

“MENEGUK CITRA, MENYEDUH MAKNA” : SEIA SEKATA’S BRANDING AS A LOCAL ROASTERY IN CIREBON

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ABSTRACT

The increasingly competitive coffee industry requires businesses to develop a strong and distinctive brand identity. The philosophy of “harmony” is carried out in the brand name of Seia Sekata Roastery & Espresso Bar, yet limited research has examined the meaning of the brand name and its contribution to brand identity. Therefore, this study aims to analyze the role of the “Seia Sekata” brand name in constructing brand identity based on David A. Aaker’s Brand Identity theory and to understand the meanings perceived by consumers. This study uses a descriptive qualitative approach with purposive sampling. In-depth interviews were conducted with the owner, frequent customers, and business associates, and the data were analyzed using thematic analysis and source triangulation. The results show that Seia Sekata constructs its brand identity through consistent product quality and consumption experiences (brand as product), harmony values in organizational culture and communication (brand as organization), a warm and open character that builds emotional closeness (brand as person), and the brand name as a symbol of togetherness and meaningful experiences (brand as symbol). These findings indicate that “Seia Sekata” functions not only as a business name but also as a symbolic foundation that connects the organization’s philosophy, practices, and consumer experiences to create an authentic and meaningful brand identity. Future research is recommended to examine similar brand-naming practices in other local business contexts or industries.

Keywords: Brand Identity, Branding, the Coffee Industry, Consumer Loyalty, Seia Sekata

INTRODUCTION

Indonesia's coffee industry has experienced significant growth in recent years, marked by the increasing number of coffee shops and independent roasteries and changes in consumers' lifestyles. Coffee is no longer perceived merely as a beverage but has also become part of social interaction, community activities, and consumer identity. Coffee shops increasingly function as social spaces where people meet, work, discuss, and build networks. This development has intensified competition, particularly among local coffee businesses that must maintain their existence while simultaneously developing a distinctive identity. In this increasingly competitive environment, establishing

a clear and meaningful brand identity has become an urgent issue because local businesses need more than product quality alone to differentiate themselves and remain relevant in consumers' minds.

In such a competitive market, each brand requires a clear and well-defined identity. Brand identity is one of the strategies used to create differentiation, reinforce positioning, and generate associations in consumers' minds. David A. Aaker, (1996) describes brand identity as a set of unique associations that a company aims to build and sustain as a symbol of the company's values and vision. A clear identity enables consumers to recognize a brand's personality and distinguish it from competing brands. However, the increasing number of coffee businesses also creates a specific challenge: many businesses may offer similar products, services, and physical concepts, making it difficult for consumers to differentiate one brand from another. In this context, a brand identity must not only be communicated through visual elements but also through meaningful names, organizational values, product experiences, and interactions with consumers.

Previous studies have generally emphasized the importance of brand identity, product quality, organizational values, and consumer experience in shaping brand perceptions. These studies demonstrate that a strong brand identity can support differentiation and create stronger associations in consumers' minds. However, the existing discussion tends to examine branding elements separately, such as logos, visual identity, product quality, or consumer experience. The specific role of brand naming as a central element that connects these different aspects of identity remains less explored, particularly in the context of local coffee businesses. Brand naming is one of the most important factors in the creation of identity. A name is more than a verbal label; it is a symbol of meaning that reflects an organization's values, philosophy, and strategic direction. A meaningful name can create an emotional bond with consumers and enhance the brand's reputation over time. The name can therefore become the basis for developing the brand's personality, communication, and customer interaction. Recent empirical evidence shows that consistent brand identity strategies supported by digital capabilities and coherent brand communication can strengthen consumer recognition and competitive differentiation (Shams, 2024).

This limitation creates a research gap regarding how the meaning contained in a brand name is translated into and experienced through a comprehensive brand identity. The gap is particularly relevant in the case of Seia Sekata Roastery & Espresso Bar. The name “Seia Sekata” translates to “in agreement” or “in harmony” and represents togetherness, shared vision, and harmony between business owners and customers. This name is not merely a formal identifier but also represents a philosophy that is intended to influence product quality, service, and the social relationships developed within the café. However, the meaning embedded in a brand name does not automatically guarantee that the intended philosophy will be consistently understood or experienced by consumers. A mismatch between symbolic meaning and actual

organizational practices may reduce the credibility of the brand. Therefore, this study examines the branding and naming of Seia Sekata through Aaker's Brand Identity Model, which includes four dimensions: brand as a product, brand as an organization, brand as a person, and brand as a symbol. This framework enables a systematic analysis of how the name "Seia Sekata" functions as a foundation for identity and how its meaning is expressed through products, organizational values, service characteristics, and consumer experiences (Aaker, 2014).

Based on this rationale, this study aims to analyze how the branding and naming of Seia Sekata contribute to the construction of its brand identity. The research question addressed in this study is: How does the branding and naming of Seia Sekata contribute to the construction of its brand identity through the dimensions of brand as product, brand as organization, brand as person, and brand as symbol? As this study employs a qualitative approach, it does not formulate a statistical hypothesis but instead focuses on understanding the meanings, experiences, and interpretations associated with the brand. The contribution of this study lies in its examination of brand naming not merely as a verbal or visual identifier but as an integrated element that connects product quality, organizational values, interpersonal communication, emotional relationships, and symbolic meaning. This study is therefore expected to contribute to the field of marketing communication and public relations by providing a perspective on how meaningful brand naming can function as part of a broader identity system, particularly within the context of local coffee businesses (Kotler, P., & Keller, 2016). The findings are also expected to offer practical insights for business owners in developing authentic, meaningful, and competitive brand identities.

RESEARCH METHOD

This study employed a descriptive qualitative method to explore the meaning of the brand name "Seia Sekata" and its role in constructing brand identity. A qualitative approach was used to understand the meanings, perceptions, and experiences of the informants within their specific context (Creswell & Creswell, 2017). The study involved the business owner, loyal customers, and business partners.

Informants were selected using purposive sampling based on their knowledge, experience, and direct involvement with the Seia Sekata brand (Etikan et al., 2016). The owner was selected as the creator of the brand identity, loyal customers as recipients of the brand experience, and business partners as external parties who interact professionally with the brand.

Data were collected through in-depth interviews, observation, and documentation. Interviews were conducted to explore the informants' perspectives and experiences regarding the Seia Sekata brand, as in-depth interviews enable researchers to obtain detailed descriptions of participants' perspectives (Creswell & Poth, 2016). Observation focused on the atmosphere, interactions between the Seia Sekata team and customers, and elements that

represented the brand identity. Documentation, including visual archives, social media content, and brand communication materials, was used as supporting data.

The data were analyzed using thematic analysis to identify and interpret patterns in the qualitative data (Braun et al., 2019). The findings were categorized according to Aaker's (1996) four dimensions of Brand Identity: *brand as product*, *brand as organization*, *brand as person*, and *brand as symbol*. Source triangulation was applied by comparing information from the owner, loyal customers, and business partners to strengthen the credibility of the findings (Carter et al., 2014).

RESEARCH RESULTS

1. Seia Sekata Branding Tactics for Building a Brand Image

The results of the study indicate that the branding strategies of Seia Sekata are in the form of consistency of identity, product quality, and customer experience. Branding does not just happen in terms of its visuals and promotions but also through the consumption experiences that customers directly and repeatedly have in relation to the brand. Perception of the coffee brand is one of the most-dominant aspects, and consistency is essential when it comes to coffee flavor. The coffee has a stable flavour profile which does not change over time and is the primary factor that customers come back for (Rizal, 2026). This uniformity reflects a dedication to upholding the standards for a product's quality as an integral part of the brand's identity.

The roasting process is subject to specific parameters and cannot be easily modified without affecting its entire process (Tesla, 2026). This shows that Seia Sekata is more concerned about keeping the product's identity than jumping on a trend. The customer experience is also created by personal interactions while ordering, through explanations of the characteristics of the coffee bean and through a cosy café atmosphere. This will result in a functional and an emotional consumption experience. This perspective is supported by recent empirical research demonstrating that brand experience and consumer–brand bonding are important antecedents of customer loyalty (Desveaud et al., 2024).

The brand name “Seia Sekata” is playing a significant role to create the brand image. The name was selected due to its beauty and the idea that it represents something harmonious: a value the brand incorporates in its relations with consumers and the quality of the products available to them. This sense is then consistently delivered via the service, communication and customer experience at a shop. All of these create

the brand image of Seia Sekata as a local roastery that is consistent, friendly and unique compared to other roasters.

2. The Role of Public Relations in Shaping Brand Meaning

The research findings show that Seia Sekata's public relations approach is carried out through interpersonal communication and personal relationships. The communication strategy is not formal or corporate in nature, but rather involves a more intimate and communicative approach toward customers. These interactions play a vital role in shaping an authentic brand identity that resonates with the public. Empirical findings further indicate that brand authenticity and consistency between brand values and consumer experiences strengthen consumer trust, brand attachment, and positive brand responses (Papadopoulou et al., 2023).

The atmosphere in the café is warm and welcoming, even like you are in the house of your friends (Rizal, 2026). This perception is created by the interactions between the baristas and the customers which are relaxed and approachable. People will more easily chat to the customer about coffee or just chat, for example, and thus a more emotional relationship can be formed than a typical business relationship.

The communication style adopted also shows that Seia Sekata is committed to establishing long lasting customer relationships. Customers feel cared for and valued by personalized service. The approach is less formal, to make the customer "feel" close to the brand (Tesla, 2026). This communication indirectly communicates the message that Seia Sekata is not only a place to purchase coffee, but it's also a safe social environment for people to interact with.

Open and honest communication also helps to establish relationships with business partners. Such communication practices illustrate the public relations function role in not only shaping the external image but also in fostering continuous professional relationships. When communication with customers and business partners are aligned, it promotes a consistent and authentic brand.

3. The Effectiveness of Branding in Building Emotional Connection

Seia Sekata's branding campaign is seen as a successful one, which has created a sense of connection with customers. This is done through product quality, consumers' experience, inter-personal interaction and a well-kept environment. The brand not only offers its customers enjoyment of coffee but also comfort and sociality.

Simple actions like a barista who knows the preferences of a customer will make it more comfortable and personal (Rizal, 2026). This experience illustrates the treatment of customers as human beings and not just ordinary customers. The more informal service environment also fosters emotional closeness, and customers feel closer to the brand than they do to the concrete products of the brand (Tesla, 2026).

The emotional bond that is created enables customers to build the relationship with Seia Sekata further. Customer loyalty doesn't just depend on product quality, but on the overall experience they have at the shop, and how they feel during that time. It provides a sense of familiarity and comfort, making it more likely that customers will return. Recent empirical evidence confirms that brand experience and consumer–brand bonding are critical mechanisms in developing customer loyalty because they strengthen consumers' psychological connection with brands (Desveaud et al., 2024). Recent studies confirm that brand equity contributes to loyalty through positive brand attitudes and word-of-mouth communication, highlighting the importance of emotional consumer relationships (Troiville, 2024).

The “Seia Sekata” brand name creates emotional bonds with the sense of harmony, that can be felt by the user in the first person, as a sense of harmony. The balance of the meaning of the name, service quality and experience creates an authentic perception in the minds of the customer. The branding strategy is meant to help develop the image of the brand and create an emotional link with the consumer.

4. Local Context and Cultural Narratives in Branding

The findings of the research show that the aspects of locality and cultural stories are the important part of Seia Sekata's brand communication strategy. The name of the coffee shop is an element of differentiation from other coffee outlets that typically have foreign names, particularly with a philosophical meaning. The name “Seia Sekata” is regarded as special because it has significant connotations, and represents the values of unity and harmony.

The name of the brand was perceived as unique and with deeper meaning than other coffee shop brands, which gave rise to the generation of initial interest in the brand (Rizal, 2026). Using a local name gives a sense of identity, more connected to the community's culture and more authentic. A simple and warm interior design, along with a story about the company's philosophy communicated to the customer (Tesla, 2026) further reinforces the harmony that lies in the brand's name. This finding is consistent with recent evidence that

authentic brand storytelling can improve brand attitudes when consumers perceive meaningful alignment between brand narratives and product identity (Yin, 2003).

Language is not the only part of local identity that is articulated; the way that Seia Sekata creates an environment that speaks to the local community's culture of interaction is also a significant aspect of it. It is friendly, informal and friendly, which is representative of the social nature of a community that emphasizes harmony and personal interactions. Seia Sekata's brand identity is tied to this cultural narrative, making it a critical component of the company's story.

Utilising the local culture and cultural stories in the brand is a great way to create a stronger, memorable brand identity. This strategy illustrates how branding is not just about the visual or commercial; it's about making meaning and making experiences that are relevant to people's social lives.

DISCUSSION

This study offers a distinctive contribution to research on brand identity by examining how the naming of a local coffee brand is not merely a verbal identifier but becomes an integrated identity that is interpreted through product quality, organizational values, interpersonal communication, emotional relationships, and visual symbols. The novelty of this research lies in its focus on the meaning of the brand name “Seia Sekata” as the starting point for understanding how a brand identity is constructed and experienced in a local coffee roastery context. Rather than examining brand identity only from the perspective of visual branding, customer loyalty, or service quality, this study demonstrates how the philosophical meaning embedded in a brand name can be translated into organizational practices and everyday interactions with consumers.

The results of the research show that Seia Sekata's naming and branding approach influences the brand image through the quality of the product, interpersonal communication, emotional connection, and use of local context and culture stories. These results are congruent with the four facets of Brand Identity theory proposed by (Aaker, 2018): “brand as product,” “brand as organization,” “brand as person” and “brand as symbol.” The four dimensions are interlinked in influencing consumers' perceptions and interpretations of the brand. The findings therefore indicate that the identity of Seia Sekata is formed not through a single branding element but through the consistency between the meaning of its name and the experiences provided to consumers. This is significant because it shows that naming can function as the conceptual

foundation of brand identity, particularly for local coffee businesses that seek to differentiate themselves in a competitive market.

In the “brand as product” dimension, Seia Sekata creates the brand image based on the quality of the coffee and experience in its consumption. Product identity is determined by product attributes, quality, benefits, user experience, and consumer value, according to David A. Aaker, (1996). Results have shown that one of the primary reasons why loyal customers remain loyal to Seia Sekata is due to the consistency in the taste. This uniformity has to do not just with the taste of the coffee but with the roasting practices that have been followed since the start of the business.

“Each roasting is done with the same roast setting so the flavor of each bean remains the same and is not 'programmed' to according with the market,” said the owner of Seia Sekata. This is a sign of the fact that product quality is more than a production strategy, it is part and parcel of the brand. In accordance with this, customers have reported that the taste of Seia Sekata's coffee is consistent over time, which gives customers the confidence in the quality of the product (Rizal, 2026). This uniformity gives a sense of reliability to those who consume Seia Sekata's coffee beans, suggesting the roastery is dedicated to providing consistent quality.

But the experience that the consumer has of the product is also a significant factor in defining its identity. The service is not just about serving the coffee, it is about explaining the nature of the coffee beans, the process of making the coffee and the best combinations of coffee with the customer's preferred menu items. Demonstrates an attitude of engaging customers in conversations about coffee rather than patronizing; makes customers feel comfortable asking questions or tasting new varieties of coffee. This is just a cup of coffee but also an educational, interactive and emotional experience. This is in line with the research of Dwivedi, (2021), who has found that brand trust and customer loyalty are fostered through consistent product quality and positive consumer experiences. This finding is also consistent with Hwang et al. (2021), who found that memorable brand experiences in coffee shops are influenced by the value consumers obtain from their interactions with products and services. Similarly, a study on Starbucks by Hwang et al. (2021) demonstrated that sensory, affective, behavioral, and intellectual brand experiences can contribute to customer satisfaction, brand attitude, attachment, and loyalty. This finding is further supported by Park et al. (2023), who demonstrated that brand experience contributes to the development of brand authenticity, which subsequently influences consumers' behavioral intentions, including reuse intention and word-of-mouth communication. Similarly, Murshed et al. (2023) found that brand experience plays an important

role in building brand authenticity through perceived quality, which strengthens consumers' loyalty intentions. These findings reinforce the argument that Seia Sekata's consistent product quality, meaningful customer interactions, and authentic brand values are essential elements in constructing a strong local brand identity. This finding is supported by empirical research showing that sensory brand experience enhances brand equity through customer satisfaction and affective commitment, indicating that consumers evaluate not only product quality but also the experiences surrounding consumption (Iglesias et al., 2019). The similarity between these findings may be explained by the experiential nature of coffee consumption, in which consumers evaluate not only the quality of the beverage but also the interactions and experiences surrounding its consumption.

However, this study differs from previous research because the product experience at Seia Sekata is closely connected to the meaning of its brand name. Consistent roasting, communication about coffee, and consumer education are interpreted not only as service activities but also as practical manifestations of the values embedded in "Seia Sekata." Thus, the contribution of this study is to show that product identity can be understood as an extension of naming philosophy rather than as a separate dimension of branding.

The value of harmony is applied in the "brand as organization" dimension, where Seia Sekata's identity is created. "An organization's identity is as much a result of the products it creates as it is the result of the values, culture and commitments of the organization as expressed in all activities of the company." David A. Aaker, (1996) The principle of "Seia Sekata" (getting each other and being united) is the starting point to establish customer, employee and business partner relationships.

These values are reflected in communicating openly in everyday practice. Interviews revealed that the owner makes everyone in the team feel at ease to share their ideas about service, product quality and business development, which is a two-way street (SEIA Sekata, Owner, personal communication, 2026). This culture is also reflected in interactions with customers. The Seia Sekata team treats new and long-time customers equally and attempts to establish the same communication by greeting and communicating respectfully to provide information about products, and to be ready to receive customer feedback.

Corporate values are also reflected in the way the organization relates with its business partners, in which the organization has trust and commitment with its business partners. Seia Sekata focuses on the longevity of relationships, not on short-term profits. The coherence of the naming philosophy and organisational practices shows that the naming of brands does not just go on

paper, it also goes in practice. This finding corroborates the research carried out by Iglesias et al., (2019), who indicates that companies that manage to consistently apply their corporate values will develop the perception of authenticity and increase their credibility with their consumers. The consistency between the present findings and Iglesias et al. (2019) may be explained by the fact that organizational values become more credible when consumers can encounter those values through actual practices rather than through promotional messages alone. In the context of Seia Sekata, the meaning of harmony and togetherness is communicated through internal openness, respectful service, and long-term relationships with business partners. Recent research also shows that human brand authenticity, openness, and personal interaction can increase brand love and strengthen consumer attachment (Osorio et al., 2023).

The finding also corresponds with Chen et al. (2022), who demonstrated that brand authenticity and emotional relationships are important in the development of brand attachment and loyalty in the coffee shop industry. Nevertheless, the present study differs in research context and methodological approach. Chen et al. (2022) examined the relationships between brand authenticity, self-enhancement, attachment, and loyalty using a quantitative approach and a global coffeehouse context, whereas this study uses qualitative evidence to examine how authenticity is constructed through naming philosophy and everyday organizational practices in a local Indonesian coffee business. This difference suggests that authenticity may be understood differently according to the scale, cultural context, and identity of the brand (Napoli et al., 2016).

The “brand as a person” dimension constructs Seia Sekata as a warm, open brand, which emphasizes human relationships. David A. Aaker, (1996) states that a brand can be humanized with a set of traits and a personality, allowing it to become more of a human being that can be connected to consumers on an emotional level. From the research results, these characteristics are not only exhibited through friendly service, but also through equal communication between the customer and baristas and the owner.

The hospitality in question isn’t limited to greeting customers when they arrive, but is evident in the way the Seia Sekata team fosters natural interactions throughout the service process. The baristas are friendly, remember the preferences of regular customers, suggest menu items based on their preferences and enjoy a conversation with customers about coffee without the expectation that the customer has to be an expert. There is also an opportunity for the customer to express his or her views about the flavour of the coffee and the service that he or she received, giving the customer a sense

of two-way communication. This will help clients feel valued as customers and not just as customers.

The concept of togetherness and harmony is the essence of the brand, Seia Sekata, which is inspired by their philosophy. These values can be seen in the way the owner and staff work to make the atmosphere comfortable and relaxed to de-escalate social divides between the business owners and the customers. The interview findings reveal that customers have a sense of familiarity and consider Seia Sekata more than just a coffee shop; it is a place to connect and share experiences (Rizal, 2026). This is a case in point of how the brand is created through consistent communication experiences.

Seia Sekata's personal identity is called "Meneguk Citra". The brand image is not formed by overt promotion but by the experiences which are the result of the organisation's interactions with the customer. Each interaction, conversation and atmosphere they create reinforces the image of Seia Sekata as a friendly, open and approachable brand. It's an identity. It's a differentiating factor from other coffee houses that want to capture an exclusive image.

These findings are comparable with Han et al. (2019), who found that brand image, satisfaction, trust, and emotional relationships play important roles in the development of customer loyalty in name-brand coffee shops. The similarity may be explained by the relational nature of coffee shops, where repeated interactions can transform a commercial relationship into emotional attachment. However, Seia Sekata presents a more localized form of brand personality. Its warmth and openness are not constructed primarily through a standardized service system but through informal, equal, and repeated interpersonal communication between consumers, baristas, and the owner. This distinction may be influenced by differences in organizational scale and the qualitative research context, where the local meaning of relationships can be explored more deeply. Recent empirical studies further demonstrate that memorable customer journeys influence how consumers recall and evaluate brand experiences, strengthening relationship outcomes (Reitsamer & Becker, 2024).

Seia Sekata's identity in the "brand as symbol" dimension is the brand name itself, as it is the brand's main symbol. According to David A. Aaker, (1996) symbols aid in reinforcing brand associations, and they can be useful to the consumer in comprehending the identity a company is trying to project. The word Seia Sekata is as much a part of the primary symbol of this study as are its logo or visual elements, for it embodies the concepts of harmony, togetherness and mutual understanding.

This meaning then comes back to reinforce this through different aspects of the communication on the brand. The whole identity, from the

simple logo, warm color palette, minimalistic interior design, to the customer communication process is harmonized with the naming philosophy. The brand's message is not only being visualised but also being lived through the customers' experience at Seia Sekata. Recent empirical research indicates that brand authenticity expressed through social media communication and consumer interaction influences how consumers evaluate and respond to brands (Bulmer, 2024).

The philosophy behind the name Seia Sekata is gradually constructed with the help of the customer experience, as shown in the concept "Menyeduh Makna". The brand's meaning is developed through the product quality, service, communication and relationships that are consistently fostered over time, just as it does with brewing coffee. Data from the interviews indicate that the name, Seia Sekata, has attracted the customers in the first place due to its uniqueness, and after they have been to the café, they came to understand that the name truly speaks of the atmosphere and values that are created at the café (Rizal, 2026). This shows the brand symbol is not just a verbal identity, but a meaningful experience.

The symbolic dimension identified in this study supports the argument of Lee et al. (2012) that coffee shop consumers may form attitudes and behavioral intentions when the functional and symbolic meanings of a brand are perceived as congruent with their expectations and experiences. The findings are also relevant to the study of local and global coffee shop associations by Özsomer and Altaras (2017), which showed that local cultural experience can become an important differentiating association for local coffee brands. The present study similarly demonstrates that local meaning can strengthen differentiation; however, the contribution of Seia Sekata lies specifically in the integration of a naming philosophy into product, organization, personality, and symbolic identity.

This result is particularly important when compared with recent research on the aesthetic identity of independent coffee shops. Gregory, (2020) found that the visual aesthetics of many independent coffee shops may become increasingly homogenized and may not always represent local culture. The present findings suggest that visual identity alone may not be sufficient to create a distinctive local brand. In the case of Seia Sekata, the uniqueness of the brand is strengthened because its visual elements are supported by the meaning of the name and by the experiences created through service and relationships. Therefore, the difference between the present study and previous research can be explained by the analytical focus: this study emphasizes the relationship between naming meaning and lived brand identity, rather than examining visual aesthetics as an isolated branding element.



Figure 1 Seia Sekata Roastery Logo

Source: (<https://hubb.link/seiasekataroastery/>)

As such, the brand name Seia Sekata is not only an identifier of the company but also a symbol that brings together all the values of the organization, the character of its brand, the quality of its products and the experience of its customers. This symbolic identity differentiates Seia Sekata and strengthens their brand image in customers' minds from other coffee shops.

The four dimensions show that there is more to the Seia Sekata branding and naming strategy than just a communication strategy, it is a full identity strategy. It begins with the naming, and is then translated into product quality, organizational values, service characteristics, visual symbols, etc. Integrated and consistent identity adds to the brand equity and competitive advantage (Dwivedi, 2021). The results highlighted the importance of branding and naming in creating and reinforcing the brand's identity in an integrated manner. Furthermore, recent empirical findings indicate that integrated brand identity strategies, supported by consistent communication and consumer perceptions, play an important role in strengthening brand value and differentiation (Shams, 2024).

Overall, the novelty and contribution of this study lie in demonstrating that brand naming can operate as the conceptual starting point of an integrated brand identity. The name “Seia Sekata” does not remain at the level of verbal identity but becomes meaningful when it is translated into the four dimensions of brand identity proposed by Aaker, namely product, organization, person, and symbol. This study therefore advances the discussion of brand identity by showing that the meaning of a name can be continuously constructed through the relationship between organizational values, product consistency, interpersonal communication, customer experience, and visual representation.

The findings also contribute academically by providing a qualitative and context-specific perspective on branding and naming in the local coffee industry. While previous studies have frequently examined brand experience,

loyalty, authenticity, or brand associations through quantitative models, the present research explains how consumers and organizational actors interpret the meaning of a brand name through their everyday experiences. This perspective fills a gap in understanding how brand identity is constructed in a smaller local business context, particularly in relation to the connection between naming philosophy and lived brand experience.

From a practical perspective, the findings suggest that local coffee businesses should treat brand naming as more than a creative process of selecting a unique name. The meaning of the name should be supported by consistent product quality, organizational values, service communication, visual identity, and customer relationships. For Seia Sekata, maintaining consistency between the philosophy of “Seia Sekata” and its everyday practices can strengthen perceptions of authenticity and differentiation. Practically, this means that the brand's values of harmony, togetherness, and mutual understanding should continue to be reflected in roasting consistency, employee communication, customer service, and relationships with business partners.

For future research, studies may examine how consumers from different demographic backgrounds interpret the naming philosophy of Seia Sekata or compare the branding and naming strategies of several local coffee brands in different regions. Future studies may also combine qualitative and quantitative methods to examine the relationship between naming meaning, brand identity, authenticity, customer attachment, and loyalty. Such studies could further develop the theoretical understanding of branding and naming by exploring whether the meanings embedded in a brand name consistently influence consumer perceptions across different cultural and business contexts.

CONCLUSION

Based on the results of this study, Seia Sekata's branding and naming has a great influence on the brand identity, especially the four dimensions of brand identity which are brand as product, brand as organization, brand as person, and brand as symbol. The branding strategies used include the consistent quality of the product, the pleasant experience of the consumer, the warm interpersonal communication and the use of a name with philosophical meaning, all of which contribute to the construction of the authentic image of the brand in consumers' minds. Reliability is perceived through a consistent coffee flavour, standardized roasting and a comfortable setting of the café, while communicating in an open and approachable manner builds the emotional connection between the brand and customers. The aforementioned factors show that the branding strategy of Seia Sekata is not just about visual

or promotional elements, but also about creating sustainable experiences and social connections.

One can see the public relations in Seia Sekata's ability to connect with customers and business partners, offering a brand identity that is unique from others. The branding strategy that has been adopted is also seen as effective in creating emotional connections between the brand and the customers through interpersonal experiences, communicative service and comfort. The use of local elements and local stories in the brand name "Seia Sekata" elevates the symbolic nature of the brand and therefore reinforces values of harmony and togetherness which are associated with social life of consumers. Overall, these results provide evidence that the name is not only a verbal brand identifier, but also the foundation for establishing a brand's image, meaning and emotional involvement with its consumers in a comprehensive, consistent and sustainable way.

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