

Law firm brand marketing communication in Jakarta (Case study in Ihza & Ihza Law Firm Jakarta)

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Abstract

Digital technology development makes people easier to find information about company, then company should be more creative to get people attention. Law firm is a company that is not allowed to advertise the company itself as regulated in Kode Etik Advokat Indonesia and Etika Pariwisata Indonesia. This article examines how one of Jakarta's law firms do brand marketing communications with restrictions owned for promoting their legal services. This article focuses on how law firms do brand marketing communication to strengthen brand equity that will impact corporate image in people view. Brand defined by American Marketing Association as "A name, term, symbol, design, or all combined, that identifies one seller's good or service as distinct from those of other sellers and differentiate them from competitors." This research uses qualitative approach with observation as data collection method. The purposes of this research is to analyze brand marketing communication process that influenced by someone's personal branding on Ihza & Ihza Law Firm today. This research is useful for a law firm in building brand equity and also beneficial for academics.

Keywords: Law Firm; Brand Marketing Communication; Brand Equity; Personal Branding; Corporate Image;

1. Introduction

An Advocate is a person who practices law services, both within and outside the courts that comply under applicable law, whether as an Advocate, Lawyer, Legal Counsel, Lawyer of Practice or as a Legal Consultant (Kode Etik Advokat Indonesia, 2002). A number of advocates who share a common vision and mission come together in a law firm as the official institution that oversees. A law firm needs to meet the needs of facilities and infrastructure in order to continue to run, to fulfill it required a promotion strategy so that clients want to come to use their services. However, law firm are prohibited from advertising as summarized in the Kode Etik Advokat Indonesia Article 8 point B & F and Etika Pariwisata Indonesia point 2.14

Technological developments have an impact on the transformation of information exchange to be faster and easier, giving a big impact to the business world. Law firms as a business community organization are forced to keep up with technological developments in communicating with communities using means that can be reached and understood by clients, law enforcement agencies, governments, and members of the firm itself. The advantages of technological advances can be a boomerang for an organization that cannot adapt. Negative effects that can be felt by the organization is the brand equity of the organization in the public view will be low because of losing from other organizations. Other organizations undertake marketing communications measures, thus making brand equity high in the eyes of the public. Brand equity is considered as an added value embedded in products or services (Kotler, 2009).

"Brand is a name, a term, a symbol or design, or a combination that aims to identify goods and services that differentiate a product from a competitor," according to Kotler (2009). Accumulation of public perception will create a certain image in an organization. Organizations must conduct marketing communications so that their organization's image in the community can be positive. Creating a positive image is one way for law firms of doing marketing communications. As a service company, the positive image of the law firm provides its own advantages. People will be more interested to use the services of law firms that have a good image.

In addition to the brand, the figure of an advocate working at the law firm has an important role. Law firms are often referred to as "one man show" kind of company. Law firms in Indonesia are usually owned by one or more people. The main owners are also usually the main advocate of the law firm, such as O.C. Kaligis and Hotman Paris Hutapea. The owners who are also advocates of big law firms in Indonesia are the ones who are

accustomed to appearing in front of the media. The big cases they are handling will certainly not be separated from the media coverage. The media are slowly shaping the personal branding of the advocates in the eyes of the public. Therefore the brand equity of a law firm gains additional influence from the personal brand equity of an advocate working within the firm.

With the limitation of advertising on the services they have, law firms must engage in effective marketing communications strategies without violating any applicable rules. Although personal branding owned by advocates stands alone, it provides an opportunity for law firms to strengthen their brand equity by utilizing the personal branding of their advocates. The ultimate goal of brand marketing communications law firm is to establish a repeated pattern on every society to use the legal services provided by the firm. What effect will personal branding advocates have on the brand equity of the law firm they work for? How should a brand marketing communications strategy be done by law firms with additional personal branding from their advocates?

1.1. Personal branding

Changes in the world caused by technological advancement also changed many things, one of which is the development of a brand. People will be more trusting to people personally than to the company, making personal branding more important than corporate branding (Rampersad, 2008). Personal branding can be an effective means of showing who you are, what makes you different, unique, special, what you believe in, how great you are, and why you should be sought (Tabachnik, 2007). Personal definition of branding by Deckers and Lacy (2013) is, "personal branding means creating the right emotional response, in accordance with what one wants when hearing his name, looking online, or meeting in person. Reasonable response is not to be someone else, but to be yourself, voice, interest, habits, and anything else people want to know about when hearing someone's name." Another definition of personal branding by Montoya and Vandehey (2008) is, "something about taking control of others' judgments against you before direct contact. Personal branding elements divided into three namely You, Promise, and Relationship (Montoya and Vanadehey, 2008). There are eight main concepts as a reference in building personal branding (Montoya, 2008): (1) The law of specialization: It is a great concept of precision in a particular specialization, concentrated, certain skill or achievement. Specialization can be done in one or more ways, namely: ability, behavior, lifestyle, mission, product, profession, service; (2) The law of leadership: It is the concept of a credible leader who can make the right decisions; (3) The law of personality: It is the concept of a personality that is what it is and is willing to admit its imperfection; (4) The law of distinctiveness: It is a concept that is different from the others; (5) The law of visibility: It is a concept of a person who can look consistent to appear repeatedly so that people can remember under the conscious and influence their assumptions; (6) The law of unity: Is a concept of a person whose personal life is in line with the ethics and attitudes that are formed on the brand figure; (7) The law of persistence: Is a concept of a figure who must remain firm in the brand that has been formed during the process progress; (8) The law of goodwill: It is a brand concept that will work better and last longer if the person has good and positive intentions.

1.2. Brand marketing communications

Marketing has an important role for the company as a source of funding for the entire company. Marketing by Kotler has a definition of identifying and meeting human and social needs (2009). Another definition of marketing according to the American Marketing Association in Kotler's book is "organizational functioning and a series of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders." Marketing and communication are two interrelated things where the success of a marketing activity is highly dependent on the communication made by the marketer and how the marketer can adjust his communication approach to different types of consumers. Marketing communication is defined by Kotler (2001) as a process of planning and executing concepts, prices, promotions, and distribution of a number of goods and services, to create exchanges capable of satisfying individual and organizational goals. Marketing communications contribute to brand equity by creating and building brands in audience's minds.

Consumers have many considerations when choosing a product or service, not only on a physical basis but also the existing image aspects of the brand. That fact strongly indicates that the current business competition is not only based on products or services, but has penetrated the era of brand marketing. Consumer behavior when choosing a product is strongly influenced by brand communication conducted by a company. Selling a product has a different concept with the marketing communication of a product, because the marketing communication of a product is an effort to build a brand in the minds of consumers. Therefore, the name of a brand becomes important in order build in the minds of the audience.

1. 3. Brand equity

Brands provide identification to producers and enable consumers to assume responsibility for the producer's performance. Brand is defined by the American Marketing Association as "the name, term, sign, response or design, or combination thereof, intended to identify the goods or services of one of the sellers or groups of sellers and differentiate them from competitors." Brand naming has existed for a long time in order to distinguish items from one producer to another. The brand naming makes it simpler when making decisions and also reduces the risks. Consumers who are satisfied with a certain quality can more easily re-select the product in the presence of a brand.

Brand equity is an additional value embedded in a product or service (Kotler, 2009). These values can be seen from the way consumers view, think, feel, and act on a brand. The impact that brand equity brings on producers is market share, price, and profitability. Assessment of the consumer against a brand is one of the perspectives for the producer rate. The customer-based equity model focuses on the value of the relationship between a brand and the way consumers perceive, think, listen, and feel the brand.

In Kotler's book (2009) it is explained that the customer-based brand equity is "the differential influence that the brand's knowledge has on the consumer's response to the brand's marketing. There are three key ingredients of customer-based brand equity. First, brand equity exists because of differences in consumer responses. Second, the difference in response arises from the consumer's knowledge of different brands. The brand knowledge consists of all feelings, imagery, thoughts, beliefs, experiences, and others that are related to brand. Third, the difference in consumer responses that shape brand equity is reflected in behaviors, perceptions, and preferences related to all aspects of brand marketing.

Marketers' ability in knowing brand equity plays an important role to know about the brand knowledge in the minds of consumers generated from various marketing communications programs that have been done. The brand resonance model, which is one of the brand equity models, holds the view that brand building is a gradual step that starts from the bottom up. According Keller (2009) the steps are as follows: 1. Make the brand identification and brand association fit in the minds of consumers; 2. Embed the brand meaning and in accordance with the brand association in the minds of consumers; 3. Getting the right response from consumers regarding brand-related judgments and feelings; 4. Changing brand responses to create consumer loyalty.

The four steps above if applied, have the sense that the marketer constructs a response consisting of six "brand development boxes", the duality of brand development is applied, the left side to the rational and the right side for the emotional

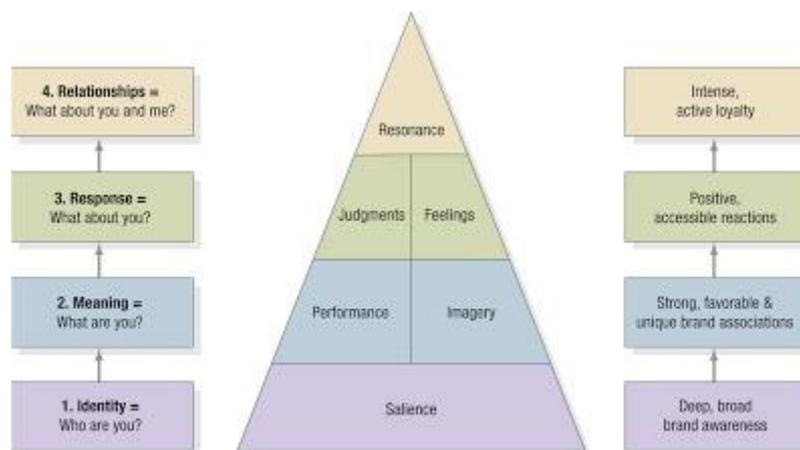


Figure 1. Brand Resonance Pyramid

Brand salience is how often and how easily customers think about brands in different purchasing or consumption situations. Brand performance is how well the product or service meets the functional needs of the customers. Brand imagery is the extrinsic nature of a product or service, including the way in which brands seek to meet the psychological or social needs of customers. Brand judgments focus on customer opinions and evaluations of the brand. Brand feelings are the customer's emotional response and reaction to the brand. Brand resonance refers to the nature of the relationships that customers have with brands and the extent to which they feel "sync" with the brand.

2. Method

The research was conducted using qualitative approach and descriptive analysis to analyze primary and secondary data owned by the researcher. The primary data are obtained by observations and interviews with resource persons held by researchers and secondary data obtained from Ihza & Ihza Law Firm internal documents. A qualitative approach in research is used to examine the facts in the environment by collecting facts and data in the field. Then arranged in order to be combined with existing theories or concepts, the findings are interpreted, and presented in a new form. Descriptive analysis according to Sugiyono (2005) is a method used to describe or analyze the results of research but not used to make broader conclusions.

3. Result and discussion

Ihza & Ihza Law Firm is a commercial and corporate law firm in Indonesia headed by Prof. Dr. Yusril Ihza Mahendra with the position of Managing Director. Based on the Ihza & Ihza Law Firm brochure, they provide complete international legal services for all business levels throughout the country and the world. Ihza & Ihza Law Firm formerly named Yusril Ihza Mahendra & Partners has a passion to synergize business and law. Ihza & Ihza commit whatever value or scale of business, they are committed to assist clients as business entrepreneurs in minimizing any possible risks regarding the course of business clients, to the future. Their top priority is to provide the best and maximum legal services to meet the needs of clients, through their talented and dedicated team of lawyers and paralegals. Ihza & Ihza Law Firm's main practice areas include: Corporate Law, Domestic & Foreign Investment Law, Alternative Dispute Resolution (Mediation, Negotiation, Conciliation), Arbitration, Civil and Commercial Disputes, Legislative Practice. Government Relations & Parliament, Law of Administration & Constitution, Law Communications & Media, Anti-Monopoly & Trade Regulation Laws, Law of Information & Telecommunication Technology, Law of Natural Resources & Mining, Law of Oil & Gas, Environmental Law, Bankruptcy Law & Corporate Insolvency, Labor Law, Family Law, Immigration & Customs Law, Law of Real Estate Transactions, Project Financing, Law of International Joint Venture, Construction Law, License & Franchise Agreement, Technology Field Agreement, Intellectual Property Law, Intellectual Property Rights Management, Banking & Finance Law, Capital Market Law, Mergers & Acquisitions.

Ihza & Ihza Law Firm as a brand want their brand embedded in the minds of consumers, therefore the purpose of the conducted marketing communication is to do brand building up to brand image and in the final stage to produce a good brand equity. It can be pursued by creating brand equity and using consumers decision-making as the basis for strategic brand marketing communications. The company will helped to positioning the brand, the content to be built, creating the image in people view with the strategy. Positive differences will be established among similar companies. Brand equity is influenced by various stages of brand marketing communication includes identity, product meaning, expected response from the community, to the relationship between the community with Ihza & Ihza Law Firm. Therefore the stage must be done strategically so that the impact received can be in accordance with the objectives of the company.

3.1. Prof. Dr. Yusril Ihza Mahendra Personal Branding

Prof. Dr. Yusril Ihza Mahendra is an advocate, politician and lecturer born in Belitung, February 5, 1956. Yusril's name began to rise when he became a screenwriter of Soeharto's resignation speech. After Soeharto stepped down, Yusril was almost elected as president at the time of the presidential election held at the MPR RI in 1999. In the government, Yusril served as minister in three cabinets, including in the Pemerintahan Indonesia Cabinet as Minister of Justice and Human Rights, in the Gotong Royong Cabinet as Minister of Justice and Human Rights as well, while in the Indonesia Bersatu Cabinet he served as Minister of State Secretary. Yusril's success in the scope of government with a qualified educational background. Having no longer served as a state official, he founded Ihza & Ihza Law Firm and continued his career as an advocate. In the world of politics, Yusril currently serves as Chairman of DPP PBB Party. Yusril is one of the figures who founded the party in 1998.

All the experiences Yusril has, both from his education or the work he has gained, form a certain value in the eyes of the community towards him. Mr Yustiman said, "he wants to be seen as a fair and firm figure but still populist". The dimension of personal branding formation according to Peter Montoya (2008) is used to see the formation of personal branding on Prof. Dr. Yusril Ihza Mahendra. The following descriptions are divided according to these dimensions:

- The law of specialization

The constitutional law is the expertise of Prof. Dr. Yusril Ihza Mahendra. Experience as a minister, advocate, lecturer, and educational supplies that he has supported the specialization. Personal branding of

constitutional law practitioner is getting stronger because Yusril is currently working as an advocate. Yusril is often asked on his opinion about the law of the state by the media either in interviews or a TV program. Not only by the media, the court also often ask Yusril to convey expert opinion. For example, Yusril is currently fighting for justice in the laws of the Mass Organization and the Election Law which he thinks is inappropriate with justice.

- The law of leadership

The figure of the leader in the soul of Prof. Dr. Yusril Ihza Mahendra can be proved by his role in the present or in the past. Yusril is currently the leader of the PBB Party and Ihza & Ihza Law Firm. For the past it can be proved when Yusril served as minister. The Ministry of Justice and Human Rights of the Republic of Indonesia and the Ministry of State Secretariat of the Republic of Indonesia are the state institutions that he was able to lead. Yusril's influence and prowess in leading these institutions is evident in the absence of problems as he leads. A leader who is able to solve problems can be seen when he was working as a client lawyer at Ihza & Ihza Law Firm.

- The law of personality

Prof. Dr. Yusril Ihza Mahendra is a figure who can put himself in certain conditions. As a professional with a lot of experience, he did not hesitate to express his apology when making mistakes. Behind the serious and decisive figure, Yusril is a simple and friendly person, as stated by the source who said that Yusril is relaxed when it doesn't comes to work and the media spotlight.

- The law of distinctiveness

Differentiation or difference that Yusril has compared to other figures is courage in upholding justice. Yusril does not hesitate to criticize the government or even the president if he thinks the existing regulations are unfair. Judicial review of regulations governing mass organization can be a testament to it.

- The law of visibility

Consistent appearance in the public space is done by Yusril through his mass media or personal social media account he has. The view he has most often conveyed through his personal Twitter account. When viewed from the line of his Twitter, he always tried to renew the tweet about things that he thought important, especially in the field of law and politics. But not infrequently he also shared about his personal life.

- The law of unity

The content and personal branding built by Yusril is in line with his personal life. The fair and firm figure he showed when talking about formal matters such as law and politics. He also showed the populist figure while sharing about his personal life through personal social media.

- The law of persistence

The personal branding displayed by Yusril has always been consistent and has not changed. Despite being cornered by many, he will try to argue for defending his views.

- The law of goodwill

The information provided by Yusril has good intentions so that people can see the real justice. " He intends to open the eyes of the public to be right in looking at justice, because many decisions are issued for the public interest but in fact it is for the interests of certain group, "said Mr. Yustiman.

3.2. Brand Equity Analysis Ihza & Ihza Law Firm with Brand Resonance Pyramid

The brand resonance pyramid consists of four levels consisting of: identity, meaning, response, and relationship (Keller, 2009). The ultimate goal of using this brand resonance pyramid is to establish brand equity, the highest level that can be obtained from brand equity is a customer who is loyal to a brand.

- Identity

The writer interviewed Mr. Yustiman Ihza, Ph.D. as a corporate secretary of Ihza & Ihza Law Firm to obtain information about the company's identity. Mr. Yustiman said that Ihza & Ihza Law Firm is a law firm that is professionally willing to provide legal assistance in any legal sphere. But the main practice area of Ihza & Ihza Law Firm is as stated in the previous explanation and it is written in their company profile, brochure, and website. He added, "This Law Firm handles various legal domains, but this Law Firm is often considered more sophisticated in the affairs of constitutional law because our main lawyer is Prof. Dr. Yusril Ihza Mahendra is labeled by the media as an expert in constitutional law. "As can be seen in recent times in various media, Prof. Dr. Yusril Ihza Mahendra does look active for a variety of governance matters. Two topics that are being discussed a lot and he took a role in it is on the Law of Mass Organization and Election. In this stage of Identity, the primacy of the brand becomes the result to be achieved. How often and how easily brands planted in the minds of people. Yusril's personal branding as a fair, firm, and populist personality also affect the image of Ihza & Ihza Law Firm. Based on observations made by researchers, the level of brand awareness Yusril obtained is higher than Ihza & Ihza Law Firm because most of the first questions that arise from some people who first came is "this law firm is owned by Mr. Yusril, right?" From the questions that arise can be inferred that people are

more familiar with Yusril figure first compared to Ihza & Ihza Law Firm. The statement is increasingly supported by data derived from social media. Yusril's personal Twitter account has a total of 1,444,045 followers.

Media coverage that many preach him as an expert in constitutional law, helping his personal branding. Personal branding certainly has impacts on the law firm. The image of a law firm is closely related to the role of the figure in it. Personal branding built by Yusril has a fair, firm, and populist image. Mr Yustiman said, "Mr. Yusril is a very upheld man of justice. If he sees something unjust, he will act to uphold justice even to the small community. In building the brand, Yusril as an individual figure has greater flexibility compared to Ihza & Ihza Law Firm as a law firm that is bound by promotion related regulations. The advantage of this is personal branding Yusril able to give a positive impact on the level of awareness of the community against Ihza & Ihza Law Firm.

- *Meaning*

Brand performance is on the left side in the brand resonance pyramid describing how Ihza & Ihza Law Firm performs in meeting the functional needs of society. The functional side can be seen from the credibility and quality of a product or service. For reasons of compliance with the Kode Etik Advokat Indonesia and Etika Pariwara Indonesia, brand marketing communications conducted by Ihza & Ihza Law Firm are mostly done indirectly through company websites that include company profiles and client portfolios. Unlike the way Yusril build personal branding himself, in which various channels he can use as a means for promotion.

Marketing communications on the performance of Ihza & Ihza Law Firm are mostly done indirectly. The media look for ongoing law-related news. Some of the news covered the case where Ihza & Ihza Law Firm became his legal counsel, one of them was when the media covered a press conference held by Ihza & Ihza Law Firm. After that the media spread the news to the community through various types of media that they have. With these limitations, this is one of the ways Ihza & Ihza Law Firm communicates brand marketing. On the other hand, Yusril's personal branding can be useful as a tool for Ihza & Ihza Law Firm to communicate brand marketing. Yusril is part of the Ihza & Ihza Law Firm, the benefits gained from the combined of Ihza & Ihza Law Firm brand marketing communications brand with Yusril's personal branding will have an impact on Yusril as an individual as well.

Brand imagery depicts the emotional side of society is on the right. Ihza & Ihza Law Firm is a law firm that strongly upholds justice. It is certainly influenced by personal branding of Prof. Dr. Yusril Ihza Mahendra who has an important role in the law firm. As the above explanation that law firms have limitations in brand marketing communications, there is not much that can be done to market their brand imagery. Prof. Dr. Yusril Ihza Mahendra is a lawyer who is often consulted on legal issues that are happening in Indonesia. He is quite often appear in the media to provide opinions on a legal issue, especially regarding the law of state. In his appearance, he always gave opinion with the principle of justice in accordance with personal branding of Yusril. Mr Yustiman said that, "he has the principle of life to always exercise justice". It will indirectly shape his brand imagery and the firms he owns. The association between Mr. Yusril and his firm is closely intertwined because both the brand performance and brand imagery of a law firm are largely determined by the people who play a role in it.

- *Response*

Brand judgment assesses a brand from a logical or functional side such as quality, credibility, consideration, and superiority. It is almost certain that no law firm has an absolute winning ability. Defeat and victory are normal in the trial. According to Mr. Yustiman, Ihza&Ihza Law Firm can be said to have a stable victory. He continued, "Most of the clients here have most cases with heavy categories. They know the likelihood of winning very thin, but they come to Ihza&Ihza Law Firm with higher expectations. "The pattern continues to other clients because Ihza&Ihza Law Firm gives better results according to the clients. The pattern goes from mouth to mouth starting from clients who are satisfied with Ihza&Ihza Law Firm services and then they give their recommendations to others. Identity of Ihza&Ihza Law Firm is influenced by personal branding Prof. Dr. Yusril Ihza Mahendra. He has high credibility in the eyes of society, one of which can be proved with a label given to him as a media expert in constitutional law. Not just a label alone, it is evidenced by the performance of Ihza&Ihza Law Firm led by Prof. Dr. Yusril Ihza Mahendra while litigating about constitutional law in court.

Brand feeling is the opposite of brand judgment that assesses logically. Brand feeling assesses the brand through the emotional or psychological side. The pattern of mouth-to-mouth recommendation plays an important role in building that feeling. According to Mr. Yustiman, clients will also feel secure to face their case if they cooperate with Ihza&Ihza Law Firm. Clients believe in the quality and credibility of this law firm plus the presence of Prof. Dr. YusrilIhzaMahendra as the main actor on the legal counsel. The increasing of confidence and security create a sense of satisfaction in the client. They then spread the satisfaction to the nearest relatives through recommendations. Ihza&Ihza Law Firm get the honor from the satisfied client.

- *Relationship*

"What about you and me?", The question describes the relationship between brands and people. This stage is at the top of the brand resonance pyramid and the achievement of this stage signifies a strong and loyal relationship between brands and society. Ihza & Ihza Law Firm clients came in various starting stages from the first timers that come for consultation, the ones who begin to like their performance, to loyal clients

Consumer loyalty to a brand in a law firm has a different concept from the company's brand that produces products. Society is not always having legal problems, law firms' loyal customers are more likely clients who are willing to bind cooperation with the retainer system. A brief explanation, retainer is a system of cooperation that uses a certain period of time. In that time period, the law firm must serve whatever client's needs related to legal matters. The client who usually runs the cooperation system is a corporation

According to data by the financial division of Ihza & Ihza Law Firm, a number of clients are cooperating with the retainer system. These clients will largely extend the contract they have towards end the period of cooperation because judgment and feelings are positive to Ihza & Ihza Law Firm and Mr. Yusril. Positive assessment is also felt by Ihza & Ihza Law Firm from clients who do re-cooperation or commonly known as repurchase. That's because the client's condition is not always in legal trouble, but when they face legal problems they will come back because they feel safe with Mr. Yusril and Ihza & Ihza Law Firm legal assistance. To these two types of clients are Ihza & Ihza Law Firm's high-value brand equity.

4. Conclusion

Creating a good brand equity requires the right strategy. For a law firm, brand equity plays an important role in determining the sustainability of the firm. This research was conducted at one of the law firms in Jakarta, namely Ihza & Ihza Law Firm. This study aims to see the effect of personal branding and brand marketing communications on corporate brand equity. This research found that brand equity of Ihza & Ihza Law Firm is influenced by personal branding of Prof. Dr. Yusril Ihza Mahendra compared to the brand marketing communications conducted by the company. With the limitations of law firms for brand marketing communications, the personal branding of one company's attorneys will greatly help to increase the law firm's equity. In fact, not infrequently the brand equity of Ihza & Ihza Law Firm seen by the community as personal branding of Prof. Dr. Yusril Ihza Mahendra. The concept of personal branding he embedded in the minds of society as a figure who uphold justice, firm, and populist. From interviews and observations made, public confidence is a factor that makes them willing to cooperate with Ihza & Ihza Law Firm led by Prof. Dr. Yusril Ihza Mahendra when they were hit by legal problems. In addition, one of the other strong factors influencing the decision to cooperate is the recommendation obtained from others. The public confidence in Ihza & Ihza Law Firm spread from word of mouth and it proves that the peak stage of brand resonance pyramid has been achieved. This research also found that law firms do not do a lot of brand marketing communication including on social media which is the most effective marketing channel in 2017 (GetCRAFT, 2017). Brand marketing communication is more indirectly done by personal branding conducted by Prof. Dr. Yusril Ihza Mahendra either through personal account or media coverage. These activities, although they are neutral and personal, have a great impact on the brand equity of Ihza & Ihza Law Firm

Based on the explanation in all the above articles, it can be said that the role of personal branding on law firms affects the equity of the law firm. Business law cooperation is run on the basis of trust, then the people who become the attorney must be trusted by the client and the client's trust base was born from the track record owned by his legal counsel. It can be said that the law firm and the lawyers within it have one identity. The recommendation of trust to a law firm given to another person has a higher trust value because there is an underlying relationship value. Based on the research conducted and the data collected, word of mouth and recommendation is one of the most effective brand marketing communications for law firms. Brand equity will be formed and is expected to create loyalty and strong relationships with the community

The theoretical implication of this research is to prove that brand resonance pyramid can be used to assess brand equity from a service that has limitations in marketing communications, not limited to companies that produce goods. While practical implications that can be utilized from this research is to be an additional reference for law firms in building stronger brand equity. The limitation of this research is that the data collecting conducted by the researchers only comes from the producer's point of view, which in this research is the Ihza & Ihza Law Firm. Data collection from the consumer's point of view is not done by the researcher because of the limited time available to the researcher. In addition to this, this study assesses the brand equity of Ihza & Ihza Law Firm only through the concept of brand resonance pyramid. A deeper discovery will be obtained if the brand equity valuation is added with other concepts.

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