

## **Marketing With Emotional Branding: A Case Study on English Courses in Kampung Pare**

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### **ABSTRACT**

This research raises a crucial issue related to the importance of emotional branding in increasing consumer loyalty in English courses. In an increasingly fierce competition era, consumers seek educational services and meaningful emotional experiences. The problem identified was the low emotional engagement provided by the course institution, thus affecting customer loyalty. This study aims to analyze elements of emotional branding, such as brand stories, the use of emotional language, and sensory experiences in creating an emotional connection with consumers. The research method uses a qualitative approach with a demographic study design. Data was collected through in-depth interviews, observations, and analysis of promotional documents. The results show that elements of brand stories and sensory experiences significantly increase emotional attachment and consumer loyalty. This study concludes that emotional branding is a key strategy for building long-term relationships with consumers in the education sector.

**Key words:** Emotional Branding, Consumer Loyalty, English Courses, Brand Stories, Sensory Experiences

### **INTRODUCTION**

Emotional branding is becoming increasingly relevant in the education industry, especially in English courses, as consumers' needs are no longer limited to achieving academic outcomes but also emotionally satisfying learning experiences. Amid technological developments and globalization, consumers prefer institutions that can offer more than just standard educational services but an immersive and personalized experience. As such, English courses are faced with the challenge of

creating a strong brand differentiation through an emotional approach that can meet the expectations of modern consumers, who tend to be influenced by personal values such as self-confidence, self-esteem, and personal motivation.

In addition, the development of digital technology and social media has opened up new opportunities for telling brand stories that can reach more audiences. This platform allows English courses to convey emotional messages more effectively, such as displaying participants' success stories, testimonials of satisfying learning experiences, or motivating visual content. (Zhang & Chen, 2021). However, without a strategic and relevant approach, the stories and experiences offered can lose their emotional appeal, making them less able to build consumer loyalty. (He et al., 2012). This creates urgency for institutions to understand and integrate emotional branding as the primary strategy for maintaining competitiveness.

This research is based on several relevant literature. Oyewobi et al. (2012) Emphasized the importance of *the experience economy* in building consumer loyalty. Luthans (2011) Defines emotional branding as an effort to create a deep emotional connection through the consumer experience. Sahertian (2011) Revealed that multisensory experience is a key element in modern marketing. Frank et al. (2017) Mentioned that emotional value is often the main differentiator in marketing. Alsughayir (2014) Highlights the importance of storytelling in branding. Research by Boxall and Purcell (2022) Found that sensory elements strengthen brand experiences in the education sector. A supportive physical environment increases consumer loyalty. In this case, it emphasizes the importance of emotional connection in building customer retention. These literatures provide a strong theoretical foundation for this research. (Faulks et al., 2021).

This study aims to explore the role of emotional branding in building consumer loyalty in English courses. Specifically, the study examines elements such as brand storytelling, the use of emotional language, sensory experiences, and social attachment in creating deep emotional connections with consumers. (Ross, 2017). Thus, this research is expected to practically contribute to educational institutions designing more effective marketing strategies. The results of the study show that emotional branding has a significant influence on creating emotional attachment and consumer loyalty. Elements such as inspirational brand stories, relevant emotional language, and positive sensory experiences in the learning environment are key to building an emotional connection between consumers and institutions. In addition, a supportive community also contributes to increasing the sense of community and loyalty of participants. These findings confirm that emotional branding effectively attracts consumers and maintains long-term relationships with them. review and 3) conclusion.

## **LITERATURE REVIEW**

### **Previous Related Study**

In a study by Lin (2010), emotional branding was found to significantly influence students' satisfaction and loyalty in private language institutions in Taiwan. The study highlighted that students were more inclined to remain loyal to institutions that provided not only quality education but also a sense of belonging and emotional support. A study by Su and Tong (2015) investigated emotional attachment and brand equity in Chinese higher education institutions. They found that emotional attachment, built through symbolic and experiential branding, had a strong influence on students' decision to recommend or remain in the institution. A relevant study by Kim, Sung, and Kang (2014) emphasized the role of storytelling in marketing education services. The study found that institutions using authentic student stories in their marketing materials were perceived as more trustworthy and emotionally engaging. A qualitative study by Hashim and Abubakar (2019) explored emotional branding among Islamic boarding schools in Malaysia. The study concluded that emotional branding strategies such as community bonding, personal attention, and purpose-driven messaging created strong emotional loyalty. In the digital era, emotional branding has also extended into online platforms. A study by Popp and Woratschek (2017) on social media marketing in higher education found that emotionally charged content (e.g., student life stories, motivational videos) generated higher levels of engagement and brand affinity compared to purely informational content.

### **Emotional Branding: Definition and Core Principles**

Emotional branding is a marketing strategy that aims to create a deep and enduring emotional connection between a brand and its consumers. According to Marc Gobé (2001), emotional branding is "the art of storytelling that goes beyond product benefits to build strong, long-lasting emotional bonds with customers." This strategy focuses not just on what the product does, but how it makes the consumer feel. The foundation of emotional branding rests on human emotions such as love, belonging, identity, and trust. As emotional branding is grounded in psychology, it draws from the concept that consumers are not only rational decision-makers but also emotional beings. Schmitt (1999) introduced the concept of experiential marketing, emphasizing that consumers seek sensory, affective, and relational experiences with brands. Emotional branding is a critical extension of this framework.

### **Brand Identity and Brand Loyalty in Emotional Branding**

Brand identity plays a significant role in emotional branding. Aaker (1996) states that strong brand identity is essential to building emotional attachment. Emotional branding facilitates this attachment by aligning brand values with the personal values of customers, creating a sense of shared meaning and cultural resonance.

Moreover, emotional branding contributes to brand loyalty. Thomson, MacInnis, and Park (2005) argue that emotional attachment can be a better predictor of brand loyalty than customer satisfaction. When a brand successfully connects with consumers at the emotional level, it creates a sense of attachment that leads to repeat engagement and positive word-of-mouth.

### **The Role of Storytelling and Symbolism**

Storytelling is a central tool in emotional branding. Through stories, brands communicate values, aspirations, and experiences that resonate with customers. Woodside, Sood, and Miller (2008) suggest that storytelling allows consumers to internalize the brand message and integrate it into their personal narrative. In the context of English courses in Kampung Pare, branding that utilizes symbols of personal transformation, global opportunities, or belonging to a learning community can foster strong emotional connections.

### **Emotional Branding in Educational Services**

Emotional branding in education including language learning institutions is especially relevant due to the transformative nature of education. According to Kotler and Fox (1995), educational institutions must not only deliver knowledge but also foster emotional engagement, trust, and aspiration among learners. In Kampung Pare, many students are driven by dreams of studying abroad, career advancement, or personal development. Emotional branding strategies that emphasize these emotional motivators such as hope, self-confidence, and community are likely to succeed. Courses that emphasize these themes in their marketing and service delivery can build stronger student loyalty and a unique brand personality.

### **Digital Branding and Emotional Connection**

With the rise of digital platforms, emotional branding strategies have expanded through the use of social media, video storytelling, and user-generated content. Brands in Kampung Pare can leverage Instagram, YouTube, and testimonials to build narratives around student success stories and emotional journeys of learners. According to Hollebeek, Glynn, and Brodie (2014), emotional engagement through digital platforms can significantly enhance brand equity in service sectors. Digital tools allow for personalized, interactive, and emotionally resonant messaging that strengthens the relationship between learners and institutions.

## **METHOD**

### **Design and Samples**

This study uses a research design based on a demographic study. The study focuses on how consumer characteristics, such as age, occupation, education level, and

motivation, affect their perception of emotional branding. The research was conducted on one of the leading English courses in Kampung English Pare, Kabupaten Kediri, from January to February 2025. The research sample consisted of 15 course participants aged 18–35, selected based on specific criteria to represent various demographic backgrounds. The research method uses a qualitative approach with a demographic study design. This demographic data is associated with the emotional branding elements applied by English course institutions to see the relationship between the two aspects. This approach allows research to identify consumer perceptions and response differences based on their demographic background.

### **Instrument and Procedure**

This research was carried out through several stages to ensure that the data produced had validity and relevance to the research objectives. The first stage is problem identification, namely, understanding the importance of emotional branding in building consumer loyalty in English courses. Furthermore, a literature review was carried out to obtain relevant theories for research. After that, the researcher prepares a research design, selects participants, and determines the data collection method. The data collection process is carried out through in-depth interviews, direct observation, and analysis of promotional materials. The final stage is data analysis, interpretation of results, and conclusion.

The main instruments used in this study are in-depth interviews and direct observation. Interviews were conducted with course participants, teaching staff, and marketing managers to understand how emotional branding elements are applied and perceived by consumers. Observations were made to observe the learning environment, promotional materials, and interactions between institutions and consumers. In addition, documents such as marketing materials, customer reviews, and registration data are also analyzed to reinforce the findings.

### **Data Analysis**

Data analysis was carried out with a descriptive qualitative approach. The data collected from interviews and observations were analyzed through data reduction, categorization, and interpretation. Elements of emotional branding, such as brand stories, emotional language, and sensory experiences, were identified from the data and compared to relevant theories. Furthermore, demographic data is associated with the analysis results to see the effect on consumer loyalty. The results of this analysis are presented in the form of narratives and tables to provide a clear picture of the research findings.

*Table 1. Data Analysis Results*

<b>Elemental Emotional Branding</b>	<b>Findings from Interviews and Observations</b>	<b>Relation to Demographics</b>
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Brand Story	Inspiring stories of participants who managed to master English	It is more appreciated by the younger age group (18-35 years)
Emotional Language	Motivational messages in promotional materials and communication with consumers	Preferred by consumers with a secondary level of education
Sensory Experience	Comfortable and interactive learning environment	More influential consumer professionals
Social Attachment	Community support between course participants	This is more significant for consumers who take group courses

Table 1 shows how elements of emotional branding are applied in English course marketing and how they relate to consumer demographic characteristics. These results provide in-depth insights into practical strategies for building consumer loyalty based on relevant emotional elements.

## RESULT AND DISUSSION

### Elements of Emotional Branding Found

Emotional branding is one of the most effective strategies to build deep attachments with consumers, especially for premium products. This strategy focuses on creating a strong emotional connection between the brand and its consumers, not only through the quality of the product, but also through the experiences, stories, and values the brand upholds. This research identifies several key elements of emotional branding successfully applied to premium brands, significantly increasing consumer loyalty and positive brand perception. The following are the findings related to these elements. Here are the results of the analysis related to the aspects of the brand story, the use of visual and emotional language, and the customer experience:

#### 1) Brand Storytelling

Brand stories are essential to creating an emotional connection between consumers and brands through inspiring and relevant narratives. In this case study, premium brands built a story highlighting values such as sustainability, innovation, and superior quality. For example, a premium fashion brand recounts its journey using high-quality recycled materials to produce eco-friendly products. This narrative gives consumers an emotional reason to choose the brand while reinforcing the brand's socially responsible image.

#### 2) Elegant and Consistent Use of Visuals

Visuals are the first element that often affects consumers' perception of premium brands. This study found that premium brands use consistent, elegant, and exclusive visual designs. For example, logos with classy yet straightforward

typography, monochromatic color palettes, and packaging designed to provide a luxurious experience to consumers. This use of visuals attracts attention and creates high-quality direct associations, a key element in emotional branding.

3) Emotional Language That Builds Closeness

The language used in premium product marketing campaigns is often designed to touch the emotional side of consumers. In this study, it was found that emotional language such as "a gift for your precious self" or "inspiring perfection" can evoke a sense of pride and a desire to be part of an exclusive community. Brands also avoid technical words and prefer phrases about the product's emotional benefits rather than its functional benefits. This creates a deeper emotional connection and motivates consumers to stay loyal to the brand.

4) Personalized Customer Experience

Customer experience is a crucial factor in emotional branding strategy. The study shows that premium brands offer personalized services, such as providing product recommendations based on customer preferences or including exclusive services, such as premium gift packaging and name engraving on products. This personal touch makes consumers feel valued and unique, strengthening their emotional connection with the brand. This experience increases loyalty and encourages consumers to recommend products to others.

5) Stories That Connect Consumers to Social Value

One very effective strategy is to associate the brand's story with social values that are relevant to consumers. For example, a premium cosmetic brand highlighted its Commitment to eliminating animal testing and environmental sustainability. These stories increase consumer confidence and create a sense of pride because they feel part of a more significant social movement. This shows that emotional branding can go beyond the product and create a deeper connection with consumers through shared values.

### **The Impact of Emotional Branding on Consumer Loyalty**

Emotional branding has become one of the effective marketing strategies for increasing consumer loyalty in various sectors, including the selection of English courses. In an era of increasingly fierce competition, educational institutions are not only competing to offer quality teaching but also trying to create a deep emotional attachment with course participants. Emotional branding allows institutions to deliver experiences that are not only intellectually relevant but also touch the emotional side of potential consumers. Through elements such as brand storytelling, sensory experiences, and service personalization, these strategies can build meaningful relationships and encourage long-term loyalty. The following are the analysis results related to the Influence of Brand Stories on Consumer Loyalty, Sensory Experiences that Form Emotional Connections, The Influence of Emotional Language in Marketing, the Importance of Personal Touch in Customer Experience, and Community and Social Engagement.

1) The Influence of Brand Stories on Consumer Loyalty

A strong brand story significantly impacts building consumer loyalty in the English language course sector. The study shows that courses that use brand narratives that touch on emotional values, such as "helping to realize the dream of an international career" or "giving the confidence to speak in a global world," can capture consumers' attention emotionally. Course participants feel a personal connection to the institution, encouraging them to keep choosing the service amid fierce competition. The results of an interview with one participant showed the impact of this brand's story:

*"When I found out that this course aims to help people like me to speak in public confidently, I felt connected. The story felt personal, as if they understood my struggle to learn English."*

(Interview Results SE, 29 years old, civil servant)

In addition, an authentic and consistent brand story helps differentiate the institution from competitors. Consumers are more likely to choose courses whose stories illustrate values they believe in, such as sustainability, social responsibility, or individual empowerment. This encourages loyalty, as consumers feel the brand's story is relevant. For example, a course participant stated:

*"I chose this course because it focuses on empowering students to be ready to compete in the global world. This story makes me proud to be a part of them."*

(BB Interview Results, 24 years old, student)

Finally, brand stories that touch on the emotional side are often amplified through testimonials from alums or success stories of previous course participants. This narrative provides tangible evidence of the impact that institutions can make, thereby increasing the trust of new consumers. One of the respondents revealed:

*"Hearing stories from alumni who have successfully worked in multinational companies after studying here made me confident in choosing this course. I want to be like them."*

(MW Interview Results, 31 years old, professional)

A strong, authentic, relevant brand story increases consumer loyalty. By connecting the institution's vision to consumers' emotional goals, brand stories become an effective tool for building long-term relationships.

## 2) Sensory Experiences That Form Emotional Connections

Institutions that integrate sensory experiences into their branding, such as comfortable study spaces, an aesthetically pleasing classroom environment, or even soothing music, positively impact attendee loyalty. The study noted that course participants tended to feel more connected to institutions that provided a positive



emotional experience during the enrolment process and during the lesson. This creates a deep impression and encourages long-term loyalty.

Sensory experience is one of the important elements in building an emotional connection between the English course institution and its participants. A pleasant physical environment, such as a cozy classroom with warm lighting, a modern interior design, and a supportive atmosphere, creates a learning experience that touches participants' senses. This gives a lasting positive impression and affects consumer loyalty. Participants who feel comfortable with the learning environment are more emotionally connected to the institution. One of the course participants described his experience:

*"The classrooms here are very comfortable, with ergonomic desks and chairs and a calm atmosphere. It feels like being in a place that cares about our comfort as students."*

(Interview Results Ta, 25 years old, student)

In addition to the physical aspect, sensory elements such as soothing or motivating background music have also been shown to be influential. Instrumental music played before class starts, for example, creates a relaxed atmosphere and improves participants' mood for learning. This sensory element enhances the learning experience and strengthens the participants' emotional connection with the institution. One of the participants shared:

*"I like the atmosphere here, especially when the instrumental music is played before the class starts. It makes me more relaxed and ready to learn."*

(Interview Results Pe, 28 years old, private employee)

In addition, institutions that provide sensory experiences through innovative technologies, such as interactive screens, high-quality audio devices, or engaging digital materials, further strengthen emotional connections. The use of this technology not only makes the learning process more interesting but also gives a modern and professional impression to the participants. A course participant stated:

*"The technology used here is extraordinary. Using interactive screens for practice is beneficial, making learning more fun and effective."*

(PP Interview Results, 30 years old, housewife)

Overall, a well-designed sensory experience can create a learning environment that supports participants' emotional attachment to the institution. Physical comfort, classroom atmosphere, and modern technology are crucial in building a deep positive impression and encouraging long-term loyalty to the English course.

### 3) The Influence of Emotional Language in Marketing

The language used in marketing materials is also an important factor. Phrases like "The bright future starts here" or "Get ready to be the best version of yourself" create a strong optimism and motivation for prospective course participants. This emotional language attracts consumers to join and makes them feel valued and supported during the learning process, which ultimately strengthens their relationship with the course institution.

Emotional language in marketing is an effective communication tool to reach and influence the feelings of potential consumers. In the context of English courses, the language used in advertisements, brochures, or digital campaigns is often designed to highlight participants' aspirations, challenges, and emotional needs. Words like *"achieve your global dreams," "confidently speak in public,"* or *"increase career opportunities"* provide an emotional touch that is relevant to your target audience. In this way, institutions can create a more personalized appeal, making consumers feel understood and valued. A course participant stated:

*"When I first read their brochure, I was immediately interested. Words like 'reaching the best potential' describe what I sought in an English course."*  
(Interview results P, 23 years old, fresh graduate)

Emotional language also helps create stronger relationships with consumers through social media. Posts that contain motivational quotes, inspirational testimonials, or alums success stories can build significant emotional engagement. This allows potential consumers to see themselves in the narrative, reinforcing their desire to join. One of the participants revealed:

*"I decided to apply after seeing their Instagram post about an alumnus who managed to get an international scholarship. It made me feel that they supported my big dream."*  
(AV Interview Results, 27 years old, private employee)

In addition, using emotional language in direct communication, such as interactions with marketing staff or teachers, strengthens emotional connections. For example, using phrases that show empathy and support, such as *"We are here to help you achieve your goals"* or *"We believe you can succeed,"* makes consumers feel personally supported. One participant described his experience:

*"I was very impressed with how the course consultant spoke to me. They used words that motivated me and gave me the confidence to start learning English."*  
(QW Interview Results, 30 years old, professional)

Emotional language, both in marketing and direct communication, has proven to be an effective strategy for attracting attention, building trust, and driving consumer loyalty. English course institutions can create meaningful and lasting relationships with their participants through an approach that touches the emotional side.

#### 4) The Importance of Personal Touch in Customer Experience

Personalized customer experiences also play a significant role in building loyalty. English language courses offering free language needs tests, curriculum adjustments based on individual learning goals, or additional learning support make participants feel special. The results showed that participants who felt personally valued were more likely to recommend the institution to others and return to take advanced programs.

#### 5) Community and Social Engagement

One of the important aspects of emotional branding in English courses is the institution's ability to create community and social attachment among course participants. This community serves as a place to share learning experiences and a space to build a deeper emotional connection with the institution. The social attachment created by this community provides a significant sense of community, support, and motivation for course participants to continue learning and developing. Emotional branding has also proven effective in creating a strong community among course participants. Institutions that provide events, such as free workshops, competitions, or social activities, succeed in building a sense of community and emotional attachment among the participants. This strengthens their loyalty to the institution as they feel part of a community that supports their learning goals.

*"Events like the essay writing workshop that was held for free helped me a lot. This community cares about my development, not just the business."*  
(Interview results of M, 20-year-old, student)

Successful community-building institutions often hold workshops, English debate competitions, thematic events (such as *"English Fun Day"*), and online discussion groups that allow participants to interact with each other outside of the classroom. This activity enriches the learning experience and creates a sense of pride in being part of the community supported by the institution. The results of the interview with the informant stated:

*"I feel more confident speaking English because I often participate in group activities such as the English Debate Club held by the institution. In addition to studying, I also made many supportive friends."*  
(Interview results of RR, 38 years old, private employee).

The results of the interviews show that an active and supportive community is one of the main factors affecting consumer loyalty to English courses. Participants who felt part of the community tended to have a stronger emotional attachment to the institution and were more motivated to continue learning. In addition, community activities combined with a personal approach by the institution can create a more meaningful learning experience.

This research shows that emotional branding functions as a marketing strategy and becomes a core element that distinguishes English course institutions from their competitors. By creating a narrative that touches on the emotional needs of participants, such as confidence in communicating and better career opportunities, English courses successfully build a strong and relevant brand image. This indicates that consumers are looking for educational services and holistic experiences that can meet their aspirations. These powerful emotional experiences are often a significant factor in consumer decision-making.

In addition, this study highlights the importance of direct interaction that supports emotional branding elements. Factors such as staff friendliness, empathy in communication, and attention to individual needs contribute to the positive perception of participants. This reinforces that emotional-based marketing strategies must be thoroughly integrated through promotional media and participants' direct experience (Allen et al., 2018). Consistency between brand promises delivered in marketing campaigns and real experiences received by consumers is the key to success in building long-term, loyalty-based relationships (Sdg, 2019).

This research has significant implications for non-formal educational institutions, specially designing marketing strategies. Emotional branding can effectively capture an audience's attention toward emotional experiences. English language course institutions can use this approach to increase enrollment numbers, strengthen loyalty, and build long-term reputations (Harapan et al., 2024; Hidayad et al., 2023). This implication is also relevant for other education sectors that want to highlight unique values through an emotional approach (Astirini Swarastuti et al., 2024; Marsinah et al., 2024).

The interpretation of the results of this study shows that emotional branding not only functions as a marketing strategy but also creates a holistic learning experience. Participants who feel emotionally connected to the institution are more committed to completing and recommending the program to others. Positive emotional experiences also contribute to higher satisfaction levels, creating an ecosystem that supports the sustainable growth of the institution (Nuswantoro et al., 2023).

This research is in line with several previous studies. Fund's (2015) research shows that emotional attachment can increase brand loyalty. A study by Yang (2018) states that consumer experience is the main factor in creating differentiation. In addition, research by McGunagle and Zizka (2020) underscores the importance of sensory elements in branding. Other studies, such as those conducted by McWilliams & Siegel (2011), highlight emotional connection as the core of brand loyalty. These findings are also supported by research in education, such as those conducted by M. Bambang Purwanto et al. (2024), which emphasize the role of emotional experience in consumer decision-making. Several local studies, such as research by

Nasar et al. (2024), show that emotional language in marketing is effective in Indonesian culture.

As a recommendation for the development of the study, further research can be conducted by exploring how emotional branding can be integrated with digital technologies, such as the use of artificial intelligence in marketing campaigns. Additionally, cross-cultural studies can provide insights into the differences in emotional responses to branding strategies across different regions. Long-term research is also needed to measure the impact of emotional branding sustainability on consumer loyalty in various education sectors.

## CONCLUSION

This study found that emotional branding plays an important role in building consumer loyalty in the English course sector. Elements such as the brand's evocative story, the use of emotional language in marketing, sensory experiences, and a supportive community create a deep emotional connection between participants and the institution. This relationship makes consumers not only satisfied with the services received but also have a sense of attachment that encourages them to continue to choose and recommend the institution to others. The main strength of this research is its focus on the emotional role in educational marketing, a perspective that is still rarely explored in academia. This research makes a scholarly contribution by showing how emotional elements can be integrated into branding strategies, especially in education. In addition, the findings of this study can be a reference for marketing practitioners to design more effective and relevant strategies, not only in the field of education but also in other service-oriented sectors. However, this study has some limitations. First, the study was conducted on only one type of English course institution, so the results may not be fully generalizable to other education sectors. Second, research methods that focus more on qualitative interviews may not be able to provide a more in-depth quantitative picture of the direct influence of emotional branding on consumer loyalty. Third, the limited time and number of participants also limit the breadth of views that can be obtained. Cross-institutional or sectoral studies should be conducted for further research to see if similar results can be found in different contexts. Quantitative or mixed methods can strengthen the findings and provide more detailed statistical data. In addition, research on the long-term impact of emotional branding on consumer behavior is also an interesting area to explore further. This will provide a more complete insight into the effectiveness of emotional branding in maintaining consumer loyalty in various contexts.

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