

Exploring Halal Food Product Branding Models Through A Creative Industry Approach

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Abstract: The creative industry is playing an increasingly important role in the development of the world economy, especially in the matter of branding products. This paper examines how the factors of the creative industry, such as film, animation, visual design, and digital marketing, can be applied in developing an innovative product branding concept. The case study of Aris Burger is an illustration of how creative branding leads to the success of a brand and renders it more competitive and acceptable in the market. The given research is qualitative and is constituted by the advantages of the case study, interviews with creative experts in the industry, in-depth analysis of visual material and marketing media content. The findings indicate that through the visual and narrative elements in branding practices, one will be able not only to augment brand awareness, but the application of visual and narrative elements of a brand can create an emotional attachment with customers and can generate brand loyalty. The study also stresses the need to do market research and be creative in finding adaptation strategies with respect to ensuring the effectiveness of marketing campaigns. Finally, inclusion of the creative industry in branding strategies will make a substantial contribution to shaping brand identity and enhancing the product in terms of competitiveness in the local and international markets

Keywords: Creative Industry, Branding, Digital Marketing, Aris Burger, Visual Elements, Creative Narrative, Brand Loyalty, Adaptation Strategy.

Introduction

The creative industry has become one of the major sectors that is contributing to global economic growth. The application of the creative aspects of film, animation, visual design, and marketing through social media has thus emerged as a primary aspect in companies that have embarked on building strong and competitive brands in the contemporary, ever-changing digital age. Branding is not only helpful in attracting the attention of consumers, but it also adds to the establishment of strong emotional connections between products and customers. In the context of the food industry, developed branding strategies are taking on greater and greater importance in order to make sure that the desired products capture a place in the hearts of consumers. This report is about Arisprop and the brand of

Aris Burger that has captured the elements of the creative industry within its marketing and branding. Through the use of fascinating visuals and emotionally gripping stories, the company has succeeded in creating a better brand experience and increasing its competitiveness in the local and international markets.

Nevertheless, even though the creative industry holds much potential for product branding, little research on the success of these strategies in the food market has been carried out. Therefore, this study seeks to understand the extent to which the application of creative elements in marketing can be used to help customers in the marketplace enhance brand awareness and develop customer loyalty, as well as affect the performance of the business.

This research is carried out in a qualitative manner by using the case study regarding the branding strategy of Aris Burger. The information is collected from deep interviews with experts regarding creative industries, content analysis of marketing images, and observation of consumer reaction to the applied brand strategies. The findings of this study are expected to create guidance for other companies in the food and creative industries to adapt their branding strategies more innovatively and effectively in order to increase their competitiveness.

The research also adds to the literature on careers in the digital marketing world, as well as brand strategy, discussing the involvement of the creative industry in branding. This study can also be a contribution to the scholarly literature in the field linked with digital marketing and branding, as it concentrates on the role of the creative industry in branding.

1.1 Background of the Study

The creative industry has gathered an increasingly important meaning. The use of digital technology has led to the inclusion of creative aspects such as cinema, animation, and visual design in the company's tactical approach to branding and marketing its products. Arisprop, being a case in the food industry, especially in the production of Aris Burger, has used the aspects of creativity in its branding efforts. This form of approach is not only designed for the local market but also increases the market influence of the brands at the international level. The application of the creative industry for marketing and branding has proved to be effective in the decision-making process of purchasing (Wandira & Widianita, 2023; Saputra & Widana, 2024).

This digital age has witnessed social media marketing being an important part of branding strategies. Marketing of products via websites such as Instagram and Facebook has helped companies to achieve a wider audience as well as give companies the authority to communicate with their customers (Indrianingsih et al., 2023). Arisprop, for example, has made use of digital marketing techniques to publicize Aris Burger through the use of creative marketing campaigns that encompass the use of captivating visuals and storytelling that captivate customers of the product or service being offered (Saputra & Widana, 2024). Studies verify the fact that the implementation of creative elements in marketing not only improves brand recognition but also customer loyalty, as well as the experience being immersive and appetizing (Wandira & Widianita, 2023).

Moreover, branding on the basis of creative elements allows a more profound meaning of the products and them being not mere commercial items. Business-wise, this would help create an emotional attachment of the customers to the product since it goes beyond being food (Saputra & Widana, 2024). In the context of Aris Burger, the introduction of unique recipes and attractive presentation with value added to the products cannot be easily imitated by competitors in the market. Studies have shown that cultural persuasion and innovation of presentation are important factors in the decision-making of customer preferences and choices (Indrianingsih et al., 2023; Saputra & Widana, 2024).

Admittedly, the efficacy of a branding model anchored in the creative industry is determined by a great number of variables and conditions, including profound knowledge of the preferences and behavior of consumers. In this respect, Arisprop has conducted market research to understand the strengths and weaknesses of the offered products so as to develop a superior user experience. The data collected are taken from this research and are embedded in the marketing strategy to develop a

Exploring Halal Food Product Branding Models Through A Creative Industry Approach

particular and relevant creative strategy targeted at the segmentation of the market (Saputra & Widana, 2024). The results of the research emphasize the significance of the possibility to conduct ongoing market research as part of the product and brand positioning adaptation (Wandira & Widianita, 2023).

Through the implementation of these creative strategies, Aris Burger is seen as more than a food product; it has become a symbol of innovation and quality, which has gained not only the attention of consumers in the local market but also players in the world market. Effective branding strategies in the context of the creative industry also come with more sales and market dominance (Wandira & Widianita, 2023; Saputra & Widana, 2024). Emphasis on the aesthetic and qualitative aspects of products is also particularly important in order to not only keep up but also constantly face the market competition.

The application of strong visual communication, as well as storytelling, in Arisprop's marketing strategy provides us with further evidence of how the creative industry has been effective in creating an open brand image as well as in drawing interest in the consumer market (Saputra & Widana, 2024). Creative elements are a competitive advantage in creating a unique brand image that stands out in a competitive market. Once the marketing is done on the basis of an appealing user experience, in this case, this could be the outcome of creating more brand awareness that resonates with the lives and requirements of the consumers (Wandira & Widianita, 2023; Saputra & Widana, 2024). This combination portrays that one can apply creativity at any level of marketing of any item.

The success of creative marketing innovations is epitomized in the fact that the impact has been direct on consumer purchasing behavior, which has become more proactive. Research suggests that the majority of buyers have a higher interest in products that are promoted by creative methods as compared to the products that are promoted through traditional forms of advertising by means of mass media (Saputra & Widana, 2024). This shows the importance of fitting according to the needs of consumers in order to achieve attraction and purchasing motivation (Wandira & Widianita, 2023; Saputra & Widana, 2024).

Simultaneously, the input of the creative industry to the general betterment of the quality of the products, in which the introduction of creative elements in the creation and showcasing of goods may result in their creation not only appealing to the eye but also quality products as well. Through delivering high quality, Arisprop will be able to build its brand image through strong competition. The costs can also be minimized, and the profitability of the company can be better achieved by using innovative production techniques and providing customers with the best products (Saputra & Widana, 2024).

On the whole, this paper demonstrates that the creative business has a titanic potential in regard to creating and reinforcing new types of branding. The legitimacy of this strategy lies in the firm's ability to venture and infuse creativity in every dimension of business. When applied in the context of Arisprop, the strategies employed have contributed toward cementing Aris Burger's position in local and global markets, and this depicts how creativity is not just a marketing instrument as well, but has also contributed toward growth and sustainability in the food industry (Saputra & Widana, 2024).

Through a deeper analysis of how the creative industry contributed to the branding of products, especially for Aris Burger, there is a potential for developing a more competitive branding figure. Thus, companies that are aspiring to be successful in the modern market should continue innovating and be interested in the needs and satisfaction envisioned by consumers (Saputra & Widana, 2024). Undoubtedly, this creativity that goes behind the branding and marketing strategies is critical to becoming successful in this more competitive industry.

Finally, it is imperative to mention that not only does the tool assist in capturing the attention of the consumer, but the creative industry also has its role in developing the identity and values of a product. Moving on, the role of the creative industry in branding products such as Aris Burger should be further changed and strengthened by proper policies and strategies so that it can remain resilient and grow in this dynamic market.

1.2 Problem Statement

Despite the fact that most companies in Malaysia continue employing the traditional branding approach, including traditional advertising and direct promotions, there are limited studies on the application of the creative industry in branding innovation. Thus, this research will provide an answer to a number of focal questions:

- i. How can creative approaches through film, animation, and visual media help develop an innovative branding model for food products such as Aris Burger?
- ii. What are the most effective creative industry elements in attracting consumer attention toward the Aris Burger brand?
- iii. How can these innovative branding strategies enhance product competitiveness in both local and international markets?

1.3 Research Objectives

- i. To examine the role of the creative industry in developing an innovative product branding model.
- ii. To develop a product branding model through the use of creative media such as film, visual design, and digital marketing.
- iii. To analyze the impact of visual and narrative elements on market acceptance of Aris Burger.
- iv. To evaluate the impact of branding innovations on marketing strategies and the sales performance of Aris Burger.

1.4 Significance of the Study

The findings of this study are expected to benefit local companies in designing more effective branding strategies through creative approaches. Using an in-depth qualitative approach, this study explores how the creative industry can be applied in branding strategies for products like Aris Burger. Given the direct relationship between branding innovation and product competitiveness, this study has the potential to provide valuable insights for local businesses in the halal food sector.

The implementation of creative branding strategies can also contribute to the development of the creative economy literature in Malaysia. The innovations explored in this study have the potential to expand knowledge on how halal food marketing can be enhanced through new approaches in customer communication and engagement.

Moreover, this study is expected to encourage more Malaysian companies, particularly in the halal food sector, to benefit from the adoption of creative branding strategies. The research aims to not only generate positive outcomes for businesses but also significantly contribute to the theoretical and practical development of the creative economy, thereby enhancing the competitiveness of Malaysia's food industry.

Literature Review

2.1 Creative Economy and Creative Industry

The creative economy encompasses various sectors that play a significant role in strengthening global economic growth. In this context, sectors such as film, visual design, animation, and digital marketing have demonstrated undeniable contributions to economic development (Klein & Szychalska-Wojtkiewicz, 2020). The creative industry is innovative and creative; therefore, it can not only create jobs but also create a rise in productivity at all economic levels. It has been found that an innovative approach to marketing with the creative industry may lead to growth in brand awareness and consumer confidence in the product, which later will have a favorable effect on sales and brand equity (Sukma et al., 2018).

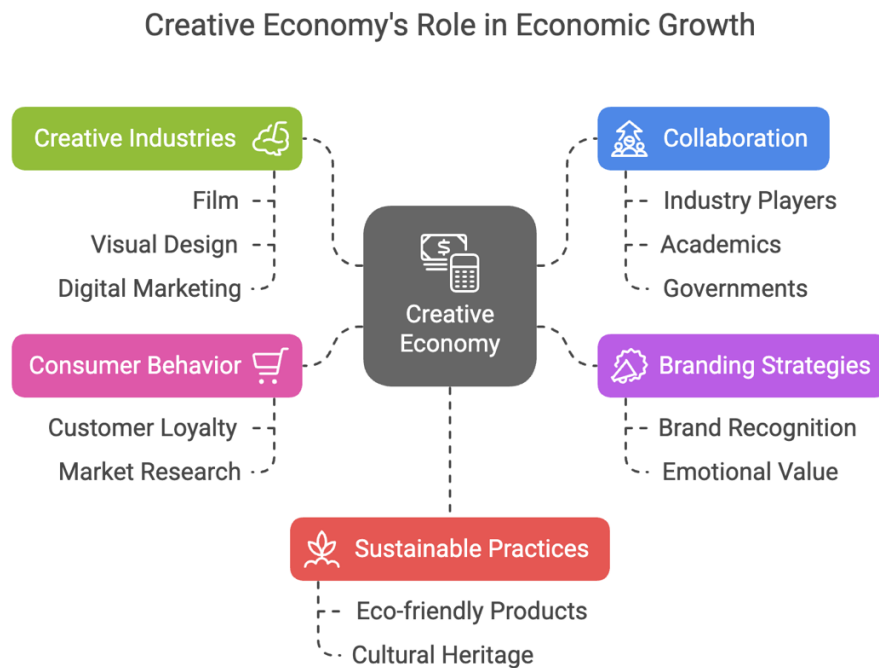


Figure 2.1: The Role of the Creative Economy in Economic Growth

Figure 2.1 shows the contribution of the creative economy to economic development. This is one of the distinguishing features between the creative economy and the traditional sectors that allows providing a distinctive platform contributing to the competitiveness and uniqueness of brands. It is discovered that the creative industry has the potential to produce high-value-added products; it cannot only be detected as an engaging experience, but also as a creative experience (Pratomo et al., 2021). As a case in point, the good performance of the Department of Creative Product Exports in the fashion and craft industries proves that this expansion not only raises household income but also provides additional employment opportunities (Sukma et al., 2018). This brings about the topicality of the creative economy as a contributor to economic development at local and global levels.

Enhanced creativity in the brand process is likely to promote the development of powerful attraction for products and brands. This, in turn, improves customer perception of a product and brand (Shuaib and ENOCH, 2013). Studies performed in the recent past have confirmed that organizations that have embraced innovative marketing methods not only create awareness about their brands, but they also provide sentimental pleasure to their customers. Hence, as a result, the strategy can establish a better relationship between the products and the consumers, which is the major force in the purchasing process (Ausat et al., 2023).

Moreover, the incorporation of the creative industry in the branding strategies has been capable of rendering a considerable influence on consumer behavior and decisions. Loyalty can be instilled in customers to purchase the brand and have an attractive and holistic customer experience (Pratomo et al., 2021). On this note, the trends in the digital marketing space allow companies to make a greater impact on their target audiences through the means of applying different social media tools as instruments to facilitate direct contact and feedback (Murphy et al., 2014).

The innovative nature of the creative industry in terms of content production is also what contributes to the establishment of other industries. It has been claimed that the correlation between the creative economy and the conventional areas can create favorable resources to increase innovation and competitiveness of the whole chain of economic value (Murphy et al., 2014). Organizations that embrace and exploit creative assets can be more flexible to modern issues and can possibly improve their innovativeness (Aji et al., 2023).

To provide such value, a better appreciation of consumer behavior and needs is important. The data-driven marketing approach allows companies to make their offerings more applicable to target customers, which improves their receptiveness to succeed in the market (Pratomo et al., 2021). This also underlines the importance of market research and analysis in assisting in developing effective branding strategies for firms in the creative industry.

Besides, the high rate of development of the creative industry requires the cooperation of different actors—industry players, scholars, and governments—to achieve the full capacity potential and create sustainable capacity (Ansofino, 2023). These partnerships should contribute to the competitive advantage and innovation of products, which places the creative economy on the shelf of the national and local development agenda as a strategic element (Ansofino, 2023). An integrative approach will be helpful in facilitating the effective utilization of resources as well as propagating much-needed innovations to meet the emerging demands in the economy and society at large.

In this connection, it should be stressed that there is a need to design business models that would enable working with change and capitalizing on technological innovation and development. This involves the use of digital technology in every area of an organization, including production and marketing, to improve efficiency in operations and attract a larger number of people (Martial et al., 2024). This will entail a change of perception and a high level of innovation, more so among players in the industry, especially within the small and medium enterprise (SME) segment, which is a pillar of the creative economy ecology.

The players in the industry should also strive toward the sustainability of growth through industrialization that will add value to creative products. Due to the reorientation of the creative field, business processes can be more sustainable, and the manufacture of environmentally friendly products can occur with the help of more efficient resource consumption (Vasić & Filipović, 2022). Moreover, the social responsibility of this industry should also be maintained at the level of guaranteeing the maintenance of cultural heritage and traditions, according to which the identity and values of local populations are stipulated (Ansofino, 2023).

On the other hand, the trends or consumer perception can be analyzed through a more in-depth method of research in which the socio-economic factors available affect the acceptance of creative products. The deep process of gathering and processing the information will enable companies to develop more efficient and quality plans to fulfill the demands of customers and preserve the competitive edge in the market (Klein et al., 2021). This, consequently, refers to the increase in the strength of the creative economy as one of the most important aspects of global economic development.

Last but not least, the stakeholders who represent different domains have to be approached in order to make creative economy development a holistic one. The next stage of success in this field presupposes the utilization of the collective potential in various disciplines and a more sustainable introduction of innovations and solutions to the complex issues of the digital age (Agustina et al., 2020). With the help of this interaction, it is possible to make the creative economy more versatile, effective, and adjusted to the needs of society and constantly changing conditions in the world market (Syairozi et al., 2023).

2.2 Branding and Innovation Theory

The studies in branding and innovation have clearly indicated the increasing relationship between both in the marketing environment. It is obvious that the more brands employ innovative methods in their marketing maneuvers, the more likely they are to get customer attention and boost customer loyalty (Amchin et al., 2022; Evans, 2014).

The brand identity model developed by Aaker in 2011 has also emphasized the fact that brand uniqueness and relevance are important in influencing consumer perception and relationships between the product and the user (Dwiyani & Sulistiadi, 2022). In the model by Aaker, brand identity is a unique attribute that differentiates one brand from another as it offers meaning and value addition to the consumer (Schuldt & Bathelt, 2011). One of the elements that is noted in the branding strategies is presented in Figure 2.2.

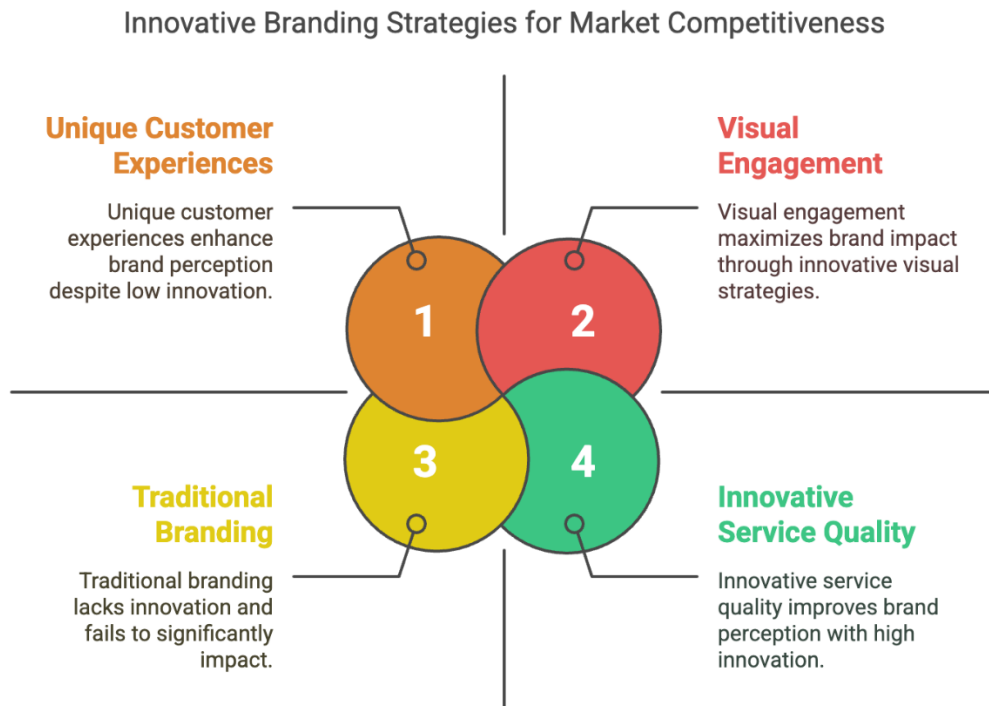


Figure 2.2: Innovative Branding Strategies for Market Competitiveness

Against this background, a creative brand strategy is adopted at various levels, such as a high level of visual appeal. Kotler and Keller (2020) introduce the Visual Influence Model in Marketing, and it is crucial to mention the way images may affect the perception of consumers of a product (Chan & Hoffmann, 2015). Visuals not only help with the creation of a good first impression; however, they also provide brand consistency in terms of communication (Azizah, 2023). With the help of the strategic use of color, shapes, and typography, there is a chance that brands can make their unique and memorable story that will influence the purchasing decision (Juliana et al., 2023).

It was found that such a strategy as adding visually driven elements into the marketing strategy, along with innovation, not only increases purchase intent but can also serve to sustain the customer relationship in the long term (Coleman et al., 2015). To illustrate, it has been shown that the effectiveness of the use of attractive photography and innovative packaging in the food and beverage industry is capable of attracting more attention to new products among customers (Evans, 2014). This could ensure loyalty and confidence in customers, which is the key aspect of an effective branding model.

Besides, the inclusion of innovation in branding may correlate with the development of an in-depth customer experience. Direct engagement and personalized services that will increase brand enthusiasm will play their role in presenting unique and innovative customer experiences (Supriyani et al., 2022). According to research, people tend to pay more attention to experiences rather than the product itself; therefore, branding with a focus on the construction of amazing experiences can play a role in increasing customer loyalty levels (Azizah, 2023).

To a broader extent, studies have also established how creative branding frameworks could give companies a strategic edge in overpowering the market competition (Diyanto et al., 2021). Brands that are flexible and able to react to the trends and modifications in consumer behavior have a greater chance of gaining a strong market position. This means that intensive customer involvement in the form of feedback and A/B testing of marketing solutions may be an effective tool in creating a dynamic and responsive brand (Lee & Back, 2010).

Besides, it is also necessary to set a measurement of service quality (Siagian & Simanjuntak, 2023) as an element of an innovative strategy. A positive brand image is generally developed through the

provision of good-quality services, which will enhance the experience of users. Research has indicated that good customer experiences and quality of service are two major variables that enhance user loyalty, which further builds the brand's reputation in its entirety (Maheshwari et al., 2011).

As an example, a study about service quality in hospitals reported that successful intervention with patients and involvement in the medical decision-making process greatly increased the satisfaction and loyalty of the users to a certain hospital (Dwiyani & Sulistiadi, 2022). This shows that branding strategies are not only innovative on the product front but also in the facets of customer service, which is very essential in the generation of brand value.

In the future, firms must not only have innovativeness but also have a better insight into the demographics and psychographics of their customers. Such understanding helps them to provide it in a more effective manner and build a brand image in a more competitive manner in the market (Boccella & Salerno, 2016). Therefore, the application of the Aaker model for building brand equity and high visual appeal will be a cornerstone of the branding tactics that will attract interest and loyalty among customers in the present-day, highly competitive digital age (Dias & Dias, 2018).

Culturally and creatively, certain events where the business can form a profound relationship with the communities they serve can be a significant factor in rendering the brand more familiar and closer to consumers (Barber & Scarcelli, 2010). Fashionability in this context entails getting to know the needs and wants of customers, which is a qualitative advantage that cannot be met by utilizing conventional marketing strategies.

Introduction of innovation-based branding strategies not only determines the perception of the brand on the outside but also forms the interaction between users and a product. The success of these strategies is determined by control over market acceptance all the time and not temporary sales results (Aisyah, 2024). Thus, firms have to become dynamic and responsive to the responses and market trends of users.

To sum up, brand innovation is an important factor in increasing the competitiveness of a company in the ever-changing market. A more successful approach, which is based on integrating a scientific approach that focuses more on visual influence, customer experience impact, and service quality strategy, can achieve more success in the attraction and retention of customers. Businesses should be keenly aware of such changes so that they remain relevant and successful in their respective fields (Horner, 2017).

2.3 Creative Industry Medium as a Branding Tool

The film and animation industry has proved to be a useful instrument to increase brand presence. In this regard, film and animation are not only a source of entertainment but also an effective strategy for spreading strong branding messages that would appeal to the emotions of consumers. The examples of advertising campaigns of Petronas and food brands, including Adabi, demonstrate that attention may be drawn using creative stories and thereby brand loyalty may be built. It has been reported that advertisements containing compelling visual materials as well as high-interest narratives have the potential to improve customer engagement and trust in a brand (Porto et al., 2021; Hiilamo & Glantz, 2011).

To begin with, the famous advertising campaigns in the history of Petronas are characterized by profound emotional themes and are oriented toward people and their values of family and friendship. Not only does this advert grab the attention of the viewers, but it also brings a positive attitude to the brand. Research has revealed that narrative-based marketing like this has been shown to strengthen brand names and recognition of the brand name among customers (Atalay et al., 2022). Because it is an immersive experience of visuality, Petronas is able to stand out in the competitive environment, becoming more than a company that offers petroleum but an image appealing to real-life events (Chailan & Ille, 2015).

In the same way, film and animation have been utilized by Adabi to pass messages about its products. Through showcasing various cultural and traditional details, Adabi has been able to create a high level of emotional connection with the customer, such that the customer can still remember the

product (Lanseng & Olsen, 2012). Adabi has been able to relate its products to communal identity and values through the content of advertisements in terms of the presence of narrative features, and hence the product enjoys popularity within the food category (Elliot & Nakata, 2013). It has been researched that branding based on storytelling and cultural context is not only effective in enhancing awareness of products among consumers, but it also provides value and strengthens the attachment of the consumer to the brand (Hiilamo & Glantz, 2011).

Meanwhile, film and animation are also a part of advertising in multinational corporations. This will not only market their products, but will also boost their competitiveness in the international markets (Alexander & Contreras, 2016). As an illustration of this example, visual storytelling has not been new to global companies like Coca-Cola and brands like PepsiCo, and they have extensively used these advertising strategies to create a strong, positive brand image for their customers across the globe. Their branded stories are accrued as they interact with a variety of audiences through stories that are able to capture different cultures and audiences (Khalil & Onyango, 2022).

In this way, multinational corporations could seek the assistance of creative stories in marketing to create more profound and emotional relationships with customers. The available research findings indicate that the emotional involvement of consumers toward a brand serves as one of the main motivators in the buying pattern (Merrilees et al., 2011). As such, the creative industry is not restricted to approaching content creation only, but is also interested in the holistic experiences that are aimed at brand loyalty.

The other example, which is also interesting, is the way animated advertisements turn out to reach the attention of younger consumers. Animation is also a great form of education as it can make complicated information simpler by making it more entertaining. In that regard, the food industry that wants to appeal to the sensitivity of children often invests in animated characters or wants the cooperation of animation manufacturing companies to create interesting and entertaining ads. This has been shown to be an efficient way of keeping young consumers active, raising brand awareness among young consumers, and creating debates on social media (Lin, 2016).

Moreover, the connection between the creative industry and branding shows tremendous possibilities in gaining the trust of the customer. With regular message communication and involving stories, businesses would get an excellent reputation in the market and product recognition. Researchers point out that the higher level of competition in the markets correlates with the creative means of advertising that make it possible to make a product stand out among the competitors and make the branding stronger. Besides, brand storytelling may be aligned with consumer engagement and lead to an increase in repeat sales.

By doing the analysis of these examples, it can be noticed that film and animation play an immense role in branding and creating brand stories. Those companies that implement creative methods of advertising are usually able to establish a firm emotional connection not only between the products and customers, but also in serving the faith and values they want to promote (Yanting et al., 2023). Thus, the implication of film and animation in branding strategies not only serves the purpose of communicating the message to businesses, but they have also become key in promoting improved commercial performance (Khan, 2024).

Finally, when it comes to global marketing issues, which most of the time are dynamic and diverse, the creative industry, referring to film and animation, is an extremely efficient and strong branding mechanism. Business firms should learn and hone the application of these media in terms of coming up with more persuasive and involving campaigns. When creative aspects are deployed carefully, they are able to create better consumer relationships as well as reinforce their presence in the hardening competitive market (Evans, 2014).

Research Methodology

3.1 Research Design

The paper has used a qualitative methodology to learn about the way in which the creative industry can influence the process of branding innovative products such as Aris Burger. The research design was based on the case study, where the in-depth implementation of the creative branding strategies of Arisprop, the main company, was explored. By this method, the researcher was in a position to gather and analyze data pertaining to perceptions of consumers and brand owners in understanding experiences, as well as perceptions on the application of creative aspects of marketing.

Through the case study design, the researcher gained an opportunity to discuss the context and background of the adoption of the branding strategy in Aris Burger and consider it in detail. The case study was a chance to explore the creative approaches to branding and evaluate how the aspects of the creative industry could be used to add impact to brand messages and transfer the product values to consumers. Data collection, thus, involved different methods, which included in-depth interviews with the company owners and marketing employees, and observation of the customer relationships with the initiated branding campaigns.

It is vital to note that the qualitative approach allowed the researcher to integrate himself into the subjective world of the respondents. This included their opinions, what they felt, and their frustrations in this branding process. Through qualitative analysis of the responses and information, the study showed the influences of the creative aspect in the industry on brand image and customer experiences. The design of this kind helped in collating the accounts related to creative branding strategies implemented by Arisprop in the course of observing the effectiveness of the strategies in reaching and establishing relationships with the target audience.

The case study method was one of the strong points of the research as it managed to present the dynamics of the interactions between the diversity of the actors within the branding context. This entails the knowledge of how the company reacts to customer responses in terms of strategies that it alters according to the prevailing market conditions. The study also considered the role of the creative industry in developing attention-grasping advertising stories, and it provides more understanding of the process of effective branding.

When analyzing the effects of the creative industry on product branding, in this case, Aris Burger, the researcher has gathered data from various sources, including customer reviews, customer feedback on marketing campaigns, and advertising materials. By conducting an in-depth study, this paper strives to present an overall insight as to how the creative strategies are not only responsible for making a brand name but also help define a strong market image.

Generally, this research design provides a detailed approach to how the elements of creativity in terms of branding can be applied in an SME such as Aris Burger. This information will act as a stepping stone in achieving a strong branding model that would transform the introduction and marketing of products to consumers.

3.2 Data Collection Methods

Data Collection Methods for Branding Research



Figure 3.1: Data Collection Methods for Branding Research

In this research, the qualitative method was used with various data sources to ensure the validity of the results of effective data triangulation. The inflow and outflow of the methods of data collection in this study are portrayed in Figure 3.1. Further, the explanations about the notions are as follows:

1. Case Study:

A close examination of the approach to branding used by Arisprop, such as the application of imaginative media in the marketing of their products.

Monitoring of the branding strategy application of online campaigns and graphic marketing.

2. In-depth Interviews:

Semi-structured interviews with the director of the company, visual designers, and creative industry specialists were conducted to obtain some information relating to branding innovation.

Customer interviews to ascertain how the customer is affected by the use of visual branding on their perception and adoption of the Aris Burger brand.

3. Content Analysis:

Analysis of the visual resources and artistic media that have been used in the marketing of Aris Burger, such as short film advertisements, animations, posters, and social media content.

3.3 Data Analysis Techniques

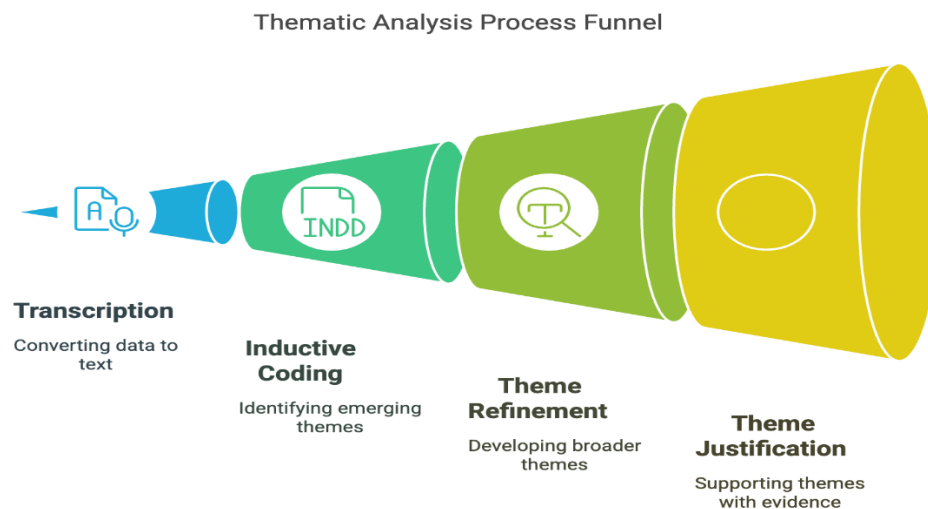


Figure 3.2: Thematic Analysis Process Funnel

The thematic analysis of the data retrieved from different sources was applied in this research, as was demonstrated in Figure 3.2. Thematic analysis is a qualitative methodology that enables the researcher to discover, examine, and present the tendencies (themes) in the information. The process of analyzing this case entailed the extraction of the themes that were relevant to the branding efforts that Arisprop adopted in relation to the Aris Burger product. As a consequence, the researcher discussed those themes extensively to provide a detailed explanation of how the creative industry has influenced the way in which the brand image was formed, and how the products were becoming more appealing in the market.

The initial stage of this analysis was the extraction of the data in different forms; this was the combination of personal and online interviews, field observation of branding campaigns, and the analysis of the documentation on this subject, which was achieved by studying advertisements, the Aris Burger website, and marketing publications. These varied pieces of data allowed the researcher to make use of various points of view related to the role of the creative industry in branding strategies.

After the data collection had been done, it was followed by the transcription process. More analytical assessment required transcription in order to allow the researcher to ensure that the nuances of the language, as well as the contexts of discussions during the interview process, could be recorded. Once the transcription was conducted, the researcher went through the transcription to understand the whole data to get a rough idea about the issues raised.

The researcher then performed inductive coding, during which the statements that were included in the data were grouped according to emerging themes without prior definition of them. This helped the researcher to ascertain the issues of interest that were not determined otherwise. With the help of tagging and reading numerous times, approximated themes were narrowed and further developed into the larger themes involving other various components of branding strategies.

It is important to make sure that the identified themes do not merely describe the data, but instead give solid meaning to it. Thus, the researcher ensured that all the themes that were created had been substantiated with evidence and examples, which were retrieved from the data itself. This included taking notes on how the themes would be related to the wider context of the creative industry and branding.

Thematic analysis is expected to provide information concerning the role of the creative industry in the image creation of a brand. Indicatively, strategies that were used in the branding campaigns by Aris Burger include visual, narrative, and emotional elements, all of which were used to create awareness and motivate customers toward the product. The analysis of the data by the researcher based

on relationships and themes allowed for the support of some evidence on the successes of implemented creative strategies.

Also, the results of this thematic analysis were not just addressed in the framework of the branding strategies used by Arisprop, but also in comparison to the literature available on the creative industry and branding. This comparison offers a more credible background of how the success of Aris Burger can be combined with larger marketing trends and possible developments that can be constructed based on the outcomes of the research.

To sum up, the researcher made a comprehensive report according to the results of the thematic analysis. In this study, the revealed main themes have been explained thoroughly, specific instances provided in the data, and how the creative industry helps in producing effective branding in the market. In short, highlighting these results will provide clear directions to other companies on how to adopt branding strategies that can fluently incorporate the elements of creativity.

3.4 Conclusion

The qualitative approach adopted in the research is likely to provide a more insightful explanation of how the creative industry can play the role of a primary influence in the successful branding of innovative products such as Aris Burger. The researcher adopted the case study approach and participated in the in-depth study of the various branding strategies employed by Arisprop. Through this research design, various dynamics and environments within the branding process can be explored, as well as how the elements of creativity are applied in the business of products (Massis & Kotlar, 2014).

The data generated in this research were analyzed through thematic analysis, which enabled the researcher to establish and discuss the important themes coming out of the collected data. In such a way, the researcher associated the behavior of customers and the role of creative branding in the process of developing the image and attractiveness of a product. In the data collection process, the owners and the employees at Arisprop were interviewed in depth, and the marketing strategies that the latter have applied were observed.

The results of this research are likely to provide directions to other firms on how they can use creative ways to ensure that their products are competitive in the market. Through the qualitative research method and literature research into creative branding theories, this paper aims to find out the role played by creative storytelling in affecting customer perception and attitude toward a product. Also, this study offers an addition to the existing body of knowledge related to the creative industry and branding, and this aspect is important to provide some light on the feasibility and effectiveness of the creative approach in the marketing field.

Thus, both the systematic qualitative approach and thematic analysis of the study not only attempt to comprehend the branding process at Aris Burger, but also aim to offer a framework that can be tailored to other firms endeavoring in the creative field. Moreover, the suggested innovative policies in this paper can contribute to the general evolution of the creative economy as an inspiration and guide to business leaders in encouraging innovation (Achdiat et al., 2023).

The use of this qualitative approach to methods is critical in the examination of related factors of branding and creativity, as to how innovations within the creative industry may serve as a prime force toward product success in a competitive industry. Thus, the researcher aims to reveal and investigate different opinions and insights on progressive branding and how the creative industry can innovate and revamp the marketing experience in the future.

Discussion and Proposed Recommendations

4.1 Discussion

This paper has discussed the role of the creative industry in the formulation of branding strategies of innovative products, and the case study was Aris Burger. The results imply that creative aspects like images, stories, and online media can produce better brand competitiveness and strengthen

the emotional perception of the customers. The combination of powerful images and emotional stories can be created in the branding strategies and can ensure the holistic customer experience will leave a positive impression. Digital marketing, which comes in the form of social media, promotional videos, and graphic design, has been established to have a positive impact on brand awareness and customer loyalty (Mujib & Nurvianti, 2021).

Based on the analysis, it can be said that the branding approaches that involve creative aspects will provide value to the product. Indicatively, participation of engaging graphics and emotionally-based stories can be put to use in building a deeper brand experience. Storytelling-based marketing campaigns, in the case of Aris Burger, have proven to increase the popularity of the brand and have made the product one of the top choices in the halal food segment in Malaysia (Utsalina & Primandari, 2020). A good story not only attracts the interest of the customer but also creates better trust and loyalty toward the brand (Zakiah et al., 2023).

Nonetheless, this strategy does have a few obstacles in its implementation. Adapting the creative content to the target demographic is one of the big challenges. This is foundational in making sure that the aforesaid target population will receive and decipher the message that is intended to be conveyed (Isa et al., 2023). Moreover, there is the issue of the efficiency of investment in innovative campaigns, as the companies must make sure that each dollar invested results in the same payback in brand image increase and sales. As competition in the field of halal food is increasing, companies continually need to improve their marketing strategies to keep up with the latest trends in the market (Anggraini, 2020).

4.2 Recommendations

According to the results of the study, a number of recommendations were made aimed at improving the efficiency of the product branding strategies with the help of the creative industry:

1. *Enhancing the Market Research* - The companies are advised to perform consistent market research to know the changing consumer trends. The study is vital in terms of the determination of customer preference in the brand experience and the refining of the marketing strategies to meet the more specific needs (Majdi & Rizkiwati, 2021).

2. *Increasing the Quality of Creative Content* - Customer experience can be improved by the use of more interactive visuals, which include animation, interactive videos, and marketing using virtual reality (VR). The implementation of such recent technologies allows users to experience something more immersive and, in the end, have some emotional attachment to the brand (Nugraha, 2021).

3. *Increasing the Utilization of Digital Technology* - In embracing artificial intelligence (AI) and analyzing the data that can lead the company to give more personalized marketing plans, depending on the behavior of the consumer, without avoiding being inefficient and inaccurate, will enable the business to tailor their products to a better extent, as well as create a wider target audience (Dini et al., 2024).

4. *Cooperation with the Creative Industry Professionals* - Cooperation with graphic designers, movie-makers, and professional digital marketing specialists to create high-quality content is expected to produce more appealing content for the target audience. In this way, companies are able to use the existing expertise to augment their creative endeavor (Zein & Drajat, 2022).

5. *Enhancement of Brand Identity* - The companies are supposed to make a distinctive brand image in the form of a logo, brand colors, and marketing messages that would resonate with their values and objectives. It is very important to strengthen the brand identity, which would ensure better reception by audiences (Ponimin et al., 2022).

6. *Customizing Content for Target Markets* - Acquiring more markets requires companies to modify the communications and marketing plans to suit the cultural and client requirements of the various geographic locations. This strategy will be able to make the product more desirable and available in different segments (Handayani et al., 2023).

7. *Measurement of the Fidelity of the Marketing Campaigns* - It is important to analyze the effects of marketing campaigns using data analytics on a routine basis to obtain an understanding of the effect of

the current strategies implemented. These types of evaluations will also pertain to the establishment of the key insights related to future strategy improvement (Mediana & Pamungkas, 2023).

On the whole, this paper indicates that the creative industry can contribute greatly to the branding of food products. Through the application of innovative creative strategies and by conforming marketing strategies to the needs of customers, the companies can enhance their competitiveness and strengthen their brand positioning in the market.

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Exploring Halal Food Product Branding Models Through A Creative Industry Approach

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