

Branding a Memorable: Case Study on “Residivist Streetwear” Bandung

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Abstract: *The trust issue occurred toward the former prisoners made it difficult for them to return to society. Based on this issue, an effort was made to counter the stereotypes developed in community. Unlike other clothing businesses, “Residivist Streetwear” has a unique concept, which manifested in the design of its products. “Residivist Streetwear” uses the idea of “prison culture” in every designs. Moreover, 99% of its employees are recidivists. With the stigma and discrimination that the ex-prisoners received, it is not easy for “Residivist Streetwear” to make its brand known and accepted by community. This article aims to find and to analyze Residivist Streetwear’s branding strategies. The method used in this study is a qualitative method with a case study approach. Based on the research, it was found that Residivist Streetwear’s branding strategies included, (1) increasing brand appeal through product maker’s background, brand name, product hang tag, and the use of product design with the “Prison Culture” concept; (2) communicating brands through endorsement, sales promotion, social media, television, and various events and programs of the Anugerah Insan Residivist Foundation; (3) the use of product design with the concept of “prison culture” is a hallmark of “Residivist Streetwear” in changing the stigma aimed by the community to ex-convicts.*

Keywords: *Branding Strategy, “Residivist Streetwear”, Prison Culture.*

INTRODUCTION

Acts of discrimination carried out by the community accompanied by negative labels aimed at ex-convicts resulted they are experiencing difficulties in conducting socialization in the community. Direct sanctions imposed by the citizen on people who are considered to have a negative stigma, namely by limiting their social participation. They are not allowed to play certain economic or social roles, including being refused as workers / employees, being denied to apply for the credit, being prohibited to living in one area, being refused to joint the police corps, and others. According to Kartono (in Akhyar et al., 2014), they were expelled or ostracized from the public. This is what then causes ex-convicts to

commit recurring crimes, or what we know as recidivists. Former prisoners need to be given the opportunity to be able to restart life in society. Especially because those who are unemployed are substantially more likely to return to crime than those who work (Clear, 2007).

Departing from these social problems, there is an effort that is present to fight the stereotype that has been developing in the community. Different from other clothing businesses, “Residivist Streetwear” has a unique concept, namely by using the concept of “Prison Culture” in every product design. Where the design has profound philosophies about the lives of ex-convicts when inside and outside the detention center. This is as according to Keller (1993), customer-based brand

equity occurs when consumers are accustomed to brands and keep several beneficial, strong, and unique brand associations in memory. Not only that, 99% of its employees are also ex-convicts who want to change their lives for the better. However, these ex-convicts face various challenges when they return to society. Especially when they are looking for work, there may not be a greater or more important challenge than finding work. Work is a key factor influencing one's success after being imprisoned (Holzer et al., 2002; Waldfogel, 1994). Therefore, Streetwear Residivist is present as a business line that fights for the fate of ex-convicts.

According to Hirschfield & Piquero (2010); Uggen et al (2014), the stigma that results from prison, which negatively influences the possibility of securing a job. Nevertheless, these ex-convicts can show that they are able to make a business that is no less competitive in the market, with an income of 5-50 million per month. This is as stated by Asep Djuheri (Heri Coet) as the Commissioner of Residwear Streetwear,

If it is deserted a month, you can get out at most 100 pcs, lonely 100 pcs out a month. If a month is around, if the average is taken, it can be 5 to 25 million if it is averaged. Only if it can be up to 50 million more.¹

According to Kertamukti (2015: 87), in the business world, corporate brands and product brands are intangible company assets, but it is very important to maintain credibility. So we need effective facilities and infrastructure to be able to introduce and embed the company's product brand in the minds of consumers, known as branding. According to McQuiston (2004), branding is a multidimensional construct that includes not only how customers see physical

products, but also logistics, customer support, and the image and company policies that accompany these products. Streetwear Residivist tries to build its product image by creating differences between products. Teach consumers about "who" the product is by giving its name and other brand elements to identify the product. Likewise with what the product does, and why consumers should pay attention (Kotler & Keller, 2009: 260).

Previous racial or ethnic prison terms remain an important barrier to success in getting a job. These results are very strong for direct job applications and somewhat smaller for online job applications (Decker et al., 2015). The existence of negative stigma and discriminatory actions cause Residual Streetwear to experience difficulty in branding. This is as according to Al-Jauhar & Ali Imron (2014), the existence of negative stigma and discriminatory actions aimed at the community at ex-convicts resulting in ex-prisoners difficulties in conducting socialization in the community.

It is not easy for "Residivist Streetwear" to make its product brand recognized and accepted by the public. Moreover, branding is now considered very important in determining the success of a brand, because as we realize today there is an explosion of the number of choices or brands offered and have equality of speciality, which ultimately makes consumers confused to choose. Where consumers now prefer products based on the reputation of a brand. consumers see the brand as an important part of the product, and brand determination can add value to a product (Kotler & Armstrong, 2008: 275). Every day, thousands of companies spend millions of dollars building external brand identity and customer loyalty. Branding implies more than just selling a product or service; the best companies create strong

emotional connections between messages and products (Sartain, 2005).

Branding efforts will fail or, at least, only achieve minimal success, unless the company invests in maintaining its internal brand. Human resources, in this case recidivist Streetwear workers, who are mostly ex-convicts, become a starting point that will make or break a company's brand, and ultimately the results of the company itself. In fact, companies that neglect their internal brands significantly reduce the potential impact of their external brands. According to Sartain (2005), internal branding efforts are new energy among all organizations. As Yahoo! to build a strong brand image including attaching lifestyle, transformation, potential, excitement, and product fulfillment. In this regard, the company needs to make a comprehensive master plan, which explains how the company will achieve all the goals that have been set based on a predetermined mission (Rangkuti, 2013: 183). Therefore, researchers are interested in knowing how the strategies used by "Residivist Streetwear" in making their product brands can be known and accepted by the public.

The purpose of writing this article is to find out the "Residivist Streetwear" strategy in increasing brand appeal and communicating brands, as well as the reasons why Residivist Streetwear uses product design with the concept of "Prison Culture". After all "Residivist Streetwear" is a business established and managed by ex-convicts, it is not an easy thing for these ex-convicts to make their product brand acceptable and known to the public, especially the stigma attached to the ex-convict.

A study related to clothing branding strategies has also been conducted by Farid (2017); Putra (2018) which shows that innovative, unique and character products can reach a wider

market. Building brand positioning by making loveable products; building a brand identity with a strong logo philosophy; building brand personality by adjusting to the client's character; and building brand communication using non-profit facilities.

METHOD

The method used in this research is a qualitative method with a case study approach. According to Kirk and Miller (in Moleong, 2017: 4), defining qualitative research as a particular tradition in social science that is fundamentally dependent on observations in humans, both in the region and in its terminology. In this case the researcher tries to outline a deep understanding related to a social reality from the actor's point of view, interpreting the meaning behind the data observed by the researcher by building a model based on research data in the field regarding the branding strategy of "Residivist Streetwear" products.

According to Sugiyono (2016), this qualitative research method is often called the naturalistic method because this research is carried out in natural conditions. So through this qualitative method, researchers can find out and observe events naturally. Researchers see and feel directly what is done by the source of research, without reducing or exaggerating the results of research in the field. One type of qualitative research is research with a case study approach. According to Stake (in Creswell, 2015: 137), qualitative case studies can be arranged to illustrate unique cases, cases that have an unusual interest in themselves and need to be described or detailed. In this regard, the existence of Streetwear Residivist is a unique phenomenon, where the business is built and managed by ex-convicts, they try to change the stigma that has been developing in the community through a work with all the uniqueness

of “Prison Culture” as outlined in product design. This gives something different from other clothing businesses. So that the existence of these efforts is expected to be able to elevate the dignity, status and dignity of ex-convicts, and to make the lives of these ex-prisoners better.

In this case, the researcher tries to explore the explanation of the causality contained in the object under study through a case study approach by using explanatory research question types, namely how and why. The data collection techniques used in this study were (1) in-depth interviews with four key informants, namely the Commissioner, Marketing Manager, Marketing Staff, and Creative Director of Streetwear Residivist, as well as two supporting informants namely Residual Streetwear consumers who came from former circles convict and non-convict. These subjects are chosen because, they have a direct involvement in the phenomenon under study, the subject experiences and knows the phenomenon; (2) observations on company work processes, use of social media, and other activities that support the branding activities of “Residivist Streetwear” products; (3) documentation in the form of photos, books, and data stored on websites, online newspapers, or shows on several social media such as Youtube, Facebook, and Instagram regarding the branding of “Residivist Streetwear” products as document studies.

RESULTS AND DISCUSSION

The presence of Streetwear Residivist in Bandung brought a big change, not only for ex-convicts, but also for prisoners who were still in detention. This is because the perceptions built by “Residivist Streetwear” in the minds of audiences related to the brand of their products succeed in showing that these ex-convicts can produce works that have

a sale value. Based on the results of the study, it was found that the Streetwear Residivist branding strategies are included:

Streetwear Residivist Strategies in Increasing Brand Attractiveness

In order to introduce and embed brands in the minds of consumers, Streetwear Residivist strategy in branding one of them by increasing the attractiveness of the brand. The Streetwear Residivist strategy in increasing brand appeal, namely through the background of product makers, product quality, brand names, product hang tags, and the use of product designs with the concept of “Prison Culture”. The Streetwear Residivist strategy in increasing the appeal of this brand, including brand personality. According to Gelder (2004), brand personality is a developed to enhance the appeal of a brand to consumers. Brand personality is a way that aims to increase the appeal of the brand from outside in the eyes of consumers.

First, the background of the product maker. In this case, 99% of Streetwear Residivist employees are ex-convicts. The remaining 1% are volunteers who care about the efforts of these ex-convicts. This is the main attraction for Residivist Streetwear, because companies in general will prefer employees who have a good reputation and background in life. However, Streetwear Residivist is actually more prioritizing ex-convicts to work in his place. This is in accordance with the aim of Residivist Streetwear, namely to fight for the fate of ex-convicts, the welfare of their lives, and together against the stereotype that has been developing in the community.

Second, product quality. Although most Streetwear Residivists are ex-convicts, the products produced are of good quality. The material used is also a premium material, so it can be

juxtaposed with other well-known distros. In addition, the process is even more thorough and detailed. This is because these ex-convicts are already accustomed to surviving the various pressures of life they are undergoing, so they are far more creative and have much stronger endurance. This is evidenced by consumer satisfaction with the quality of Streetwear Residivist products.

In this regard, product quality is one of the main positioning facilities for marketers. Product quality has a direct impact on product performance. Therefore, product quality is always closely related to value and customer satisfaction. This is as stated by The American Society for Quality (in Kotler & Armstrong, 2008: 237), that quality as a characteristic of a product or service depends on its ability to satisfy customer needs both expressed or implied.

Third, the brand name. The use of the name Streetwear Residivist as a brand of this product, originated from the existence of negative stigma and discriminatory actions aimed at the community at ex-convicts. So this is expected to change the image of ex-convicts, where the recidivist name is no longer synonymous with crime, but is a brand of a product. Residivist Streetwear wants to show the public that these ex-convicts can produce a work that has a sale value and is beneficial to the community. Because actually a brand must show the identity of a company that makes it different from competitors. This is as said Kotler & Armstrong (2008: 275), that the brand is a name, term, sign, symbol, or design, or a combination of all them, which shows the identity of the maker or seller of the product or service. Likewise with that expressed by Kotler & Keller (2009: 258),

Names, terms, signs, symbols or designs, or combinations thereof, intended to identify goods or services

from one of the sellers or seller groups, and differentiate them from competitors.

From a moral standpoint, the use of the name "Residivist Streetwear" as a product brand, namely to change the negative stigma directed at the community to ex-convicts, as previously explained. But when viewed from a business perspective, a company does need to be creative in making something. Because the brand is one of the most important elements in marketing. This is as according to Hermawan (in Bungin, 2015: 66), which says that the most important elements of marketing are brand, positioning, and differentiation.

In this connection, "Residivist Streetwear" makes a sensational brand. Where, this recidivist word has a negative connotation, which is a term for recurrent criminals. This is done as a way of "Residivist Streetwear" in making its brand more quickly known by the public. Because now consumers will be more likely to choose products with more famous brands. This is as according to Kartajaya (2010: 3), which is as follows:

Customers will likely choose products with more well-known brands. Employees also tend to prefer to work in companies that have a good brand or reputation. Likewise with investors, they will also consider the company's brand in investing.

With the famous brand of Residivist Streetwear, it will be easier for "Residivist Streetwear" to change the negative stigma that has been directed by the public to ex-convicts.

Fourth, the product tag hang. Streetwear residivist has a different product hang tag than the hang tag in general, because the writings contained in the hang tag have a deep meaning. Among

them “4x8 (do not need to be measured like jobless)”; or writing “The Work of the Former (Criminals) That Are Good, Do Not Be Stolen / Hijacked, Think and Make It Difficult to Enter prison First” which has a philosophical meaning so that with this hang tag, is expected to show the identity of the company, and become unique for the company in promoting, and supporting the position of its products in the market.

Fifth, product design. In this case Streetwear Residivist uses the concept of “Prison Culture”. Where the product design uses prison terms, and has its own philosophy in every design.

Like the design of “Marijuana”, which includes clause 111 paragraph 11 of the Narcotics Act. Where the clause mentioned the punishment that “Please give” hard to narcotics users. So that this is expected to be able to urge the public not to use the prohibited goods, or the design of “Alert Eight Tails”, related to clause 378 of the Criminal Code on Fraud and Embezzlement, as well as several other designs aimed at providing appeals and education to the public related to criminal law clauses.

In fact, the socialization of the criminal law clause as outlined by “Residivist Streetwear” in the design of this product, was given appreciation by one of the national print media, namely Galamedia. Where this Galamedia contains a news regarding the design of “Residivist Streetwear” products, titled “Socializing Criminal Law Clauses Through Shirt Design”.

As for some other Streetwear Residivist product designs, such as the design of “Lapak Jago”, “Install Body”, “Slow Migow”, “Poex CS”, “Key”, “Iron Bars”, “100% PELK”, and so forth. Where the designs are also taken from prison terms, and has its own philosophies in each design.

In this regard, the essence of a brand

must have its own uniqueness associated with its products to be able to survive in the market. This is in line with what is expressed by Zakiah (2019: 841), that the attractiveness of “Residivist Streetwear” is one of the supporting factors of “Residivist Streetwear” in branding.

The uniqueness of “Residivist Streetwear” is one of the supporting factors of “Residivist Streetwear” in branding. The uniqueness of this Streetwear Residivist lies in the concept of “Prison Culture” which is used in the design of its products. Where the design concept uses prison terms, and has its own philosophy in each design.

Streetwear Residivist Strategies in Communicating Brands

Next, the Residivist strategy in branding is by communicating its product brand. The Streetwear Residivist strategy in communicating its brand to consumers, including through the relationships they have; sales promotion; endorsement; several media, such as television electronic media, as well as social media Facebook and Instagram; or by conducting direct socialization to prisons, as well as the general public through programs of the Anugerah Insan Residivist Foundation, as well as through various events that are participated in. This is in line with the phrase according to Schultz and Barnes (in Kusno et al., 2007: 45), which is as follows:

To be able to communicate the brand to consumers, the company uses internal and external communication, such as sales promotion, events, public relations, direct marketing (catalog delivery, mail, telephone, fax, or email), corporate sponsorship, namely offering products / services by working the same as other companies as sponsors, and advertising are ways to introduce products / services

through all kinds of advertisements.

The presence of Asep Djuheri (Heri Coet) figures in various television stations, such as in the “Motivation” program, TVRI; “Morning Show”, Net TV; “Extraordinary” RTV; “Liptan 6 evening”, SCTV; “Window”, MNC TV, “I’m Possible”, “Kick Andy” and “360”, Metro TV; “On the Spot Reveal”, Trans 7; “Bandung Answering”, Kompas TV, etc. opens a great opportunity for “Residivist Streetwear” in introducing its brand to a wide audience. In addition, through several programs of the Anivity Insan Residivist Foundation, Asep Djuheri (Heri Coet) also always introduces “Residivist Streetwear” by bringing its products into these programs. Not only that, Streetwear Residivist often follows various events in communicating their brands.

In addition, endorsement has become one of the tools of Streetwear Residivist in communicating its brand. In this case, many public figures have participated in promoting Streetwear Residivist products, including the Antrabez Band, Entis Sutisna (Sule), Ian Darmawan, Rico Ceper, Andy Noya, Deddy Corbuzier, Gilbert Joshua (Gilbert Saint Loco), Michael Howard, Michael Howard, Merry Riana, Ben Kasyafani, Roby Satria (Roby Geisha), Billy Breakline, Deddy Mizwar, and others. However, this is done by the public figures voluntarily, without using fees.

But in this case, not much sales promotion is done by Residivist Streetwear, just giving discounts (discounts) at certain events, discounts for resellers with a minimum purchase of 10 pcs of products, 20% discount for old goods stock, or a 20% discount with no limits set specifically for prisoners and ex-convicts.

Reasons for Using Product Design with the “Prison Culture” Concept

Basically, the purpose of “Residivist

Streetwear” is always to change the negative stigma and discriminatory treatment aimed at the community at ex-convicts. Likewise with the use of the concept of “Prison Culture” in the design of products, through this product design with the concept of “Prison Culture”, Residual Streetwear wants to show that ex-convicts who are underestimated by the community can work, produce something, and benefit the community. So the design concept taken also came from prison terms. Where every design has a deep philosophy about the lives of ex-convicts inside and outside detention. This is done to show that the products produced by “Residivist Streetwear” are the work of ex-convicts.

Streetwear Residivist also believes, by using the concept of “Prison Culture” in the design of this product, will be something unique for fashion lovers. Because to compete with well-known brands in the market it will be difficult if this Streetwear Residivist product is not unique. So the reason for using the concept of “Prison Culture” in the design of this Streetwear Residivist product, in addition to changing the negative stigma that has been aimed at ex-convicts, is also as a characteristic, or its own uniqueness that distinguishes “Residivist Streetwear” products from other similar products.

Some Streetwear Residivist product designs also contain a philosophy that aims to provide motivation, education, and appeals, both for the community and for the ex-convicts themselves. As well as, the design of “Iron Bars”, “RSDS (Hospital Yourself), and” Keys “. in providing education and appeals to the public, Streetwear Residents are also conducting socialization of clauses through the design of their products, such as the “Eight-Tailed Alert” related to clause 378 of the Criminal Code on Fraud and Embezzlement, or the “Cannabis” design related to clause 11 Paragraph 111

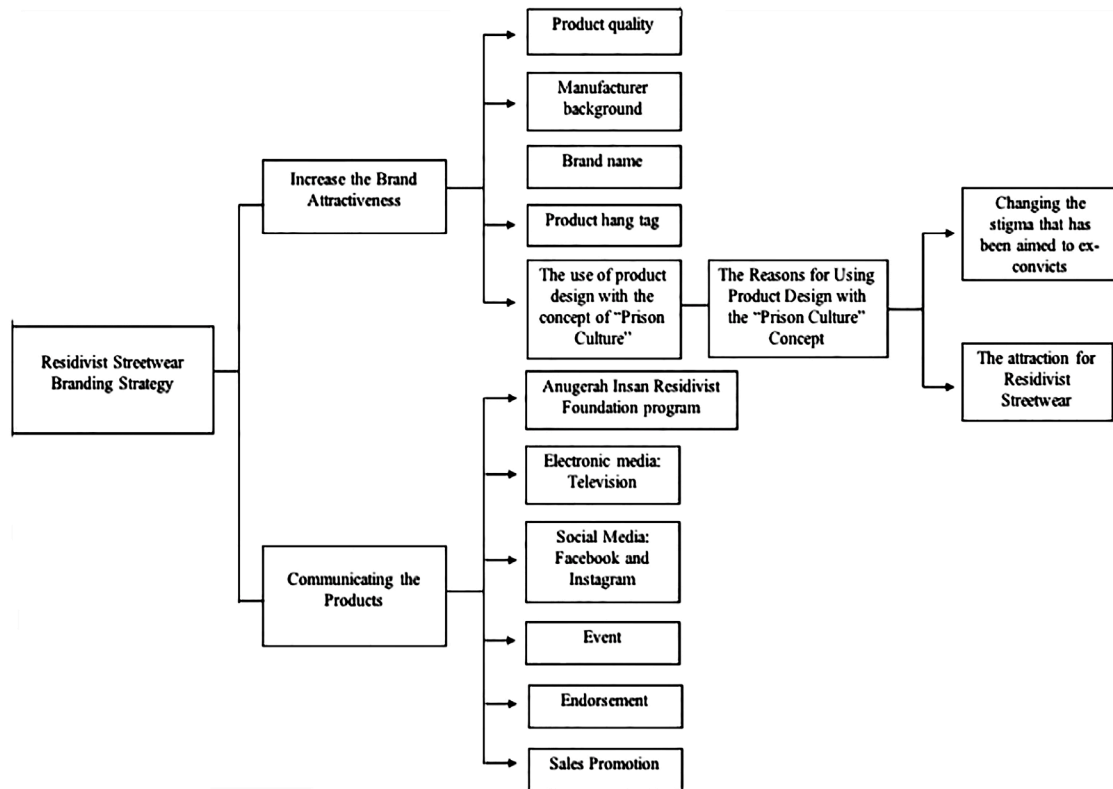


FIGURE 1. Streetwear Residivist Branding Strategy Model

of the Narcotics Act.

So that the design of this Streetwear Residivist product not only contributes to the appearance of the product, but also in terms of its benefits. This is in accordance with the statement according to (Kotler & Armstrong, 2008: 274), which is as follows:

Unlike style, the design is more than just outer skin. Design is the heart of the product. Good design not only contributes to the appearance of the product, but also in its benefits. Good design starts with a deep understanding of customer needs. More than just creating product attributes, design involves shaping the product's user experience. Therefore, product designers should not think too much about product attributes and technical specifications, but rather think about how customers use and benefit from the product. Good design can increase customer value, cut production costs, and create strong competitive

advantages.

From the explanation of the results of the branding strategy above, in order to be able to follow up using a different method, taking discussion related to the culture of the company, as well as the meaning in the products offered so that the message in the design can be conveyed to consumers.

CONCLUSION

Today's competitive business environment, industrial marketers must work harder to achieve some degree of differentiation so as not to be seen as a commodity. Many companies have tried to achieve this differentiation through their product brands. Branding, however, is more than just putting the name of a company on a product and broadcasting that name to the target audience. For industrial products, branding is a multidimensional construct that includes

not only how the customer sees the physical product, but other factors that adhered to the product.

The product branding strategy of the “Residivist Streetwear” industry has shown how companies can partake of basic commodity clothing products with in-depth knowledge from ex-convicts. They succeeded in using innovative marketing strategies in creating brands. Streetwear Residivist has succeeded in creating and managing brands, as well as gaining market share and profits. Streetwear residivist has opened up opportunities for ex-convicts to get a job, where the human resources of the company are indeed mostly ex-convicts. On the other hand simultaneously, “Residivist Streetwear” also provides a deep message for consumers through the philosophies contained in the product design that it creates. The naming of Streetwear Residivist itself has given a “strong” brand to consumers because it creates an emotional connection between the brand and the product, so consumers are made curious about the products produced.

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