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MULTISENSORY STIMULATION AS REBRANDING STRATEGY FOR COMMUNITY EMPOWERMENT IN CIDCO

Mariska Legia

Abstract: *Creative Business of Diffable Community (CIDCO) is an inclusive art community that empowers children with disabilities through creative art practices. Despite its products' high aesthetic and social value, CIDCO faces challenges in building a consistent and emotionally resonant brand identity for the public. This study aims to formulate a multisensory rebranding strategy to enhance emotional bonds with the audience and increase awareness of the social values carried. A descriptive qualitative approach is used through literature studies, participant observations, and in-depth interviews with CIDCO managers and audiences. SWOT analysis and TOWS matrix were utilized to map the community's strategic position and to formulate key value propositions for redesigning its brand identity. The findings of this study offer a contribution to inclusive branding practices by integrating sensory and affective aspects in the context of community social entrepreneurship.*

Keywords: *inclusive branding; multisensory experience; disability empowerment; social entrepreneurship*

Introduction

Creative Business of Diffable Community (CIDCO) is an inclusive art community that aims to empower children with disabilities through the practice of visual art and design. The products created by CIDCO not only carry aesthetic value but also convey social narratives that reflect the spirit of inclusion and independence. Since its establishment, CIDCO has engaged in various collaborations, including the CIDCO Corner at Studio Atoz, participation in the Indonesia Creative Cities Festival (ICCF), and distribution partnerships with several hotels through a consignment system. However, CIDCO's brand visibility in public spaces remains limited, with inconsistencies in visual identity and communication strategies.

Despite the originality and emotional value embedded in its artistic offerings, CIDCO struggles to communicate its social mission effectively and establish a consistent brand identity. One of the main obstacles lies in the lack of a structured and narrative-based visual communication approach. Current brand representation focuses more on the form of physical products, such as tumblers, scarves, and t-shirts, without being supported by an emotional narrative that conveys the values and processes behind the work. The main digital platform is CIDCO Instagram account (@cidco.bandung), which has been utilized for promotion purposes, but has not comprehensively narrated the mission, creative process, and personal stories attached to each product. As a result, the emotional connection with the

Mariska Legia is a lecturer at The Faculty of Art and Design, Universitas Multimedia Nusantara (UMN) Tangerang.

e-mail: mariska.legia@umn.ac.id

audience has not been consistently established.

In the contemporary marketing landscape, consumer experiences are increasingly determined by emotional and sensory dimensions, rather than solely by the functional value of the product. A study by Schmitt (1999, in Bortolotti, 2025) emphasizes the importance of building meaningful and enjoyable experiences in the process of forming brand perceptions. This aligns with the perspective of Lemon and Verhoef (2016), who show that branding strategies in the digital era require deeper emotional involvement, especially through personally integrated experiences.

Multisensory branding is a potential approach to build engagement between consumers and brands through the activation of multiple senses—sight, hearing, smell, touch, and taste. This approach has been shown to enhance brand recall and create stronger affective relationships (Krishna, 2013). In the context of a community like CIDCO, this strategy opens up opportunities to combine visual elements from children's artwork with community narratives and authentic sensory experiences.

While previous studies have shown that sensory elements can enrich brand experiences (Legia & Nurfarina, 2024), few studies have specifically formulated implementation strategies in the context of inclusive arts communities.

Therefore, this study aims to develop a CIDCO rebranding strategy based on multisensory stimulation. Using a SWOT analysis along with the TOWS matrix, this research delineates CIDCO's strategic standing and proposes actionable recommendations that encompass narrative elements, visual identity, and sensory experiences. These findings are expected to provide practical contributions toward strengthening the brand identity of inclu-

sive and sustainable social communities.

Social Community Branding Strategy

Branding plays a strategic role in shaping the image of social communities, strengthening credibility, and articulating collective values to a wider audience. According to Kapferer (2012), branding not only forms an identity but also involves distinguishing an entity within an increasingly dense and competitive information landscape. In the context of community-based initiatives, visual elements such as logos, color palettes, and typography serve as symbolic representations of collective aspirations and the emotional character of the group (Wheeler, 2017).

As part of non-verbal communication, color has a strong symbolic capacity in shaping emotional perceptions of a brand. Labrecque et al. (2013) assert that the right choice of color can strengthen social messages and clarify inclusive values. In the context of CIDCO, integrating visual elements derived from the artwork of children with disabilities, including their distinct use of color and form, can help establish a cohesive brand identity while deepening emotional resonance with the audience.

In addition to visual identity, a multisensory experience-based approach expands the possibilities for fostering deeper emotional connections with the public. Through the activation of senses such as sight, hearing, touch, and smell, brand experiences can become more meaningful and memorable (Krishna, 2013). For an inclusive arts community like CIDCO, strengthening the sensory dimension can be implemented through product texture, visual narratives of the creative process, and the use of authentic audio elements that reflect the personal journeys of its creators.

Brakus et al. (2009) showed that brand experiences designed to evoke emotional responses can increase user loyalty and expand social impact. In this context, integrating sensory elements in CIDCO's branding strategy not only supports the consistency of brand identity but also enriches audience engagement through experiences that are reflective, emotionally grounded, and aligned with the community's social values.

Branding in Social Entrepreneurship

Social entrepreneurship integrates the principles of business innovation to create sustainable social impact. In this framework, branding functions not merely as a communication tool but also as a strategic approach to strengthen credibility, clarify social missions, and expand the organization's reach (Schmidt & Henseler, 2022). Unlike commercial branding, which focuses primarily on product value, branding in social entrepreneurship prioritizes transparency, participation, and the reinforcement of collective identity.

As a community that focuses on empowering children with disabilities through art, CIDCO requires an authentic branding approach that is in line with the principle of inclusion. In this context, branding expands visibility and becomes a vehicle for building a relevant and sustainable social narrative. The active involvement of stakeholders, both internal and external, in the co-creation process of brand identity is a crucial factor in ensuring the legitimacy and long-term resonance of the brand in the public eye (Schmidt & Henseler, 2022).

Multisensory experience-based approaches offer further potential to deepen audience engagement. As Lindstrom (2010) points out, sensory activation—through visuals, textures, sounds, and scents—can strengthen the emotional connection between a brand and its audience. For CIDCO, this can take the development of elements such as the texture of products made by children with disabilities, visual storytelling that captures the creative process, and authentic audio elements shared via digital media. This approach not only supports the reinforce of CIDCO's identity as an arts community, but also strengthens its position as a catalyst for social change based on collective experience.

However, while multisensory branding approaches offer great potential in building emotional connections with audiences, its implementation in small communities-based organizations such as CIDCO faces several structural and cultural challenges. First, limitations in human resources and technical expertise are significant obstacles in designing consistent and high-quality sensory experiences. As stated by Kovanen (2021), social organizations often operate with limited resource capacity, which results in limitations in adopting innovative technologies or marketing methods.

Second, visual and sensory literacy among community members and potential audiences varies significantly. This requires designing adaptive multisensory experiences, ones that go beyond high-end aesthetics to also prioritize accessibility and emotional resonance across diverse social backgrounds (Norman, 2000).

Third, limited access to digital platforms and supporting technologies can hinder the dissemination of sensory-based brand experiences, especially among communities with limited digital infrastructure. This challenge reinforces the importance of developing creative and sustainable local resource-based strategies.

In summary, while multisensory pro-

vides an opportunity to strengthen community identity, its success largely depends on how well it adapts to the resource context, the ability to co-create with community members, and a deep understanding of the preferences and constraints of the target audience.
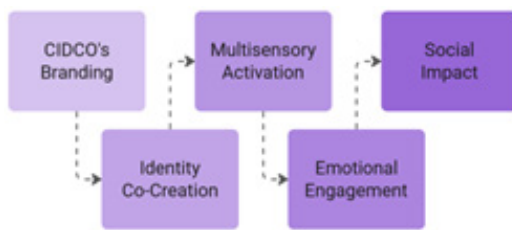

Figure 1. CIDCO Branding Strategy Flowchart
(source: personal research documentation)

Methodology

This study adopts a qualitative descriptive approach to explore the challenges faced by CIDCO in developing a branding strategy, as well as formulating a rebranding model based on multisensory stimulation. This approach allows for an in-depth exploration of social values, emotional experiences, and visual representation processes that evolve within an inclusive arts community (Silverman, 2021).

Data were collected through literature review, in-depth interviews, and participant observation. The literature study focused on theories of emotional branding, multisensory experiences, and social entrepreneurship strategies.

Interviews were conducted to gain insights into perceptions of brand identity, communication challenges, and preferences for sensory elements. The research involved eight respondents with varying levels of familiarity and interaction with CIDCO to provide a comprehensive perspective on its branding challenges and opportunities. The respondents were carefully selected to represent different stakeholder categories: CIDCO administrators (R1) and chairpersons (R2), two regular audience members (R3 and R6), two first-time observers (R4 and R5), and two potential collaborators (R7 and R8). This diverse group enabled the research to capture a holistic understanding of CIDCO's strengths, weaknesses, opportunities, and threats from both internal and external perspectives.

In addition, direct observations of CIDCO's activities, including the CIDCO Corner initiative and its Instagram channels, helped identify existing forms of visual representation and opportunities for developing multisensory-based brand experiences.

SWOT analysis was used to map the strengths and weaknesses alongside opportunities and threats relevant to CIDCO. Internal factors such as the uniqueness of its social value-based products and existing inconsistency in brand identity, combined with external factors such as increasing public awareness of inclusion, and competitive challenges from similar communities (Gürel & Tat, 2017). The SWOT findings were then followed up through the TOWS matrix to formulate specific and contextual implementation strategies.

According to Gürel & Tat (2017), TOWS enables organizations to align internal strengths with external opportunities while addressing weaknesses and threats through adaptive strategies.

Within this framework, the strategies developed include the use of visual narratives, integration of sensory elements in brand communications, and optimization of digital media as an interactive channel to reach a wider and more diverse audience.

Result

CIDCO's Profile and Branding Challenges

Since 2019, Creative Business of Difabel Community (CIDCO) has been operating as an extension initiative of the Art Therapy Center (ATC) of Widyatama University, focusing on art and design training for people with disabilities. CIDCO aims to support both the economic sustainability and creative expression of ATC graduates through the production of artworks that carry social value while remaining commercially viable. This initiative seeks to redefine the narrative around disability, positioning children with disabilities not as objects of pity but as creative subjects contributing meaningfully to the creative industry.

CIDCO's products include lifestyle merchandise such as tumblers, scarves, and t-shirts, all of which are designed from the work of children with disabilities. This creative process not only produces aesthetically original products but also represents empowerment through active participation and inclusivity in design practices. Each product carries personal values and expressive traces of its creator, transforming design into a narrative medium that communicates the story of the community.

However, the observation results at the CIDCO booth showed a gap between the visual appeal of the product and the communication of their underlying social context. Although the product design was considered visually engaging, information about the community, creative process, and personal background of the creator was not explicitly articulated. A visitor, for example, only understood the origin of the product after receiving an explanation from the booth attendant. The absence of this narrative diminishes the potential for emotional connection between the audience and the product, as emphasized by Fog et al. (2005), who highlighted the importance of integrated visual storytelling in building affective relationships between brands and users.

In addition, the product display at the booth tends to be cluttered and lacks curation. This disorganized layout compromised the overall aesthetic and hindered appreciation of each product's unique characteristics. This observation is in line with Levy and Weitz (2018), who assert that functional and curated spatial arrangements strengthen the perception of product value.

On the digital side, CIDCO's Instagram account (@cidco.bandung) demonstrates strong visual potential but falls short in fully articulating the community's story. The existing content focuses more on the final product results than on the creative process or personal experiences of the creators. Interview respondents suggested developing content formats such as short documentary videos to showcase the creative journey and background of the community. This approach is considered more capable of building emotional attachment, in line with Randazzo (2019), who emphasizes that authentic brand experiences are crucial for meaning-making and customer loyalty in the digital space.

An interview with a potential collaborator, a local fashion brand owner, confirmed that CIDCO has an attractive narrative strength but noted the need for a more professional presentation to increase its value proposition in business partnerships. The respondent emphasized the importance of a product catalogue that incorporates storytelling elements about the design process, creator backgrounds, and community context. These findings support Aaker's (2010) view on the importance of structured and consistent information in building brand credibility, as well as Keller's (2013) assertion that continuous storytelling strengthens value-based differentiation.

Overall, the findings suggest that CIDCO's primary branding challenge lies in the lack of consistent visual identity and the absence of a strong emotional narrative. Both aspects are essential for creating an affective brand experience that resonates with audiences and attracts strategic partners.

Another significant challenge is the limitation of human resources. CIDCO's management relies entirely on the participation of parents and children with disabilities, most of whom lack expertise in social entrepreneurship management and digital technology skills. Although several training sessions have been conducted, the implementation of branding and marketing strategies is still not optimal, exacerbated by the varying levels of commitment among members. This finding aligns with the study of Doherty, Haugh, and Lyon (2014), which revealed that social enterprises often face capacity limitations due to reliance on internal communities. As reminded by Eade (1997), without sustained implementation support, training tends to fail to produce significant structural changes.

This condition shows that the challenge of CIDCO's branding is not merely a technical issue, but is deeply rooted in the social and cultural dynamics of the community, where the values of participation, collective capacity, and adaptive readiness are determining factors in the success of narrative-based and multisensory rebranding strategies.

Qualitative Analysis Result

Thematic analysis of interviews with six respondents comprising regular audiences, first-time observers, and potential collaborators, revealed four major themes that illustrate CIDCO's branding challenges and potentials. These findings complement the observational insights and serve as the foundation for the SWOT analysis.

1. Low Emotional Visibility Despite Strong Social Narrative

Although CIDCO's mission and community values were appreciated by respondents, many noted that these narratives were not clearly communicated in either physical or digital touchpoints. For instance, booth visitors often failed to recognize the social purpose of the products until informed by staff. This gap indicates that CIDCO's emotional storytelling, while inherently powerful, is not yet effectively integrated into its brand presentation.

2. Strong Product Aesthetics but Weak Storytelling Integration

Participants consistently praised the visual design of CIDCO's products, particularly the unique color usage and originality. However, they pointed out a lack of storytelling, especially about the creators and their process, which weakened the emotional impact. Respondents suggested using short videos or captioned visuals to highlight personal stories and creative journeys.

3. Untapped Potential for Multisensory Branding

Several respondents responded enthusiastically to the idea of adding sensory elements such as soft background music, distinctive aromas, or tactile packaging—to enhance emotional engagement. These elements were seen not only as aesthetic improvements but as meaningful ways to reflect the identity and spirit of the creators.

4. Need for Structured and Professional Brand Presentation

From the perspective of potential collaborators, CIDCO's branding still lacks consistency and polish. Suggestions included developing a formal community

profile, catalogues that include storytelling elements, and curated displays or exhibitions. These elements were considered crucial to appeal to partners and position CIDCO as a credible social enterprise.

These qualitative insights provide a grounded understanding of CIDCO's current brand perception and operational challenges. The emerging themes serve as the foundation for the following SWOT analysis, which synthesizes internal and external factors influencing the development of CIDCO's rebranding strategy.

CIDCO SWOT Analysis

After conducting observations and interviews, a SWOT analysis can be compiled to describe the current business situation and conditions, as well as formulate strategies that need to be determined and implemented through the preparation of a TOWS matrix.

As shown in Table 1, the SWOT analysis indicates that CIDCO has significant strengths in its social values, product quality, and authentic narratives, which provide a strong foundation for building emotional connections with the audience. However, various internal challenges, such as limited human resources, unstructured product presentation, and suboptimal implementation of training outcomes undermine CIDCO's ability to achieve the full potential of this community.

Table 1. SWOT Analysis
(source: personal research documentation)

	HELPFUL	HARMFUL
	Strengths	**Weaknesses**
INTERNAL	1. High social value products by empowering children with disabilities. 2. Personal stories behind each product foster strong emotional connections with the audience. 3. Visualization of children with disabilities' artworks highlightedI aesthetic and originality that reflect their personal values. 4. Operating under ATC Widyatama, provide legitimacy and access to educational and training resources.	1. The creative and social value of the products is not articulated in the booth and digital media. 2. Product arrangements are disorganized, reducing visual appeal and perceived professionalism. 3. Limited human resources in management, digital skills, and social entrepreneurship. 4. The level of commitment among some members undermines CIDCO's development. 5. Post-training branding and management strategies have not been optimally implemented.

Opportunities	Threats
1. Growing consumer interest in socially responsible products opens up promising market opportunities.	1. Competition with social-based creative communities may dilute CIDCO's uniqueness.
2. CIDCO's compelling narrative and social values open up opportunities for local collaboration.	2. Competition with local MSMEs that have more structured products and marketing.
3. CIDCO often receives external support for training and research for its development.	3. Risk of being overlooked in a highly competitive market if branding is not optimized.
4. The rise of emotional value-based marketing aligns with CIDCO's storytelling.	4. Lack of professional presentation reduces the trust among new audiences.
5. Rapid growth in digital media opens up wider marketing opportunities, including reaching broader audiences.	5. Limited funding constrains the development of branding and marketing initiatives.
	6. Underutilization of digital media causes

6. Trend of multisensory products and brand experiences offers opportunities to create more immersive and memorable audience engagement.	CIDCO to lag in technological opportunities.

On the other hand, the growing trend of public awareness of social entrepreneurship and opportunities for collaboration with local partners provide room for expansion and development. Nevertheless, the threat of competition from similar communities and more structurally established local brands, as well as limited access to technology and financial resources, needs to be addressed with the right strategy.

Given the identified strengths, weaknesses, opportunities and threats that exist, a rebranding strategy that integrates multisensory experiences and narrative-driven storytelling is necessary to capitalize on the opportunities while overcoming the existing obstacles. This analysis serves as the foundation for constructing a TOWS Matrix that will offer actionable strategic solutions for CIDCO's future development.

TOWS Matrix for CIDCO's Rebranding Strategy

After conducting the SWOT analysis that identified strengths, weaknesses, opportunities, and threats faced by CIDCO, the next step is to develop an implementation strategy using the TOWS Matrix. This strategic tool enables the integration

of internal and external factors to develop specific and targeted strategies. The TOWS Matrix serves as a framework to connect organizational strengths to external opportunities, addressing weaknesses by leveraging opportunities, using strengths to reduce the impact of threats, and mitigating weaknesses when facing external threats.

In the context of CIDCO, the TOWS Matrix will facilitate the formulation of rebranding strategies that align with the community's potential while simultaneously addressing challenges that hinder the development of its brand identity and long-term social sustainability.

Table 2. TOWS Matrix
(source: personal research documentation)

TOWS Matrix		External Factors	
		Opportunities	**Threats**
Internal Factors	**Strength**	**Strengths-Opportunities (SO) Strategy** 1. Develop a marketing strategy that highlights the social value of CIDCO's products and personal stories of its creators to build emotional connections with audiences, in line with the increasing trend of support for social products and emotional marketing. (S_1, S_2, O_1, O_4) 2. Leverage the social value and personal stories behind each product to enhance emotional appeal while opening up opportunities for collaboration with local partners who share similar values. (S_1, S_2, O_2) 3. Develop a multisensory experience	**Strengths-Threats (ST) Strategy** 1. Building collaboration with creative communities that share similar social values, in order to enhance social impacts and create uniqueness through complementary collaboration. (S_1, S_2, T_1) 2. Enhance the individual design skills of children with disabilities, encouraging the creation of more varied and unique product designs to differentiate CIDCO from local MSMEs. (S_1, S_3, T_1, T_2) 3. Reinforce the social values and personal stories behind products to differentiate CIDCO from general local MSMEs that have more structured marketing, while optimizing branding to improve visibility in an increasingly

		that combines personal stories and original visualizations of works by children with disabilities, in line with the trend of marketing based on emotional and multisensory experiences. (S2, O6) 4. Utilize external training and research support to continuously improve the creative abilities of children with disabilities, enhancing their aesthetic and	competitive market. (S1, S2, T2, T3) 4. Leverage the personal stories behind products and institutional support from ATC Widyatama to attract external funding support, as well as increase CIDCO's visibility and credibility in the market. (S2, S4, T5)

		market value of their original designs. (S2, S4, O3)	
W e a k n e s s e s	**Weaknesses-Opportunities (WO) Strategy** 1. Leverage the growth of digital media and multisensory marketing trends to convey creative and social value information about products more engaging and interactive manner, reaching a broader audience, even those in remote locations.	**Weaknesses-Threats (WT) Strategy** 1. Establish a clear organizational structure with specific task division and set both short and long-term achievement targets to increase member commitment and optimize branding strategies, thereby reducing the risk of marginalization in a competitive market. (W3, W4, T3)	

		(W_1, O_5, O_6) 2. Reorganize product layout using a multisensory approach that incorporates visual, audio, and tactile elements to enhance visual appeal and create a more immersive experience for the audience. (W_2, O_6) 3. Leverage local collaboration opportunities through collaborative projects driven by CIDCO's social values. (W_3, O_2)	2. Optimize external partnerships and existing resources to increase managerial, digital, and social entrepreneurship capacity, and establish funding support through collaborative campaigns and crowdfunding. (W_3, W_4, T_3, T_5) 3. Define periodic achievement targets and develop a priority scale to maximize the use of limited resources in the face of human resource and funding constraints. (W_3, W_4, T_5)

		4. Take advantage of external support in the form of training and research to strengthen HR capacity, increase member commitment, and optimize the implementation of branding strategies and post-training management strategies. (W_3, W_5, O_3)	4. Accelerate the implementation of post-training branding and management strategies by involving the entire team in practical implementation and structured progress monitoring to avoid the risk of being marginalized in the market. (W_5, W_3)

Based on the results of the TOWS matrix analysis as seen in Table 2, CIDCO's development strategy is formulated with an integrative approach that considers internal strengths, weaknesses, external opportunities, and potential threats from the competitive environment. The Strengths-Opportunities (SO) strategy focuses on maximizing the social value of CIDCO's products and the narratives behind the creative work of children with disabilities through an emotional and multisensory marketing approach. External support, such as training and research, is utilized to sharpen creative skills and increase product competitiveness.

In the Strengths-Threats (ST) strategy, CIDCO can reinforce differentiation through authentic product narratives while building collaboration with other creative communities that share similar values to expand social impact. Institutional legitimacy from ATC Widyatama is also an important asset to increase visibility and credibility, as well as attract external funding.

The Weaknesses -Opportunities (WO) strategy focuses on utilizing digital media and multisensory trends to convey social and creative values more interactively, reaching a wider audience. Visual and multisensory product layout is expected to increase audience appeal, while local collaboration and external training play a role in strengthening organizational capacity.

Lastly, the Weaknesses-Threats (WT) strategy is directed toward reinforcing internal structures through clear task distribution, improved managerial and digital capacity, and utilizing external partnerships. With these actions, CIDCO is expected to be able to maintain the sustainability of branding development amidst limited resources.

Discussion

Implementation Recommendations of Multisensory Branding

The results of the TOWS strategy analysis show that the multisensory branding approach has the potential to increase CIDCO's competitiveness in a competitive market. The uniqueness of the design and social narrative behind each product are the main strengths in building emotional connections with the audience.

As an initial step, CIDCO can strengthen both visual and auditory elements. Visually, the original design that reflects the expression of disabled creators should be supported through display curation, product grouping based on themes, and catalogs and digital content that highlight the creator's narrative. A visual storytelling approach through photographs, infographics, and short videos can effectively help convey the creative process in a more compelling and empathetic manner.

In terms of auditory engagement, audio or video narratives about the creative process and the creator's background can be produced to deepen audience engagement. This content can be uploaded to a digital platform or played at the booth to support the visitor experience.

Tactile experiences can be presented through textile-based products with unique textures or embossed artwork, presented through exhibitions or workshops. Olfactory elements can also be added, for example, through distinctive aromas in packaging or exhibition spaces to create a deep impression. However, the implementation of multisensory branding faces a number of challenges, including limited human resources in management, digital marketing skills, and social entrepreneurship; limited operational funds; low technological literacy among members; potential audience misunderstanding of personal narratives; and competitive pressure from similar business actors. Therefore, this strategy needs to be implemented gradually, accompanied by increasing internal capacity and support from strategic partnerships to ensure its sustainability and effectiveness.

Conclusion

Multisensory branding holds significant potential to strengthen CIDCO's identity, deepen emotional connections with audiences, and expand collaboration networks. By integrating visual, auditory, and social narrative elements, CIDCO can communicate its social mission more ef-

fectively. Moving forward, priority needs to be given to developing digital content, strengthening organizational structures, and building strategic partnerships to support the implementation of the strategy in a sustainable manner.

This study also contributes to the theoretical development of inclusive social branding by contextualizing multisensory strategies within a community-based disability empowerment framework. Unlike conventional branding models, CIDCO's case demonstrates how narrative and sensory branding can operate as both emotional engagement tools and instruments of social inclusion. The findings thus offer a grounded example of how affective and sensory branding theories (Schmitt, 1999; Krishna, 2013) can be adapted to strengthen identity, dignity, and advocacy in marginalized creative communities.

The implementation of multisensory branding also requires a careful balance between conveying social values and maintaining operational sustainability. As a social-based community, CIDCO needs to ensure that the narratives raised not only strengthen the brand image but also maintain the principles of inclusivity and empowerment without making the experiences of people with disabilities a commodity. In this regard, developing evaluation and feedback mechanisms is important so that the branding strategy remains aligned with the organization's ethical and social vision.

Furthermore, the success of a multisensory branding strategy depends heavily on the internal capacity of the organization. Strengthening human resource capacity, especially in digital literacy, content management, and visual communication, is a critical prerequisite to ensure the sustainability of implementation. Through the support of training, cross-sector collaboration, and technology adaptation, CIDCO has the opportunity to develop a branding approach that is not only aesthetically compelling but also socially and contextually meaningful. This opens up space for CIDCO to become an example of good practice in developing inclusive community-based brands in Indonesia.

For future research, it is recommended to conduct design implementation trials and field tests that apply multisensory branding concepts in real community events or exhibitions. This will help validate the practical effectiveness of the proposed strategy. Additionally, further studies could explore how digital technologies such as AR or immersive storytelling can enhance multisensory branding for social organizations. Researchers working with communities with limited resources are also encouraged to investigate co-design methods that foster inclusive participation and sustainability.

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