



Marketing Communication Strategies In Building Corporate Brand Image: A Study Of Mvp.Co As A Clothing Industry Brand In Bengkulu City

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Abstract. This research aims to analyze the marketing communication strategies implemented by MVP.CO in building its brand image as a clothing industry brand in Bengkulu City. The study focuses on the application of the 7P marketing mix, product, price, place, promotion, people, process, and physical evidence as well as the SWOT analysis used to identify internal strengths and weaknesses along with external opportunities and threats. Employing a qualitative descriptive approach, data were collected through in-depth interviews, observation, and documentation. The findings indicate that MVP.CO effectively applies the 7P marketing mix by offering premium-quality products, competitive pricing, strategic distribution channels, and dynamic promotional activities supported by competent human resources and structured operational processes. The SWOT analysis further shows that MVP.CO possesses significant internal strengths and opportunities to enhance its competitive position, although it must address several weaknesses, particularly in digital promotion, facility development, and production capacity. Overall, this research concludes that integrated marketing communication strategies play an essential role in strengthening MVP.CO's brand image within the creative clothing industry in Bengkulu.

Keywords: *Marketing Communication Strategy; Marketing Mix; SWOT; Brand Image; MVP.CO.*

INTRODUCTION

The development of the creative economy in Indonesia has encouraged the growth of various business sectors, particularly the clothing and fashion industry, which continues to evolve in response to consumer demands for unique, high-quality, and accessible products. In this competitive environment, companies are required to build strong brand images through effective marketing communication strategies. A well-constructed brand image enables businesses to differentiate themselves from competitors and establish emotional value that influences consumer trust and purchasing decisions. MVP.CO, a clothing brand established in 2018 in Bengkulu City, represents one of the emerging home-industry businesses that strives to strengthen its position within the local market. Offering a range of products including premium-quality T-shirts, jackets, hats, and custom-design apparel, MVP.CO seeks to align its business operations with strategic marketing frameworks to enhance visibility and attract consumer interest.

As a growing brand, MVP.CO consistently applies the 7P marketing mix—product, price, place, promotion, people, process, and physical evidence—as part of its communication strategy. This approach is reflected in the company's efforts to maintain product quality, provide competitive pricing, facilitate accessible ordering channels, and utilize social media for promotions. The presence of the Save House MVP.CO as both a production site and distribution point further serves as the company's physical representation to consumers. Despite

these strengths, MVP.CO still faces several challenges, including limited promotional reach, inconsistent digital presence, production constraints, and the need for stronger branding strategies to compete with other clothing brands emerging within Bengkulu City.

To address these challenges, analyzing MVP.CO's internal and external conditions through SWOT analysis becomes essential. This analysis reveals that the company possesses strengths such as product quality, affordability, and skilled human resources; however, weaknesses related to digital marketing, facility optimization, and capital limitations still hinder its broader market expansion. Opportunities arise from the increasing interest in fashion products among young consumers and the potential for strengthening collaborations with creative communities, while threats emerge from competitive market dynamics and fluctuating consumer purchasing behavior.

LITERATURE REVIEW

Marketing Communication & Brand Image

Marketing communication refers to a set of processes and tools used by organizations to convey messages, build relationships, and influence consumer perceptions. It involves advertising, digital media, personal selling, public relations, and promotional strategies designed to shape how audiences interpret a brand. Strong marketing communication is crucial in forming a brand image, which represents the overall perception and associations held by consumers toward a brand. A positive brand image enhances trust, distinguishes a brand from competitors, and increases consumer loyalty over time. In the context of the clothing and creative industries, brand image plays an essential role because consumers often evaluate products not only based on functional qualities but also symbolic meanings, lifestyle alignment, and emotional appeal. For companies such as MVP.CO, which operates in a competitive local market, marketing communication becomes a strategic tool to strengthen positioning, articulate brand identity, and cultivate consumer engagement through product storytelling, social media presence, and consistent visual representation .

The 7P Marketing Mix

The 7P marketing mix expands upon the traditional 4P model (Product, Price, Place, Promotion) by incorporating three additional elements—People, Process, and Physical Evidence—making it especially relevant for service-oriented and creative industry businesses. Product refers to the goods or services offered and their ability to meet customer needs in terms of quality, design, and value. Price involves setting exchange value that influences consumer perceptions of affordability and fairness. Place concerns distribution channels and accessibility, determining how easily customers obtain products. Promotion includes all communication activities

SWOT Analysis

SWOT analysis is a strategic framework used to evaluate organizational conditions based on internal and external factors, consisting of Strengths, Weaknesses, Opportunities, and Threats. Strengths refer to internal capabilities that provide competitive advantages, such as high-quality products, strong teamwork, or efficient operations. Weaknesses are internal limitations that hinder performance, such as limited promotional reach, lack of digital optimization, or capital constraints. Opportunities represent external factors that can support business growth, including market trends, collaboration possibilities, technological advancements, and increasing consumer interest. Threats involve external challenges that may negatively affect performance, such as intense competition, shifting consumer preferences, or economic instability. When combined with the 7P marketing mix, SWOT analysis helps companies design more targeted strategies that align strengths with opportunities while

addressing weaknesses and mitigating threats. For MVP.CO, SWOT analysis reveals strong potential in product quality and customer service, opportunities in growing fashion demand and social media engagement, but also challenges related to digital marketing limitations and competition from similar local clothing brands in Bengkulu's creative industry landscape .

METHODS

This research employed a qualitative descriptive method aimed at obtaining an in-depth understanding of MVP.CO's marketing communication strategies in building its brand image. A qualitative approach was chosen because it allows the researcher to explore meanings, perspectives, and processes through natural settings. As stated in the original document, the primary data sources consisted of words, actions, and expressions from key participants, supported by secondary data such as documents and visual materials. Data collection techniques included in-depth interviews, observation, and documentation, enabling the researcher to gather comprehensive insights into the company's marketing activities, internal operations, and strategic decision-making processes.

The participants in this study were selected through purposive sampling, a technique in which informants are chosen based on specific criteria relevant to the research objectives. MVP.CO's informants consisted of three categories: key informants (individuals with direct authority and decision-making roles within the company), main informants (members directly involved in daily operational and industrial processes), and additional informants (external partners and collaborators who possess valuable perspectives regarding MVP.CO's brand performance).

This structure ensured that data were rich, diverse, and reflective of multiple stakeholder viewpoints. Data analysis followed three stages: data reduction, data display, and conclusion drawing. During data reduction, the researcher filtered, categorized, and focused information relevant to the study—specifically relating to the 7P marketing mix and SWOT strategy. Data display involved organizing findings in a coherent narrative to clarify relationships between marketing practices and brand image formation. The final stage, conclusion drawing, involved interpreting patterns and synthesizing meanings to produce analytical insights grounded in empirical evidence. This systematic approach allowed the researcher to derive accurate interpretations aligned with real-world conditions observed within MVP.CO's operational environment. To ensure credibility, the researcher cross-validated information through triangulation, comparing interview data with observations and documentation. The methodological approach adopted in this study is therefore appropriate for capturing the complexity of MVP.CO's marketing communication strategies and understanding how these strategies contribute to shaping its brand image within Bengkulu's creative industry landscape.

RESULTS

The findings of this study reveal that MVP.CO has implemented the 7P marketing mix and SWOT-based strategic approach consistently in its efforts to build a strong brand image as a local clothing industry brand in Bengkulu City. Data obtained through interviews, observations, and documentation show that the company actively manages its product quality by offering a wide range of premium T-shirt materials, jackets, hats, and custom design services that meet consumer expectations. MVP.CO collaborates with reputable national distributors to ensure product consistency while maintaining affordability as part of its pricing strategy. This combination of high-quality materials and accessible pricing contributes significantly to customer satisfaction and brand credibility. From the distribution perspective, the Save House MVP.CO functions not only as a production and meeting space but also as a physical representation of

the brand where customers can place orders, explore product samples, and engage directly with the team .

The research also found that promotional activities play an essential role in MVP.CO's brand-building efforts. Social media platforms, particularly Instagram and WhatsApp are used to promote products, showcase event participation, and communicate with customers. The company frequently collaborates with designers, local creative communities, and organizers of music events, enabling MVP.CO to expand brand visibility and establish connections with broader audiences. These collaborations enhance the brand's perceived creativity and authenticity. The human resource element is reflected in the structured division of roles within the company, where members demonstrate competence in customer service, design, production, and event management. Their interpersonal communication skills positively influence consumer experiences, further contributing to the brand's strong public persona.

The process element of the marketing mix indicates that MVP.CO has streamlined its operational workflow from order placement to product completion. Customers can place orders directly at the Save House or via digital communication platforms. The production timeline varies from same-day completion for ready stock items to three days for custom designs or pre-order items. This efficiency reflects the company's commitment to timely and quality service delivery. Additionally, physical evidence such as the store interior, organized production space, visual logo designs, and branded packaging reinforce the professional identity and aesthetic appeal of MVP.CO, making the brand easily recognizable among consumers in Bengkulu.

Results from the SWOT analysis further demonstrate that MVP.CO possesses notable internal strengths, including high product quality, skilled human resources, a supportive network of suppliers, and strong customer relationships. However, several internal weaknesses emerged, such as limited promotional reach, an underdeveloped digital presence, the absence of a company website, and insufficient product variety for women's fashion. Opportunities identified include the growing interest in local fashion brands, the expansion of social media marketing, and increasing demand for custom apparel. Conversely, threats originate from rising competition among local clothing brands, fluctuating consumer purchasing behaviors, and seasonal changes in fashion trends. Overall, the findings indicate that while MVP.CO has successfully established a recognizable brand image through strategic marketing efforts, the company must enhance its digital marketing capabilities and diversify product offerings to sustain long-term competitiveness within Bengkulu's creative industry landscape.

DISCUSSION

The results of this study demonstrate that the application of the 7P marketing mix plays a fundamental role in shaping MVP.CO's brand image within Bengkulu's creative clothing industry. The company's product strategy, which emphasizes premium-quality materials and customized design services, aligns with consumer expectations for uniqueness and durability—two critical components in brand evaluation. This finding supports marketing theory suggesting that product quality is often the primary determinant of customer satisfaction and brand loyalty. MVP.CO's pricing strategy, which seeks to maintain affordability while ensuring profitability, also reinforces consumer perceptions of value. Competitive pricing, combined with customizable ordering options, increases accessibility and strengthens the brand's appeal among diverse market segments. These elements collectively highlight how MVP.CO integrates product and price strategies to enhance its brand positioning in a saturated local market.

Promotion emerges as one of the most influential factors in MVP.CO's branding process. The company's use of social media—particularly Instagram and WhatsApp—proves effective in reaching younger audiences who dominate the fashion market. By participating in concerts, collaborating with designers, and producing merchandise for events, MVP.CO leverages experiential marketing to strengthen brand associations with lifestyle, creativity, and youth

culture. This aligns with literature emphasizing the significance of digital and experiential marketing in building emotional connections with consumers. However, the findings also reveal gaps in the company's promotional activities, including inconsistent content updates and the absence of additional digital platforms such as Facebook or a dedicated website. These weaknesses suggest that while MVP.CO has a strong foundation in promotion, its digital integration remains underdeveloped and limits opportunities for broader brand exposure.

The people and process components of the marketing mix further reinforce MVP.CO's brand identity. The team members' ability to communicate effectively with customers, respond efficiently to inquiries, and maintain role clarity contributes to a positive service experience. This supports theories of service marketing that highlight human interaction as a crucial determinant of perceived service quality. Moreover, the efficient workflow from order placement to product completion reflects a well-structured process that enhances customer trust and repeat purchase intentions. These operational strengths underpin the brand image as reliable, creative, and customer-oriented. Meanwhile, the company's physical evidence such as the Save House facility, interior layout, and logo designs provides tangible cues that reinforce brand professionalism and legitimacy, confirming the significance of environmental and visual elements in retail branding strategies. Insights gained from the SWOT analysis deepen the understanding of MVP.CO's strategic position. The presence of strong internal capabilities, such as product quality and collaborative team dynamics, enables the company to compete effectively within Bengkulu's growing clothing industry. However, internal weaknesses particularly in digital marketing and limited production resources may hinder the brand's long-term scalability. Opportunities exist in rising consumer demand for local brands, the expansion of digital marketing tools, and the increasing popularity of personalized apparel. These trends provide momentum for MVP.CO to strengthen market presence. However, external threats such as intense competition, fluctuating consumer preferences, and seasonal shifts in fashion trends require the company to remain adaptive and innovative. The SWOT findings illustrate that MVP.CO must integrate its internal strengths with forward-looking strategies to capitalize on emerging opportunities while mitigating the risks posed by competitors and market volatility.

Overall, the discussion highlights that MVP.CO has successfully built a positive brand image through the strategic implementation of the 7P marketing mix. Nonetheless, the company must enhance its digital ecosystem, diversify product offerings, and strengthen promotional consistency to maintain competitiveness. These improvements are essential for sustaining growth, expanding market reach, and solidifying MVP.CO's position within Bengkulu's creative industry landscape. The alignment between theoretical frameworks and empirical findings confirms the relevance of integrated marketing strategies in supporting brand development for emerging local businesses.

CONCLUSION

This research concludes that MVP.CO has successfully applied an integrated marketing communication strategy through the 7P marketing mix in its effort to build a strong brand image within Bengkulu's creative clothing industry. The company's focus on delivering high-quality products, maintaining competitive pricing, ensuring accessible ordering channels, and utilizing social media platforms for promotional activities has significantly contributed to shaping consumer perceptions regarding reliability, creativity, and value. The structured division of roles among team members, efficient production processes, and the presence of the Save House MVP.CO as a physical representation of the brand further strengthen customer experience and reinforce brand identity. The SWOT analysis reveals that MVP.CO possesses considerable internal strengths—particularly product quality, supplier collaboration, and competent human resources—while also identifying critical weaknesses such as limited digital reach, absence of a

broader online platform, and constrained product diversification. Opportunities, including increasing consumer interest in local apparel and expanded digital marketing trends, offer potential pathways for growth; however, competitive pressures and fluctuating consumer behavior remain ongoing challenges. Overall, the study affirms that the combination of strategic marketing communication and systematic environmental analysis provides a strong foundation for MVP.CO to enhance its brand positioning. To ensure long-term competitiveness, the company must continue developing its digital presence, expanding promotional strategies, and innovating product offerings in alignment with evolving market demands.

LIMITATION

This study acknowledges several limitations that may influence the depth and generalizability of its findings. First, the research relies solely on a qualitative approach with purposive sampling, which means that the data are heavily dependent on the perspectives of selected informants and may not fully capture the experiences of all customers or stakeholders connected to MVP.CO.

Second, the study focuses only on one clothing brand within Bengkulu City, limiting the ability to compare MVP.CO's marketing strategies with those of other local or national competitors. As a result, broader industry patterns may not be fully represented. Third, the data collection process—primarily interviews, observations, and documentation—was conducted within a relatively short timeframe, which may restrict the researcher's ability to observe seasonal market variations or long-term strategic shifts. Additionally, the study did not incorporate quantitative measurements or consumer surveys that could provide statistical validation of brand perception, customer satisfaction, or promotional effectiveness. Lastly, the rapid development of digital marketing trends poses a challenge, as the study may not fully reflect ongoing technological changes that influence marketing communication strategies. These limitations suggest that future research should adopt mixed methods, broader sampling, and comparative analysis to provide a more comprehensive understanding of branding strategies within the creative clothing industry.

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