

INVESTIGATING CHURCH BRANDING INFLUENCE TOWARDS CHURCH PARTICIPATION (CASE STUDY: HILLSONG CHURCH BALI)

MENGINVESTIGASI PENGARUH MERK GEREJA TERHADAP PARTISIPASI GEREJA
(STUDI KASUS: HILLSONG CHURCH BALI)

By

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Abstract: Branding has been used as one of marketing strategy not only by profit organizations but also non-profit organizations. Thus, church also uses branding as one of its marketing strategy to enhance, promote, and to reach out to their market which is the congregations by creating their own brand that represents their style, value, characters, and uniqueness. The researcher conducted this research to investigate whether the church branding has influence towards church participation. This study uses qualitative method with exploratory approach. Meanwhile in-depth interview is used to collect the data among the respondents which are Hillsong Church Bali participants. Findings of this research shows that Hillsong church branding influence Hillsong Church Bali participations in many aspects rapidly and significantly such as church growth, increasing number of service attendance and committed volunteers. From the results, it is recommended for Hillsong Church Bali to keep up with their service standard and equip the leaders, workers, and volunteers through Hillsong Church programs. Hillsong Church Bali also needs to improve its system and management by applying Hillsong church's system and management in order to perform better.

Keywords: church branding, church participation

Abstrak: Branding telah digunakan sebagai salah satu strategi pemasaran tidak hanya dilakukan oleh organisasi laba tetapi juga organisasi nirlaba. Oleh karena itu, gereja juga menggunakan branding sebagai salah satu strategi pemasarannya untuk meningkatkan, mempromosikan, dan menjangkau pasar gereja yang adalah jemaat dengan membuat merk yang dapat mewakili gaya, nilai, karakter, dan keunikannya. Penelitian ini bertujuan untuk menganalisa apakah branding gereja memiliki pengaruh terhadap partisipasi gereja. Penelitian ini menggunakan metode kualitatif dengan pendekatan eksplorasi. Penelitian ini menggunakan wawancara untuk mengumpulkan data dari para responden yang adalah anggota Hillsong Church Bali. Hasil penelitian ini menunjukkan bahwa branding gereja Hillsong mempengaruhi partisipasi Hillsong Church Bali dalam banyak aspek dengan cepat dan signifikan seperti pertumbuhan gereja, peningkatan jumlah kehadiran dalam ibadah dan bertambahnya jumlah sukarelawan yang berkomitmen untuk melayani. Dari hasil penelitian, sangat disarankan bagi Hillsong Church Bali sebaiknya tetap mempertahankan standar pelayanan gereja dan memperlengkapi para pemimpin, pekerja, dan sukarelawan melalui program-program Hillsong Church. Hillsong Church Bali juga perlu meningkatkan sistem dan manajemen gereja dengan menerapkan sistem dan manajemen Hillsong Church agar kinerja gereja menjadi lebih baik.

Kata Kunci: merk gereja, partisipasi gereja

INTRODUCTION

Research Background

A brand represents an image, feeling, and vibes about the product or service. That is why branding has been a part of an effective marketing strategy. Branding is an important part either from the company's perspective nor customer's perspective. From the customer's perspective, brand plays a big role in our lives. Branding holds some important things people could possibly agree with or even hold on to, includes the image, the philosophy, the personality, the value, and the experiences.

People may often be attracted to a product because of the brand of itself. For some reasons, there are some particular brands that may be their favorite brands or that they have been attached for. It is caused by some certain things, it might be because they have the same belief and perspective with the brand or it gives some values they couldn't afford from some other brands, or they have some important experiences with the brand. Those things may affect the way they are loyal.

On the other hand, from the company's perspective, branding plays a causal role for the company. A brand is considered as a "face" of a product, where people would see the brand first before the other. Basically, a brand is defined as the company's promise to provide a constant characteristic, in which contains the belief, the value, the experience and other crucial things.

However, branding as a marketing strategy is also used by a nonprofit organization such as, Social Organization, Government, and Church. There are some popular brands of church such as Hillsong, Planetshakers, Jesus Culture, Elevation Church and in Indonesia such as Jakarta Praise Community Church (JPCC), Gereja Mawar Sharon, etc. For each church has their own branding, includes the brand image, brand personality, or brand value. Many of those megachurches are growing and becoming a great business. As the world is finally coming to realize that because the church are doing their marketing effort, one of them is branding through all the branding campaign, started from the logo, philosophy, vision, value, music production, merchandise, and others.

Hillsong Church began as Hills Christian Life Centre in 1983, a pioneer work of Brian and Bobbie Houston. It was in Baulkham Hills Public School with a small team of 45 people that we set out with a huge vision, little resource, but willing hearts. Hillsong Church is a Christian church, affiliated with the Australian Christian Churches (ACC), a movement with a long, established heritage and a network of over 1,100 churches and over 250,000 believers across Australia. Pastor Brian was elected as the National President of the ACC (then The Assemblies of God in Australia) in 1997, a role he held for twelve years (Hillsong Church, 2014).

Hillsong church is also very popular in the world, that is because the branding campaign that affected people attraction through their effort by 'selling' the church itself, by saying "selling" it means that they are selling many products or service such as the worship service, the preacher, worship leaders, singers, music, apparel, merchandise, concert, etc. Hillsong Church earns many profit from them all. It is also because all of the churches in Australia is not paying any taxes to the government thus it gives benefit to the churches so that they earn all the profit either from the church participants' offerings nor the side business they are doing. This has become a conflict for Hillsong Church or even another mega churches in the world especially in Australia. The great cash flow occurred. So crucial that besides they are succeed in their marketing strategy to market the church yet so many issues they got from many people that Hillsong Church has departed from their main mission and has become a church with business aim.

While all the issues are still going on, Hillsong Church keeps on expanding itself widely. They still open their local churches in many countries and many cities. For some factors, firstly it is because as they are carrying out the vision they are trying to reach out and enlarge their market to achieve the vision. In order to achieve that vision in the early of 2017 Hillsong Church has opened their local church in Bali as Hillsong Bali. Hillsong Bali was formed from the Assemblies of God Church "Paradise Church" with Pastor Eka Mutty and Englyn Mutty as the campus pastors which are the graduates from Hillsong College.

For a long time people have labeled Bali with many nicknames, such as "the morning of the world, "the last paradise", "The island of God", etc. The Mother Nature and culture of Bali makes it popular not just in tourism aspect but also for religion aspect. Bali as a unique island and famous all over the world has long been used as a target of missionary. However it is seen that almost every day Balinese implement various religious ceremonies.

However, whether a church or a Christian organization have targeted Bali as their mission field. Those bonds, religion or ritual practices, strong culture and traditions become challenges for Christian to build churches or even to do the evangelism that caused many of Bali Hindus transferred and become Christian. In the middle of Hindu majority, Christianity is trying to live and reach out Bali through the local churches.

Despite the fact that Christianity is still a minority religion in Bali, Hillsong Church took it as an opportunity and opened their local church as Hillsong Church Bali as a reaching out strategy. From the research background, this research is aimed to find out how does the church branding affect church participation regarding the branding influence that Hillsong Church brought after Paradise Church has transferred and become Hillsong Church Bali. Therefore, based on the explanation above the title of this research is "Investigating Church Branding Influence towards Church Participation (A study case: Hillsong Church Bali)".

Research Objectives

The objective of this research is to know the church branding influence towards church participation in Hillsong Church Bali.

THEORETICAL FRAMEWORK

Marketing

Based on marketing concept and theory, according to Kotler and Keller (2012), marketing is about identifying and meeting human and social needs. According to Kotler and Armstrong (2010) said marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others.

Marketing Mix

Marketing mix is originating from the single P (price) of microeconomic theory (Chong, 2003). According to Kotler and Armstrong (2010) marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. Marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision making managers make in configuring their offerings to suit consumers' needs. McCarthy (1964) in Goi (2009), offered the "marketing mix", often referred to as the "4Ps". According to Bennett (1997) in Goi (2009), "4Ps" as a means of translating marketing planning into practice. Palmer (2004) in Goi (2009), the tools can be used to develop both long-term strategies and short-term tactical programs ().

1) Product

Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy (Singh, 2012).

2) Price

The price includes a fair assessment of the product, e.g., a good price for a good product (Ehmke, Fulton, and Lusk, 2016). Kotler and Armstrong (2010), the price is defined as the amount of money to pay for a product or service, or the value of the exchange help customers receive a product or service for a certain amount.

3) Place

Another very important element of marketing is a place that is also called the distribution, which is defined as the process and methods by which products or services reach customers (Martin, 2014).

4) Promotion

Promotion means activities that communicate the merits of the product and persuade target market to buy it.

Branding

A brand is a name or trademark connected with a product or producer. In principles of Marketing, by Kotler and Armstrong (2012) defined brand as "a name, term, sign, symbol, or a combination of these, that identifies the maker or seller of the product". A brand can be defined as "a name, term, symbol, or design, or a combination of them, which is tended to signify the goods or services of one seller or group of sellers and to differentiate them from those competitors" (Keller,1993).

Brand Identity

Brand identity is how a business presents itself to, and wants to be perceived by, its consumers. According to Aaker (1996), brand identity provides strategic direction, purpose and meaning for a brand. Brand identity should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional, or self-expressive benefits (Aaker, 1996:68).

Brand Image

Brand image can be defined as a big picture and as the perception of the brand in the minds of the customers. According to Kotler and Armstrong (2012), brand image is a set of consumer beliefs about a particular brand. Burleigh and Sidney (1955) in Miryala (2011), brand image represents an important aspect of marketing activities; branding and market offering with varied definitions and approaches to its conceptualization. According to Herzog (1963) in Miryala (2011), brand image represents customer perception of a brand as reflected by the brand associations held in consumer memory.

Brand Personality

Brand personality must be differentiated from brand image, in sense that, while brand image denote the tangible (physical and functional) benefits and attributes of a brand, brand personality indicates emotional associations of the brand. If brand image is comprehensive brand according to consumers' opinion, brand personality is that aspect of comprehensive brand which generates its emotional character and associations in consumers' mind.

Previous Research

Mulyanegara (2011) conducted a research about "The Role of Brand Orientation in Church Participation: An Empirical Examination". This study contributes to a better understanding of the role of brand orientation in affecting church participation by analyzing the relationship between PBO, perceived benefits, and church participation. This study attempts to fill this gap by assessing the brand orientation construct from the perspective of the customers or members (PBO) and examine its impact on perceived benefits and church participation.

Dover (2006) examined how a branding orientation has impacted on Christian churches and organizations. A survey of UK and Irish church leaders was conducted to identify whether they perceived their church as a brand, and were aware of the potential benefits of branding as identified in the literature. The study found that whilst the majority of church leaders surveyed perceived significant benefits in branding, they also recognized its potentially negative effects on organizational values.

Hanson (2016) conducted this study to discover what branding techniques used by Christian organizations are effective in connecting with Millennials and why, and to determine what are effective branding practices in a religious context. A convergent parallel mixed-method research design was used to gather the data. A focus group of five Millennials was held to gather qualitative data on Millennials' responses to promotional material. Results showed that though these organizations followed in varying degrees what research prescribes as effective branding techniques that connecting with Millennials, they are not guaranteed to resonate with the Millennial target due to diverse factors and individual preference.

Conceptual Framework

The relationship between the variables in this research is explained in this conceptual framework.



Figure 1. Conceptual Framework

Source: Data Processed (2018)

The purpose of conceptual framework is to identify Hillsong Bali church branding influence towards Hillsong Church Bali participation.

RESEARCH METHOD

Research Approach

The type of this research is qualitative research methodology to find out the influence of church branding towards church's participants productivity in Hillsong Church Bali. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials - case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample and Sampling Technique

Population is identifiable group of elements (e.g, people, products, organizations) of interest to the researcher and pertinent to the information (Hair, et al, 2006). According to Spradley (1980) in Sugiyono (2007) in qualitative research there is no population term but only social situation, which consists of three elements: place, actors and activity. The social situation of this research is all elements that can be respondent about the church branding influence towards church participation in Hillsong Church Bali. Sample is the subset or subgroup of population (Sekaran and Bougie, 2010). This research sampling size are 10 respondents from Hillsong Church Bali who are the church leaders, church members, workers, or volunteers. According to Sugiyono (2007), purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Method

In-depth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent (Hair, et al, 2007). In this research, the interviews were held face-to-face. Sekaran and Bougie (2010:186) stated that interview is a useful data collection method for exploratory research.

Operational Definition of Research Variables

Operational definition is an explanation about the variable in this research. Therefore, the variable in this research is church branding and church participation. Church branding is the visual representation of Hillsong Church Bali identity. Church branding is one of church marketing strategy to create church's image, to attract and promote itself and even to gain more visitors.

Instrument Testing

Reliability is defined as the extent to which a measurement is consistent and free from error (Portney and Watkins, 2000). Validity refers to the credibility or believability of the research. Bond (2003) in Kimberlin and Winterstein (2008), validity can be seen as the core of any form of assessment that is trustworthy and accurate. Validity encompasses the entire experimental concept and establishes whether the results obtained meet all of the requirements of the scientific research method.

Technical Analysis

Qualitative method of analysis is aimed to make valid inferences from data in the form of words. According to Miles and Huberman in Sekaran and Bougie (2010), there are generally steps in qualitative data analysis which are data reduction, data display, drawing and verifying conclusion.

RESULT AND DISCUSSION

Result

The interview is conducted among church members of Hillsong Church Bali. This part explains about discussion after the interview.

Informant 1

Informant 1 has joined Hillsong Church Bali since 2013. According to him, regarding the era of social media, Hillsong has become a brand. In this case, it can be seen by Hillsong Bali's Instagram that gained so many followers. In his opinion Hillsong is not only a local church but a brand and that makes those who attend and join Hillsong become another pride besides to praise and worship God. According to him, there are great changes that Hillsong brought to Paradise church which are the church management and all of the departments has become better. Yet after rebranding to Hillsong Bali, they have more people who come and also volunteers who committed and are doing greater job. However Hillsong Bali finally became a home to everyone who come and attend. He hopes that Hillsong Bali will grow way bigger and through it he can connect more with people.

Informant 2

Informant 2 joined Hillsong Bali on November 2017 and she attends the service quite often. She is volunteering in kids ministry in the church. What she likes from Hillsong service are the praise and worship session and also 1 minute mingle. Her favorite favorite service is Sunday night live. According to her, Hillsong is very popular because it is well known from the worship songs. In her mind, Hillsong did "make it" in Hillsong Bali because many of her friends attend the church more often since they were rebranding to Hillsong

Bali. Besides, by volunteering in Hillsong she learned so many things from the people and it makes her faith grows. She hopes that Hillsong can reach out to another places and Hillsong Bali can expand their building in case they have so many people who come.

Informant 3

Informant 3 has joined Hillsong Bali at June 2017. Since then, she is volunteering at Hillsong Bali in Kids Ministry. According to her Hillsong did make it here in Hillsong Bali because the church is growing and developing better, they got more people who come and know Jesus. However, for her personally she got so many things to be learned and so many people who support her in Hillsong Bali. She is glad that Hillsong Bali has become a place for her to grow and get to know God. She hopes that Hillsong will reach out to more people through their songs or even their services.

Informant 4

Informant 4 is a volunteer in Hillsong Bali, she is a part of Hillsong Kids Ministry Team. She agreed that Hillsong is very popular because they have so many people who come and reached out to many countries and tribes. She knows that before become Hillsong Bali, it was Paradise Church and according to her after rebranding to Hillsong Bali, the church became more better in connecting people. However, she found out that after rebranding Hillsong Bali can attract more young people to come, by the church's characteristics and style which is modern as a church. Thus, Hillsong Bali has great impact for the youth in term of faith growth. She hopes that Hillsong Bali will be such an example for other churches and can reach more people in Bali.

Informant 5

Informant 5 joined Hillsong Bali in 2016 and she attends the services every week. She is also volunteering in creative ministry and working in the coffee shop, which is Comma Café. She likes the services and all of the songs of Hillsong. Her favorite thing about attending Hillsong service is the praise and worship session. According to her Hillsong is very popular as a brand and from her experience when people started to ask what church is she attending they will ask her to bring them there at Hillsong because they know that it is very popular by the brand and also its product such as their songs.

However, she also knew that before rebranding to Hillsong Bali, it was an Assemblies of God Church named Paradise Church. Her personal opinion when it became Hillsong Bali is that the church growing bigger and they have more people who come and join them. The church also performs better in every aspects, like the management, the ministry, and others.

Informant 6

Informant 7 joined most of the events during the week and Sunday services. She loves the people and she enjoys the atmosphere, the amazing speakers (locally and international) and off course the worship session at the service. As a product, Hillsong's songs are amazing for her and she loves them. However, she is also volunteering at the church and involved in some ministries, which are Hillsong youth (leader for power house age group: 18-30 years old), service leaders, pastoral care, sisterhood (women ministry), Hillsong city care. She agreed that Hillsong is very popular as a brand because it's a church what she called home, one home with many rooms. According to her it's not just the songs and worship that makes it popular but also the growth of the church globally.

While, according to her after rebranding into Hillsong Bali the church performs much better in all the aspects, such as all the leaders got training from great leaders of Hillsong Church. The growth of the church is amazing and they got great response from people and create a great atmosphere, positive culture and healthy communities.

Informant 7

Informant 7 was invited by one of her best friend to Hillsong Bali when it was still Paradise Church in 2012 and she attends the services frequently there ever since. She enjoyed the praise and worship session at the service and even their songs. She is volunteering at the church in creative and kids ministry. She agreed that Hillsong is very popular because it is unique and pioneering so many things that never been done or existed in church life before. She testified that after rebranding into Hillsong Bali the church is performing better in so many aspects, which are system, attendance, praise and worship, and even the standard of service. But for her the downside is that too many people come just because it is Hillsong.

Informant 8

Informant 8 knew about Hillsong Bali from her sisters and he joined Hillsong since 2014 until 2016 when it was still Paradise Church. He was taking part in the ministry as a volunteer that time and was joining every services and events back then. What he enjoys most about the services are the praise and worship session and the preaching. According to him one of the thing that makes Hillsong popular as a church brand is their song because their songs are attractive and reach out to many people in the world.

According to him, the church's performance has become better in terms of their volunteers, they got so many new people who are willing to serve in the ministry as volunteers. Not just the amount of volunteers but also the quality of their service performance. Moreover, the church is growing bigger that they have to do 4 times of services on Sunday because just too many visitors come.

Informant 9

Informant 9 is a new comer at Hillsong Bali. What she loves about Hillsong Bali service is the praise and worship session and her favorite is 6 pm Sunday service. She agreed that Hillsong is very popular because it is a "go international" church. She just attends the service but has not committed to volunteering in any of ministry departments. And because she is new she does not know about any of Hillsong Bali that was a Paradise Church at first.

According to her, since it became Hillsong Bali the church has many tourists who come from Australia, America, and Amsterdam. Besides, Hillsong Bali has successfully won the youth's hearts through their existence in Bali. She gladly said that Hillsong Bali has become a new "home" for her for all new comers and participants. She hopes that Hillsong will reach out to many cities and countries in general. However, she hopes that Hillsong Bali will attract and win more souls of the youth in Bali.

Informant 10

Informant 10 knew about Hillsong already because it is a well-known church. She then came to Hillsong Bali 8 months after its opening. She loves the praise and worship session at the service. According to her, the way Hillsong is branding itself through videos, music, services and the preacher are amazing. She agreed that after rebranding to Hillsong Bali they got so many new people who come to the church until they have the line overflowed.

However, the people who were the pioneers from Paradise Church have to blend and adapt with the church's new concept which is becoming Hillsong. She stated that the quality of the services are the same before and after it became Hillsong Bali. From her point of view, the church grows faster than people were expected because they just got so many visitors from that day on and she knew that Hillsong Bali once has more visitors than Hillsong in Australia in one week of their services.

Discussion

Based on interview result conducted among church members who are the workers, volunteers, and church participants, the results of this research can be divided into 2 parts. From the interview result it is found that there are some main factors indicate church branding influence towards church participations and there are some implications regarding church branding influence towards church participations at Hillsong Church Bali.

Factors indicate Hillsong Church Branding Influence towards Hillsong Church Bali Participation

Findings indicate that there are 2 main factors of why does Hillsong very popular as a church brand, those are Hillsong's songs and praise and worship session. According to the interview result, 10 informants agreed that Hillsong's songs are the main reason of why they are attracted to Hillsong and know Hillsong as a church. Those informants also agreed that Hillsong's songs are the signature of Hillsong itself. Because overall, the first thing they know about Hillsong was their songs. Their songs are well-known in the world wide and sang by many churches in the world.

In addition, praise and worship session became most of favorited thing from Hillsong Church in most of their services. 10 informants have shared their experiences about praise and worship session in the service and it became one of their most comfortable and enjoyable session. However, the informants stated that the quality of praise and worship in the service is great included the atmosphere the church created.

Besides, another supporting factors are Hillsong Church Bali service and church members' attitude towards church participants or visitors. There are 7 out of 10 informants who have given their experiences about

the services at Hillsong Bali. The service itself has become one of most attended and enjoyable moment besides another programs, events, workshop, or training offered by Hillsong Church Bali. According to the interview result, those informants stated that Hillsong is identic with their service included service style which is modern. The informants also agreed that they love Hillsong Bali service because there they can gather with another church members, enjoying songs, praise and worship together. It can be said that the service itself embraces every aspects of the church in one moment.

However, 5 informants also agreed that the attractive thing about the church is the way the church welcome the people included church members and visitors nicely and friendly. They created a homey feeling to whoever entered the church and welcome everyone as family.

Church Branding influence towards Church Participation in Hillsong Church Bali

Therefore, based on the results 10 informants agreed that there are 2 main implications which were influenced by Hillsong church branding, those are gaining more visitors and increasing number of service attendance. From the interview, 10 informants agreed that ever since rebranded Hillsong Bali has been gaining more visitors than it was. It is because the name of Hillsong itself has already well-known and it became a pride to whoever visit Hillsong because it is popular. They have the line overflowed with people and new comer in every services. The visitors are from several parts of Bali, they could be abroad tourists, local tourists, and local people from Bali.

Moreover, 10 informants also agreed that the number of attendance is increasing rapidly in every services. From 2 services, Hillsong Bali has 4 services every Sunday now. It can be seen in every services they have, the room is filled by people from different places and in those 4 services and they have the attendance increasing each week until one of the informants testified that they should expand the building larger to contain more people or even to open another Hillsong church in Bali.

There are another church branding implications, which are Hillsong Bali church growth and more committed volunteers. As stated by Steven (2005), within the church marketing literature, researchers have argued that positive church image is linked with stronger members' commitment. According to the interview, there are 3 informants that stated that Hillsong church branding has impacted the church growth significantly. Church growth covers all aspects of the church actually, started from its service quality, attendance, workers and volunteers' service performance, trained leaders, and even church members spiritual growth.

While 2 informants stated that in its applications, Hillsong church branding has impacted the church members to join and be committed as volunteers in Hillsong Bali. The informants shared that Hillsong Bali volunteers are serving the people in the church with their hearts, they stated that those volunteers are nice and friendly since they are equipped and trained by Hillsong team. Therefore there are so many visitors who firstly joined as church members, and from church members they committed themselves to join as volunteers in the ministries and church departments.

Overall, all of the informants are hoping that Hillsong Bali will become a big impact in the city and as they're growing they will also grow and equip another church. Moreover they hope that through Hillsong Bali they can connect to more people in order to win more souls for God.

CONCLUSION AND RECOMMENDATION

Conclusion

Therefore, based on the result and discussion of the research that has been conducted, there are some points that can be concluded. Firstly, it can be concluded that Hillsong has already well-known as a church globally and was already successfully branding itself. There are some factors in their branding strategy which are very familiar and most attractive to many of the people, Hillsong was very popular by their songs which are usually sang in the praise and worship session at their services.

While most of the church participants agreed that Hillsong is very identic with their praise and worship session in every services or events and that is what people enjoyed the most. Secondly, according to the church participants' experiences, the bargaining power of the pastorals, worker, volunteers, and participants who keep on inviting their friends or relatives to join them and also the way they welcome and treat the people has become one of the factor Hillsong has successfully branding itself to their visitors.

There are some differences and changes that happened in the church after their rebranding from Paradise Church into Hillsong Bali. According to most of the participants, Hillsong Bali is growing faster than it was. Even, the people were not expected that they would have so many people who come and visit the church

every single week, either on their services or events. The attendance is extremely increasing every week that they have the church line overflowed with visitors until they have to do 4 services every Sunday.

Moreover, not just come and visit, Hillsong Bali have more people who committed themselves to involve in the ministry by becoming volunteers in many of ministry departments in the church. Thus, those pastorals, leaders, workers, and volunteers were also being equipped by Hillsong directly through the church's programs. Besides, not just in terms of attendance or committed volunteers but also the church performs better in terms of system, church management, service standard and service quality. It is because Hillsong brought all of their concept and applied it into the church.

Despite all of the good responses and changes, the downside is that there are some people who come to the church just because "it's Hillsong". It means Hillsong has succeed as a brand and very popular among the people but on the other hand, some parties and people visited the church not because they wanted to, but as their personal pride because it is a well-known church.

Recommendation

Based on the findings here are some recommendations from the researcher:

1. It is highly recommended for all the pastorals and leaders to use this momentum efficiently by equipping all the workers and volunteers in order to maintain the service standard and to increase the service quality through Hillsong church's programs, either it can be workshop, training, classes, conference, and others. In addition, based on informants' experiences, the church should also maintain the service standard in their praise and worship session because it is one of the main indicators that makes them well-known and is acceptable and enjoyable part of the service for most of their visitors.
2. For the volunteers should keep on learning in increasing the service quality of the volunteers in any of ministry departments so that people will visit Hillsong Bali not just because "it's Hillsong" which is so popular but because of the volunteers who are serving with their best performance and keeping the service standard steady.
3. For churches in general, it is suggested to being able to learn from Hillsong in terms of their branding strategy which is to create a specific way to reach out through church system and programs which are applicable and relevant.
4. It is also suggested for the future researchers to explore similar research through another research approach and method to know church branding influence towards church participation.

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