
Promotion Mix Strategy in Promoting a *Halal* Brand in Indonesia: a Case Study on Sasha *Halal* Toothpaste

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Abstract

As a country with the largest Muslim population in the world, Indonesia has a large Muslim market and growing *halal* industry. Now many Indonesian brands are using the *halal* label not only to comply with their regulations, but also to attract their consumers. One of the brands, which has made the *halal* label a brand, is the Sasha Halal Toothpaste. It is a brand launched by PT. Kino Indonesia, Tbk (Kino). This brand builds an image as an Islamic toothpaste that not only functions as a cleanser, but also satisfies its Muslim consumers. Kino itself is a consumer goods company from Indonesia, which was founded in 1999 by Harry Sanusi, and has become a public company in 2015. Kino launched Sasha Halal Toothpaste in 2018. In a relatively short period of time, this brand was able to generate its products, and be accepted in the toothpaste market in Indonesia. competing with competitors who have become long-standing players in this market. One of the things that drives this is Kino implementing a promotion mix strategy in promoting Sasha Halal Toothpaste. This study provides an overview of the promotion mix strategy of the Sasha Halal Toothpaste. This strategy has led people in Indonesia to be aware of this brand, including a combination of several methods such as advertising, sales promotion, interactive/digital marketing, public relations, events and experiences. This study uses a descriptive qualitative method, and obtains its data by interviews with Ms. Danti Yulia Nastiti, a brand manager of Kino, including by online and visual data documentation.

Keyword: promotion, promotion mix, halal, halal brand, halal product, Sasha Halal Toothpaste

INTRODUCTION

Indonesia, according to the data of the Pew Research Center in 2020,¹ is listed as the country with the largest Muslim population in the world with a Muslim population of around 229 million. Additionally, based on the Global Islamic Economy

¹ Drew Desilver and David Masci, "World' Muslim population more widespread than you think," *The Future of World Religions: Population Growth Projections, 2010-2050* (Washington: Pew Research Center, 2017).

Indication Report issued by the State of the Global Islamic Report (2020),² the *halal* industry in Indonesia grew rapidly compared to other countries. In this comparison, Indonesia ranked 5 in the category of *halal* industry in 2019 in the world. Previously in 2018, Indonesia ranked 10. This shift of rank 10 to 5 was driven by the launch of the Indonesia Shari`a Economic Master Plan 2019 - 2024 by the National Committee on Shari`a Economics and Finance in Indonesia. This launch intends to build a strong ecosystem of companies engaged in the *halal* food, beverage sector, *halal* cosmetics, medicines, *halal* tourism, Muslim fashion, and sharia-based finance. Here is the list of the countries in terms of the *halal* indicator report in 2020.

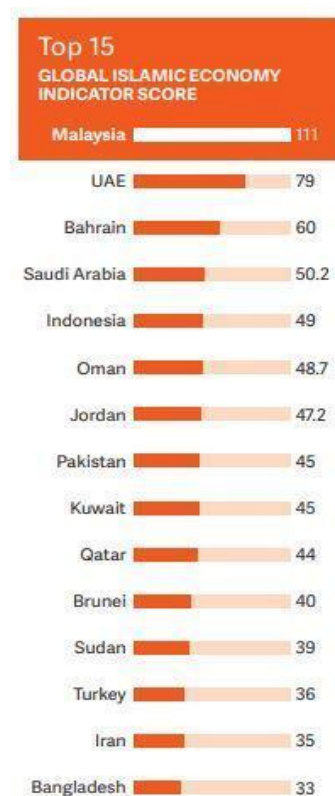


Figure 1. State of the Global Islamic Economy Report (2020)

The large market share and the growth of the *halal* industry have made many Indonesian brands now using the *halal* label not only to comply with regulations but as a strategy to attract consumers. One of the brands that have made the *halal* label a brand positioning is the Sasha Halal Toothpaste, a brand launched by PT. Kino Indonesia, Tbk (Kino) in 2018.

² Salaam Gateway, "Driving The Islamic Economy Revolution 4.0," *State of The Global Islamic Economy Report*, (Dubai: Dinard Standard, 2020), 13.



Figure 2. Sasha Halal Toothpaste's Banner, Kinostore.co.id

Sasha Halal Toothpaste is a toothpaste product with an Islamic concept targeted at Muslim consumers in Indonesia. Sasha Halal Toothpaste claims to be the ⁴first *halal* toothpaste in Indonesia to contain *siwak* (شواك), a natural ingredient recommended by the Prophet Muhammad to clean teeth. This products is shown for Muslim consumers who want practicality in cleaning their teeth according to the *sunnah* (the Prophet Muhammad's tradition).

Since its initial launch in 2018 until this research was conducted in 2020, in a relatively short period of time the Sasha Halal Toothpaste brand had been able to make its products be accepted by the toothpaste market in Indonesia. This brand was able to compete with other long-standing brands in this segment.

Based on the data from Nielsen in September 2019, the market size of the toothpaste industry in Indonesia reached 5.5 trillion in the Indonesia rupiah per year. Sasha Halal Toothpaste itself gained a 2.6%-market share, and become one of the top 5 ranks in the Indonesian toothpaste product category. This 2.6%-market share was actually a small share if we compare it to the 66% of the largest market share toothpaste product that has been obtained by Pepsodent company thus far. However, in a short period of time, Sasha Halal Toothpaste was able to take the market share of the Pepsodent.

Sasha Halal Toothpaste's presence can be considered as a new competitor to Pepsodent. To compete it, Pepsodent launched a new product variant of toothpaste in

³ Kino Store, "Pasta Gigi Keluarga Muslim," 2020, <https://www.kinostore.co.id/products/category/perawatan-tubuh/sasha>.

⁴ "Sasha Halal Toothpaste Menghadirkan Bersiwak dengan Cara Praktis," 2018, <https://www.kino.co.id/news-n-events/news/mengikuti-cara-orang-dahulu-sasha-halal-toothpaste-menghadirkan-bersiwak-dengan-cara-praktis>.

2020, and this item resembles the name of Sasha Halal Toothpaste; that is, Pepsodent Siwak Halal Toothpaste.



Figure 3. Sasha Halal Toothpaste launched in 2018



Figure 4. Pepsodent Siwak Halal Toothpaste launched in 2020

One of the efforts that led Sasha Halal Toothpaste to succeed in its marketing is its promotion mix marketing strategy. Referring to Kotler (2005),⁶ promotion mix marketing communication combines five marketing communication models: advertising, sales promotion, public relations, personal selling, direct and interactive marketing. In the present digital era, the marketing activities include digital marketing, social media, alternative marketing, database marketing, direct response, and public relations programs.

⁵ "Rawat Kesehatan Gigi dan Mulut Sembari Berbagi Melalui Pepsodent Siwak," 2020, <https://www.unilever.co.id/news/press-releases/2020/rawat-kesehatan-gigi-dan-mulut.html>.

⁶ Philip Kotler and Nancy Lee, *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, (New Jersey: John Wiley & Sons, Inc, 2005).



Figure 5. Components of Promotion by Clow and Baack (2018)

Sasha Halal Toothpaste runs a promotion mix strategy in order to optimize its promotional efforts to reach its targeted market by combining the use of certain tools, media and methods to achieve its brand goals. The objective of this study is to depict an overview about how the promotion mix strategy of Sasha Halal Toothpaste, including its methods, its media, and its tools, have made it (Sasha Halal Toothpaste) become accepted by the public market in a relatively short period in Indonesia.

RESEARCH METHODOLOGY

This study uses a descriptive qualitative method. Here, Nazir⁸ says that the purpose of this method is to create a systematic, factual and accurate description of facts, characteristics and relationships among their investigated phenomena. By this method, we try to describe the promotion mix strategy has been carried out by the Sasha Toothpaste Halal brand in the success of its promotion in a relatively short period of time in the Indonesian market. In seeking this information, we collected data by interviewing Ms. Danti Yulia Nastiti,⁹ a Brand Manager of PT. Kino Indonesia, Tbk, has been the Brand Manager of Kino for more than 2 years. Previously, she was in charge of the Brand Executive and Consumer Insight for more than 2 years in the same company. This study also collects its online and visual data from PT. Kino Indonesia,

⁷ Kenneth E. Clow and Donald Baack, "Integrated Advertising, Promotion, and Communications," *Global Edition, 8th Edition*, (England: Pearson, 2018), 26.

⁸ Moh. Nazir, *Metode Penelitian*, (Jakarta : Ghalia Indonesia, 2003), 57.

⁹ Danti Yulia Nastiti, 2021, <https://www.linkedin.com/in/danti-yulia-nastiti192b28a0/?originalSubdomain=id>.html.

including from its official website, its news portal, and its social media of its Sasha Halal Toothpaste.



Figure 6. Danti Yulia Nastiti, Brand Manager of PT. Kino Indonesia, Tbk.

FINDINGS

About PT. Kino Indonesia, Tbk.

PT. Kino Indonesia, Tbk.¹⁰ is a consumer goods company from Indonesia that has expanded to several countries. It was founded by businessman Harry Sanusi in 1999, and became a public company in 2015. Kino's business scope includes personal care products, baby care products, food and beverage, pet food, and pharmaceutical products.



Figure 7. Logo of PT. Kino Indonesia, Tbk.

¹⁰ Kino, "Innovative, Brave, Prudent," *Laporan tahunan 2019 PT. Kino Indonesia Tbk.*, (2019), 3-51.



Figure 8. Founder of PT. Kino Indonesia, Tbk., Harry Sanusi

PT. Kino has now 37 brands with more than 700 Stock Keeping Units sold at various large distributors, hypermarkets, supermarkets, minimarkets, beauty shops, and traditional markets. Kino's products have successfully been accepted by the market, and this has made Kino a large company with its 8 sub-group companies, its 6 factories, and its 7,000 employees.



Figure 9. Kino Group

PT. Kino expands its business not only in Indonesia, but also opens its offices in Asia, such as in Malaysia, Philippines, Singapore, Vietnam, Thailand, Cambodia and India. The quality of PT. Kino's products has met international qualification standards. With its slogan "Innovate Today, Creating Tomorrow," PT. Kino continues to innovate in order to fulfill its consumers' needs.



Figure 10. Kino Products Domestic Distribution Area

PT. Kino's distribution area spreads the island of Sumatra along to Papua. This company operates in 186 huge and small cities in Indonesia with the following details:

Sumatera	86 local distributors	Bali	4 DLS (Duta Lestari Sentratam) branches
Borneo	36 local distributors	Sulawesi	34 local distributors
Java	26 DLS branches and 65 local distributors	Nusa Tenggara	12 local distributors
Jakarta	6 DLS branches	Maluku	3 local distributors

Table 1. Kino Products Domestic Distribution Area

Kino's product distribution area has reached 26 countries starting from countries in the Middle East to Africa, East Asia, Southeast Asia, Europe and Australia.



Figure 11. Kino Products International Distribution Areas

Vision	Mission
To be Indonesia's recognizable & leading Corporation of ideas and innovation and strive to become a global through a global culture.	Expanding the market through the development of products that are driven by the spirit to innovate.

Table 2. Vision & Mission of PT. Kino Indonesia, Tbk.

PT. Kino Indonesia, Tbk. runs its business in some different fields, three of which are as follows:

1. Beverage and snack industry



Figure 12. Snack & beverage products from Kino

1. Cosmetics and personal care industry including toothpaste



Figure 13. Cosmetics & personal care products from Kino

2. Pharmaceutical and traditional medicine industry



Figure 14. Pharmaceutical & traditional medicine products from Kino

3. Pet Food Industry



Figure 15. Pet food products from Kino

In addition to the above-mentioned industrial categories, PT. Kino also trades household goods and other products. PT. Kino carries out supporting business activities that sustain the company's main business activities, such as its web portal business and digital platform both without and with commercial purposes. PT. Kino also has a good reputation as this company acquires its certificates as follows:

Certificate	Publisher
Halal	LPPOM MUI (Institute for the Study of Food, Drugs, and Cosmetics of the Indonesian Muslim Scholars Assembly)
Good Manufacturing Practice	-
ISO (the International Organization for Standardization) 22000	SGS (Société Générale de Surveillance) in United Kingdom Ltd.
ISO 9001	SGS in United Kingdom Ltd.
ISO 14001	SGS in United Kingdom Ltd.
ISO 27001	SGS in United Kingdom Ltd.

Table 3. Certificates Received

by Kino

PT. Kino shows its reputation by achieving various awards for its best performances and products in Indonesia in 2020. We mention these awards in their original terms as follows:

1. “The Most Valuable Company Award 2020 - Kino Indonesia di kategori Best 5 Months Stock Performance” by *Warta Ekonomi*.

2. "TOP 3 CSR untuk Indonesia CSR & PKBL Award 2020 - Kategori Consumer Goods and Industry, Cosmetics and Household oleh Warta Ekonomi" by *Warta Ekonomi*.
3. "Best of the Best Award 2020 - The Top 5 Companies for 2020 oleh Forbes Indonesia" by *Forbes Indonesia*.
4. "Indonesia Most Admired CEO 2020 - Harry Sanusi di Kategori Consumer Goods- Outstanding Leadership in Risk Taking Product Diversification for Market Share Expansion" by *Warta Ekonomi*.



Figure 16. Harry Sanusi, Indonesia Most Admired CEO 2020 by *Warta Ekonomi*

Sasha Halal Toothpaste Product Launch

Since its establishment, PT. Kino has been creating own innovative products. Although PT. Kino's business strategy tends to target new segments with a large and promising growth potential, PT. Kino builds its products differently from its competitors. For example, PT. Kino launched Sasha Halal Toothpaste in the fasting month of Ramadan, precisely on 5 May 2018.¹²

¹¹ Kino, "Penghargaan Perusahaan Tahun 2020," 2020, <https://www.kino.co.id/company/achievement-certification>.

¹² Dwi Wulandari, "Manfaatkan Moment Ramadhan untuk Peluncuran Shasa Toothpaste," 2018, <https://mix.co.id/marcomm/news-trend/manfaatkan-momen-ramadhan-untuk-peluncuran-shasa-toothpaste/>.



Figure 17. Sasha Halal Toothpaste Product Launch

Sasha Halal Toothpaste is a toothpaste product with the Islamic concept targeted especially at Muslim consumers in Indonesia. Sasha Halal Toothpaste claims to be the first halal toothpaste in Indonesia, which contains *siwak* (شواك). Sasha Halal Toothpaste uses this term “*siwak*” in its Indonesian transliteration to refer to a natural ingredient recommended by the Prophet Muhammad to clean teeth.¹⁴ This product is, then, actually for Muslim consumers who want to clean their teeth as well as to do it according to the *sunnah* (the Prophet Muhammad’s tradition).

Siwak itself is a natural ingredient, a type of chewing stick derived from the twigs of a plant called *salvadora persica*. This herb is commonly found in the Middle East, and has been used since 3,500 years ago, especially by Muslims to clean teeth and mouth. *Siwak* contains various active substances that are beneficial for teeth because it has fluoride, vitamin C, antimicrobial (benzyl isothiocyanate), and sulfur that can prevent gingivitis, and tannins. The World Health Organization (WHO) proves that *siwak* is an oral or dental hygiene agent.¹⁵

PT. Kino Indonesia launched Sasha Halal Toothpaste with the hope that this product will function as a cleaning agent, and meet the emotional and spiritual needs of Muslim consumers in Indonesia. This product has received *halal* certification from the MUI (the Indonesian Muslim scholars Assembly) saying that Sasha Halal Toothpaste is free from alcohol and from any animal ingredient; therefore, it is safe for Muslim consumers to use it.

¹³ "Hijrah Bersama Sasha Pasta Gigi Halal," 2018, <https://www.kino.co.id/news-n-events/event/hijrah-bersama-sasha-pasta-gigi-halal>.

¹⁴ "Sasha Halal Toothpaste Menghadirkan Bersiwak dengan Cara Praktis," 2018, <https://www.kino.co.id/news-n-events/news/mengikuti-cara-orang-dahulu-sasha-halal-toothpaste-menghadirkan-bersiwak-dengan-cara-praktis>.

¹⁵ Adika Mianoki, "Anjuran untuk Bersiwak," 2020, <https://muslim.or.id/56838-anjuran-untuk-bersiwak.html>.

This toothpaste is able to clean teeth optimally, to kill bacteria that cause cavities, and to eliminate bad breath. Currently,¹⁶ Sasha Toothpaste has 3 variants, namely Sasha Halal Whitening Tube Toothpaste, Sasha Halal Antibacterial Toothpaste, and Sasha Halal Toothpaste. They prevent cavities.



Figure 18. Sasha Antibacterial Halal Toothpaste



Figure 19. Sasha Halal Whitening Tube Toothpaste



Figure 20. Sasha Halal Anti-Cavity Toothpaste

Sasha Halal Toothpaste is sold in 10-gram sachet, as well in 65-gram and 150-gram-boxe packages with prices ranging from Rp. 1.500 to Rp. 20.000 depending on each sales location. Sasha Halal Toothpaste products are sold at various large distributors, hypermarkets, supermarkets, minimarkets, beauty shops, traditional markets to digital channels, such as PT. Kino Official Store, e-commerce (Tokopedia, Shopee, Bukalapak), and social media stores.

¹⁶ Kino Store, Sasha, 2021, <https://www.kinostore.co.id/products/category/perawatan-tubuh/sasha>.

Islamic Concept-Based Toothpaste

Sasha Halal Toothpaste is different from other toothpaste brands, such as Formula and Sensodyne because Sasha Halal Toothpaste adopts the Islamic concept of cleaning teeth. This difference emerges, for example, in their slogans. The Formula brand has its motto "Gigi Kuat, Gigi Formula" (Strong Teeth, the Teeth of Formula).¹⁷ This dictum creates an image of a toothpaste for people with strong teeth. The Formula itself contains duo fluoride (double protection) and SPL (System Protective Layer) to provide a maximum protection to the teeth. Meanwhile, the Sensodyne brand has built an image as a toothpaste for people with the sensitive teeth. Sensodyne has its maxim "Redakan Gigi Ngilu dengan Sensodyne" (Relieve Toothache with Sensodyne). This aphorism designates that Sensodyne is a toothpaste for people with their sensitive teeth. Sensodyne is also a-number-1-sale toothpaste in.¹⁸ Sensodyne toothpaste helps relieve and protect people, who suffer from pain caused by sensitive teeth. Compared to these two competitors, Sasha Halal Toothpaste creates a different slogan as a toothpaste that is, according to the Islamic law, halal (permissible): if the people clean their teeth with Sasha Halal Toothpaste, they acquire not only their clean teeth, but also their divine rewards because they practice what the Prophet Muhammad did in cleaning the teeth with *siwak*.¹⁹

To make Sasha Halal Toothpaste successful in marketing its products in Indonesia, Sasha Halal Toothpaste implements various marketing communication strategies. This brand started, for instance, to use its two slogans, "Pancarkan Aura Islami" (Emit the Aura of Islam) and "Pasta Gigi Keluarga Muslim" (the Toothpaste of Muslim Family), which emphasize Muslims as its targeted market.



Figure 21. Sasha's Logo & Tagline

¹⁷ Formula. "Mengapa Memilih Formula?," 2021, <http://formula.id/about>.

¹⁸ Sensodyne. "Pasta gigi sensitif dengan penjualan No.1 di Indonesia," 2021, <https://www.sensodyne.co.id/>.

¹⁹ "Sasha Halal Toothpaste Menghadirkan Bersiwak dengan Cara Praktis," 2018, <https://www.kino.co.id/news-n-events/news/mengikuti-cara-orang-dahulu-sasha-halal-toothpaste-menghadirkan-bersiwak-dengan-cara-praktis>.



Figure 22. Sasha's Slogan

Below is the advertisement picture of two celebrated Muslim couples (Teuku Wisnu and Shireen Sungkar) on the first two left, and that of two other public figures on the second two right as the ambassadors of Sasha Halal Toothpaste. The two Muslim women in this advertisement are hijabers (Muslim women who also endorse the use of Muslim veil for Muslim women).



Figure 23. Teuku Wisnu and Shireen Sungkar as Sasha's brand ambassadors



Figure 24. Hijabers in Sasha's campaign

To empower its Islamic brand image, Sasha Halal Toothpaste creates its new motto of "Waktunya Hijrah"²⁰ (It Is the Time to Move to the Islamic Practices) campaign. The term "*hijrah*" has currently become famous among the Muslim people in

²⁰ Herning Banirestu, "Sasha Pasta Gigi Bidik Pasar Hijrah," 2018, <https://swa.co.id/swa/trends/sasha-pasta-gigi-bidik-pasar-hijrah>.

Indonesia, and it has become a lifestyle. *Hijrah* literally means migration. It means figuratively a transition from less religious devotion to the more Islamic one. This transition includes changes in terms of dressing, behaving, speaking, or using or consuming something.

Sasha Halal Toothpaste considers this phenomenon of *hijrah* as a marketing communication strategy. Here, Sasha Halal Toothpaste encourages people to do *hijrah*; that is to live a better life by cleaning their teeth with the *siwak* modified by Sasha Halal Toothpaste, and this *siwak* was also used by the Prophet Muhammad to brush his teeth.



Figure 25. Sasha's Halal Campaign

The *Halal* Label on Sasha *Halal* Toothpaste Brand

Due to its consistency in campaigning for *halal* toothpaste, the Sasha Halal Toothpaste brand has received a Halal Assurance System (HAS/Sistem Jaminan Halal/SJH) certificate from the Indonesian Muslim Scholars Council (MUI).²¹ SJH is a certification given by the Institute for the Study of Food, Drugs, and Cosmetics (Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika/LPPOM) of MUI to companies that are committed to producing halal products. There are at least 11 requirements to obtain this certificate, and Sasha Halal Toothpaste have fulfilled them thus far. One of the requirements is that Sasha Halal Toothpaste has passed to obtain the *halal* certificate three times in a row with an A (excellent) score. This certification has led Muslim consumers more confident, and feel safe to use Sasha Halal Toothpaste products. This certification also strengthens the brand image of Sasha Halal Toothpaste in the minds of its consumers.²²

Here is important for us to note again that *halal* means something that is permissible according to *Shari'ah* law. The opposite of *halal* is *haram* which means it is

²¹ Kino, "Sasha Halal Toothpaste, Lebih dari Produk Bersertifikat Halal," 2019, <https://www.kino.co.id/news-n-events/news/sasha-halal-toothpaste-lebih-dari-produk-bersertifikat-halal>.

²² LPPOM MUI, "Mengenal Siwak pada Pasta Gigi Sasha," 2019. <https://www.halalmui.org/mui14/main/detail/mengenal-siwak-pada-pasta-gigi-sasha>.

absolutely prohibited under *Shari'ah* law, where people who violate it will be punished (tormented) in the hereafter and sometimes punishment in this world. Among the *halal-haram* there is what is called *makruh*, meaning something that is prohibited by *Shari'ah* law but the prohibition is not so emphasized. So something that is *makruh* has a lower level than *haram* (Qadrawi, 2006).²³

The obligation for a Muslim to consume something *halal* is a God's command in the Qur'an: "O people! Eat of (food) that is *halal* and good that is on earth, and do not follow the steps of the devil. Verily, Satan is a real enemy to you" (al-Baqarah 2:168).²⁴ *Halal* itself involves something *thayyib*, which means good. An object, say a product, must not only be *halal*, but also *thayyib*. It means that the product is to have a good and safe quality. Therefore, Sasha Halal Toothpaste uses *halal* elements in its marketing activities.²⁵

The Promotion Mix Strategy of Sasha *Halal* Toothpaste

In this current competitive era, a business company is to be able to offer value and satisfaction to its customers. The company does not only offer its products to meet its market needs, but also defines its strategic advantages. The company should express its advantages by the Unique Selling Proposition (USP). This USP is to be based on the positioning that has been determined by the brand, and to create a different position from what competitors offer at the minds of consumers.

If the company has established a strong position, it has to develop a marketing communication strategy. Put another way, the company is to consider its promotional programs, one of which is the promotion mix. According to Kotler (2005),²⁶ a promotion mix (a marketing communication mix) is a combination of five marketing communication models: advertising, sales promotion, public relations, personal selling, direct and interactive marketing.

1) Advertising

Advertising is a sponsored information about a product, a brand, or a company. The purpose of this advertising is to influence the consumers' images, beliefs, attitudes, and behaviours towards products (brands).

2) Sales promotion

²³ Yusuf Qardhawi, "Halal dan Haram," (Jakarta: Robbani Press, 2006), 13.

²⁴ Al - Qur'an. Al - Baqarah (2:168). URL <https://quran.kemenag.go.id/>.

²⁵ Sasha ID, "Baru! Sasha Pasta Gigi Halal Pencegah Gigi Berlubang," 2020, <https://www.youtube.com/watch?v=kghdFFi7cN0>.

²⁶ Philip Kotler and Nancy Lee, "Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause," (New Jersey: John Wiley & Sons, Inc, 2005).

Sales promotion is a short-term intensive that encourages the process of buying or selling products by encouraging customers to try or buy products. For example, offering discounts, free testers, prizes, and so on.

3) Public Relations

Public relations (PR) is building good relationships with various groups to get the desired publicity, usually with media, with government agencies, with corporate relations, and with others. PR is to build or to protect the company's image, to handle rumors or unpleasant events related to the company and its brands.

4) Personal selling

Personal selling is a face-to-face interaction with one or several prospective buyers to explain to them about the products or services offered, and to answer their questions, as well to obtain their orders.

5) Direct Marketing

Direct marketing is an uninterrupted relationship with individual consumers who are targeted to obtain an immediate response and to build long-term relationships with customers by, for example, making communication directly with customers either by telephone, by email, or by social media.

In the past, the promotional activities were limited to advertising, to sales promotions, and to personal selling. In the present digital era, the marketing activities include digital marketing, social media, alternative marketing, database marketing, direct response, and public relations programs.²⁷

PT. Kino fully understands that the strength of a brand has an important role in the success of a product. Therefore, Kino focuses on developing brands by investing in advertising and promotions, while ensuring that its products can be easily found by consumers. Through Sasha Halal Toothpaste, Kino consider and implement several promotional programs or what is called the promotion mix, both one-way (advertising) or two-way (public relations), to persuade and get feedback from customers in the form of brand awareness, brand interaction to sales. Among all the promotional activities, Sasha Halal Toothpaste carries out advertising, sales promotions, digital marketing, events and experience, as well public relations activities.

²⁷ Kenneth E. Clow and Donald Baack, "Integrated Advertising, Promotion, and Communications," *Global Edition, 8th Edition*, (England: Pearson, 2018), 25-26.



Figure 26. Promotion Mix Activities Run by Sasha Halal Toothpaste

We elaborate the above-mentioned five marketing communication models²⁸ as follows:

- 1) Advertising
 - Interactive Digital Media (Internet)

Utilizing the presence of new media, Sasha Halal Toothpaste displays product advertisements on the internet such as on the Youtube channel (Sasha ID), Instagram & Facebook (@sashaindonesia), as well as sponsored blogs, in the form of videos, photos, banners & buttons to articles.

By using the internet media, advertisements are not limited by location so that marketers have the advantage of wider marketing access. Marketers can also choose certain consumer segments and according to the target market of Sasha Halal Toothpaste. Advertisements can be more innovative and interactive.



Figure 27. Ad Video Snippets "Baru! Sasha Pasta Gigi Halal Pencegah Gigi Berlubang", Youtube [Sasha ID], (2020)

²⁸ Philip Kotler and Nancy Lee, *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, (New Jersey: John Wiley & Sons, Inc, 2005).

²⁹Sasha ID, "Baru! Sasha Pasta Gigi Halal Pencegah Gigi Berlubang," 2020, <https://www.youtube.com/watch?v=kghdFFi7cN0>.

- Television Media (TVC)

Apart from utilizing new media, Sasha Halal Toothpaste also still uses traditional media such as television. Television media is a media with a massive audience so that brands can use it to get as much exposure as possible from the Indonesian people. Sasha Halal Toothpaste puts TVC advertisements on programs related to Islamic programs.



Figure 28. TVC Ads Sasha, (2019)

- Product Reviews and Testimonials

Apart from the video advertisements, Sasha Halal Toothpaste also carries out advertisements in the form of product reviews, and testimonials to increase its customers' awareness and their knowledge about the brand of Sasha Halal Toothpaste.

Product reviews and testimonials are expressions and discussions about the products from the consumers' perspectives to share experiences when they buy and use the product. In fact, we found many reviews and testimonials about Sasha Halal Toothpaste products on their customers' social media channels. Some of the examples are as follows.



Figure 29. Product Testimonials of Sasha by Instagram [@nikedwiv] (2020)

³⁰ Melany Rahma, "TVC Sasha Pasta Gigi," 2019, <https://www.youtube.com/watch?v=qHnIVGHdeb0>.

³¹ Nike Dwi Virgianty, 2019, <https://www.instagram.com/nikedwiv/>.

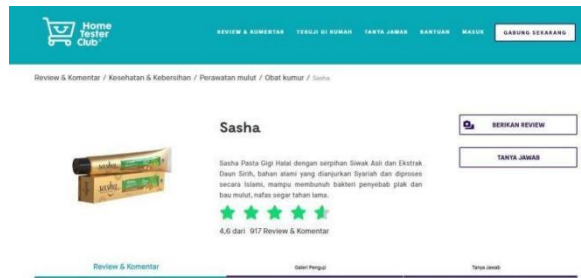


Figure 30. Review of Sasha Halal Toothpaste Products by hometesterclub.com

- Program Sponsorship

Another advertising choice, which is undertaken by Sasha Halal Toothpaste, is program sponsorship. Program sponsorship is an investment in an activity for marketing purposes. By sponsoring the program, Sasha Halal Toothpaste builds relationships with its consumers to increase its brand equity, to strengthen its brand image, to build its brand awareness, and long-term partnerships, as well to increase product experiences with diverse customers. One of the Sasha Halal Toothpaste’s program sponsors is the Into Jannah event titled "Look Back 2020, The Unforgettable Year." The picture is as follows:



Figure 31. Into Jannah, Look Back 2020 The Unforgettable Year, Instagram
 [@intojannah_id], 2020

³² Home Tester Club, Sasha, <https://www.hometesterclub.com/id/id/reviews/sasha#:~:text=Sasha-,Sasha%20Pasta%20Gigi%20Halal%20dengan%20serpihan%20Siwak%20Asli%20dan%20Ekstrak,mulu%20nafas%20segar%20tahan%20lama.>

³³ Intojannah_id, 2020, <https://www.instagram.com/p/CHsH2TXAcf7/>.

2) Sales Promotions

Sales promotions are short-term intensive activities that encourage customers to buy a product. Sasha Halal Toothpaste performs several sales promotion techniques, such as discount, bonus packages, loyalty reward programs, giveaways, contests and sweepstakes, including sampling.

- Discounts

Discount is a sales promotion technique that is most widely used by brands, and is the most popular among Indonesian consumers. The discount is a price cut from the normal price given by the sellers to attract their consumers to purchase their products. Here, Sasha provides various price discounts to encourage consumers to buy products more intensively on various sales platforms.



Figure 32. Discounts for Sasha, Hemat.id

- Bonus Package

A bonus package means that the company provides an additional number of special items on the product package. Sasha Halal Toothpaste uses this tactic to increase the quantity of product purchased by its consumers. One example of what Sasha did was the “buy-2-get-1-promo package” at Lotte Mart.

³⁴ Hemat.id, "Promo Sasha Pasta Gigi di Alfamart," 2021, <https://www.hemat.id/katalog-alfamart/sasha.pasta-gigi/>.



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Figure 33. Bonus Package Sasha, Instagram [@sashaindonesia] (2020)

- Loyalty Reward Program

One form of loyalty reward program is by giving points when consumers buy products. The main objective of this program is to provide rewards to loyal customers. Sasha Halal Toothpaste implements this program in collaboration with its third parties, like supermarkets. Here, the supermarkets give special points to their members if they buy Sasha Halal Toothpaste products of a certain value.



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Figure 34. Sasha Product Member Points, Hemat.id

³⁵ Sasha Indonesia, 2021, <https://www.instagram.com/sashaindonesia/?hl=en>.html

³⁶ Hemat.id, "Promo Sasha Pasta Gigi di Alfamart," 2021, <https://www.hemat.id/katalog-alfamart/sasha.pasta-gigi/>.

- Giveaways

This giveaways tactic aims to increase brand awareness, by giving participants some free products in exchange for personal information that can be used for further marketing. Sasha often practices the giveaways promos by their social media with special steps that participants need to follow.



Figure 35. Giveaway Sasha, Instagram [@sashaindonesia] (2020)

- Contests and Sweepstakes

Contests and sweepstakes are prizes that a company gives to its consumers if they succeed in carrying out certain missions that the company predetermines. For example, Sasha Halal Toothpaste gives *umrah* (little pilgrimage to Mecca in Saudi Arabia) prizes to lucky customers who bought its products.



³⁷ Sasha Indonesia, 2020, <https://www.instagram.com/p/CIwynTVLZMG/>.

Figure 36. Sasha Umrah Prizes, Instagram [@sashaindonesia] (2019)

- Sampling

Especially for new brands, sampling is a common marketing activity. Sampling is a marketing technique by distributing product samples to consumers or to the potential ones by hoping that they try the product, and then to purchase it. By sampling, consumers are not only aware of the product, but also experiencing it.

Sasha Halal Toothpaste often provides free product samples to consumers or to the potential ones either during events or available in stores. Usually the sample is given to potential customers who come from the Muslim community (ummah). For example the distribution of 750 cartons or 36,000 pieces sample products of Sasha Halal Toothpaste to the Mosque Family Board (*Dewan Keluarga Masjid/DKM*) of the Center for the Islamic Preaching (*Pusat Dakwah Islam/PUSDAI*³⁹), West Java, 2021.



Figure 37. Instagram [@pusdaijabar], (2020)

3) Digital Marketing

With the presence of new media, there is a promotional activity called digital marketing. Sasha Halal Toothpaste runs its digital marketing strategies, such as social media marketing, content marketing, and video productions.

³⁸ Sasha Indonesia, 2019, https://www.instagram.com/p/BzXQ_2dAvx2/.

³⁹ Pusat Dakwah Islam Jawa Barat, 2021, <https://www.instagram.com/p/CKLJoCUBIG7/>.

- **Social Media Marketing**

Social media marketing is a form of the digital marketing that uses social platforms and networking websites for either paid or unpaid promotions. Sasha Halal Toothpaste takes advantage of the increasing popularity of social media by using Facebook, Instagram, Youtube, and Blog accounts.

a. **Facebook**

With so many Facebook users in Indonesia, marketing by Facebook is the degree to which every business brand considers it to be mandatory, including the Sasha Halal Toothpaste brand. Until now, Sasha Halal Toothpaste has more than 88.000 followers and likes on their Facebook account⁴⁰ @sashaidn (Indonesia 2021) by actively posting the same content as their content on Instagram.

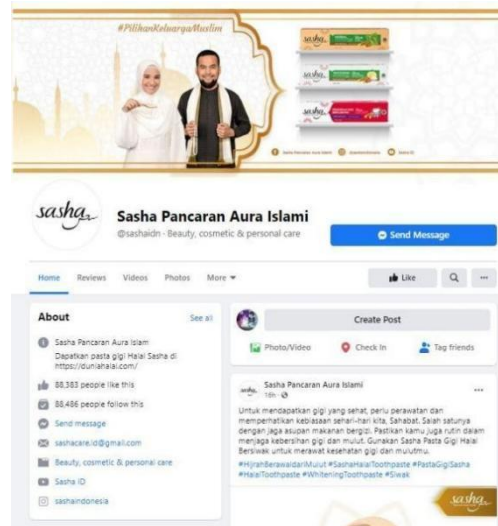


Figure 38. Sasha's Facebook account, Facebook [@sashaidn]

b. **Instagram**

Instagram's potential for product promotion is unquestionable. Instagram is believed to influence the buying decision of its users. Sasha Halal Toothpaste as a brand also uses this account, and already has more than 18.500 active followers who post various interesting and unique contents of the Sasha Halal Toothpaste brand.

⁴⁰ Sasha Indonesia, 2021, <https://www.facebook.com/sashaidn/>.

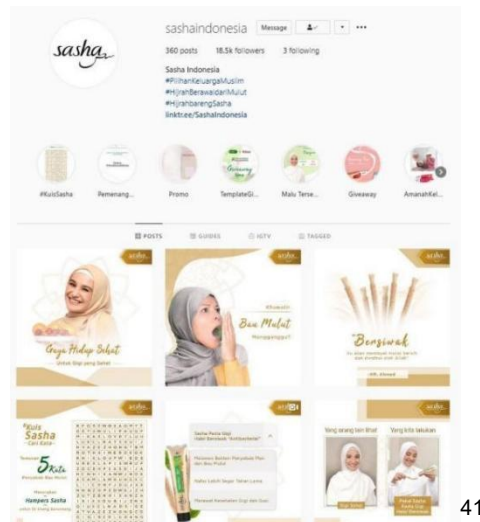


Figure 39. Sasha's Instagram account, Instagram [@sashaindonesia]

c. Youtube

The exponential growth of video marketing has driven brands to create and share video content on Youtube extensively, including the Sasha Halal Toothpaste brand. Until now, Sasha Halal Toothpaste has gathered more than 1.200 subscribers by posting various types of videos such as short films, advertisements, online kajian (study), and interactive videos.

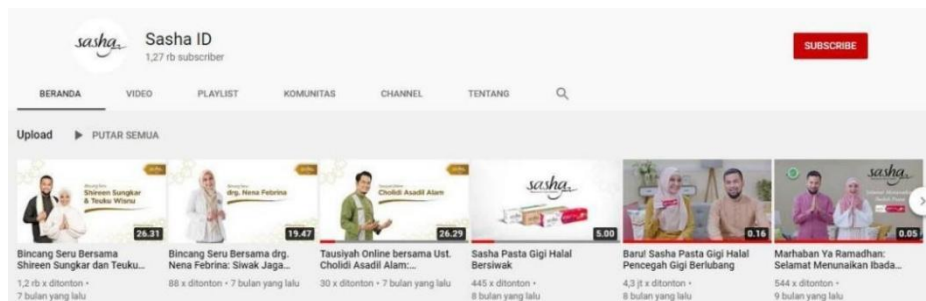


Figure 40. Sasha's Youtube account⁴², Youtube (Indonesia 2021)

d. Blog

For brands, blogs can be used in content marketing activities in educating the audience about the advantages and the latest information about products, strengthening Search Engine Optimization (SEO), and increasing brand awareness. Although Sasha Halal Toothpaste does not have a special blog, Sasha hooks many bloggers to write reviews about Sasha products so that when we do a search for Sasha Halal Toothpaste products on Google, there will be many reviews of Sasha products by its bloggers.

⁴¹Sasha Indonesia, 2021, <https://www.instagram.com/sashaindonesia/?hl=en>.

⁴²Sasha ID, 2021, <https://youtube.com/channel/UCpklXRs39il2RTGiuxW-oA>.

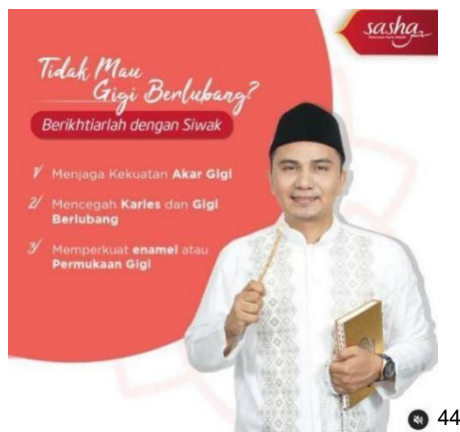


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Figure 41. Review of Halal Sasha Toothpaste Products from Blogger Faradilaputri.com (Faradila 2019)

- Content Marketing

In an era of increasingly content-friendly technology, content marketing activities provide space for brands to produce a variety of interesting and unique content to reach diverse target markets, beyond promotional content or information about products. Content marketing helps brands increase credibility, brand awareness and form a brand image in the minds of consumers. Sasha as a brand also produces various types of marketing content that are distributed through social media and blogs in the form of photos, videos, banners, infographics, articles, and interactive videos.



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Figure 42. Content Marketing of Sasha, Instagram [@sashaindonesia] (Indonesia 2020)

- Video Productions: Short Films and Web Series

A business company usually adopts a strategy of using short films and web series widely, especially in the presence of new media, like Youtube. Sasha Halal

⁴³ Faradila D. Putri, "Review Sasha Pasta Gigi Halal Bersiwak," 2019, <https://faradilaputri.com/review-sasha-pasta-gigi-halal-bersiwak/>.

⁴⁴ Sasha Indonesia, 2020, <https://www.instagram.com/p/CHckT0SnBjv/>.

⁴⁵ Sasha Indonesia, 2020, https://www.instagram.com/p/B_16D4bArRM/.

Toothpaste also employs this strategy to build its own brand awareness, and to increase the emotional bond between the brand and its consumers. This is also Sasha Halal Toothpaste's soft-sell strategy to promote its products by storytelling and emotional appeal approaches.

The short film by Sasha Halal Toothpaste entitled "Hijrah Berawal Dari Mulut" (Spiritual Transformation Starting from Mouth) which was published on the Sasha Halal Toothpaste's ID Youtube channel. This film has been watched more than 7.5 million times, and liked by 119 people, and it also received 38 comments. Apart from the short films, Sasha Halal Toothpaste also created an 8-episode web series entitled "Keluarga Hijrah"⁴⁶ (Studios 2019) which was broadcast during Ramadan 2019, produced by Film Maker Muslim.

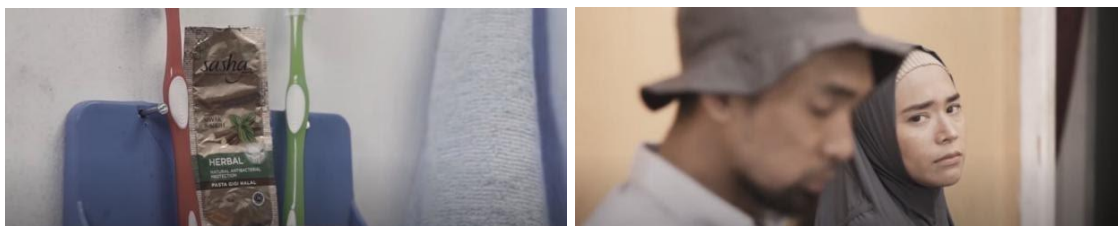
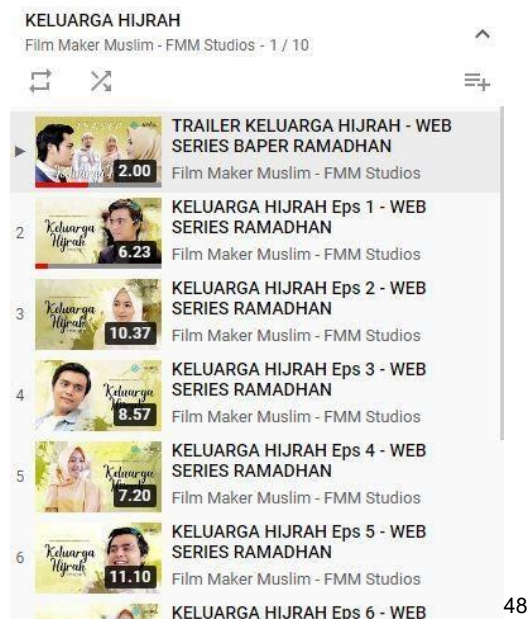


Figure 43. Short Films "Hijrah Berawal Dari Mulut"⁴⁷, Youtube [Sasha ID] (ID 2020)



⁴⁶ Film Maker Muslim - Fmm Studios, "Trailer Keluarga Hijrah - Web Series Baper Ramadhan," 2019, https://www.youtube.com/watch?v=u59GS3CS2n0&list=PLtTzqy2_uHCLTnEAb-MY7LjoBc_I0wfrM.

⁴⁷ Sasha ID, "Hijrah Berawal dari Mulut - Short Movie," 2020, <https://www.youtube.com/watch?v=9MmviT-Fjx8>.

⁴⁸ Film Maker Muslim - Fmm Studios. "Trailer Keluarga Hijrah - Web Series Baper Ramadhan," 2019, https://www.youtube.com/watch?v=u59GS3CS2n0&list=PLtTzqy2_uHCLTnEAb-MY7LjoBc_I0wfrM.

Figure 44. List episodes of “Keluarga Hijrah” Web Series by Sasha, Youtube [Film Maker Muslim - FMM Studios], (Studio 2019)

4) Events and Experiences

Event and experience are promotions, in which the brand is associated with an event or activity that has a theme to create experiences for the benefit of consumers and for the product promotion. As a business brand, Sasha Halal Toothpaste often carries out event and experience activities with various event concepts, such as community engagement and roadshows.

● Community Engagement

To introduce and educate Sasha Halal Toothpaste products, Sasha engages various groups of communities⁴⁹ ranging from the *hijab* community, the blogger community, the influencer community, to the *majelis taklim* (religious council) community. Here, Sasha was present as a sponsor, a performer, an an open booth at these events.



Figure 45. HC Day 2018 - 2019, Event Hijabers Community with Sasha's Brand Ambassador, Shireen Sungkar & Teuku Wisnu (Hendriyanti 2018)

⁴⁹ Herning Banirestu, "Group Kino Pilih Strategi Pemasaran Dekati Komunitas," 2018, <https://swa.co.id/swa/trends/grup-kino-pilih-strategi-pemasaran-dekati-komunitas>.

⁵⁰ Cahaya Hendriyati, "The Spirit of Hijrah - HC Day 2018," 2018, <http://hijaberscommunity.id/the-spirit-of-hijrah-hc-day-2018/>.



Figure 46. Sasha X Hijab Influencer Network Blogger Gathering⁵¹, Instagram [@sashaindonesia], (Indonesia 2018)

- Roadshow

Sasha Halal Toothpaste conducts roadshows at various study events, such as religious circles (*majelis taklim*), and huge Islamic religious sermon (*tablig akbar*). Sasha Halal Toothpaste often establishes its roadshows in Islamic important times, such as the fasting month of Ramadan, the feast of the sacrifice (*eid al-Adha*), and the birthday of the Prophet Muhammad (peace be upon him) (Maulid Nabi Muhammad saw).

⁵¹Sasha Indonesia, 2018,

https://www.instagram.com/s/aGInaGxpZ2h00jE3ODg3OTgwNjcwMjg0OTQz?igshid=1ijt9jtlbz2na&story_media_id=1923784492326372953_7229151958.



Figure 47. Kajian Hannah Indonesia with Sasha, Instagram [@hannah.indonesia] (Hannah 2020)

5) Public Relations

Public relations is to build good relationships with diverse groups of people to acquire the desired publicity, and then to build or to protect the brand image. As a business brand, Sasha Halal Toothpaste also practices its own public relations activities, such as media launch and advertorial.

● Media Launch

Sasha Halal Toothpaste holds a media launch in the format of a talk show and iftar (breaking fasting) together with groups, such as media partners, the Indonesian Muslim Scholars' Council (MUI), and the Religious Circle Contact Agency (*Badan Kontak Majelis Taklim/BKMT*) with the theme "Beyond Halal"⁵³ (Kino 2019). The purpose of this program is to educate people about *halal* products, to introduce, and to promote Sasha Halal Toothpaste products.

⁵² Hannah. Indonesia, 2020, <https://www.instagram.com/hannah.indonesia/>.

⁵³ Kino. "Sasha Halal Toothpaste, Lebih dari Produk Bersertifikasi Halal," 2019, *Citing Internet sources* URL <https://www.kino.co.id/news-n-events/news/sasha-halal-toothpaste-lebih-dari-produk-bersertifikat-halal>.



Figure 48. Sasha Halal Toothpaste Media Gathering “Beyond Halal”, 2020

- **Advertorial**

Sasha Halal Toothpaste builds relations with the media through advertorials on several news portals. Advertorial is a combination of the words advertising and editorial, which means advertisements that are displayed in a journalistic style. Sasha Halal Toothpaste created an advertorial aimed at improving Search Engine Optimization (SEO) on the Google search engine. Therefore, consumers will find it easier to get information about Sasha Halal Toothpaste when they search for it on Google.

Proses Hijrah Tak Berlangsung Instan

Reporter : Dwi Ratih
Rabu, 10 Oktober 2018 18:44



(Foto: Ilustrasi/Shutterstock)

Siapa saja yang mau berhijrah Allah akan menerima hijrahnya.

Dream – Dalam menjalani hidup kita tentu ingin merasakan kedamaian dan

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Figure 49. Advertorial article of Sasha Halal Toothpaste by Dream.co.id (2019)

⁵⁴ Dwi Ratih, "Proses Hijrah Tak Berlangsung Instan," 2018, <https://www.dream.co.id/your-story/proses-hijrah-tak-berlangsung-instan-181010x.html>.

Analysis and Discussion

Sasha Halal Toothpaste combines and integrates several elements of the promotion mix from advertising, sales promotion, digital marketing, public relations, including events and experience. In its early stages as a new brand, Sasha Halal Toothpaste focused on building its brand awareness by implementing an advertising strategy. Ibu Danti, a Brand Manager of PT. Kino, said that an advertising on television did not directly affect sales. Nevertheless, it helped increase the brand awareness. She added that the advertising on television has become mandatory for every toothpaste brand because “our market is the audience of this media.”⁵⁵

Sasha Halal Toothpaste's advertisements emerged on the Islamic programs, such as *tausiyah* (Islamic lectures) addressed by popular preachers who at the same time promoted Sasha Halal Toothpaste's products. This is a type of soft selling.

Sasha Halal Toothpaste's advertising strategy was successful in building the brand awareness. This company conducted its internal survey data in October 2020. The survey involved 1050 respondents. This investigation shows that 62.2% of the informants were aware about Sasha Halal Toothpaste. Ibu Danti, a Brand Manager of PT. Kino, regarded this as a positive response of the respondents to Sasha Halal Toothpaste.

Sasha Halal Toothpaste strengthens this brand awareness by establishing its public relation strategy. Here, Sasha Halal Toothpaste undertakes “media launch.” cooperates with people, who are in charge of public relations of different media: online media, like detik.com, and other media, such as printed media, radio, and television. Sasha Halal Toothpaste also commences its “advertorial” activities. Here, Sasha Halal Toothpaste invites those media’s journalists, and provides them with the written press release about Sasha Halal Toothpaste’s new products and its news portals.

This press release helps increase the Search Engine Optimization (SEO) on the Google search about Sasha Halal Toothpaste. So when its consumers or its potential consumers want to know about this brand on the internet, they will read a complete article about Sasha Halal Toothpaste products on the first page of the Google search.

Sasha Halal Toothpaste also conducts trail-level activity. That is, in order to attract consumers of other toothpaste brands, Sasha Halal Toothpaste implements sales promotion strategy. Here, Sasha Halal Toothpaste try to attract them by offering them with discounts and with sampling. By this sampling, the clients can try to use Sasha Halal Toothpaste products. By giving them discounts and by leading to try to utilize

⁵⁵ Interview by zoom with Danti Yulia Nastiti, Brand Manager of Kino, on 14 June 2021.

Sasha Halal Toothpaste products, they might switch to subscribe from other brands of toothpaste to Sasha Halal Toothpaste.

Another way to increase the trial-level promotion by Sasha Halal Toothpaste is by conducting an event and experience strategy. Here, Sasha Halal Toothpaste attracts its clients, especially the Muslim customers, by sponsoring them their religious events, such as religious councils (*majlis taklims*), where Sasha Halal Toothpaste can do a booth; that is selling its products. Ibu Danti, a Brand Manager of PT. Kino, suggested that in every event, which was sponsored by Sasha Halal Toothpaste, opened a booth, and this opening led its sales to exceed its target. This especially occurred when the event had many of its visitors.

To increase its brand engagement (its communication with its clients), Sasha Halal Toothpaste constitutes a digital marketing strategy. Here, Sasha Halal Toothpaste uses a social media, by which it produces interesting and interactive marketing contents. These contents reflect the Islamic characteristics of its Muslim users. In connection to this, Ibu Danti viewed that Sasha Halal Toothpaste's contents satisfied its Muslim consumers.

Sasha Halal Toothpaste's promotional mix strategies has led this brand to grow well in a relatively short time when it is able to compete with other dominant toothpaste industries, like Pepsodent and Sensodyne. One of the prominent factors of its successful marketing is the degree to which it implements the concept of Islamic toothpaste sustained by its promotion mix strategy. Therefore, Sasha Halal Toothpaste can quickly emerge to compete its competitors' products.

CONCLUSION

One of the key success of Sasha Halal Toothpaste of PT. Kino Indonesia, Tbk. in its marketing programs lies in its promotion mix approach. The Sasha Halal Toothpaste brand combines and integrates several elements of promotion mix to sell its products successfully by media advertising, sales promotion, digital marketing, public relations, including events and experiences. Each of these elements has its own characteristics and brand goals. To increase its brand awareness among its customers, Sasha Halal Toothpaste runs an advertising strategy in various media, such as television, online (internet) media, in the form of product reviews, testimonies, and sponsorships. Sasha Halal Toothpaste also increases its sales by its trial-level strategy (sales promotions, events and experiences). This approach helps attract consumers of other toothpastes to switch their uses to Sasha Halal Toothpaste's products.

To enrich its clients' knowledge about its products, Sasha Halal Toothpaste runs a public relations strategy, such as media launch and advertorial activities. This strategy

leads Sasha Halal Toothpaste to explain the advantages of its products to its consumers. Sasha Halal Toothpaste sharpens this approach with another; that is, brand engagement. Here, Sasha Halal Toothpaste maintains its communication with its users or with its candidate users by its digital marketing strategy. Using social media and producing interesting & interactive marketing content. The content created by Sasha emphasizes the functional, emotional, and spiritual elements offered by Sasha's products.

All of these Sasha Halal Toothpaste's promotional mix strategies have made this brand grow well, and in a relatively short time be able to compete with its competitors in the toothpaste industry. This success is strongly linked to the concept of Islamic toothpaste (*siwak*) that Sasha Halal Toothpaste has been adopting thus far in the largest Muslim population country of Indonesia.

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