

Visual Branding Analysis of Rusel Clutchbag in Improving Product Image Based on the AISAS Model

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ABSTRAK

Dalam industri fashion yang penuh dengan persaingan, pentingnya strategi branding yang efektif tak terbantahkan dalam upaya menarik perhatian konsumen serta membangun citra produk yang menguntungkan. Penelitian ini bertujuan untuk menyelidiki dan menganalisis bagaimana penerapan model AISAS dalam strategi branding Rusel Clutchbag mempengaruhi persepsi konsumen. Dengan menggunakan pendekatan kualitatif, penelitian ini menyelidiki secara mendalam setiap tahap dalam model AISAS dan bagaimana masing-masing tahap berperan dalam meningkatkan citra produk. Hasil penelitian menegaskan bahwa model AISAS efektif dalam menghasilkan peningkatan yang signifikan dalam kesadaran merek, minat, dan loyalitas konsumen terhadap Rusel Clutchbag. Dengan demikian, penelitian ini memberikan pemahaman yang lebih mendalam tentang bagaimana penerapan model AISAS membantu Rusel Clutchbag untuk mencapai kesuksesan dalam mengelola citra merek mereka di pasar yang begitu kompetitif. Temuan ini dapat memberikan pandangan yang berharga bagi para pemangku kepentingan industri fashion dalam merancang strategi branding yang lebih efektif untuk

menarik perhatian konsumen dan membangun hubungan yang kuat dengan mereka.

Kata-kata kunci: : Branding, Citra Produk, Model AISAS, Rusel Clutchbag, Strategi Pemasaran.

ABSTRACT

In the highly competitive fashion industry, the importance of effective branding strategies is undeniable in attracting consumer attention and building a favorable product image. This study aims to investigate and analyze how the implementation of the AISAS model in the branding strategy of Rusel Clutchbag influences consumer perceptions. Employing a qualitative approach, this research examines in depth each stage of the AISAS model and how each stage contributes to enhancing the product image. The findings indicate that the AISAS model is effective in generating significant improvements in brand awareness, consumer interest, and customer loyalty toward Rusel Clutchbag. Therefore, this study provides a deeper understanding of how the application of the AISAS model assists Rusel Clutchbag in achieving success in managing its brand image within a highly competitive market. These findings offer valuable insights for fashion industry stakeholders in designing more effective branding strategies to attract consumers and build strong relationships with them.

Keywords: Branding, Product Image, AISAS Model, Rusel Clutchbag, Marketing Strategy.

Introduction

The fashion industry continues to grow rapidly (Endrayana dkk., 2021), resulting in increasingly intense competition among brands striving to attract consumer attention by offering unique and high quality products. In this highly competitive landscape, branding has become a key element that differentiates one brand from another, as stated by (Dr. (Cand) Aditya Wardhana, 2020). Strong branding enables a brand to build a positive image in consumers' minds (Utomo, 2017), which in turn can enhance customer loyalty and trust. Therefore, an effective branding strategy is not merely about creating an attractive logo or visual identity, but also about how brands communicate values, narratives, and experiences to consumers. By understanding consumer preferences and needs while consistently highlighting product advantages, brands can establish emotional connections with customers, strengthen their market position, and achieve long term success.

Clutch bags, as one of the most popular fashion accessories, possess a distinctive appeal among consumers, as they function not only as complementary fashion items but also as symbols of status and lifestyle. Wearing a well-designed and high quality clutch bag can enhance personal image, increasing confidence and a sense of style. Consequently, it is unsurprising that clutch bag brands compete to offer innovative and functional designs to meet the demands of increasingly discerning and exclusive consumers. Unique designs, high quality materials, and carefully crafted details are key factors in attracting consumer interest toward specific clutch bag products. Moreover, the presence of clutch bag brands across both online and offline platforms plays a crucial role in enhancing product visibility and expanding market reach. Thus, competition within the clutch bag industry is not limited to design and product quality alone (Sutrasmawati, 2008), but also extends to brands' ability to build a strong image and broaden their marketing reach.

Rusel Clutchbag, a local brand, has successfully distinguished itself from competitors through a strategic branding approach. The brand recognizes that in the digital era, consumers seek not only high quality products but also enjoyable and meaningful experiences (Ardani, 2022). Therefore, Rusel Clutchbag focuses on creating a strong and memorable brand image. The brand understands that a strong brand image can foster emotional connections between consumers and the brand, ultimately increasing customer loyalty (Miati, 2020). By maintaining product quality and delivering satisfying customer experiences, Rusel Clutchbag has managed to differentiate itself in the market and build strong consumer loyalty.

The product image of Rusel Clutchbag is currently characterized by elegant and functional designs, utilizing high quality materials such as genuine leather and metallic accents that enhance a sense of luxury. Their products often feature artistic details, including handcrafted stitching and exclusive patterns, which strengthen visual appeal and perceived premium

value. In addition, Rusel Clutchbag actively promotes its products through social media, collaborates with well known influencers, and utilizes e-commerce platforms to reach a broader consumer base. Their branding campaigns also emphasize local values and sustainability, resonating with modern consumers who are increasingly concerned with environmental issues and ethical production. As a result, Rusel Clutchbag is recognized not only as a high quality product brand but also as a brand committed to social responsibility.

The importance of branding in building product image has long been acknowledged. Effective branding can establish emotional relationships between consumers and brands (Srimulyo dkk., 2020) , which ultimately enhances customer loyalty. By employing the AISAS model, brands can better understand and influence consumer behavior while ensuring that every interaction with consumers positively impacts brand image (Srimulyo dkk., 2020). In other words, through the stages of Attention, Interest, Search, Action, and Share, brands can guide consumers toward more informed purchasing decisions by delivering the right information at the right time, while fostering sustained engagement and loyalty.

The AISAS model provides a comprehensive framework for understanding and influencing consumer behavior. This model consists of five main stages: Attention, Interest, Search, Action, and Share (Anjali dkk., 2023). Each stage plays a crucial role in the consumer journey, from initial awareness to purchase and experience sharing. This study aims to analyze how Rusel Clutchbag implements the AISAS model in its branding strategy to enhance product image. By understanding each stage of the AISAS model, Rusel Clutchbag can optimize its strategies to achieve maximum impact. Consequently, the brand can effectively attract consumer attention, build strong interest in its products, provide relevant and easily accessible information, encourage purchasing actions, and establish sustained engagement through the sharing of positive consumer experiences.

Through the effective implementation of the AISAS model, Rusel Clutchbag has succeeded in developing a branding strategy that not only attracts consumer attention but also fosters long-term positive relationships. This approach enables the brand to stand out in a competitive market and ensures that every interaction with consumers contributes positively to brand image. By understanding and systematically applying each stage of the AISAS model, Rusel Clutchbag can build consumer engagement and loyalty, maintain brand reputation, and remain relevant in the ever evolving fashion industry.

Literature Review

Branding

Branding is an essential component of Visual Communication Design that functions as a medium of communication between a brand and its audience through well planned and consistent visual elements. Branding encompasses not only logos, colors, and typography, but also visual styles, composition, product photography, and visual representations across various communication media. According to (Wardhana, 2024), branding serves as a visual identity that is capable of shaping perceptions and differentiating a brand from its competitors.

In the fashion industry, branding plays a strategic role because products are not evaluated solely based on their functional aspects, but also on the aesthetic and symbolic values they convey. Strong and consistent visual elements can create impressions of elegance, exclusivity, and professionalism, thereby influencing how audiences perceive and interpret a brand. Therefore, branding becomes a primary instrument in shaping product image and strengthening brand positioning in the minds of consumers.

Product Image

Product image is understood as the result of the audience's interpretation of the visual messages conveyed by a brand. This image is formed through visual experiences received by consumers across various media, such as packaging, social media, websites, and other promotional materials. According to (Utomo, 2017), product image is not static, but continuously constructed through repeated and consistent visual interactions.

In the context of fashion products, product image is strongly influenced by how visual design communicates the character of the product, such as luxury, modernity, or functionality. Appropriate product visualization can enhance emotional and aesthetic appeal, thereby strengthening the relationship between the brand and its audience. Thus, branding serves as the primary medium in building a positive and sustainable product image.

The AISAS Model as a Digital Visual Communication Flow

The AISAS model (Attention, Interest, Search, Action, and Share) can be understood as a visual communication flow that illustrates the audience's journey in responding to visual messages in the digital era. Within the framework of Visual Communication Design, each stage of the AISAS model is closely related to visual strategies used to influence audience perceptions and actions.

The Attention stage is achieved through visually appealing elements, such as social media content design, product photography, and striking color compositions. In the Interest stage, visual design functions to maintain audience engagement by presenting product advantages in an informative and aesthetic manner. Subsequently, in the Search stage, audiences seek additional visual information through websites, digital catalogs, and e-commerce platforms.

The Action stage is influenced by visual clarity in navigation and information presentation, which encourages audiences to make purchasing decisions. Meanwhile, the Share stage emphasizes the role of visuals as a medium for audience expression in sharing their experiences through photos, videos, and visual reviews on social media. Therefore, the AISAS model serves as a relevant framework for analyzing visual branding strategies in digital media.

Previous Studies and Research Positioning

Previous studies indicate that visual branding has a significant influence on the formation of product image and audience perception. Research by (Syukri dkk., 2022) confirms that visual consistency in branding enhances brand recall and consumer trust. Meanwhile, (Anjali dkk., 2023) found that the application of the AISAS model in digital media is effective in increasing audience engagement through visual content.

However, studies that specifically examine the application of the AISAS model in visual branding strategies for local fashion products remain limited. Therefore, this study seeks to fill this research gap by analyzing how Rusel Clutchbag, as a local brand, implements an AISAS based visual branding strategy to enhance product image in the digital era.

Research Method

This study employs a qualitative approach using a case study method. A qualitative research approach refers to a research procedure that produces descriptive data in the form of written or spoken words derived from individuals and observable behaviors (Soewardikoen, 2021). The qualitative method is considered appropriate for this study because the research focuses on visual analysis. The data were obtained through an analysis of marketing content and social media platforms.

After the data were collected, the next step involved data analysis. The data analysis process was conducted using the AISAS model, which consists of five stages: Attention, Interest, Search, Action, and Share (Hutapea, 2022). Each stage of this model plays a significant role in understanding and influencing consumer behavior.

1. Attention: At this stage, the researcher analyzes how the brand attracts consumer attention through various marketing strategies, such as creative advertising and the use of social media.
2. Interest: This stage focuses on how the brand maintains consumer interest after successfully capturing their attention. The researcher examines how product information is presented to increase consumer interest.
3. Search: At this stage, the researcher investigates how consumers seek further information about the product. This includes analyzing online platforms and the sources of information provided by the brand.
4. Action: This stage examines how the brand encourages consumers to take action, such as making a purchase. The researcher evaluates the purchasing process and the factors that influence consumer decision-making.
5. Share: In the final stage, the researcher analyzes how consumers share their experiences with others after making a purchase. This includes online reviews and social media activities that may influence brand image.

In addition to the AISAS based analysis, this study also incorporates a literature review to support the findings and provide a theoretical framework. Through this comprehensive approach, the study is expected to offer an in-depth understanding of how branding strategies are implemented and how they impact brand image, particularly within the context of visual and digital marketing.

Results and Discussion

In this study, the results of the branding analysis of Rusel Clutchbag using the AISAS model reveal several significant findings in efforts to enhance its product image. Using a qualitative approach with a case study method, this research identifies how each stage of the AISAS model Attention, Interest, Search, Action, and Share is implemented by Rusel Clutchbag and how each stage contributes to strengthening the product image.

At the Attention stage, Rusel Clutchbag successfully captures consumer attention through creative advertising campaigns and the effective use of social media. The brand employs visually appealing content and strong messaging, which has proven effective in generating buzz among the target audience. Through this approach, Rusel Clutchbag not only attracts initial consumer attention but also ensures that its messages are memorable and widely discussed, thereby significantly increasing brand awareness. In addition, various product

reviews and testimonials shared on platforms such as YouTube further reinforce the brand image and provide more in-depth information to potential consumers.



Figure 1. Rusel Clutchbag Product Review by a YouTuber

Source: YouTube account Dawam fkr, https://youtu.be/Q8rhrTfe_8o?si=uzAwyauF0zmsFtfU

These campaigns not only highlight the uniqueness of the products but also involve collaborations with well-known fashion influencers. Through such collaborations, Rusel Clutchbag successfully expands its reach and builds broader brand awareness among its target market. This integrated approach demonstrates that impactful advertising combined with strategic influencer partnerships can significantly enhance brand visibility and attractiveness in a competitive market.

As a local brand that continues to innovate, Rusel Clutchbag has taken strategic steps by collaborating with prominent fashion influencers. This collaboration aims to increase brand visibility and strengthen its position in a highly competitive market. By leveraging the influence and extensive networks of these influencers, Rusel Clutchbag is able to reach a wider and more diverse audience.

This strategy underscores Rusel Clutchbag's commitment to adapting to modern marketing trends and recognizing the importance of relationships with digital influencers in achieving long-term success. Through this approach, Rusel Clutchbag demonstrates that well-planned collaborations can play a key role in building strong brand awareness and fostering closer relationships with consumers.



Figure 2. Rusel Clutchbag Product Collaboration with Influencers

Source: Instagram account @rusel_id, https://www.instagram.com/rusel_id?igsh=ZjRsZGZvcDlnNG1k

The second stage of the AISAS model is Interest. At this stage, after successfully attracting consumer attention, Rusel Clutchbag shifts its focus toward building and maintaining consumer interest in its products. To achieve this objective, Rusel Clutchbag emphasizes the high quality and unique design that characterize its products and differentiate them from competitors in the market. By highlighting these key attributes, the brand ensures that consumers are not only attracted at first glance but also increasingly interested in exploring and understanding the value and uniqueness of the products offered. This approach is essential in strengthening consumer interest and encouraging them to proceed to the next stage of the purchasing journey.

Through high quality content that highlights product advantages, Rusel Clutchbag provides more detailed and engaging information. This content includes aspects such as product compartments, materials used, and other product specifications. In this way, Rusel Clutchbag not only attracts consumer interest but also builds trust and emotional attachment, which are crucial in encouraging consumers to move forward to the next stage of the AISAS model.



Figure 3. Product Quality Emphasized by Rusel Clutchbag

Source: Website, <https://search.app.goo.gl/kH8nDHK>

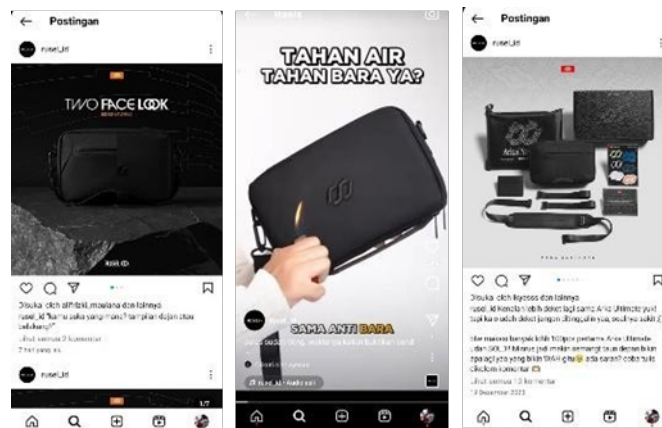


Figure 4. Content Highlighting the Advantages of Rusel Clutchbag Products

Source: Instagram account @rusel_id, https://www.instagram.com/rusel_id?igsh=ZjRsZGZvcDlnNG1k

In addition, Rusel Clutchbag provides educational and inspirational content designed to demonstrate various ways to use clutch bags for different occasions. This content serves a dual function: offering in-depth information about product features and advantages, while also inspiring consumers with creative and practical ideas for using the products in daily life. By providing useful guides and suggestions, Rusel Clutchbag successfully increases consumer interest in its products.

This educational and inspirational content is distributed through Rusel Clutchbag's social media platforms, aiming to attract and retain consumer attention. This approach ensures that consumers perceive added value from the products offered and feel encouraged to learn more and consider making a purchase. Thus, Rusel Clutchbag not only captures initial attention but also builds deeper and more sustainable consumer engagement.

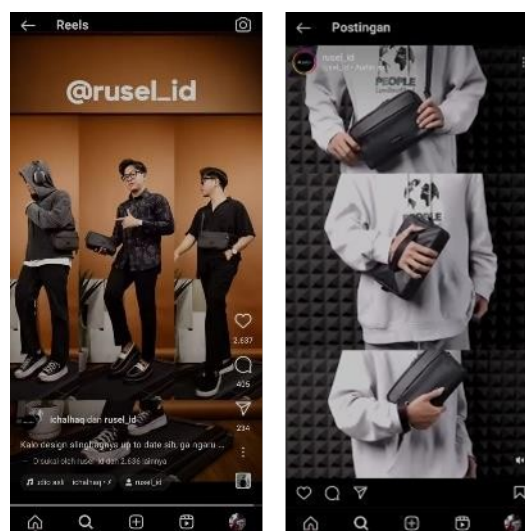


Figure 5. Educational and Inspirational Content on the Use of Rusel Clutchbag Products

Source: Instagram account @rusel_id, https://www.instagram.com/rusel_id?igsh=ZjRsZGZvcDlnNG1k

The third stage of the AISAS model is Search. At this stage, consumers who have shown interest begin to seek further information to support their purchasing decisions. Rusel Clutchbag recognizes the importance of providing easy and fast access to relevant information. Therefore, the brand offers a user friendly website designed to facilitate navigation and product information searches. The website is equipped with various features that allow consumers to easily find product details, reviews, and other necessary information.

Rusel Clutchbag also ensures an active presence on multiple e-commerce platforms, providing consumers with various options to find and purchase its products. In addition to websites and e-commerce platforms, Rusel Clutchbag utilizes its social media accounts to deliver product information, updates, and relevant content quickly. Through this multi-channel approach, product information becomes easily accessible, helping consumers feel more confident during the information search and purchasing process.

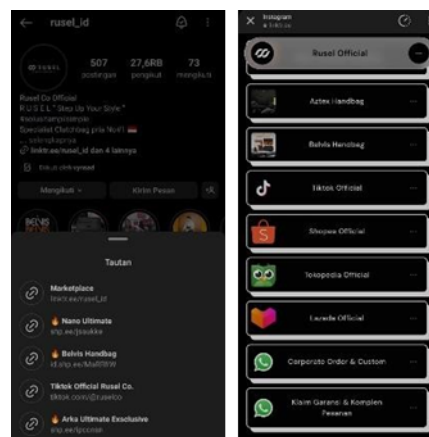


Figure 6. Rusel.co Website and E-commerce Platforms

Source: Rusel Website, Social Media, and E-commerce Platforms

The next stage in the AISAS model is Action, where consumers decide to make a purchase. To encourage consumers to take this action, Rusel Clutchbag offers various attractive promotions. These promotions are designed to capture consumer interest and motivate purchasing behavior. By providing special offers, discounts, or bonuses, Rusel Clutchbag ensures that consumers feel encouraged and receive additional incentives to complete their purchases.

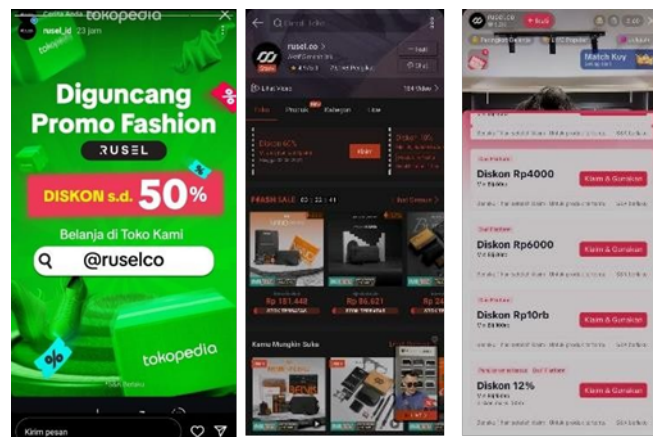


Figure 7. Discounts and Vouchers on E-commerce Platforms and Social Media
Source: Rusel E-commerce Platforms

In addition, responsive and friendly customer service is a major focus of Rusel Clutchbag. The brand ensures that every consumer inquiry and concern is handled quickly and professionally, creating a positive shopping experience. A satisfying shopping experience is crucial, as it helps consumers feel comfortable and satisfied with their purchases, which in turn increases the likelihood of repeat purchases and long-term customer loyalty.

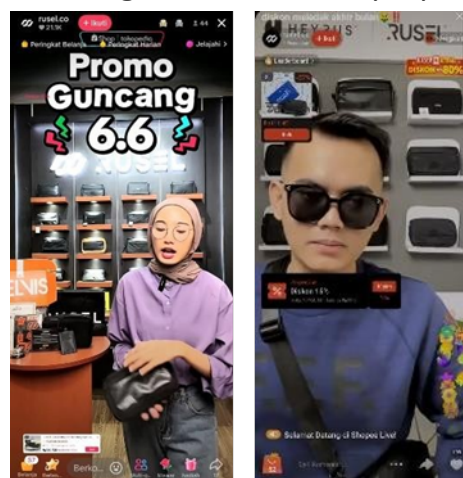


Figure 8. Live Streaming of Rusel Products on E-commerce Platforms and Social Media
Source: Rusel E-commerce Platforms and Social Media

The images above illustrate a series of live streaming sessions conducted by Rusel Clutchbag as part of its strategy to address consumer concerns carefully and effectively. Through these live sessions, consumers are given the opportunity to interact directly with the brand, express questions or concerns, and receive comprehensive responses from the customer service team. This strategy highlights Rusel Clutchbag's commitment to providing a satisfying experience and ensuring that consumer needs and concerns are prioritized at every strategic step.

The final stage of the AISAS model is Share. At this stage, satisfied consumers tend to share their positive experiences through social media platforms and online reviews. This strategy not only aims to expand brand reach through broader exposure but also to build a loyal user community. By encouraging consumers to share their experiences, Rusel Clutchbag creates opportunities to strengthen consumer engagement, enhance brand trust, and foster closer relationships between the brand and its customers. Along with sharing positive experiences, consumers often provide high ratings, offering additional indicators of satisfaction with Rusel Clutchbag's products and services.

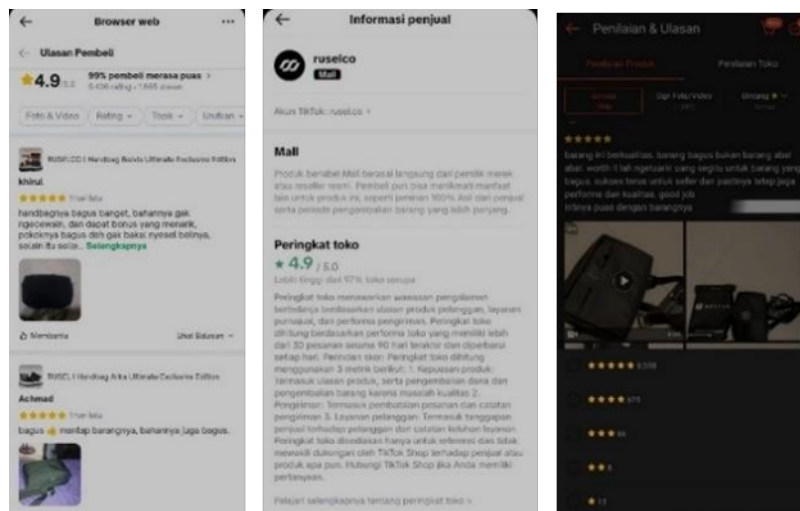


Figure 9. Customer Satisfaction Experiences with Rusel Clutchbag Products

Source: Rusel E-commerce Platform

Overall, the analysis indicates that the holistic and integrated implementation of the AISAS model by Rusel Clutchbag has successfully enhanced its product image. Each stage of the model plays a crucial role in building and strengthening the relationship between the brand and consumers, ultimately increasing consumer loyalty and trust toward the Rusel Clutchbag brand.

Conclusion

Based on the branding analysis conducted on Rusel Clutchbag using the AISAS model, it can be concluded that the company has successfully utilized each stage of the model to effectively enhance its product image. The AISAS model consists of five main stages: Attention, Interest, Search, Action, and Share.

At the attention stage, Rusel Clutchbag was able to capture consumer attention through various creative and distinctive marketing strategies. These included the use of social media, visually engaging advertisements, and collaborations with influencers and celebrities to increase product visibility.

After successfully attracting consumer attention, Rusel Clutchbag built consumer interest during the interest stage by highlighting the uniqueness of its designs, the quality of materials used, and the added value of its products. Marketing campaigns focused on these aspects were effective in generating curiosity and deeper interest among consumers.

During the search stage, Rusel Clutchbag ensured that product-related information was easily accessible to consumers. The company provided informative and engaging content through its website, e-commerce platforms, and social media channels, enabling consumers to easily search for and obtain the information they needed about the products.

At the action stage, which aims to encourage consumers to make purchasing decisions, Rusel Clutchbag successfully created a pleasant and convenient shopping experience, both online and offline. The company offered multiple payment options, responsive customer service, and attractive promotions that motivated consumers to purchase its products.

The final stage of the AISAS model is share, where Rusel Clutchbag encouraged consumers to share their positive experiences using the products with friends, family, and through social media platforms. By fostering a loyal and active user community, the company was able to build a network of consumers who organically supported and promoted the brand.

Overall, Rusel Clutchbag effectively implemented all stages of the AISAS model, not only attracting consumer attention and interest but also facilitating information search, encouraging purchasing actions, and building a loyal consumer community. As a result, the product image of Rusel Clutchbag has become stronger, enabling the company to maintain its relevance and competitiveness in a highly competitive market.

It is recommended that Rusel Clutchbag continue to develop its branding strategies by considering several aspects. First, the company should continue to improve product quality and design to sustain consumer interest. Second, Rusel Clutchbag can further strengthen its online presence through a user friendly website and active engagement across various e-commerce platforms and social media channels. Third, the company can maximize the use of positive consumer feedback by closely monitoring ratings and reviews and responding promptly and proactively to consumer input.

By maintaining consistency in the implementation of the AISAS model and continuously innovating its branding strategies, Rusel Clutchbag has strong potential to further strengthen its product image, enhance consumer loyalty, and solidify its position in the fashion bag and accessories market.

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