

## Analysis of Telkom School's Brand Identity Using Kapferer's Prism Model

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### **Abstrak**

*Periklanan melalui identitas merek menjadi sangat penting dalam meningkatkan kinerja lembaga pendidikan (sekolah) agar dapat membentuk citra yang baik dengan menggunakan pesan yang unik dan relevan yang disesuaikan dengan target audiensnya. Penelitian ini bertujuan untuk menganalisis identitas merek Telkom School dengan menggunakan Model Prisma Identitas Merek Kapferer. Penelitian ini mengeksplorasi bagaimana Telkom School membangun identitas mereknya melalui enam aspek utama: fisik, kepribadian, budaya, hubungan, refleksi, dan citra diri. Pentingnya penelitian ini adalah untuk memahami bagaimana identitas merek yang kuat dapat mempengaruhi persepsi dan loyalitas para pemangku kepentingan, khususnya dalam sektor pendidikan. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan pengumpulan data dilakukan melalui wawancara, observasi, dan analisis dokumen dari sumber-sumber yang relevan. Data dari wawancara, observasi, dan dokumentasi kemudian dianalisis secara interpretatif berdasarkan pendekatan analisis isi dan tematik. Hasil penelitian menunjukkan bahwa Telkom School secara efektif mengintegrasikan nilai-nilai perusahaan dan misi pendidikan ke dalam identitas mereknya sehingga menciptakan citra khas yang beresonansi dengan siswa, orang tua, dan masyarakat. Studi ini menyimpulkan bahwa penerapan model Kapferer memberikan kerangka kerja yang komprehensif untuk mengembangkan dan mengevaluasi strategi identitas merek. Hal ini dapat menjadi referensi bagi institusi pendidikan lainnya, yang bertujuan untuk memperkuat posisi merek mereka.*

**Kata kunci**—Pencitraan Merek Pendidikan, Periklanan, Prisma Identitas Merek, Telkom School

### **Abstract**

*Advertising through brand identity is essential for improving the performance of educational institutions (schools) by fostering a strong image through unique, relevant messages tailored to the target audience. This study aims to analyse Telkom School's brand identity using Kapferer's Brand Identity Prism Model. The research explores how Telkom School constructs its brand identity through six key facets: physique, personality, culture, relationship, reflection, and self-image. The importance of this study lies in understanding how a strong brand identity can influence stakeholder perceptions and loyalty, particularly within the educational sector. Qualitative descriptive methods were employed, with data collected through interviews, observations, and document analysis from relevant sources. Data from interviews, observations, and documentation were then analysed interpretively using content and thematic analysis. The findings reveal that Telkom School effectively integrates its corporate values and educational mission into its brand identity, creating a distinctive image that resonates with students, parents, and the community. The study concludes that applying Kapferer's model provides a comprehensive framework for developing and evaluating brand identity strategies. It can reference other educational institutions to strengthen its brand positioning.*

**Keywords**—Advertising, Brand Identity Prism, Educational Branding, Telkom School



## 1. INTRODUCTION

Brand identity management in the era of increasingly fierce global competition is essential, especially in education, amid several private schools that must be closed due to reduced funding sources (Martono, Puspitasari, & Wardiyono, 2020). Educational institutions must enhance their appeal to the community amidst increasingly selective public behavior and greater access to information via digital media (Wahid et al., 2025).

Public and private schools are formal educational institutions that serve as places for the learning process and as symbols of the values, beliefs, and images associated with society. Advertising as brand identity is an important aspect that determines the school's success in building a positive image through unique, attractive, and relevant messages for the target audience and in competing fairly with similar institutions (Junaedi, 2025).

School branding encompasses more than just the institution's name or location; it reflects the quality of education, culture, and achievements. Effective branding fosters a positive image, attracts prospective students and families, and cultivates public trust in the school. Private schools need an effective branding and marketing strategy amid competition, as their existence and operations depend heavily on the number and quality of students, which supports their competitiveness and survival (Junaedi & Soekrani, 2023).



**Figure 1.** Logo of Telkom School  
(Source: telkomschool.sch.id)

Telkom School uses a hybrid learning method that combines traditional and online learning methods, the PLiS (Playing, Living, and Studying) concept, which is Telkom School's signature learning concept. In addition, Telkom School offers excellent programs, including industry-based learning, a digital curriculum, and project-based learning, that prepare students for the world of work. In addition, other excellent programs include competency certification, internships at Telkom Group partner companies, research and innovation classes, and digital entrepreneurship activities (Yayasan Pendidikan Telkom, 2024).

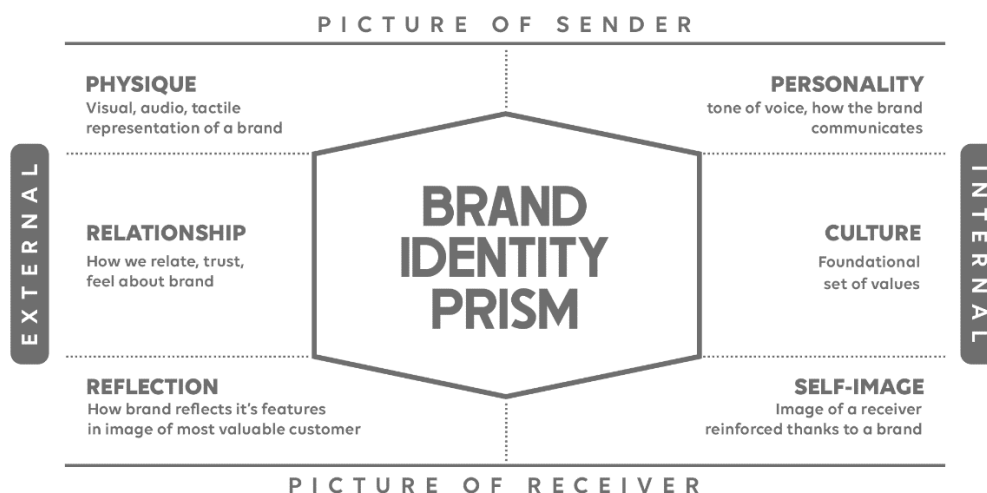
Telkom School, a leading Indonesian educational institution, aims to become a centre of excellence in modern technology-based education. Its success in building a strong brand image attracts students, builds trust with parents, and increases the institution's prestige in the community, preparing students for future challenges. Social media also serves as a tool for fostering an emotional connection between the account owner and the audience, thereby increasing the agency's visibility (Junaedi, 2025). The success of a school's brand image is not solely determined by administrative quality but

also by the consistent and comprehensive communication of its identity to all stakeholders. The principal's visionary and collaborative leadership enhances the school's brand image and competitiveness, inspiring all members to pursue a shared vision and improve educational quality (Razak et al., 2025).

Brand identity, as defined by Aaker (1996), is a critical element in building brand equity, characterized by a distinct set of associations that establish what the brand represents. It not only expresses a commitment to the customer but also seeks to foster a relationship through a value proposition that includes functional, emotional, or self-expressive benefits. Aaker emphasizes that brand identity should be tailored for various market segments and products, distinguishing between perception (image) and aspiration (identity). The visual identity components, such as the logo, convey aspects of an image's shape, composition, and color (Wiguna et al., 2024). Strong brands integrate all elements to create a cohesive and attractive brand identity (Junaedi et al., 2025).

In addition, Kapferer developed the Brand Identity Prism to illustrate the interdependence of elements and to create a concise, clear, and appealing brand identity. (Kapferer, 1994). Jean-Noël Kapferer's brand identity theory evaluates a brand's image through six dimensions, including vision, distinctive features, values, competence, and metable needs (Kovács, 2020).

According to Kepferer (2008), A well-presented brand should be perceived as a person (constructed source: physique and personality) and a stereotypical user (constructed receiver: reflection and self-image). A brand has social aspects that define its external expression (externalisation: physique, relationship, and reflection) and aspects that are integrated into the brand (internalisation: personality, culture, and self-image).



**Figure 2.** Kapferer's Brand Identity Prism  
(Source: Screen Agency)

Kapferer's Brand Identity Prism can help Telkom School understand its brand identity, identify strengths and weaknesses, and develop strategic steps to strengthen and adapt to environmental changes, providing theoretical and practical guidance for long-term branding strategies. Kapferer's Brand Identity Prism concept offers a comprehensive

framework for understanding and managing brand identity, encompassing six interconnected dimensions: physique, personality, culture, relationship, reflection, and self-image.

The six aspects of brand identity are explained in detail as follows. First, the physique created by elements such as colours, shapes, or designs is the foundation of brand identity (Chevalier & Mazzalovo, 2008; Zwakala & Steenkamp, 2021). Second, personality is a brand's character, influencing how it communicates with customers, creating the impression of possessing specific qualities, and endowing it with human characteristics (Keller, 2013). Third, culture is the set of values and principles that guide a brand's behaviour, products, and communication, frequently originating from the original brand developer's cultural values (Beverland, 2018). Fourth, brands represent human relationships, so brand managers must communicate their connection with customers, as each product has its own unique voice and target audience (Kovács 2020). Fifth, reflection refers to the consumer's desire to be perceived and make a positive impression when using a brand, which is often stereotypical and influences identification (Ianencko et al., 2020). Lastly, self-image is a crucial aspect of marketing because it significantly influences a consumer's perception of a brand, serving as a means of self-identification (Kovács, 2020).

Research on Telkom School is not the first such study. Several previous studies have examined city branding in the last five years, including: a) a survey by Hasanah & Artadita (2022), titled *Pendampingan Konteks Entrepreneurship Bagi PPDB Telkom School (SMK Pariwisata Telkom Bandung)*, which shows that SMK Pariwisata Bandung's entrepreneurship program is attracting students and parents through content development and community service activities, providing knowledge to the Admission of New Learners committee; b) a study conducted by Junaedi & Soekrani (2023), titled *"Pengaruh Implementasi Strategi IMC terhadap Keputusan Mendaftar Siswa SMK Telkom Sidoarjo Tahun Ajaran 2022/2023,"* which shows that the event and experience variable significantly influenced student enrollment decisions at Vocational School of Telkom Sidoarjo, while digital marketing had a significant influence on this decision. Implementing IMC strategies, including advertising, sales promotion, and digital marketing, also played a role; and c) a study conducted by Fahrudin & Wibowo (2023), titled *"Student Enrollment Performance of Telkom Schools in 23/24 school year using k-Means Clustering"*, which shows that Telkom Schools is part of the Telkom Education Foundation, has analyzed student enrollment performance in 51 schools to improve policies by using clustering methods to group schools into similar performance groups, where the K-Means algorithm is used to find the best cluster. The results indicate that student enrollment performance can be categorized into two distinct clusters.

The research highlights the importance of strengthening brand identity in Indonesian education amid fierce competition from private schools and technology-based institutions. A positive image of Telkom School can increase its attractiveness and differentiate it from competitors at the national and regional levels. Kapferer's model can be used to manage a school's brand identity effectively, ensuring coherence between its

physical and emotional aspects, as stakeholders' perceptions of the school are easily shared through social media and other digital platforms.

Previous studies on brand identity have often isolated individual aspects, such as physicality or self-image, neglecting their interrelationships in an educational context. This research adopts a comprehensive approach, examining the interaction of six dimensions: physical, personality, culture, relationship, reflection, and self-image to form a cohesive brand image. It highlights the influence of these dimensions on stakeholder perceptions. It emphasizes that a balanced brand identity is essential for fostering loyalty and sustainability amid growing educational competition, thus addressing gaps in previous compartmentalized studies.

The research introduces a unique approach by utilizing Kapferer's Brand Identity Prism Model for an in-depth qualitative analysis of brand identity in the education sector, with a focus on Telkom School institutions. It emphasizes social, cultural, and stakeholder perceptions, in contrast to previous studies that favored quantitative methods. This holistic and interpretive methodology includes interviews, observations, and documentation to explore the dynamics affecting stakeholder loyalty and to analyze the role of institutional culture in sustaining branding strategies, offering a richer understanding than past research.

This research evaluates Telkom School's branding strategy to understand its brand identity and make necessary adjustments for relevance and competitiveness in the education sector. The analysis contributes to the literature on school branding strategies in Indonesia. This study's findings can guide Telkom School's management in identifying brand strengths and weaknesses, thereby fostering a sustainable and competitive brand that can compete both nationally and internationally.

This research is essential to the effort to strengthen Telkom School's position as an educational institution that excels academically and can also demonstrate a strong, authentic identity in the community's eyes. Kapferer's Brand Identity Prism is adopted as a comprehensive, integrated analytical framework to produce practical, strategic mapping for the school's branding operations. Therefore, this study is expected to add to the academic literature and provide valuable insights that can be applied directly by management and stakeholders at Telkom School and other educational institutions in Indonesia.

## 2. RESEARCH METHODS

The approach employed in this research is a qualitative methodology aimed at gaining an in-depth, holistic understanding of the Telkom School brand identity from the perspectives of relevant stakeholders. The qualitative approach was chosen because it can present a rich, contextual, and interpretative picture of the elements in the Brand Identity Prism and how they are analysed and perceived in authentic contexts. This research focuses on an in-depth exploration of aspects of brand identity, including physique,

personality, culture, relationships, reflection, and self-image, as well as the social and cultural dynamics that shape the brand image in society's eyes (Kriyantono, 2021).

This research's central unit of analysis is the perceptions and interpretations of internal and external stakeholders regarding Telkom School's brand identity. Internal stakeholders include management, teachers, and administrative staff, while external stakeholders encompass students, parents, prospective students, and the general public who interact with the institution directly or indirectly. This approach enables richer dialogue and data mining from the perspectives of various related parties, allowing for a comprehensive and contextual understanding of how the Telkom School brand is perceived and constructed socially and culturally.

Data collection was conducted through semi-structured in-depth interviews, allowing researchers to explore emerging aspects without losing focus on the Brand Identity Prism's elements. Interviews were conducted directly with one principal, two teachers, two staff members, and two parents at Telkom School, as well as with several parents and students representing external stakeholders. The selection of key stakeholders at Telkom School, specifically teachers and parents, is crucial due to their significant influence on the institution's brand perceptions and loyalty. Teachers, through daily interactions and the instillation of cultural values, offer insights into the school's identity and relationships. Parents who trust in the quality of education offer perspectives on how the school meets community needs and expectations. Involving both groups allows for a comprehensive understanding of how brand identity is constructed and perceived, highlighting factors that can either support or challenge the school's desired image.

The interview instrument was developed based on Kapferer's theoretical framework with questions directed at exploring participants' perceptions and experiences related to each brand identity element, such as how they interpret the physical and character of the school, the relationships formed, the culture and values adopted, and the self-image that they want to display and internalise. In-depth, semi-structured interviews with teachers, parents, students, and the general public were conducted to gather insights into Telkom School's brand identity. The resulting transcripts were analyzed thematically to uncover perceptions related to brand dimensions such as physique, culture, and relationships. Additionally, both participatory and non-participatory observations of school activities and promotional events corroborated interview findings, providing a comprehensive view of how brand identity manifests and is perceived in practice.

Data collection was also conducted through participatory and non-participatory observations of activities in the school environment, including promotional events and visual communications. These observations were helpful in directly identifying how the brand elements were expressed visually and behaviorally in the field and in confirming the data obtained from the interviews. Furthermore, documentation studies were conducted to collect data through promotional materials, brochures, websites, logo, and Telkom School's official social media. The analysis of these documents aims to trace how the brand identity is represented formally and symbolically, and assess the consistency and authenticity of the image the institution seeks to project.

Data from interviews, observations, and documentation were then analysed interpretively using content and thematic analysis. The analysis began with a complete transcription of the interview results, followed by coding the data to categorize the various statements into themes related to the elements of the Brand Identity Prism. The coding process, conducted after data collection, involved thoroughly reviewing transcripts and observation notes to identify relevant passages aligned with Kapferer's Brand Identity Prism Model. Each section was coded to capture meanings, resulting in data organized into categories reflecting the six elements of the model. This revealed themes such as perceptions of the school's modern facilities (physical), an innovative and religious culture, and strong relationships between the school and students. These insights enhance the understanding of stakeholder interpretations and the overall assessment of Telkom School's brand identity.

During the analysis, researchers triangulated data by comparing interview results with observations and documents, thereby strengthening the validity and trustworthiness of the findings. In addition, researchers conducted a critical reflection on various perspectives to understand the dynamics of change and challenges in building and maintaining Telkom School's brand identity. The findings of this analysis are expected to demonstrate how the elements of the Brand Identity Prism interact to form a cohesive brand image that aligns with the institution's vision and mission, and how stakeholder perceptions influence experience and loyalty to the brand.

This methodology places humans and social contexts at the centre of analysis, making room for subjective interpretations and the meanings that develop within them. This research not only focuses on a static picture of brand identity, but also seeks to understand the constitution process and social dynamics that shape perceptions, experiences, and the brand image of Telkom School from the point of view of key stakeholders. Thus, this study can reveal aspects not visible to the naked eye, such as inherent cultural values, projected values, and emotional relationships built between the institution and its stakeholders. This approach is essential for developing branding and communication strategies that are authentic, relevant, and capable of fostering a strong brand identity amidst the competition and challenges of the times.

### 3. RESULTS AND DISCUSSION

Telkom School systematically integrates the six elements of Kapferer's Brand Identity Prism: physical is shown through modern buildings and complete facilities; personality is reflected in professional, disciplined, and technology-based characters; culture is based on the values of innovation, honesty, and superior character; relationships are strengthened through active involvement with the community and open communication; reflection is seen from the image of students as a creative and virtuous generation; and self-image as a modern education center that produces individuals with knowledge and integrity, able to compete nationally and internationally. The integration

of these elements strengthens the school's identity while increasing stakeholder loyalty and trust in the Telkom School brand.

### 3.1. External-Physique



**Figure 4.** Telkom School Building  
(Source: <https://telkomschools.sch.id>)

Visual elements such as the logo, facilities, and building design play an essential role in shaping the physical perception of the Telkom School brand, as they are the first aspects stakeholders see and remember. The modern, innovative logo reflects the school's advanced, technology-oriented character. In contrast, the well-equipped facilities and advanced technology support the school's image as a center of innovation and high quality. The futuristic and aesthetically pleasing building design not only creates an attractive visual impression but also reinforces the school's identity as an institution committed to sustainability, innovation, and professionalism. The contribution of these visual elements directly increases the awareness of quality and the desired positive image, thereby reinforcing the perception of a solid physical presence, differentiating the school from competitors, and increasing stakeholder trust and loyalty.

The physical element is the foundation of the brand identity, which is directly related to the visual and tangible aspects of Telkom School. In this context, physical refers to the school building, advanced technology facilities, and a modern and innovative visual appearance. The school is renowned for its futuristic buildings and comprehensive support facilities, including technology laboratories, comfortable learning spaces, and cutting-edge digital devices. Kapferer emphasised that this physical aspect is the first face stakeholders see and remember, symbolising the school's excellence and commitment to quality education.

The physical dimension highlights Telkom School's visual appearance, with distinctive architectural designs, a logo, and visual attributes that reflect its identity as a technology and innovation hub. The colours used tend to be modern and professional, depicting the image of modernisation and high technology that underlies this institution. In addition, this physicality includes modern technology-based educational facilities and

the consistent use of digital media to support various promotional activities and communication with stakeholders, thereby creating a strong, credible first impression.

### 3.2. External-Relationship



**Figure 5.** Parent Interaction with School Management  
(Source: <https://new.smktelkom-sda.sch.id>)

The second dimension is relationship, emphasizing that Telkom School builds close and mutually beneficial relationships with its stakeholders, including students, parents, and local and national communities. Strategic partnerships and intensive communication are fostered through social media, websites, and various community activities, thereby strengthening the school's positive image and building trust among stakeholders. These relationships are not one-way but two-way, involving the active participation of all parties, which creates strong emotional bonds and increases loyalty. This approach is demonstrated by the numerous activities involving parents and the community as partners, as well as programs that instill a sense of belonging to the institution, making the relationship both formal and personal, yet sustainable.

The Telkom School brand builds close and personal emotional relationships with its stakeholders. Telkom School operates not only as an educational institution but also as a partner in shaping students' and society's futures. Through various character development programs, technology courses, and transparent, consistent communication, the school instills trust and loyalty among stakeholders. Social media platforms and community activities play a crucial role in maintaining this relationship, strengthening emotional bonds, and ensuring that stakeholders feel part of the school's vision and mission. Thus, the relationship is not one-way, but builds mutually reinforcing reciprocal value.

The intense emotional connection between Telkom School and its stakeholders is reflected in various communication efforts that generate a sense of pride and attachment, for example, through academic and non-academic activities that highlight innovation, creativity, and student achievements, as well as through social media and school events. In addition, the success stories of alums who are now successful professionals in

technology and business also strengthen emotional bonds with parents and prospective students, as they feel proud and confident in the quality of the education provided. Through a personal and collaborative approach, principals and teachers can demonstrate emotional closeness, providing a sense of security and value so that stakeholders feel part of a caring and supportive community. When parents feel proud of their child's development and students feel respected and recognized for their potential and achievements, Telkom School builds deep emotional bonds that contribute to long-term loyalty and trust.

### 3.3. External-Reflection



**Figure 6.** Educational Technology Applied at Telkom School  
(Source: <https://telkomschools.sch.id>)

The third dimension, reflection, reveals how students and audiences perceive and identify with the school. Telkom School strives to foster an aspirational, positive self-image in the community, portraying itself as an excellent, innovative institution capable of preparing the younger generation to face future challenges. Through stereotypical images of its ideal users, students who are knowledgeable, creative, and have strong character, the school aims to reinforce the public's desire to associate itself with these qualities. This is reflected in its successful branding and promotional programs, which highlight students' academic achievements and character development, while instilling confidence that being part of Telkom School is the right choice for their future.

Users and stakeholders are expected to see Telkom School as a modern, innovative institution capable of producing a technologically competent generation. They translate this image into stereotypical portrayals of talented, characterised students ready to compete at the national and international levels. The school aims to be recognized as an educational centre of excellence, producing academically brilliant graduates with mature characters and personalities. This image indirectly reflects the aspirations and self-identity of stakeholders, especially parents who want their children to get the best education in the digital era.

### 3.4. Internal-Personality



**Figure 7.** Representation of Character Education at Telkom School  
(Source: <https://telkomschools.sch.id>)

In addition to the physical aspect, the fourth dimension is personality, which describes the Telkom School brand as an innovative, future-oriented, and caring educational institution dedicated to student character development. This personality is evident in the learning approach, which focuses not only on academic aspects but also on ethical and social character development and technology empowerment as integral parts of the teaching and learning process. In addition, warm, open communication, along with a user-friendly digital approach, is evident in every interaction, demonstrating that Telkom School aims to be a present and approachable institution that fosters strong emotional relationships with all its stakeholders, including students, parents, and the general public.

Telkom School's personality is innovative, professional, and futuristic. It reflects a smart, technology-oriented character that dares to be different from other conventional schools. The school shows a progressive nature and openness to change through modern communication management and adaptation to digital trends. This personality helps shape the image that Telkom School is an institution capable of delivering high-quality education powered by the latest technology and an effective partner for parents and the community in building future generations.

### 3.5. Internal-Culture



**Figure 8.** Core Values at Telkom School as Part of Telkom Education Foundation  
(Source: <https://ypt.or.id>)

The fifth dimension, culture, emphasises that Telkom School has a strong foundation of values in innovation, creativity, and professionalism. These values are

internalised through various academic and non-academic programs that support the creation of a school culture oriented towards the development of self-potential and technology. This culture reinforces the brand identity as an institution that prioritizes academic success and fosters innovative and competent individuals. This value is also reflected in ongoing activities that instill students' entrepreneurial spirit, creativity, and a caring attitude towards the community and the surrounding environment. Thus, this school culture becomes the foundation that encourages all elements of the organisation to carry out the vision and mission set.

The cultural aspect concerns the values and principles the school holds in high regard. Telkom School instills a culture of innovation, collaboration, and sustainability as part of its identity. These values are reflected in the educational philosophy that prioritises character development, critical thinking, and technological mastery. This culture is supported by the school's vision and mission, which are oriented towards achieving international standards and developing people who are not only academically intelligent but also of high character and integrity. These values form the foundation for creating a learning environment that supports creativity and innovation while fostering a strong, authentic identity.

The internal culture at Telkom School emphasizes character values, critical development, and mastery of technology as the main foundations for building an authentic, high-quality identity. This culture is supported by a vision and mission that are aligned with international standards and the development of learners' character and integrity, while prioritizing creativity and innovation in the learning process. Through various activities, innovations, and facility development, Telkom School strives to create a conducive learning atmosphere. It instills a positive culture among students and across the school, thereby fostering a strong, positive internal self-image of the institution as a modern, high-quality educational institution. This culture not only strengthens the school's internal identity but also increases stakeholders' sense of pride and ownership in the educational institution.

### *3.6. Internal-Self Image*

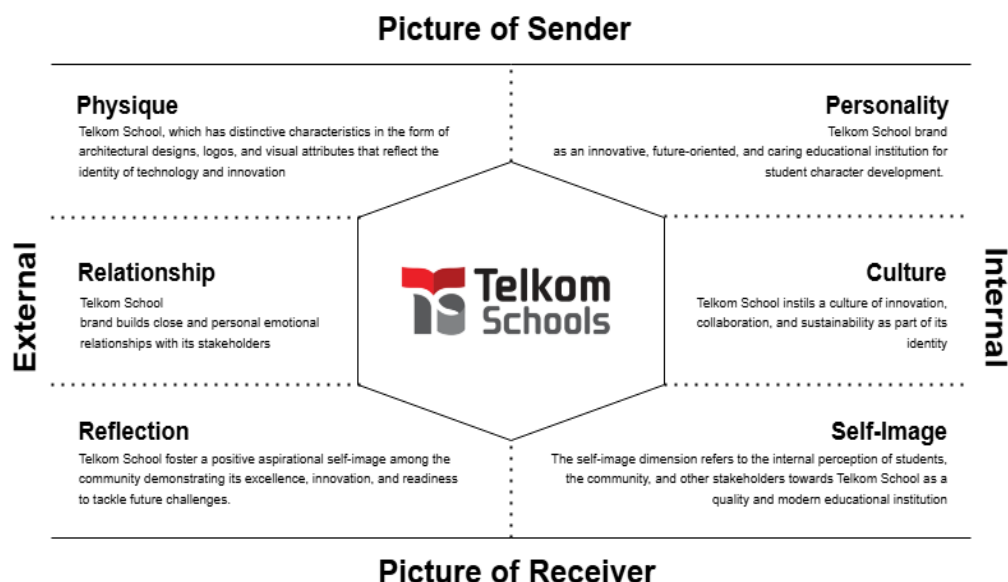
Finally, the self-image dimension refers to students, the community, and other stakeholders' internal perceptions of Telkom School as a quality, modern educational institution. The school strives to instill a positive image within its users and the broader community, portraying itself as a professional and innovative institution that shapes superior character. This self-image is essential to strengthen because it affects loyalty and long-term support. Through various activities, innovations, and the development of facilities and programs, Telkom School ensures that this self-image is consistently and authentically formed. This confirms that the school is focused on academic deliverables and creating an identity that reflects the values it wants to instill and be felt by all elements in its ecosystem.



**Figure 8.** Smart Millennial Classroom at Telkom School  
 (Source: <https://ypt.or.id>)

Telkom School aims to foster a positive, authentic self-image to secure long-term loyalty from stakeholders, including students, parents, and the education community. The school fosters innovative values, professionalism, and character through diverse activities and facilities, enhancing perceptions of its quality. By utilizing technology and focusing on character competencies, it positions itself as a modern institution with high integrity. Consistent image-building, visionary leadership, and a commitment to quality and innovation instill pride and confidence in stakeholders regarding the school's ability to cultivate academically and character-wise adept future generations.

### 3.7. Analysis of Telkom School's Brand Identity Using Kapferer's Prism Model



**Figure 3.** Telkom School Brand Identity Analysis Based on Kapferer's Brand Identity Prism Model (Source: Obtained by Researcher)

The analysis based on Kapferer's Brand Identity Prism model shows that Telkom School has structured and managed its brand identity maturely through its six dimensions. Intense physicality, innovative character, deep cultural values, close and sustainable relationships, a stereotypically positive self-image, and positive self-perception synergize internally to form an educational brand that is strong, relevant, and able to compete nationally and internationally. This approach allows Telkom School to convey its identity across various communication platforms and activities consistently. It ensures that each element contributes to a cohesive and authentic image that aligns with its vision and mission. With such a branding strategy, the school has not only strengthened its position as a leading institution in educational technology but also enhanced its reputation. However, it has fostered a deep sense of ownership and trust from all stakeholders, increasing the Telkom School brand's loyalty, participation, and sustainability in building the nation's future.

Telkom School's success in building a positive image and increasing stakeholder loyalty is strongly influenced by the cohesive integration of the six elements in Kapferer's Brand Identity Prism. Physical elements, such as the school's visual representations and tangible attributes, provide a visual identity that is easily recognisable and distinguishes the school from competitors. Logo, facilities, and other visual images must reflect the institution's character and core values. This aligns with a study by Junaedi et al. (2025), which shows that visual images, such as those in profile videos featuring the logos and facilities of educational institutions, can significantly attract audience attention, interest, desire, and action.

The relationship element highlights the emotional and functional interactions between schools and stakeholders through various communication approaches and personalised services; schools can build lasting, trusting relationships, strengthening loyalty and positive perceptions. An effective educational communication strategy utilising Generative AI to enhance interaction, personalisation, and engagement among students and other stakeholders, while maintaining academic integrity (Junaedi, 2025).

The cultural aspects and internal self-image form the foundation for an authentic and resonant identity rooted in local values, enabling stakeholders to feel a sense of ownership and pride in the institution. Authentic school culture not only strengthens the institution's internal culture but also enhances its external image, fostering feelings of pride and shared identity (Judijanto et al., 2024).

Integrating the six elements in harmony with Kapferer's Brand Identity Prism Model creates a consistent, strong brand image that positively influences stakeholder perceptions and experiences. In practice, consistency in conveying the Telkom School brand's identity across various communication channels and direct experience will strengthen memory and trust in the Telkom School brand. Telkom School management must pay attention to the sustainability of integrating these multiple elements through continuous evaluation and adjustment of branding strategies, so that the image and loyalty built are temporary and able to survive and develop over time.

The interactions among dimensions in Kapferer's Brand Identity Prism Model synergistically strengthen Telkom School's brand image by ensuring consistency and cohesion in its identity. The modern, innovative physical dimension supports a professional, technology-oriented personality, while the value-based culture of innovation and honesty strengthens students' image as a creative, moral generation. An active relationship with stakeholders through open communication deepens emotional bonds and trust, while reflections show that students reflect the school's image as a place of quality personal development. All these elements complement and strengthen each other, resulting in a brand image that is solid, relevant, and able to compete nationally and internationally, while increasing stakeholder loyalty and trust in Telkom School.

Digital media, including Telkom School, play a crucial role in forming and disseminating school identities. Digital media, including official websites, social media platforms, and other applications, are the primary channels through which branding messages can reach a broader, more diverse audience. Through digital media, schools can consistently and attractively display the visual elements, culture, and values that form the basis of their identity.

Digital media enables two-way communication between schools and various stakeholders, including students, parents, prospective students, and the general public. This direct interaction creates a personalised experience that can strengthen emotional connections and increase trust in the school brand. In addition, social media also allows schools to build a positive image and maintain perceptions of the institution's excellence and key characteristics, such as innovation, academic quality, and cultural uniqueness by prioritising several principles that become fundamental pillars such as honesty, transparency, truth, justice, social responsibility, freedom of expression, customer interests, and fair competition (Junaedi, 2024).

The main advantage of utilising digital and social media is their ability to accelerate the dissemination of information and reach a broad, geographically diverse audience, even across countries. Positive images can be reinforced on an ongoing basis and easily accessed at any time through creative, relevant content, so that digital and social media not only function as communication tools but also as strategic tools for shaping stakeholders' perceptions, experiences, and collective identities. This is in line with a study conducted by Junaedi (2024), which revealed that content marketing through informative material is essential for raising awareness among potential audiences so that valuable information on social media has a favourable impact on brand loyalty and purchase intentions, making it a valuable tool for building trust and fostering long-term relationships.

The effectiveness of using digital media depends on the consistency, authenticity, and quality of the messages delivered, as well as their ability to adapt to the character and culture of the target audiences. Strategic management of digital and social media is crucial for strengthening the institution's image and fostering a strong, authentic, and relevant brand identity in today's competitive education landscape.

The successful integration of brand identity elements at Telkom School can be

understood through a strong organizational culture that supports innovation, collaboration, and a technology orientation, which is indirectly derived from the values of the parent company, Telkom, which is oriented towards innovation and technological excellence. The open and participatory culture at Telkom School enables various brand elements to strengthen and align with the school's vision and mission, thereby creating an authentic identity that reflects the parent company's values and enhances its competitive position. This factor is vital because Telkom's culture that supports innovation and human resource development is a strong foundation for implementing a branding strategy that is consistent and adaptive to the times. In addition, the school's courage in adopting new technologies such as social media and AI demonstrates the resilience of an innovative and collaborative culture that can overcome challenges and maximize opportunities, ensuring this integration is successful and sustainable amid increasingly fierce competition in national and international education.

#### 4. CONCLUSIONS

Based on the results and discussion, Telkom School has established a strong brand identity that aligns with its institutional vision and mission. The school's culture reflects values of innovation, competence, and sustainability, positioning it as a centre for human resource development. The school's emotional and symbolic relationships with stakeholders foster a positive bond, thereby strengthening its position in Indonesia's competitive education landscape. Kapferer's model-based approach provides a practical strategic framework for developing and evaluating brand identity, resulting in an authentic and relevant image. This approach helps maintain competitiveness, strengthen stakeholder loyalty, and expand reach nationally and internationally. Telkom School should develop branding strategies that consistently and authentically integrate all aspects of its brand identity. This will enhance the institution's image, foster stakeholder loyalty, and expand its influence both nationally and internationally.

The application of the Kapferer model not only serves as a tool to assess and understand aspects of the Telkom School brand comprehensively, but also acts as a strategic guide in strengthening brand identity through the six dimensions in the Kapferer Prism consisting of physical, personality, culture, relationships, reflection, and self-image - the school can identify the strengths and weaknesses of internal and external images and perceptions. Furthermore, this model helps Telkom School develop consistent, authentic strategic steps to build communication, strengthen emotional stakeholder relationships, and maintain brand sustainability and relevance. Thus, the application of Kapferer is not merely an analytical tool but rather a practical guide that allows Telkom School to direct all branding and communication activities in an integrated manner, thereby strengthening its brand position and creating a more solid and adaptive identity amid national and international education competition.

## 5. SUGGESTIONS

Further research should consider the economic, social, and technological factors that influence brand identity management in educational institutions. Mixed methods, combining quantitative and qualitative approaches, can provide a comprehensive view. Comparative studies across institutions and geographic areas are essential for understanding the effectiveness of brand management strategies, as digital and social media play a significant role in shaping an image and fostering stakeholder relationships. A longitudinal approach can assess sustainability and effectiveness. A new theoretical model should be developed for education brand management.

Telkom School needs to strengthen cultural values and personalities that reflect innovation and technology to enhance positive perceptions and differentiate in the education market, managing stakeholder relationships in a more personalized, authentic way. In addition, developing the reflection and self-image dimensions through testimonials and active stakeholder participation will help demonstrate brand authenticity and relevance. Finally, periodic evaluation and adjustment of the strategy are essential to keep the school's image and identity in line with changing societal needs and perceptions, ensuring Telkom School maintains its position as a leading educational institution and increases its competitiveness at the national and international levels.

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