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BRANDING THE INDONESIAN ANTI-DEFAMATION SOCIETY (MAFINDO) TO ORGANIZATION REJUVENATION IN PREVENT HOAXES: VOLUNTEERS PERCEPTION

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Abstract

The existence of Mafindo as an organization based on the spirit of volunteerism is needed by Indonesia. The main central aspect of Mafindo's introduction cannot be separated from the visible identity, namely the logo (brand). The Mafindo logo is considered necessary to get perception from volunteers as an organization aimed at preventing and eradicating hoaxes. The process of collecting research data was carried out using two techniques: distributing questionnaires through google forms to respondents with specific criteria and through Focus Group Discussions (FGD). The determination of the number of samples of 30% of the population members was 144 out of 480 active volunteers. The data were analyzed descriptively and interpretively based on the components asked in the google form questionnaire and the results of the FGD. The results showed that Mafindo's branding through the logo with all its attributes is considered to be very representative of Mafindo's vision and character. Logos, symbols, slogans, characters, and specialized packaging are good because they are memorable and easy to recognize and call. In addition, there is a Meaningful value, which is descriptive and persuasive through the slogan "Turn Back Hoax", which is proven to get a positive response so that it meets the likeable elements, namely fun and attractive, rich in visual and verbal imagery. The results of this study can be used as material for evaluating the brand development of the Mafindo organization based on volunteers' perceptions.

Keywords: Branding, Hoax, Volunteer, Non-Government Organization, Perception.

INTRODUCTION

The existence of Mafindo as an organization based on the spirit of volunteerism is needed by Indonesia. The personal value of volunteerism is often influenced by the environment, for example, from life periods and work situations. The role of volunteers becomes an essential part of an institution because volunteerism shows interest and can improve its values. However, the practice will vary by country and in each sector development (Vol. 12, Issue 1), <https://doi.org/10.1108/JPM-Derecskei & Nagy, 2020>). Currently, the discourse of volunteerism is always related to the perspective of employees and the management of companies/institutions (Pevnaya & Cernicova-Buca, 2020). For non-profit organizations such as the Indonesian Anti-Defamation Society (Mafindo) that rely on volunteers, research into volunteerism motivations becomes crucial to attracting new volunteers and supporting existing ones (Rondeau et al., 2020).



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INTRODUCTION

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The definition of volunteering refers to activities planned to benefit others (e.g., Snyder & Omoto, 2007; Wilson, 2000). Specifically, volunteering is formally unpaid aid on behalf of the organization (e.g., Carson, 1999; Wilson & Musick, 1997). at the same time, informal volunteerism is less structured and may involve helping neighbours and friends directly outside the scope of the organization (e.g., Finkelstein & Brannick, 2007; Lee & Brudney, 2012).

Volunteering is essential for young people, as it opens opportunities to acquire valuable skills (e.g., leadership, career), build social connections, and improve prosocial attitudes (Pearce & Kristjansson, 2019).

Mafindo's work over the past five years has increasingly gained a place in the hearts of Indonesians. It is mainly related to Mafindo's massive and systematic participation to combat hoaxes in Indonesia through services such as "Report Hoax, Anti-Hoax Search Engine (ASE), Hoax Buster Tools (HBT) and Whatsapp Hoax Buster (WHB)". The concept of volunteerism support owned by Mafindo needs to be appreciated. Volunteering works from the perspective of service recipients, in this case, the community. Still, the effect is often overlooked in the growth and development of volunteers themselves (Meemaduma & Booso, 2022).

As is known that the activity of spreading inaccurate information (hoaxes) is increasingly happening because knowledge about an issue is not always possessed quickly (Park & Rim, 2020). The facts facing Indonesia today fake news (hoaxes) hate speech, bullying, and intolerance are easily spread on various forms of social media. This condition is an alarming phenomenon and has the potential to endanger the stability of the country, so it requires preventive measures that are not only able to regulate people's behaviour in accessing social media but must also lead to strengthening the competence of citizens (Saputra & al Siddiq, 2020). Through the role of volunteers who joined Mafindo and are committed to preventing the rampant spread of hoaxes in Indonesia.

Hoax for anything that refers to deliberately created and massively disseminated false content through various fingers is not a new phenomenon. The Post-Truth era that we face today makes hoaxes even more fertile flourishing because today's social networks and hyperconnectivity are generally for the benefit of shorter, faster, instant and highly visual content (Alonso-López et al., 2021).

The information explosion in the development of telecommunications, information technology and information technology that is at war today is the cause that hoaxes have not stopped. So now we know a lot of ambiguity related to information, disinformation and misinformation. These are examples of information interference (SANTOS-D'AM ORIM & Fernandes de Oliveira MIRANDA, 2021).

As a result of the volunteer performance, Mafindo has a training program for the community. The program is called Tular Nalar. Tular reasoning is carried out in a consortium with the Ma'arif Institute and Love Frankie with the full support of the Google Initiative, so this activity provides concrete evidence of Mafindo's role in reducing the spread of hoaxes in the community. Mafindo's positive achievements are inseparable from the presence of Mafindo volunteers, who are pretty militant. Through volunteer programs, Institutions can recruit to

participate in various training formats designed to enhance their knowledge of social issues, develop leadership skills, and build relationships with the supportive external environment (Mayfield-Johnson et al., 2020). Promoting volunteers as supporters of well-made and efficiently implemented organizations is the right thing to do (Arasanmi & Krishna, 2019). This can also be a capital for increasing internal organisations' reputation status as hoax prevention organisations.

The presence of volunteers is a strategic function in supporting the success of Mafindo programs. Volunteers have a big hand in participating in fighting hoaxes and have devoted their minds, energy, and time to their organizations. The existence of volunteers needs particular attention so that the spirit of volunteering can be maintained. Volunteers have characteristics and uniqueness that Mafindo needs to realize; volunteers certainly have knowledge, motivation, views, and impressions about the community organization where they "represent" themselves, and this aspect will determine the level of their militancy in the organization.

The Mafindo secretariat has recorded more than 1,000 volunteers spread throughout Indonesia. The existence of volunteers for civil society organizations such as Mafindo is essential because volunteers are the primary key to the dynamics of civil society organizations.

The main aspect of Mafindo's introduction cannot be separated from the visible identity, namely the logo (brand). The Mafindo logo is considered necessary to get a response from volunteers to rejuvenate Mafindo. Commercially, brand identity is attached to a holistic concept that shows the ethos, goals, and values of the company based on the basic concept of corporate branding as its differentiator (Kavaratzis, 2004; Van Riel and Balmer, 1997). Brand identity is "a unique set of brand associations that brand strategists aspire to create or maintain" (Taecharungroj, 2019). Some products prominently display logos with highly visible patterns, while others feature subtle branding cues, which can only be recognized by consumers who "know" (Han et al., 2010). This indicates the need for a brand development strategy (Pino et al., 2019).

We are managing volunteers as the vanguard of civil society organizations, benefiting the development of Mafindo's services to the community and adding value to the organization's independence by strengthening community involvement in Mafindo programs. An essential step in managing volunteers is understanding the volunteers' perceptions, impressions, and thoughts about Mafindo branding. The results obtained related to branding also impact volunteer involvement in the future. Analysis of branding studies will increase understanding of volunteer engagement and branding strategies to maximize reputation that will benefit Mafindo's existence (Peltier et al., 2020).

Mafindo volunteers who have joined for at least the last six months are very worthy of knowing their perceptions of Mafindo. Moreover, active volunteers for at least the previous six months have been given briefings and introductions to Mafindo and its programs. This means that stimulus information about Mafindo has hit many volunteers. Perception of volunteers to understand the factors that influence Mafindo's subsequent performance (Lar et al., 2022).

The perception of volunteers is essential to assess the Mafindo brand as an organization that cares about the prevention and eradication of hoaxes. Mafindo as a company requires different branding strategies to continue to innovate because it has significant consequences for the scope of brand design application of an institution or company (Flikkema et al., 2019). In the commercial world, brand identity, an overarching concept that demonstrates the distinction of a company's ethos, goals, and values, is the basic concept of corporate branding (Taecharungroj, 2019).

This research is significant to strengthen the vision and mission of Mafindo as a non-profit organization because currently, there is no known perception of volunteers about Mafindo, so volunteer management is still general or equalized. This research will answer how volunteers perceive the Mafindo brand for organizational rejuvenation so that Mafindo's reputation can be further strengthened.

The brand that has been created will identify the consumer-brand relational consequences of consumer engagement, which are further categorized into consumer status, disposition, attributes, connections, affirmations, and reluctance. There are antecedents of consumer factors and consequences of brand psychology, which are divided into six categories: consumer status, consumer disposition, personality trait, intrinsic motivation, extrinsic motivation and cultural dimensions (Mandler et al., 2021).

Organizational rejuvenation is used to enhance and support the tracing of knowledge and advantages within it (Adenfelt & Lagerström, 2006). Corporate rejuvenation is an effort to improve competitive position through changes in internal processes, structures and capacities (G. Chen et al., 2011; Q. Chen et al., 2021).

In other words, organizational rejuvenation focuses on the company's internal processes, structure, and ability to execute strategies to demonstrate that the company can become more entrepreneurial through processes and structures, as well as by introducing new products and aiming to enter new markets with existing products (Castriotta et al., 2021).

The research results can be used to evaluate the Mafindo organization's brand development based on volunteers' perceptions.

RESEARCH METHOD

The process of collecting research data was carried out using two techniques: distributing questionnaires through google forms to respondents with specific criteria and through Focus Group Discussions (FGD). This research uses a quantitative and qualitative (mixed-method) approach through the triangulation of data/sources (Oktari et al., 2020). A convergent mixed method design is applied, in which qualitative and quantitative data are collected and arranged separately to provide complementary evidence to answer research questions in FGD (Kunin et al., 2022). Mix-method research with triangulation design (Rezapour et al., 2022) using a mixed methodology because we need to take Mafindo brand indicators and measure them based on volunteer perceptions (survey-quantitative). Besides that, it is necessary to develop and validate perceptions through the views of volunteers during the FGD (qualitative) process.

The population of this study is all active Mafindo members and volunteers who have joined Mafindo for at least six months in January 2022 Based on secretarial data of 480 population members. The sampling technique uses accidental techniques. The determination of the number of samples of 30% of the population members was 144 people.

Data collection techniques through questionnaires deployed with Google Forms. During the research period on January 2 – January 31, 2022, 155 questionnaires were returned. The researchers then reduced the questionnaire based on population criteria to get 144 respondents as a sample. The survey is carried out by making a draft question. The list of questions is adjusted to the research topic. Then the draft questions are made using a google form, and questionnaires are distributed through the Digital Form platform to administrators and volunteers spread across all existing korwil.

The data were analyzed descriptively and interpretively based on the components asked in the google form questionnaire and the results of the FGD.

RESULTS

Several opinions were collected with various inputs to strengthen the character of the Mafindo brand. The strength of this brand character is expected to help Mafindo be seen immediately as a place to find the truth of information, not as a container that can dictate information labelled as a hoax.

As Syafiq said: "The Mafindo brand can be better if it can facilitate when people want to clarify hoax information so that it becomes Top Of mind when there is Hoax information, people can directly ask Mafindo. Become a mecca when people want to find the truth of hoax information or not. It's not a place to push information, so it is labelled a hoax".

In other opinions, there is input that Mafindo's branding can be maximized by empowering volunteers. As stated by Boni, volunteer activation in the form of outreach is considered to be lacking. Through outreach reach, Mafindo simply displays Kalimasada or HBT, so when they reach process only needs to continue by conveying social media wisdom, critical thinking, and social media ethics so that this helps people from the lower class know the products of Mafindo. After the activation of volunteers, volunteer activities can be carried out by teaching the public how to use products from Mafindo. Such as kalimasada or HBT. When the public wants to find hoax information on these two products, volunteer activities are continuously carried out to educate on how to use kalimasada and HBT in the community in RT, RW. So these volunteers are encouraged to be active in helping to strengthen the Mafindo brand. As stated by Diana from Surabaya follows:

"The information on Instagram is already excellent, Mafindo can take advantage of the power of visuals, and the explanation of fact-checking results is direct to the point".

At first glance, the Mafindo logo looks like the Police logo, causing many people to assume that Mafindo is a social media policeman affiliated with the government.



Figure 1: Logo Mafindo

The Mafindo logo received a lot of appreciation in terms of the overall design and the typeface/font, color, and shape. The shape of the logo is considered to reflect Mafindo's vision best.

The overall design and especially the typeface/font are considered the most excellent and contemporary. The typeface/font is also rated the most pleasing to the eye. The main component of the Mafindo logo that respondents liked the most was the shield shape (38%). This manifests the main character Mafindo as an organization that cares about warding off hoaxes. The shield component is considered a dashing shield symbolizing protection and security. Respondents also liked the Mafindo logo with a circle shape because it was simple and bold.

In addition to the shield component, respondents prefer another component of the Mafindo logo section, namely the colour component (37%). The yellow and blue colours in the Mafindo logo are considered a harmonious combination, following Mafindo's vision and mission in fighting hoaxes. The average respondent also likes other components of the Mafindo logo because it is similar to the shape of a star, similar to the police logo, easy to remember, depicts the spirit of education, and reflects the vision through the writings of the Indonesian Anti-Defamation Society.

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When the survey findings were presented to the FGD participants, the FGD participants said the concept of independence and neutrality in the Mafindo logo should be highlighted so that Mafindo is not synonymous with the police corps, as stated by Yuli :

"Regarding independence and neutrality, the brand logo, the word turn back hoax used to start from turn back crime because of many terrorist acts. Mafindo is considered a government affiliate. If you look at the Mafindo logo, it is almost similar to the police. So many people think that Mafindo is the police of social media, so many still think that Mafindo is the Hero

who eradicates hoaxes. If possible, the logo can be slightly changed so it can be imaged differently and doesn't look like a police affiliation. So when people look at it, don't think Mafindo is affiliated with the police".

The same thing was also conveyed by Eko Juniarto, one of the praesidiiums of Mafindo. According to him, Mafindo has not looked independent because Mafindo is still in the "image" of being close to the Government, as it says:

"Many think Mafindo is close to or affiliated with a political party, which has resulted in Mafindo not being able to appear independent".

The role of logo is the main character in the branding component. However, the philosophy of the logo must be seen in the breath of Mafindo's activities so that the challenge to create a brand that is not boring is not only centred on the appearance of the logo shape but, more importantly, whether the names and activities carried out. Have the parties involved been recognized by the wider community? This is what is interesting, according to Eko.

It also added that the emphasis on branding image should lead to Mafindo's main goal or mission, which serves as a fact-checker on the circulating information, not a mouthpiece that says that information is a hoax.

Meanwhile, to develop branding, it is necessary to consider expanding Mafindo's cooperation, whose scope can be targeted at other large communities in addition to universities, schools, and governments. For example, Mafindo can create articles that contain reliable information related to people's passions, such as K-Popers, and sports. When people are told about passion-related hoaxes, they will be interested.

DISCUSSION

For the benefit of Mafindo rejuvenation, a logo is a brand element that can also describe all other non-physical attributes and become the soul or spirit of a company (vision, mission, values and culture). A strong logo can build brand identity awareness and make it easier to brand recognition and recall a brand. Identification with the brand must be matched with the personality of the consumer/customer that must be set by the company (Monferrer et al., 2019).

Mafindo yang merupakan merek digambarkan dalam lambang berwujud logo dengan karakter yang dianggap sudah sesuai dengan visi misi Mafindo. Logo yang dianggap sudah tepat tersebut dapat membantu meningkatkan kesadaran merek, membentuk merek yang kuat, serta memperoleh penilaian yang positif sehingga mampu menciptakan identitas merek (brand identity) yang unik dan dianggap memiliki strategi untuk memberantas peredaran hoaks, meluruskan informasi dan menjadi sarana edukasi literasi bagi siapapun yang ingin memahami tentang kebenaran dan kepedulian terhadap nilai sebuah informasi. In other words, in branding activities, always examines how to form loyalty from consumers, in this case the volunteers (Joshi & Garg, 2021).

The Mafindo brand association, which is connected with the primary purpose of the noble action, is expected to reflect the brand's position as well as a promise to customers from members of the organization. Such brand identity will help the stability of the relationship between the brand and its connoisseurs through a value proposition involving functional benefits, emotional benefits or self-expression. An essential aspect of brand association is critical to developing a brand image in the future (Bashir et al., 2020).

Another common component of brand identity is the actions, behaviours of activities, decisions, and rituals of the people associated with the brand. This component includes personal values, which are affective components of the branding model as an eternal psychological bond between volunteers and Mafindo. Attribution of human characteristics to place brands distinguishing those characteristics from the competition, thus creating a unique position or identity (Stolz & Usunier, 2019).

Based on the results of opinions captured in surveys and FGDs. It can be concluded that the Mafindo brand elements contained in names, logos, symbols, slogans, characters, and socialized packaging are good because they are considered memorable, which is easy to recognize and easy to call. In addition, there is a Meaningful value, which is descriptive and persuasive through the slogan "Turn Back Hoax", which is proven to get a positive response so that it meets the likeable elements, namely fun and attractive, rich in visual and verbal imagery. In addition, to make people care about hoaxes, Mafindo must strongly socialize its brand so that the circulation of hoaxes comes from all kinds of content analysis on the internet (Calvo et al., 2022). Preventive measures to eradicate hoaxes also require a direction on strengthening competence in social media access (Acerbi, 2019), so the Mafindo brand must be strong and familiar in the minds of volunteers.

Next, Mafindo needs to consider meeting the Transferable element, which is useful for product lines or categories and crossing geographical and cultural boundaries. This can be achieved by several things suggested by one of the informants, for example, through the expansion of cooperation and active socialization in various media platforms. In addition, it is also necessary to strengthen the character of Protectable, which can show that Mafindo is not a police agency but a forum for legal protection and has positive competition with its competitors.

CONCLUSION

The availability of information both listened to, seen, and read about Mafindo, and with whom Mafindo discussed contributed to the formation of the volunteers' perceptions. Mafindo branding through the logo with all its attributes is considered to be very representative of Mafindo's vision and character.

The Mafindo brand, which is contained in the name, logo, symbol, slogan, character, and packaging (packaging) that is socialized, is good because it is considered memorable, easy to recognize and easy to call. In addition, there is a Meaningful value, which is descriptive and persuasive through the slogan "Turn Back Hoax", which is proven to get a positive response so that it meets the likeable elements, namely fun and attractive, rich in visual and verbal imagery.

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