Maximizing brand image building as a semi-pub café through emotional branding

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ABSTRACT

This research discusses a café in Makassar City called Pyur for You Café, which decided to rebrand when it was threatened with permanent closure due to the Covid-19 pandemic in 2021. The café previously had a work-friendly concept and was then rebranded as a semi-pub café, which implemented emotional branding. This study aims to analyze the Pyur For You café, discuss the background of the Pyur For You café in choosing to apply emotional branding to a new café concept, discuss the process of creating its identity, and analyze how the Pyur For You café applies the emotional aspect of branding to a new concept. So that consumers are attached to the café and prefer the Pyur For You Café over other competitors. This research is a qualitative case study with informants from the café, namely, the owner and staff, who understand the application of emotional branding. The author also randomly selected five consumers who met in the Pyur For You café area to conduct in-depth interviews. The results of the interviews regarding rebranding were analyzed through the four basic pillars of emotional branding, according to Marc Gobe. The findings show that the Pyur For You café has implemented the basic concept of emotional branding, which is communicated through relationships with consumers, the interior design of the café, events held, and food served. However, its application can still be maximized.

Keywords: Branding; brand image; emotional branding; rebranding; sensorial experience

Memaksimalkan pembangunan citra merek sebagai semi-pub cafe melalui emotional branding

ABSTRAK

Penelitian *ini membahas mengenai sebuah café di Kota Makassar, bernama café Pyur For You yang memutuskan untuk melakukan rebranding saat terancam tutup permanen karena pandemi Covid-19 pada tahun 2021 lalu. Café tersebut sebelumnya berkonsep work-friendly cafe kemudian rebranding sebagai semi-pub café yang menerapkan emotional branding di dalamnya. Penelitian ini bertujuan untuk menganalisis secara mendalam mengenai café Pyur For You, membahas latar belakang café Pyur For You dalam memilih untuk menerapkan emotional branding pada konsep baru café, membahas proses penciptaan identitasnya dan menganalisis cara café Pyur For You menerapkan aspek emosional branding pada konsep yang baru, sehingga konsumen memiliki keterikatan dengan café dan lebih memilih café Pyur For You dibandingkan dengan kompetitor yang lain. Penelitian ini merupakan penelitian kualitatif jenis studi kasus dengan informan berasal dari pihak café, yaitu owner dan staff yang paham mengenai penerapan konsep emotional branding. Selain itu, penulis juga memilih lima konsumen secara acak yang ditemui di area café Pyur For You untuk melakukan wawancara mendalam. Hasil wawancara mengenai rebranding yang dilakukan kemudian dianalisis melalui empat pilar dasar emotional branding menurut Marc Gobe. Dari temuan yang didapat, café Pyur For You telah menerapkan konsep dasar emotional branding yang dikomunikasikan melalui hubungan dengan konsumen, desain interior café, event yang diselenggarakan, hingga makanan yang disajikan. Namun penerapannya masih dapat lebih dimaksimalkan lagi.*

Kata-kata kunci*: Merek; citra merek; pencitraan merek emosional; perubahan merek; pengalaman sensorik*

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INTRODUCTION

In recent decades, branding has become a significant concern for brands and consumers. The Motivation - Opportunities - Ability (MOA) model explains that the effectiveness of branding is influenced by three factors: motivation, opportunity, and ability (F. X. Yang et al., 2020). However, before that, branding should start with a clear perspective on what the brand wants to convey and how it can provide a sustainable competitive advantage. After the foundation form, a brand can design the company's products, services, and operations to make it happen (Clifton & Simmons, 2003). Branding is also the process by which a brand differentiates itself from other brands and communicates its values internally and externally (Mearns, 2007; Ruiz-Real et al., 2020). This process can help companies compete with their competitors. In addition, branding activities are currently required to uphold social values as a form of brand support for social actions or goals and to provide opportunities for consumers to participate (Swaminathan et al., 2020). For example, Gillette's 2019 campaigns, "The Best Men Can Be" and "My Black Is Beautiful," raised gender and racial stereotypes (Jardine, 2019; Swaminathan et al., 2020). If branding is implemented this way, adding value to consumers, it also positively impacts stakeholders and the brand (Ruiz-Real et al., 2020).

Branding can also improve customer experience, both aesthetically and psychologically (Clifton & Simmons, 2003). Therefore, to ensure that the experience provided is of high quality, brands need to try to create a customer experience in all aspects from the moment the consumer comes to the moment they go home, starting when the consumer chooses the product, acquires the product, to consumes their product or service (Eckhardt et al., 2019). Brands must also optimize customer needs and experiences to exploit new and unique business model innovations (Warner & Wäger, 2019). Experience is the dominant element in the service industry because it creates a unique memory between the consumer and the brand (Wang & Zhang, 2019). Experienced consumers are influenced by products and services and many factors that can meet their emotional, intellectual, and spiritual needs. Experience is also essential to consumers' preferences for products, services, and purchasing decisions. Therefore, the food and beverage industry (culinary), such as Cafés, restaurants, and coffee shops, began to present experiences that could meet consumers' emotional needs at every visit (Wang & Zhang, 2019). Moreover, the increase in global cafes, such as Starbucks and Maxx Coffee, has attracted customers' attention

worldwide.

Even in Makassar City, the number of Cafés and restaurants has increased rapidly. Based on data released by the Central Bureau of Statistics Makassar, the number of Cafés and restaurants in Makassar City has increased significantly from 2019 to 2022. In 2019, there were 187 Cafés and restaurants, which increased rapidly in 2022; that is, as many as 1,705 Cafés and restaurants experienced an increase of 810% (Yafendi et al., 2023). However, based on these data, the number of cafes and restaurants in Makassar City decreased in 2021, dropping from 598 total cafes and restaurants in 2020 to 281 total cafes and restaurants in 2021, a decrease of 51% (Yafendi et al., 2023). Many cafes and restaurants were permanently closed due to the Covid-19 pandemic. The Indonesian Hotel and Restaurant Association reported that as many as 1,030 restaurants in Indonesia were permanently closed owing to the Covid-19 pandemic.

Pyur For You Café is a Café in the middle of Makassar City that is threatened to close permanently in 2021. This Café's concept is to be a work-friendly place that combines street art and industrial images in its interior design. The music played in the Café was also quiet and easy to listen to. However, this concept was not enthusiastic about the people of Makassar. Coupled with the COVID-19 pandemic and the implementation of Large-Scale Social Restrictions (PSBB), this has reduced people's purchasing power in Makassar City.

This condition makes the Pyur for You Café carry out efforts to attract consumers by providing them with a memorable experience. Brands must determine the right experience to gain competitive advantage (Xue et al., 2020). Some Cafés have also begun to present a variety of unique experiences, ranging from Instagram-able Café concepts to Cafés that provide various types of games, such as chess games, UNO, and playing cards. To remain competitive, the Pyur For You Café finally decided to rebrand.

Rebranding is a remarkable strategy carried out by a brand to survive in business competition. Rebranding refers to changing a brand from old to new (Hakala et al., 2020). In practice, rebranding involves the image, promotion, and sale of a place or activity that involves trivial changes, such as changes to a new logo or slogan (Hakala et al., 2020). Additionally, the involvement of staff and brands in the rebranding process can affect the results of internal rebranding (Joseph et al., 2021). The rebranding by Pyur For You Café did not completely overhaul it because the name and logo remained the same, but Pyur For You Café applied a new concept. In its new concept, Pyur For You Café combines street art and semi-pub concepts. Street art generally

refers to the creative and fun practice of free artistic expression (Baldini, 2022), often found in public spaces. At the same time, the pub is where many people gather while drinking alcoholic beverages (Gerell et al., 2022). Therefore, a semi-pub is a location that allows many people to gather in an atmosphere that resembles that of a pub but does not provide alcohol to its consumers. Rebranding Pyur For You Café combines the two concepts to look new and attract consumers as a strategy to compete with competitors.

Pyur For You Café's new concept was designed to provide consumers with an emotional experience through branding. Emotional branding is a means for brands to build strong relationships with consumers. Emotional branding also engages consumers by appealing to their needs, aspirations, dreams, and egos (Y. K. Kim & Sullivan, 2019). Emotional branding also has the function of demonstrating the lifestyle of consumers. When applying this concept, a brand must aim to meet the needs of its internally generated consumers, such as through self-enhancement and group membership (Efrat & Asseraf, 2019).

Marc Gobe, in his book entitled Emotional Branding: The New Paradigm for Connecting Brands to People, explains that emotional branding can be interpreted as creating an emotional nuance that aims to establish a deep emotional connection between brands and consumers with creative and innovative approaches. The emotional branding process has four essential pillars: relationships, sensorial experiences, imagination, and vision (Gobé, 2005). Emotional branding has also been established as a necessary factor in brand loyalty, shaping long-term relationships, commitments, and emotions between brands and consumers (Y. K. Kim & Sullivan, 2019). Thus, emotional branding results from instilling emotional appeal in consumers through emotional experiences and generating strong relationships (K. Yang et al., 2020).

Consumers and brands can create strong relationships through emotional branding. A strong relationship is formed through the emotions consumers feel toward a brand and becomes a vital indicator of that relationship (Aboulnasr & Tran, 2020). The more affirmative the attitude, the more inviting it becomes (J. Kim & Song, 2016). Consumers who build these relationships are eager to tell positive stories to show their connections (Dwivedi et al., 2021). his connection results from the current advancement in individual connections called self-disclosure (Y. K. Kim & Sullivan, 2019). Owing to the close connection between customers and brands, self-disclosure occurs when shoppers freely share information about themselves (Bairrada et al., 2019). Furthermore,

the self-disclosure theory states that people favor those who convey more intimate information than those who do not (Collins & Miller, 1994; Leite & Baptista, 2022). It includes exposing biographical facts, sentiments, convictions, hobbies, standards, and reflections to others (J. Kim & Song, 2016; Leite & Baptista, 2022).

In addition, with the formation of self-disclosure, when consumers feel and receive emotional values (for example, joy, pleasure, relaxation, or enjoyment) after visiting a place, they will be willing to revisit it (Rousta & Jamshidi, 2020). Emotional value is a sensation from services or products that provokes affective states or consumer feelings (Rousta & Jamshidi, 2020) and may be quantified by the extent to which individuals are willing to be open to each other (Collins & Miller, 1994). This response can be categorized as brand loyalty. Brand loyalty is the commitment consumers hold to consistently repurchase a product or service in the future (Kamboj et al., 2018). Brand loyalty also gives consumers a better impression of a particular brand than competitors, which will later influence the consumer's decision-making process to buy the same product (Song et al., 2019). Generally, a consumer's passion for a brand can lead to a profound emotional connection and brand loyalty (Song et al., 2019). This emotional bond is reinforced by self-disclosure between consumers and staff,

furthering brand loyalty. Revealing personal information is a significant achievement that indicates the robustness of the relationship between consumers and brands.

However, building a solid relationship between brands and consumers through emotional branding often takes a long time 0. It requires commitment from consumers and brands (Nandy & Sondhi, 2022). Therefore, in the emotional branding pillar, after the relationship point is a sensory experience point, which plays a decisive role in helping form relationships with consumers. Sensory experience is also essential in shaping consumer responses, purchasing decisions, and product loyalty (Álvarez-Pato et al., 2020). Providing sensory aspects in the Café area conveyed through sight, sound, smell, and taste to consumers singly or integratively can support a holistic consumer understanding. Thus, by applying these pillars, it can be seen how the interaction between sensory lines (sight and smell) influences consumers' feelings (arousal and pleasure) and ultimately influences their affective experience and willingness to purchase both theoretical and real-world substances (Sagha et al., 2022). Subsequently, consumers use their imagination when experiencing sensory stimulation at the Pyur For You Cafe, as if interacting with a product. It can be communicated by providing activities full of surprises and fun. Individuals

in their daily lives receive stimuli from the surrounding environment through information, events, and objects (Nyagadza et al., 2021). Therefore, there is often the same stimulus, but it produces a different response.

In addition, there needs to be more clarity between the emotional value consumers want and the brands they can provide. It starts by conceptualizing critical questions when planning the program, such as how consumers' emotions and affective experiences are affected more if the Café area has a colorful background. Alternatively, will the product influence consumers' emotions and affective experiences with dynamic aromas that can be enjoyed in the Café area? Are consumers' emotions and affective experiences influenced by whether a place has an attractive musical background? These points require a creative brand strategy to recognize and provide the necessary emotional value because brands that meet or exceed consumer expectations will gain consumer loyalty. Such emotional values refer to pleasure and enjoyment obtained from consumer participation (Carlson et al., 2019).

This gap requires a creative brand strategy to recognize and give the emotional values needed because brands that can meet or even exceed consumer expectations will gain loyalty from consumers. Therefore, a match is required between the two, and to overcome this gap, this

article attempts to discuss and understand how emotional branding is suitable and provides the emotional values consumers need to help the rebranding process. Every brand needs to know what consumers need, what drives them, what influences them to choose one product or service over another consistently, and what encourages them to keep selecting a product or service to make the brand part of their lives. In addition, this article also discusses how to build a strong relationship between brands and consumers optimally and efficiently so that it can be applied and developed by brands and in future research.

RESEARCH METHOD

By considering the conceptual background of emotional branding and rebranding, this research aims to study how a Café creates emotional branding and how consumers perceive rebranding and emotional ties by examining the attachment between consumers and the place. The author analyzed the brand creation process and identified its attributes and goals. The author also analyzed the brand identity felt by consumers and how emotionally connected they were to the brand.

In this study, the author analyzed a Café brand rebranded by applying emotional branding to its new concept. The author begins by discussing creating an identity, implementing the applied

emotional branding pillars, the emotional bonds between consumers, and consumer perceptions through qualitative methods.

This research is based on a case study of Pyur for You Café in Makassar. This study focuses on how Pyur for You Cafe applies appropriate emotional branding in rebranding during the COVID-19 pandemic. At that time, the Café was threatened with permanent closure. However, the Pyur For You cafe is never short of consumers and has succeeded in opening its second branch in less than two years by applying the concept of emotional branding. This case is an excellent example of the main reasons for implementing the right concept, place, consumer attachment, and the meaning-making process of the Café brand.

This research design is based on a qualitative method using a case study approach, which was suitable for understanding the corporate rebranding phenomenon from the perspective of employees and consumers. Qualitative research is a method for exploring and understanding social and humanitarian problems originating from individuals or groups. The case study approach is an exploration of a bound system or case that, over time, undergoes in-depth data collection and involves various sources of information. A case study research design was used better to study the rebranding phenomenon in a natural environment. Inductive reasoning was used in this study. A comprehensive literature review was conducted to identify critical gaps and discussions based on qualitative findings.

This research took place from July to August 2023, starting with field observations and then contacting stakeholders from the Pyur for You Cafe so that data collection could be carried out. The researchers conducted interviews with the five participants. Three sources come from the Pyur For You Café team, which consists of the owner initials FD and SK, and the staff of Pyur For You with the initial FI with the following criteria: 1) understanding the emotional branding concept being applied, 2) being directly involved in planning and evaluating the emotional branding concept, and 3) being directly involved in implementing the emotional pillars branding. In addition, researchers conducted in-depth interviews with two Pyur For You Café consumers who met directly in the Café. The author randomly chose three consumers and asked for their opinions on the rebranding carried out by the Pyur For You Café.

In this study, the author analyzes the Pyur For You brand in depth, discusses the process of creating identity, and applies emotional branding through qualitative methods so that consumers have an attachment to the Pyur For You Café and prefer it to other competitors.

RESULTS AND DISCUSSION

This study provides an overview of the use and qualitative assessment of case-study research methods in emotional branding. Qualitative research methods were designed to reveal a target audience's behavior and perception of a particular issue. At the same time, case studies involve in-depth analysis of people or groups.

We obtained significant information from these interviews. Interviews were conducted with Café owners with the initials FD and SK and Café staff with initial FI. The author also interviewed several consumers, providing information on KN (consumers) in different numbers for each consumer.

Based on the interviews, the Pyur for You Café chose to apply emotional branding to its new concept because it saw the characteristics of the customers who came. The Pyur for You Café is located in the center of Makassar City, and there are several schools and campuses in the Café environment. It made many students come to the Pyur for You Café to gather and enjoy the Café's atmosphere. In addition, some communities often make the Pyur for You Café a place to conduct community activities or hang out. Therefore, the Pyur for You Café tries to apply the characteristics most consumers transmit to their new concept.

Café Pyur chose the semi-pub cafe concept For You as a new concept based on the characteristics of most consumers. According to FD, the owner of the Pyur For You Café, most Café consumers are teenagers aged 15-25. Some teenagers were in the transitional period. In this period, adolescents are no longer children but adults (Putro, 2017). Therefore, the Pyur for You Café was designed using the concept of a semi-pub Café to convey its customers' emotions. The semi-pub Café concept was communicated by Pyur to You Café by applying emotional branding. Emotional branding is a means for brands to build strong relationships with their consumers. According to Gobé, emotional branding is based on four pillars: relationships, sensory experiences, imagination, and vision. Rebranding and activities carried out by the Pyur For You Café on their new concept, namely the semi-pub Café concept:

First, relationship. A brand must know its consumers' characteristics to create a relationship through an emotional experience that is appropriate and desired by its consumers. The owner of Pyur For You (FD) explained that they develop their concepts according to their consumers, most of whom are students and community members who need a place to gather, express feelings, and reflect. Therefore, the new concept of Pyur for You Café is adapted to the needs of most consumers.

The efforts made by the Pyur For You Café to build solid relationships with its customers can be found in the relationships built between the Café and its customers as well as with communities (graffiti communities, skateboards, BMX bikes, and others). Pyur For You Café opens a space for consumers who want to express their emotions on Café walls.

In addition, the Pyur For You Café often facilitates communities, including events and internal activities in the Pyur For You Café area. These communities are accommodated to hold events that the general public can participate in, for example, the 'Draw For You' event, which is held in the Café area but organized by the graffiti community. There is also a 'Surprise Workshop' event held by the craft community and a live mural sketch by the graffiti community.

Apart from facilitating communities, the Pyur for You Café also regularly holds events to build relationships with consumers, which are routinely held every week. They begin with activities featuring indie bands, standup comedy, and group karaoke to hold talk shows, live tattoos, and exhibitions. Pyur For You Café also builds consumer relationships by providing exclusive documentation of every event or activity they carry out. After the event, the Pyur For You Café shares a Google Drive link, which can be accessed publicly, and consumers can download their photos in sound quality to

remember and immortalize their experiences at the Pyur For You Café.

Several consumers were interviewed. One was a member of the graffiti community. KN1 said he visits the Café very often; even in one week, he can visit up to three times. He chose Pyur For You over other Cafés because they felt more comfortable and could always be facilitated by the Café. They often met new people with the same interests.

A WhatsApp chat group between Pyur for You staff and consumers indicated a strong relationship between consumers and cafes. This group was initially started by customers who frequently visited Pyur For You and developed friendships with other customers they met at the Café. According to chat group members, the content of conversations in the group is usually about invitations to gather at the Pyur For You Café or just about what events are taking place that day. The Pyur for You Café admitted that the number of members of the group increased over time, and currently, there are more than 100 members in the chat group. This chat group is also something that the Pyur For You Café is very proud of because it has succeeded in building solid relationships with consumers, and new bonds of friendship have even been formed between consumers.

KN2 pointed out that he became acquainted with other Pyur for You Café customers through

the numerous activities they attended at the Café. As they kept meeting, they moved from pleasantness to conversations about each other's backgrounds, eventually developing friendly relationships. FD said there had been many similar situations at the Pyur For You Café, all because of the strong sense of attachment between the people. However, this bond is not just between customers but also between the Café staff and customers, a relationship far more profound than the typical buyer-seller interactions. Through the tremendous work of the Pyur for You Café, they gained knowledge of their customers' qualities and created strong ties with them.

Second, sensorial experience. The sensory experience is the second pillar of emotional branding. This five-sense experience, which includes sight, smell, hearing, and taste, can also be found in the Pyur for You Café.

Sight. The visual stimulation found in the Pyur for You Café communicates through the interior design of the Café, which is full of graffiti images and various types of street art. The graffiti pictures that cover the walls are also used as the identity of the Café because they provide a unique impression. The Café's atmosphere turns dim at night and is equipped with colorful neon lights. This atmosphere can be found in various corners of the Pyur For You Café and is the main attraction for consumers

who like this nuance. Consumers often make the interior of the Pyur for You Café a photo spot to upload on social media because it looks unique and attractive. FD revealed that graffiti images had succeeded in becoming the identity of the Pyur For You Café because of an external event in Makassar City. The Pyur For You Café took part in it; most consumers already knew that the installation with lots of graffiti and neon lights belonged to the Pyur For You Café.

Pyur For You Café successfully designed this semi-pub concept because the Café knew its customer type well. Thus, consumers who come to Pyur for You Café are targeted at consumers with a clear niche. In addition, the Pyur For You Café communicates visual stimulation through the attributes worn by all staff, using colorful vests that glow in the dark to match the Café's ambiance and make the Café staff recognizable and distinguishable from other customers.

Smell. Olfactory stimuli can also be found throughout Pyur for the You Café area. Consumers begin to feel olfactory stimulation when entering the Café area because the Pyur For You Café uses air fresheners with a distinctive aroma, making visitors more comfortable there. In addition, the aroma of food and drinks adds to olfactory stimulation in the Pyur for You Café area. FI, a Pyur For You Café staff member, explained that the significant point of the Café's attraction is the ambiance of the Café itself;

Source: Pyur For You Café documentation, 2023

Figure 1 Atmosphere and interior design of the Café that provides a viewing experience

therefore, apart from the illustrations in the Pyur For You Café area, the ambiance is also created through the aroma that fills the Café. In addition, FI added that another reason for the massive availability of air fresheners is that, at the Pyur For You Café, there are no designated smoking and non-smoking areas, so the Café uses air fresheners and exhaust to deal with the smoke and aroma of cigarettes.

Hearing. Apart from ambiance, which is communicated through sight and smell, at the Pyur For You Café, consumers can also enjoy the ambiance of the Café through hearing stimuli.

It is because the Café will always play music using loudspeakers with songs that are currently hit. The Pyur's ambiance for You Café was the main selling point. Consumers who come to the Pyur For You Café generally do not just eat food or drink but want to enjoy the ambiance of the entire Café area. For this reason, the Pyur For You Café regularly maintains activities carried out alternately every day, ranging from live music and disk jockey (DJ) performances to group karaoke. Apart from the routine schedule carried out every day by Pyur For You, music events were also held in the Café area every

month. This activity is also the main attraction of the Café because it creates an atmosphere similar to a pub and is packaged in a fun way. At certain events, Pyur for You Café customers tripled.

Generally, consumers who come to the Pyur For You Café want to enjoy a pub atmosphere with loud music and interesting songs but still have a comfortable atmosphere. FD said that the Pyur For You Café is here to meet the needs of consumers who want to perform hits because it is in a place that resembles a pub, with loud music but at very affordable prices. Moreover, most Pyur For You Café consumers are teenagers who want to appear on social media and with friends without spending much money. In Makassar City, it is sporadic to enjoy an atmosphere like that provided by the Pyur for You Café, but at an affordable price. Moreover, it is equipped with a routine schedule that is carried out every day.

They would adjust the Café's atmosphere to suit consumers' goals of coming to the Café at certain times. Consumers who come during the day have different goals than those at night. During the day, they generally want to chat or work casually; however, at night, they want fun. Therefore, the Pyur for You Café adapts the songs played in the Café area.

Taste. Pyur For You Café is engaged in the culinary industry so that the Café can stimulate consumers through the taste produced by the food and drinks served. Pyur For You Café is also known for having a delicious taste for food and drinks, and consumers always enjoy the menu served. In addition to the delicious taste, the food provided also follows the atmosphere of the Pyur For You Café. SK, another owner of the Pyur For You Café, explained that even though the main attraction of the Café was the ambiance of the Pyur For You Café, it still tried to provide delicious and exciting food and drinks to be enjoyed. In addition, the prices of available menus are also relatively cheap, ranging from 15,000 to 30,000 rupiahs. KN3, a regular customer of Pyur For You, also believes that the price offered at the Pyur For You Café is relatively cheap, especially for enjoying the taste and atmosphere of the Pyur For You Café.

Third, imagination. Pyur For You Café, in its new branding as a semi-pub Café, is also active in creating events or activities that can support the image of Pyur For You Café as a semi-pub Café so that consumers can be more convinced to choose Pyur For You Café than other competitors. Through the events or activities held, the Pyur for You Café tried various provocative and innovative activities and ideas for its customers. 'Glow Party' is one of the most successful events the Pyur For You Café held to support the pillars of imagination. This activity was well planned and thought out

by the Pyur for You Café team to represent the image of Pyur for You Café.

SK explained that in every activity carried out by the Pyur For You Café, they always try to see trends in the community and improve and modify them into a new activity typical of the Pyur For You Café. SK also added that not all parties can enjoy the event they are holding because only certain circles are happy with such activities. Moreover, the imaginations of every consumer are different, even if the stimulus is the same. Thus, most consumers who come to the Pyur For You Café have the same individual experiences, memories, and emotions because they can enjoy the imagination formed through

the activities carried out by the Pyur For You Café. KN2 revealed that one of the reasons he prefers the Pyur For You Café compared to other places is that the events are always new and exciting

Forth, vision. Pyur For You Café strengthens its existence among competitors by implementing a concept that has never existed in Makassar. In addition, the quality of products or services is evaluated. Pyur For You Café is also open to various changes to remain competitive but not lose its characteristics amidst the rise of Cafés in Makassar. However, SK explained that he did not rule out the possibility that the semi-pub concept would change in the

Source: Pyur For You Café documentation, 2023

Figure 2 The 'Glow Party' event was held to convey the pillars of imagination

future; this would depend on consumer interest because Pyur For You would continue to adapt to existing changes. However, in every change in the future, Pyur For You tries to present things that are unique and different from other Cafés by attempting to understand people's lifestyles and emotions. The hope is that, with this understanding, Pyur for You Café can find and identify ideas that can be developed. SK added that this requires team alignment through interactive creativity and the discovery of a strong shared vision.

Finally, Pyur For You Café was successfully rebranded from a work-friendly Café concept to a semi-pub Café, and Pyur For You Café opened its second branch in December 2022 using a similar concept. In the semi-pub Café concept, Pyur for You Café applies emotional branding. Emotional branding creates a strong bond between consumers and brands (Y. K. Kim & Sullivan, 2019). It considers the significant influence that can form an emotional attachment between consumers and brands from word of mouth, self-disclosure, and brand loyalty.

Pyur For You Café shows that applying proper emotional branding and providing emotions can help the rebranding process. Emotional value refers to consumers' positive feelings of comfort or pleasure towards the product, service, and brand (Woo & Kim, 2019). Thus, when consumers at the Pyur For You

Café receive more pleasure from the product or service than elsewhere, the Pyur For You Café manages to provide a higher emotional value than its competitors.

Moreover, brands can exploit customer involvement and receptivity to achieve customer satisfaction, resonance, and trustworthiness (K. Yang et al., 2020). Self-disclosure is also a beneficial or positive outcome because it communicates pleasure and the desire to begin a more intimate relationship (Hollenbaugh & Ferris, 2014). Therefore, the considerable openness between Pyur for You Café customers and between customers and Pyur for You Café employees illustrates that their intimacy has grown. The high level of self-disclosure comes from their interest in information processing (Collins & Miller, 1994), where they often meet at the Pyur for You Café, which is their favorite. The wide-reaching effect of this attraction is that the Pyur For You Café has been able to identify the wants of its customers, thus forming solid relationships that fulfill the wishes of its consumers. Using emotional branding, Pyur For You Café 's rebranding generates a strong bond between the brand and its consumers, resulting in long-term emotional states and ultimately encouraging self-disclosure.

Emotional branding is conveyed through experiences of the five senses. The study of sensory experience is recognized as necessary

because it influences and supports decision-making (Brochado et al., 2021). Sensory stimulation from the five senses is then processed by the sensory organs of the human body, namely the eyes, ears, nose, mouth, and skin, leading to cognitive and emotional responses (Brochado et al., 2021). A sense of sight was responsible for approximately 90% of the stimulation. Therefore, sight is the primary target of advertising (Flavián et al., 2019). In addition, the sense of smell cannot be ignored, even though only one percent of brain function is allocated to smell (Efrat & Asseraf, 2019). One characteristic of the sense of smell is that the stimulus is difficult to forget (Lee et al., 2019). From the perspective of emotional branding, smell is a powerful sense, especially in evoking memories, because scent is a potent stimulus that evokes memory and emotionally influences emotions.

The sense of hearing is susceptible to selective perception, similar to the sense of sight (Flavián et al., 2019). Auditory stimulation is also easily formed through music because it can increase consumers' evaluation, especially if it is consistent with consumer expectations (Cowan & Ketron, 2019). Music influences consumers' physiological responses through clarity and volume and enhances cognitive and emotional engagement through tone, brand fit, and attention (Cowan & Ketron, 2019).

Thus, the way to utilize the sense of hearing for emotional branding is to study consumer profiles and choose music explicitly played according to consumer preferences. The final point is the taste. Currently, food not only functions as a source of nutrition but also plays a role in memory and social relations (Ganucci Cancellieri et al., 2022). For example, food can cause certain emotions because it is triggered by the taste or context of enjoying it. Therefore, different eating locations evoke different emotions (Hoppu et al., 2020). When enjoying food or drinks, individuals have more senses (including sight, smell, taste, and texture) that are firmly connected to memory (Chen et al., 2018).

Imagination in emotional branding is an effort to improve the accuracy of the emotional branding process (Gobé, 2005). This process illustrates the high involvement of consumers because imagination is a memory formed through individual experiences, memories, and emotions that are expressed and noticed through awareness (Grenni et al., 2020). Therefore, individual experiences, memories, and emotions can produce different imaginations.

Vision, the final pillar of emotional branding is the main factor for long-term brand success. The focus is on competition to build presence, position, and long-term goals (Govers, 2020). Brands must continuously strengthen

their vision to maintain their presence among their competitors. It is about appreciating that reputation and image must be combined with a sense of community.

Finally, various stimuli obtained are given meaning by the individual, referred to as perception. Pyur For You Café recognized their target consumers well so that they could build a deep emotional bond and apply it to the new Café rebranding. Pyur For You Café groups people with the same perceptions, ratings, behaviors, and preferences so that Pyur For You Café can provide and facilitate the needs of its customers through creative strategies outlined in the Café concept and the implementation of its various activities. The mutual pleasure compatibility found by consumers in the Pyur for You Café ultimately leads to self-disclosure. Self-disclosure occurs when social exchange occurs in the context of ongoing relationships and is essential component in forming relationships.

Pyur For You Café also provides consumers' emotional expectations by applying a new concept. Hence, there is no gap between the emotional expectations consumers want and what they get from the brand. After identifying the correct target consumers for the new concept, they applied the pillars of emotional branding. Starting from building deep relationships with consumers, implementing sensorial experiences that consumers can enjoy while in the Café,

creating appropriate imaginations conveyed through events held, and maintaining existence by having a solid vision.

CONCLUSION

Pyur For You Café can use emotional branding in the new Café rebranding concept because it successfully recognizes the characteristics of its consumers. The concept was successfully applied by Pyur For You Café to connect with consumers in an emotionally profound way. Emotional refers to how they can evoke the feelings and emotions of consumers, how they live for society, and how they can form deep and long-lasting relationships. Pyur For You Café also succeeded in providing emotional value through positive feelings to consumers in terms of feeling comfortable or happy about the products, services, and the brand itself. After consumers receive the emotional values given in the form of joy, pleasure, relaxation, and enjoyment, they will be willing to visit the Pyur for You Café again. Furthermore, with the acceptable emotional values that customers have received, self-disclosure is formed, which is regarded as a positive result because it effectively conveys delight and the desire to commence a more intimate relationship.

Pyur For You Café targets groups or individuals with the same perceptions, judgments, behaviors, and hobbies in the

branding and rebranding activities. Thus, in applying its new concept, Pyur For You Café can provide and facilitate the needs of its consumers through creative strategies outlined in various activities to develop deep emotional bonds. Pyur For You Café also applies the concept of emotional branding based on Marc Gobé's four pillars. The application can be found in Cafés, interior design, and activities.

In the relationship pillar, because Pyur for You Café recognizes the characteristics of its consumers well, it can create and provide emotional experiences that are appropriate and desired by consumers to stay connected with them. Pyur For You Café began by facilitating community events and providing space for consumers to express themselves in the Café. They also provide exclusive documentation for consumers who attend the events they hold. The strong relationship that pillars Pyur for You Café has had a significant positive impact. A strong bond between consumers and staff leads to self-disclosure. Strong relationships create the delivery of information, thereby increasing continuity. Moreover, the quality of the information conveyed exceeds the quantity of information disclosed.

In the experience of the five senses, some sensory stimuli can also be found in the Pyur For You Café. In the visual sense, Pyur For You Café applies the visual brand identity to the interior of the Café, which is filled with graffiti images and neon lights, as well as through colorful uniforms used by Pyur For You Café staff. The Pyur For You Café provides stimulation by playing music in the room and routinely carrying out live music, DJ performances, and karaoke. For the sense of smell, the Café uses a distinctive air freshener and the aroma of the food served. Stimuli, in the form of tastes, are produced through food and drinks.

Pyur For You Café applied the pillar of imagination through events or activities that could support the image of Pyur For You Café as a semi-pub Café. For the pillar of imagination to be applied effectively, consumers need to have more or less the same individual experience, memory, and emotion because they can enjoy the imagination that can be formed through activities carried out by the Pyur For You Café. Furthermore, in the last pillar, vision, Pyur For You Café strengthens its presence amid competitors by applying concepts that have never existed in Makassar City, and Pyur For You Café is open to various changes to remain competitive with competitors without losing its characteristics.

In general, Pyur for You Café has successfully applied the concept of emotional branding to the rebranding process of its new concept. However, some applications can still be maximized and developed again, especially

on the relationship pillar, because they can strengthen the relationship between consumers and the Pyur For You Café in the long term.

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