

# The Brand Associative Perception of Expertise in Barista Special Blend by Top Coffee Advertising

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## Abstract

**Background** - Advertising is one of the brand communication tools to create Brand Association perception. This paper seeks to present how a newly launched roast and ground coffee brand in the Indonesian market attempt to create expertise brand association perception through Advertising.

**Purpose** - The study aims to understand how is The Barista Blend by Top Coffee Advertising message was crafted to create audiovisual sensation and associative perception. The study applied the framework of the Elaboration Likelihood Theory Model to determine which elaboration routes applied by the brand to create the brand association perception.

**Design/methodology/approach** - The methodology of this study is the Qualitative Descriptive method. Data gathered from relevant literature reviews and the advertising material was collected from the Digital Media Sharing platform, YouTube. The method allows this study to describe the sensations that are provided and executed in the Advertising materials to create expertise brand association perception and subsequently be analyzed utilizing the theoretical framework and the Advertising Concepting message approaches in conjunction with the theoretical framework.

**Findings** - The result of the analysis shows that Barista Special Blend by Top Coffee mainly uses the peripheral route of a persuasive message to create expertise perception short-cut by associating the product with the Artisan Coffee Making Process, Barista Character, and the Brand Ambassador. The conclusion derived from the fact that the Ad does not explain the product ingredients and experiences in detail but associatively used the image of the Artisan Coffee-Making process, Barista Character, dan Brand Ambassador to build an associative perception of expertise and attract the attention of the consumer.

**Research limitations** - The study analysis focuses mainly on brand communication exposure from the advertising materials rather than the experience of consuming the end product. Further research can be done to examine whether the brand association perception is created by the sensation post-product consumption.

**Originality/value** - The significant of the study is the notion that the consumer's perception towards a brand must take multiple sensory sensations into account as it provides multiple perceived information for the consumers. In today's digital era, whereas digital innovation continued to strive, brand experience will play a significant role that drives brand values.

*Keywords* : Brand Association, Advertising Strategy, Brand Perception, Coffee Product, The Elaboration Likelihood Theory

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