. This included not only relying on offline events, but also proactively adapting to online platforms. Visual consistency and message adaptation were also key.

Friday Noraebang's maintains its visual identity while adapting its communication style to suit the audience. Furthermore, the role of the community and loyalty programmes such as "FN Coming to You" have been proven effective in strengthening loyalty. Nevertheless, the divergent perceptions between consumers and brands with regard to content marketing dimensions underscore the necessity for ongoing evaluation of content strategies.

Overall, the results of this research strengthen existing theories regarding the effectiveness of Marketing Public Relations and content marketing in building brand awareness and purchasing decisions. However, this research also adds new insights into the importance of digital and offline strategy integration, message adaptation, and community collaboration in building brands in the community-based entertainment industry. In addition, this research encourages the need for further research to measure the long-term impact of the strategies implemented as well as the role of influencers and community partnerships in expanding brand reach.

This research contributes to Marketing Public Relations strategies in the entertainment industry by applying the PESO model to the *Hallyu* phenomenon in Indonesia. Previous research focused on event that based on Marketing Public Relations or the PENCILS principle,



but this research shows how paid, earned, shared, and owned media with co-branding collaborations build and increase brand image and drive community engagement among young audiences. These findings support the importance of event marketing and influencer collaborations but extend these insights by demonstrating the ongoing impact of multi-platform digital engagement and authentic brand experiences. This research fills gap by contextualizing Marketing Public Relations strategies in the digital entertainment landscape shaped by the *Hallyu* phenomenon, offering practical implications for entertainment brands looking to increase brand equity through digital interactions and strategic partnerships.

## CONCLUSION & RECOMMENDATION

Friday Noraebang's has successfully employed Marketing Public Relations strategies to build a strong brand image through brand collaborations. Friday Noraebang's has played a significant role in expanding the influence of the *Hallyu* phenomenon in Indonesia, particularly through K-pop karaoke events. Despite competition from similar industries, Friday Noraebang's has succeeded in maintaining its position as the largest event organizer and a pioneer in its field. The present study investigates the strategic approaches adopted by Friday Noraebang's to consolidate its brand identity, namely the pull strategy, push strategy and pass strategy. The pull strategy entailed the use of social media to enhance interaction with fans and disseminate information regarding the event, while the push strategy concentrated on augmenting ticket sales through promotions on social media platforms such as Instagram Ads. The most effective strategy for enhancing brand image, as evidenced by the establishment of co-branding partnerships with prominent entities such as Samsung, Lemonilo, and Nivea, which prove to be mutually beneficial, is pass strategy.

Friday Noraebang's success has been achieved by maximising the use of social media platforms, such as live streaming on Instagram and YouTube, and using interactive features, such as polls and voting, to engage the audience. Building a strong brand image along with the huge influence of the Indonesian K-pop industry has been achieved by cultivating positive associations and providing the best service to consumers. Friday Noraebang's needs to consistently pursue the most optimal strategy to support its success, especially with long-term co-branding cooperation. At the same time, however, it must remain cautious of innovations developed by competitors. In addition, innovations such as exclusive merchandise and membership programmes have the potential to increase audience loyalty and enhance brand image elements. Friday Noraebang's sustained implementation of an effective Marketing Public Relations strategy holds the key to its continued growth as a leader in the K-Pop entertainment industry in Indonesia, and the broader expansion of the *Hallyu* phenomenon.

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