

Event Sponsorship of “Bazar Murah” in Building Brand Awareness of PT Tiga Bintang Sejahtera Food

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ABSTRACT

Increasingly intense business competition requires companies to design effective marketing communication strategies to build brand awareness. This research aims to analyze the effectiveness of the event sponsorship strategy implemented by PT Tiga Bintang Sejahtera Food through a low-cost staple food bazaar in enhancing brand awareness, using key performance indicators (KPIs) as an evaluative framework to assess the achievements of the sponsorship strategy. The method used is a participatory descriptive qualitative approach, with informants consisting of bazaar participants and event organizers. Data were collected through in-depth interviews and participatory observation, then analyzed by identifying themes, patterns, and findings related to brand awareness. The results show that interactive booth activities, product sampling, and direct product education increased brand recognition, built positive associations, and strengthened perceived quality based on the performance indicators established in this study. These findings confirm that event sponsorship is an effective marketing communication strategy for local Fast Moving Consumer Goods (FMCG) companies, while also providing practical guidance for companies in designing more targeted and impactful sponsorship activities. This study is expected to serve as a reference for similar companies in developing effective and sustainable sponsorship-based marketing communication strategies.

Keywords: event sponsorship, brand awareness, FMCG, marketing communication, bazaar

INTRODUCTION

Business competition that continues to evolve encourages companies to design marketing communication strategies that are not only well-targeted but also adaptable to changes in consumer behavior (Almestarihi et al., 2024; Syam & Santoso, 2025). In current marketing communication practices, two-way interaction between companies and consumers has become increasingly important, particularly through approaches that are more personal and emotionally engaging (Kotler & Keller, 2016). One form of marketing communication considered effective in building such closeness is event sponsorship, namely a company’s involvement in supporting a particular activity or event as an effort to strengthen brand presence and foster closer relationships with consumers.

Sponsorship can be understood as a cooperative relationship between a company and an activity or event, in which the company provides financial or other forms of support to gain commercial benefits such as enhancing corporate image, increasing brand recognition, and fostering customer loyalty (Cornwell & Maignan, 1998). Over time, sponsorship has no longer been positioned merely as a supporting promotional activity but has become part of an integrated marketing communication strategy that enables the creation of shared value between companies and consumers (Belch & Belch, 2018).

Event sponsorship through bazaar activities provides an opportunity to create direct brand experiences, allowing consumers to feel and recognize the values promoted by the brand. Schmitt (1999) explains that strong brand experiences can build emotional connections and increase consumer trust in a product or company. In this context, brand awareness becomes one of the key outcomes of a sponsorship strategy, as brand awareness serves as a fundamental factor influencing the consumer purchase decision process (Aaker, 1991).

PT Tiga Bintang Sejahtera Food is a company operating in the Fast Moving Consumer Goods (FMCG) sector, focusing on the production of healthy food products such as refined salt, sugar, rice, cooking oil, and various types of kitchen spices. As a consumer-oriented company, PT Tiga Bintang Sejahtera Food recognizes the importance of building strong and sustainable brand awareness. One of the offline marketing strategies implemented is event sponsorship in the form of low-cost staple food bazaars as part of its marketing communication efforts (Hatta & Muhammad, 2018). In these activities, the company offers factory-direct prices, allowing consumers to obtain products at more affordable prices. Through such initiatives, the company considers event sponsorship an effective means of increasing brand awareness, strengthening brand image, and building closer relationships with consumers (Pintar, 2023). This strategy aligns with the company’s vision to become a trusted food pioneer that continuously innovates to improve consumers’ quality of life, as well as its mission to provide high-quality products, commit to sustainable innovation, and develop products that meet consumer needs and expectations (PT Tiga Bintang Sejahtera Food, 2020).

However, the company still faces challenges in the form of low public understanding of its products and their benefits. This limited level of consumer knowledge becomes an obstacle in expanding market reach and increasing customer loyalty. To address this challenge, PT Tiga Bintang Sejahtera Food adopts event sponsorship strategies in relevant events such as bazaars, sports activities, low-cost markets, and healthy lifestyle campaigns. According to Meenaghan (2001), sponsorship has the advantage of creating positive brand associations when aligned with activities valued by consumers. Through involvement in such events, PT Tiga Bintang Sejahtera Food not only introduces its products directly but also builds a strong, authentic, and contextual brand narrative.

Sponsorship provides not only promotional benefits but also economic advantages, expanded partnership networks, and opportunities for deeper communication with stakeholders (Farrelly et al., 2006). Through strategic collaboration in bazaar-based event sponsorship, PT Tiga Bintang Sejahtera Food can strengthen its brand image as a supporter of a healthy lifestyle and demonstrate its commitment to improving community well-being.

Previous research by Lopies et al. (2021), using a quantitative approach, found that sponsorship-program congruence and Samsung’s product placement in Korean dramas broadcast in Indonesia significantly increased brand awareness and purchase intention. Research by Tsordia et al. (2018), using a qualitative method, demonstrated that sponsor-event congruence in sports events influences brand equity through team identification. Another study by Shamsol et al. (2017) showed that sponsorship at the MATTA Fair strengthened the relationship between brand

awareness/image and event image. Furthermore, Zulfikri (2021) found that Grab’s involvement as a sponsor of the 18th Asian Games 2018 successfully increased brand awareness through logo exposure and various intensive brand activities during the event. Gunawan (2022) also proved that Livin’ by Mandiri’s sponsorship in the MPL ID Season 8 e-sports event had a strong impact on increasing brand awareness of the application among its primary target audience—young viewers. These studies have made important contributions to understanding the success of marketing communication efforts aimed at increasing brand awareness.

Previous research by Wicaksono (2017) showed that Kopi ABC’s event sponsorship at Jakcloth successfully increased brand awareness of the product. Meanwhile, Amelia and Ikaningtyas (2024) found that event sponsorship not only attracted audience attention directly but also created positive experiences that strengthened customer loyalty toward Telkomsel products. Overall, these studies confirm that event sponsorship plays a significant role in strengthening brand awareness.

However, previous studies still reveal a research gap in terms of both methodology and conceptual approach. Earlier research tended to focus on large-scale events involving nationally recognized brands, whereas this study examines PT Tiga Bintang Sejahtera Food Cirebon as a local company implementing event sponsorship in social and healthy lifestyle activities. Despite this difference, the objective remains similar: to assess sponsorship as a tool to strengthen brand image and enhance relationships with consumers. Moreover, previous studies primarily employed quantitative approaches, while this study adopts a participatory descriptive qualitative approach to explore in detail how sponsorship contributes to building brand awareness. The novelty of this research lies in the use of Brand Equity theory (Aaker, 1991) to comprehensively understand the process of brand awareness formation through sponsorship.

This study aims to analyze the event sponsorship strategy implemented by PT Tiga Bintang Sejahtera Food through bazaars as part of the company’s marketing communication, identify the role of sales promotion strategies in building relationships with partners, and evaluate its effectiveness in increasing brand awareness among the public. The research is expected to contribute to the development of marketing communication theory and serve as an evaluation tool and practical reference for companies in designing more targeted and impactful sponsorship strategies.

To achieve these objectives, Key Performance Indicators (KPIs) are used as an evaluative framework to assess the success of PT Tiga Bintang Sejahtera Food's event sponsorship strategy, functioning as analytical benchmarks to evaluate strategy performance based on findings from field observations and interviews. These KPIs encompass three main aspects: brand awareness and brand equity measured through levels of brand recognition, the formation of positive associations, and perceived product quality; brand experience and brand loyalty assessed through visitor interactions with the booth, product trial experiences, and intentions for repeat purchase; and event and partnership effectiveness evaluated based on the smooth implementation of activities, visitor participation rates, and the quality of coordination between the company and organizing partners.

Through this comprehensive KPI framework, the study seeks to evaluate the impact of event sponsorship on brand awareness, consumer experience, and partnership effectiveness holistically.

METHOD

This study employs a descriptive qualitative approach with a participatory model. This approach was chosen because it enables an in-depth exploration of how sponsorship through bazaars conducted by PT Tiga Bintang Sejahtera Food contributes to the formation of brand awareness. In line with Fajar (2020), qualitative methods focus on understanding subjects’ experiences in their natural context. The descriptive stance is used to present a systematic explanation of the sponsorship implementation process. Through a participatory approach, the researcher was directly involved in the activities, allowing the data obtained to more accurately reflect field conditions.

The data in this study were derived from primary sources consisting of two groups of informants. The first group comprised event participants who directly interacted with the activities and products during the event. The second group consisted of event organizers who collaborated with PT Tiga Bintang Sejahtera Food. These two groups provided the necessary data to understand the objectives and impacts of the strategy.

Data collection techniques included in-depth interviews and participatory observation. After collecting the data, the researcher conducted transcription, compiled field notes, and organized the information for analysis. The analysis was carried out by identifying themes, patterns, and findings related to brand awareness and its influence.

Data validity was tested through source triangulation and technique triangulation. Referring to Moleong (2019), source triangulation was conducted by comparing information across different times and informants, while technique triangulation was performed using multiple data collection methods—such as interviews, observation, and documentation—to ensure that the results obtained were reliable and credible.

RESULTS AND DISCUSSION

Research Findings

1. Event Sponsorship Strategy of PT Tiga Bintang Sejahtera Food

PT Tiga Bintang Sejahtera Food implemented a bazaar sponsorship strategy featuring an attractive booth design (Figure 1), free product sampling, and direct product education to create a hands-on brand experience. This approach was chosen due to the alignment between the bazaar event and the company’s products. Based on an interview with Mr. Junaedi (2025), Area Sales Manager West Java 1, he stated: “Through this event, we can interact with visitors and give them the opportunity to try our products, making a stronger impression compared to advertising.”

The visually appealing booth design combined with bright colors successfully aroused visitors’ curiosity to visit the booth. Field research results showed that the company’s booth was crowded with visitors, with high enthusiasm for product samples. This strategy proved highly effective in attracting attention and forming strong brand memory.



Figure 1: Booth Design of PT TBS Food
Source: Company Documentation

Figure 1 illustrates the booth design of PT Tiga Bintang Sejahtera Food at the staple food bazaar. The booth featured an attractive visual display, bright colors, and clearly positioned brand identity elements, effectively drawing visitors’ attention and facilitating brand recognition.

Observations conducted over two hours (09:00–11:00 AM) recorded approximately 50 visitors at the booth, with around 80% trying the product samples based on the researcher’s on-site observations. Event interactions (Figure 2) showed that visitors actively asked questions about all company products. In addition to increasing interaction and brand recognition, the bazaar also had a positive impact on direct sales at the event location. This was evident from the high level of enthusiasm among visitors who purchased products immediately after sampling, resulting in all available stock being sold out. This activity represents one of the strengths of the company’s sponsorship strategy compared to similar promotional practices. These findings demonstrate the achievement of the study’s KPIs, particularly in the aspects of brand experience through direct interaction and product education, as well as brand awareness reflected in visitors’ strong responses and interest in the company’s products.



Figure 2: Product Education & Free Sampling Activities
Source: Company Documentation

Figure 2 shows product education activities and free sampling conducted by the company’s team for bazaar visitors as part of the direct consumer interaction strategy.

2. Event Sponsorship Partnership Coordination of PT Tiga Bintang Sejahtera Food

The partnership between PT Tiga Bintang Sejahtera Food and the bazaar organizer operated professionally with a clear division of responsibilities. The sponsor was responsible for providing products and logistics, while the organizer provided the venue and managed the technical execution of the event.

Interview results with the second informant, representing the organizing partner, praised the company team’s preparedness. The informant stated that “the cooperation went very well; they were fully prepared in terms of products, team, and logistics.” During the event, communication between the sponsor and organizer ran smoothly, allowing challenges such as event regulations to be resolved quickly through effective coordination. Both parties expressed optimism about continuing their collaboration, including conducting joint evaluations after the event.

These findings indicate the achievement of the study’s KPIs in terms of event sponsorship and partnership effectiveness, reflected in successful coordination, clear task division, operational readiness, and smooth communication between the sponsor and organizing partner.

3. Effectiveness of Event Sponsorship in Building Brand Equity of PT Tiga Bintang Sejahtera Food

The event sponsorship strategy successfully increased brand recognition among bazaar visitors through direct interaction and product trials. In an interview, Mr. Junaedi (2025) stated: “Through this direct experience, public awareness of our products has increased.”

The findings show that visitors actively tried product samples, asked about product quality, and purchased products (Figure 3), thereby strengthening perceived quality. Product education activities also created positive brand associations and reinforced perceptions of professionalism. The results confirm that the company’s bazaar activities were effective in building brand awareness and perceived product quality, encouraging consumers to confidently purchase the company’s products.

Thus, the study demonstrates the achievement of KPIs related to brand equity, reflected in increased brand awareness, enhanced perceived quality, and consumer purchasing responses following the sponsorship event.



Figure 3: Consumer Purchasing Activities

Source: Company Documentation

Figure 3 shows consumers purchasing PT Tiga Bintang Sejahtera Food products at the bazaar after participating in product trials.

The findings indicate that PT Tiga Bintang Sejahtera Food’s event sponsorship approach through interactive booths and sample distribution at the bazaar aligns with Aaker’s (1991) concept of brand awareness as the foundational element of brand equity. Direct interaction proved more effective than conventional advertising in building brand recognition and brand recall through deeper sensory engagement. This experiential marketing strategy reinforces Schmitt’s (1999) argument that brand experiences create emotional bonds that make brands stand out in consumers’ purchase considerations.

The direct experiences gained by bazaar visitors strengthened emotional aspects related to the brand. Activities such as product trials, product inquiries, direct dialogue with sales teams, and observing an attractive booth layout created enjoyable consumer experiences. These activities align with Schmitt’s (1999) experiential marketing concept, emphasizing that positive stimuli and emotions deepen the relationship between consumers and brands. Therefore, sponsorship through bazaars functions not only as a product introduction medium but also as a means of creating lasting positive impressions. Ultimately, these activities effectively foster emotional closeness between consumers, the brand, and the company, making consumers more likely to remember the product and consider repeat purchases.

Professional collaboration between the sponsor and event organizer reflects the Integrated Marketing Communication (IMC) concept described by Belch & Belch (2018), emphasizing cross-party collaboration to consistently reinforce brand messages. Effective communication in overcoming technical obstacles demonstrates proprietary assets (Aaker, 1991) through the company’s operational capabilities and reinforces the definition of sponsorship (Cornwell & Maignan, 1998) as a long-term strategic commitment for business gain.

The coordination during the event reflects strong professionalism and sponsor-event congruence, a key factor in sponsorship success. The local bazaar’s characteristics—community closeness, affordable prices, quality products, and face-to-face interaction—align well with PT Tiga Bintang Sejahtera Food’s positioning as a regional Fast Moving Consumer Goods (FMCG) company focused on healthy food products. Through this collaboration, both parties benefited: organizers received product and logistical support to attract visitors, while the company gained opportunities for direct consumer interaction through product education and promotion at interactive booths. The partnership’s success was driven by three main factors: open communication during the event, a clear division of responsibilities, and joint post-event evaluation as a sign of long-term commitment. This approach shows that sponsorship is not merely financial support but a mutually beneficial strategic collaboration.

The success of the sponsorship was demonstrated by increased perceived quality through direct product trials and the creation of positive associations (health–professionalism), supporting Gwinner’s (1997) image transfer model, where the bazaar’s image transfers to the sponsor’s brand. These results sequentially reinforce Aaker’s brand equity dimensions: brand awareness, perceived quality, and brand association. Unlike previous quantitative studies such as Lopies et al. (2021) and Wicaksono (2017), which focused on large-scale events, this participatory qualitative approach uniquely reveals the dynamics of sponsorship within a local FMCG context that has not been deeply explored.

The implementation of Aaker’s (1991) five brand equity dimensions is clearly reflected in the interaction patterns between visitors and the company during the bazaar. First, brand

awareness was evident through visual recognition of the attractive booth design and logo. Second, perceived quality was demonstrated when visitors tried product samples, inquired about quality, and made spontaneous purchases. Third, brand association with a “healthy and professional” image was formed through product education activities and informative booth arrangements. Fourth, potential brand loyalty emerged from visitors’ intentions to repurchase in the future. Fifth, proprietary assets were reflected in the company’s professional and structured event management capabilities.

This local bazaar sponsorship approach proved more effective and efficient than large-scale events identified in previous studies (Lopies et al., 2021; Wicaksono, 2017), as it allowed PT Tiga Bintang Sejahtera Food to gradually build brand strength at a more affordable cost while creating a significant impact at the community level.

CONCLUSION

This study concludes that event sponsorship activities through bazaars conducted by PT Tiga Bintang Sejahtera Food are capable of increasing brand awareness of the company’s products. The presence of booths, product sampling, and direct product explanations enabled visitors to better recognize the brand and understand the benefits offered. These direct interactions helped create positive impressions, particularly regarding product quality and the company’s image as a provider of food products that support a healthy lifestyle. These conclusions were drawn using a Key Performance Indicator (KPI) framework as an evaluative benchmark to assess the achievements of the sponsorship strategy based on findings from field observations and interviews. From an academic perspective, this study demonstrates that event sponsorship in locally scaled activities can be utilized as an effective marketing communication strategy, especially for Fast Moving Consumer Goods (FMCG) companies. However, this research has limitations, as it was conducted only in a single bazaar event with a limited number of informants. Therefore, future research is recommended to examine a wider variety of activities and involve more diverse informants to obtain broader and more in-depth findings.

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