

Communication Law in Marketing: Paradigms in maintaining Corporate Identity, Reputation and Brand Image

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Abstract

This study aims to analyze the role of communication law in marketing as a paradigm that functions to maintain corporate identity, reputation, and brand image. Effective and legal communication is an important element for a company's success in building a strong and sustainable image amidst increasingly tight business competition. This study uses a normative legal research method based on literature studies and analysis of regulations related to marketing communications such as the Electronic Information and Transactions Law. The research results show that the law of effective communication in marketing, summarized in the concept of REACH (Respect, Empathy, Audible, Clarity, and Humble), is very important for building strong relationships between companies and consumers. Respecting and understanding the consumer perspective, and ensuring that messages are delivered clearly and humbly, can increase understanding, trust, and loyalty. In Indonesia, marketing communications are regulated by Law No. 1 of 2024 concerning the Second Amendment to Law No. 11 of 2008 concerning Electronic Information and Transactions (ITE Law/ITE law), which emphasizes transparency, accuracy, and ethics. Compliance with the ITE Law, which prohibits defamation, the spread of fake news, the use of personal data without permission, and the presentation of deceptive data, helps companies build a good reputation and maintain positive relationships with consumers. Overall, communication law not only protects consumers but also serves as a strategic tool for companies to achieve sustainability and growth in a competitive market

A. INTRODUCTION

In an increasingly competitive business world, marketing communications plays an important role in shaping corporate identity, reputation, and brand image (Tyasari & Ruliana, 2021). Effective communication is not just about conveying messages to consumers, but also a means of building sustainable relationships, increasing trust, and maintaining the company's integrity in the eyes of the public.

In this context, it is important for companies to ensure that every form of marketing communication carried out is in line with applicable legal regulations (Panuju, 2019). The application of communication law in marketing not only serves as a protector from potential legal disputes, but also as a foundation in maintaining the company's image in the eyes of consumers and other stakeholders (Iswanto et al., 2023).

Communication law in marketing covers various aspects, ranging from consumer protection, intellectual property rights, to compliance with ethical and transparent advertising rules (Budhijanto, 2014). Companies that do not comply with communication regulations are at risk of facing lawsuits, which can ultimately damage the reputation and consumer trust in the brand. Therefore, a deep understanding of communication law is crucial for every company in designing a marketing strategy that is legally safe and effective in achieving business goals (Nur, 2018)

Communication law not only regulates the freedom to convey messages, but also emphasizes the responsibility of companies to ensure that the messages conveyed are in accordance with applicable laws and norms (Nurlatifah, 2020). In the context of marketing, this is very important because every communication action, whether directly through advertising or indirectly through public relations strategies or social media, must comply with existing legal regulations. The Electronic Information and Transactions Law (abbreviated as ITE LAW) or Law number 11 of 2008 in Indonesia, for example, provides a clear legal framework regarding how electronic communications and digital transactions should be carried out (Hanim, 2014). The ITE Law includes provisions on the protection of personal data, transaction security, and the company's obligation to maintain the integrity of the information disseminated. Thus, the application of this law in digital marketing communications is important to prevent misuse of information, fraud, or violation of consumer privacy (Barkatullah, 2019).

In addition to the ITE Law, marketing ethics is also an important element related to communication law. Marketing ethics serve as a moral guideline for companies in developing honest, transparent, and non-misleading communication strategies for consumers (Puspitasari, 2016). Although freedom of expression is a protected right, companies also have a responsibility to ensure that the communication they make does not violate the rules or endanger consumers (Harahap, 2019). For example, marketing that is manipulative or intentionally withholds important information can be considered a violation of ethics and law, which can lead to legal sanctions and a decline in the company's reputation. Therefore, the combination of the implementation of the ITE Law and marketing

ethics helps maintain a balance between freedom of expression in marketing and the company's responsibility to comply with the law and protect consumer interests (Suryadi et al., 2021).

A company's image and reputation in the digital era are very vulnerable to the influence of communication carried out through various channels, both traditional such as television and print media, and digital such as social media, websites, and mobile applications (Siregar, 2022). In the digital era, consumers have fast and wide access to information, and can easily share their experiences with the public through online platforms. This requires companies to be very careful in conveying messages so as not to cause misunderstandings or controversies that can trigger negative reactions from consumers (Lubis & Nasution, 2023). Communication that is not well planned, is less transparent, or does not comply with legal norms can spread quickly and result in a reputational crisis that is difficult to control. On the other hand, effective, honest, and legal communication can strengthen the company's image and reputation, creating trust and loyalty from consumers (Herman et al., 2023).

One of the major challenges faced by companies in maintaining their image and reputation in the digital era is how to manage communication that is consistent with brand identity while at the same time complying with applicable regulations (Wardani, 2023). Mismatches in message delivery, such as unrealistic promises in advertisements, misleading product claims, or violations of consumer protection laws, can result in negative reactions that damage a company's reputation in an instant (Wilson, 2020). Such errors are often exacerbated by the viral nature of digital media, where a single communication error can quickly spread widely and become the public spotlight. Therefore, it is important for companies to apply the principles of communication law that ensure that every message delivered is not only marketing-appealing but also complies with ethical and legal norms (Fista, 2022).

Research on the role of communication law in maintaining corporate identity, reputation, and brand image is highly relevant amidst the ever-evolving market dynamics. With rapid changes in technology and consumer behavior, companies need to adapt and develop communication strategies that are not only effective, but also legally sound. This includes the implementation of the Electronic Information and Transactions Law (ITE LAW) regulations, as well as relevant marketing codes of ethics. Companies that successfully implement marketing communications in accordance with the law will be better able to protect their reputation from potential crises, strengthen consumer trust, and increase brand loyalty. Thus, communication law acts as a primary foundation in building sustainable relationships between

companies and consumers, ensuring that the company's image and reputation are maintained amidst global market challenges.

B. METHODS

Based on the identified problems, this study uses a normative legal research approach, which focuses on the study of the implementation of legal norms and positive regulations (Soekanto, 2007). This approach is relevant in analyzing how communication law plays a role in maintaining corporate identity, reputation, and brand image in the context of marketing. Normative legal research focuses on the inventory of positive law, legal principles and doctrines, and how these norms are applied in concrete situations (in concreto cases). In the context of marketing, the application of laws such as the Electronic Information and Transactions Law (ITE LAW), and advertising ethics regulations are important elements studied. Through this approach, the study will explore the extent to which these regulations play a role in preventing violations of the law that can have a negative impact on the company's image and how the principles of communication law help maintain the company's reputation consistently.

The approach method used in this research is the statute approach, which specifically examines legal regulations relating to communication in marketing. By using secondary data sources, such as document and literature studies, this study collects and analyzes various relevant regulations (Diantha, 2016). This approach allows researchers to conduct an in-depth review of legal documents that regulate communication in the context of digital and traditional marketing, as well as to see the legal implications of norm violations that occur. The data obtained are then analyzed using qualitative analysis methods, where data are classified and selected based on their quality and relevance to the study. This method combines deductive thinking from existing theories with empirical data, which is then used to draw conclusions and answer problem formulations related to the role of communication law in maintaining a company's identity, reputation, and brand image.

C. RESULTS AND DISCUSSION

Law of Effective Communication in Marketing

Based on communication theory, the communication process is a mechanism in which the communicator (message sender) conveys a message to the communicant (message recipient) with the aim of creating a common understanding (Harahap et al., 2021). This process involves several important elements such as messages, media, and feedback. When the communicator sends a message, the hope is that the communicant can capture and understand the message with the same

meaning as intended by the communicator (Nanlohy & Siahaan, 2021). This similarity of meaning is very important in effective communication, because without a common understanding, communication will not achieve its goals. For example, in marketing, companies (as communicators) must ensure that messages conveyed to consumers through advertising or social media can be properly understood, in accordance with the company's initial intention to build the desired brand image (Widyastuti, 2017).

However, often in practice, communication does not go as expected. If there is a difference in meaning between the communicator and the recipient, this can cause misunderstandings which can lead to conflict or misinterpretation (Riadi & Sunyianto (2020)). For example, in a marketing campaign, a message intended to attract consumers' attention can be misinterpreted or considered misleading, potentially damaging the brand's reputation. When there is no alignment between the message delivered and the way it is received by the audience, the communication process is considered a failure. The causes of this communication failure can vary, from inappropriate word choice, use of inappropriate media, to differences in background or perception between the communicator and the communicant (Caropeboka, 2017). Therefore, it is very important for every communicator to pay attention to every element in the communication process to avoid misunderstandings and ensure that the message is conveyed clearly and accurately (Suprpto, 2009).

In order for communication to take place effectively, we need to understand The 5 Inevitable Laws of Effective Communication or what is known as the 5 Laws of Effective Communication (Magendra, 2013). These laws are summarized in the concept of REACH, which consists of Respect (respecting the person you are talking to), Empathy (understanding the feelings and perspectives of others), Audible (the message delivered must be heard and understood clearly), Clarity (clarity in delivering the message so that there is no confusion), and Humble (being humble in communicating).

- Respect

Respect and mutual appreciation are the main foundations of effective communication. When communication is based on mutual respect, all parties involved feel recognized and valued, creating an environment conducive to cooperation. This attitude allows for better relationships because each individual feels heard and treated fairly. In both professional and personal contexts, respect for the opinions, feelings, and views of others encourages openness, reduces the potential for conflict, and increases the effectiveness of communication. When respect is the foundation, communication flows smoothly, because people are more

likely to listen, understand, and respond well, which ultimately strengthens relationships and increases success in achieving shared goals.

In the context of marketing, respect and mutual appreciation also play an important role in building a good relationship between a company and its consumers. Marketing communications that are based on respect for the needs, desires, and preferences of consumers will create trust and loyalty. When companies show respect by providing transparent information, listening to consumer feedback, and responding well to complaints or requests, this will strengthen the brand image in the eyes of the public. Consumers who feel appreciated tend to have long-term relationships with companies and recommend products or services to others. In an increasingly competitive world, communication that respects consumers is one of the keys to success in building strong brands and increasing customer satisfaction.

- Empathy

Empathy is a very important skill in communication, because it allows us to understand the feelings, needs, and perspectives of others. By putting ourselves in the situation or condition faced by others, we can be more sensitive to what they feel and think. One of the main prerequisites of empathy is the ability to actively listen and understand others first before we expect to be heard or understood. Listening with empathy helps create deeper and more meaningful relationships, and reduces the potential for misunderstandings or conflict. In communication based on empathy, others feel valued and understood, so they are more open to interacting effectively. This attitude not only strengthens personal relationships, but also professional ones, especially in the context of teamwork or customer service.

In marketing, empathy plays a crucial role in understanding consumer needs and wants. When companies are able to put themselves in their consumers' shoes, they can design more relevant and personal communication strategies. Empathy allows marketers to truly listen to consumer feedback, understand the problems they face, and offer solutions that meet their expectations. It's not just about selling products, but also about building relationships based on a deep understanding of customers. Empathetic marketing can increase customer satisfaction, strengthen brand loyalty, and create more positive experiences, because consumers feel that companies genuinely care about their needs, rather than just chasing profits.

- Audible

Audible in communication means ensuring that the message delivered can be heard, understood, and received well by the recipient of the message. It's not just about volume or clarity of words, but also about using the right communication channels so that the message can reach the audience effectively. In the context of marketing, this means that companies must use the platforms and media that best

suit the target audience, whether it is through television commercials, social media, email, or other audio-visual aids. In addition, it is important for the message to be delivered in an appropriate, easy-to-understand, and attention-grabbing style, so that the audience is truly engaged and able to respond. Messages that are not audible, either due to inappropriate media or inappropriate delivery style, run the risk of not being understood properly, which can lead to miscommunication or even rejection from the audience. Therefore, choosing the right channels and methods of delivery is very important so that the message can be received and understood optimally.

In the context of marketing, the principle of audible becomes very important because it ensures that the marketing message actually reaches consumers clearly and effectively. If the message of an advertisement or campaign is not delivered through the right channel or in a format that can be understood by the target market, then the message is at risk of being ignored or not well received. For example, a brand that wants to reach the younger generation needs to use digital platforms that are popular with this audience, such as social media or streaming applications, in an attractive and easily accessible format. In addition, the message delivered must also be relevant and in accordance with the communication style of the audience, so that it can be easily understood and create the desired impact. In an increasingly competitive marketing world, the ability to create audible messages and utilize the right communication channels can be the key to success in attracting attention, building brand awareness, and ultimately increasing sales.

- **Clarity**

Clarity in communication is a crucial aspect that ensures that the message conveyed can be properly understood by the recipient, without causing confusion or different interpretations. When messages are delivered clearly, recipients can easily grasp the gist of the information, reducing the risk of misunderstandings that could have negative consequences. In addition, clarity also includes openness and transparency in communication; where information is conveyed honestly and without hiding important facts. This open attitude not only increases trust among team members or audiences, but also encourages better collaboration. Conversely, a lack of clarity can lead to suspicion and uncertainty, which can damage team spirit and hinder productivity. Thus, prioritizing clarity in communication is key to creating healthy and dynamic relationships in the work environment or in marketing interactions with consumers.

In a marketing context, clarity is essential to ensure that the brand message is clearly understood by consumers. When companies communicate information about a product or service, clarity in the message is a major factor in determining whether

consumers can quickly understand the benefits and advantages offered. If information is presented in an ambiguous or overly complex manner, there is a risk that consumers will become confused or even refuse to engage with the brand. Therefore, effective marketing must emphasize clarity in all aspects of communication, from advertising to social media content. Openness and transparency in conveying information also contributes to building consumer trust, which in turn can increase brand loyalty. When consumers feel that companies are honest and open about their products, they are more likely to interact and invest in the brand, which creates long-term, mutually beneficial relationships.

- **Humble**

In the context of marketing, humility is essential to building a strong relationship between a brand and its consumers. When a company communicates with customers, showing humility can emphasize acknowledging the needs and preferences of consumers, and valuing their feedback. By being humble, brands can demonstrate that they are not only focused on selling, but also care about the customer experience and satisfaction. This can be reflected in the way the company responds to criticism or suggestions, as well as in their efforts to actively engage with their audience through social media and other channels. When consumers feel valued and cared for, they are more likely to build loyalty to the brand and recommend it to others. Thus, humility in marketing not only creates a positive image for the brand, but also creates a deeper and more sustainable relationship with customers, which can ultimately increase sales and brand reputation in a competitive market.

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Communication Law in Marketing According to Regulations in Effect in

Indonesia

Communication law in marketing is heavily influenced by the regulations stipulated in Law No. 1 of 2024 concerning the Second Amendment to Law No. 11 of 2008 concerning Information and Electronic Transactions (ITE Law) on January 2, 2024. The ITE Law aims to create a clear legal framework for the use of information and communication technology, as well as provide protection for users in electronic transactions. In the context of marketing, this law regulates various aspects, including how companies conduct promotions, collect consumer data, and responsibility for information conveyed through digital platforms.

Article 27A of the ITE Law specifically regulates the prohibition of insulting and/or defaming through electronic media. Article 27A states, Any person who intentionally attacks the honor or good name of another person by accusing them of something with the intention that it will be known to the public in the form of electronic information and/or electronic documents carried out through an electronic system. In the context of communication law in marketing, this article has significant implications for companies and individuals operating in the digital space. This prohibition aims to protect the reputation of individuals and entities from detrimental actions that can be carried out by third parties through online platforms. Insults or defamation not only impact personal reputation, but can also harm the image of the company and relationships with consumers.

In marketing practices, companies must be very careful in conveying messages and information. Using language that is offensive or derogatory to competitors, for example, can be considered an act of defamation and potentially invite legal action. Therefore, it is important for companies to develop communication strategies that respect ethical and legal principles, as well as maintain the integrity of their brands. In addition, companies also need to implement clear internal policies regarding how employees and marketing teams communicate with the public, including in responding to criticism or feedback from consumers. In addition, this article also emphasizes the importance of transparency and clarity in marketing communications. In the context of digital marketing, companies must ensure that all information conveyed is not only accurate but also not misleading. For example, if a company claims that their product is better than a competitor's product without valid evidence, the claim can be considered defamatory and can result in legal sanctions. Therefore, companies must craft messages that are accountable and fact-oriented, and avoid personal attacks on individuals or other entities.

Article 28 paragraph (3) of the ITE Law regulates the threat of imprisonment and fines for individuals or entities who spread false and misleading news, which

has the potential to result in losses for consumers. This provision demonstrates the seriousness of the legislation in protecting the public from unethical and harmful communication practices. In this rapidly evolving information age, where news and information can spread quickly through social media and digital platforms, it is important for companies to be aware of the impact of the spread of incorrect information.

From a communications law perspective, Article 28 paragraph (3) serves as a legal basis that confirms the company's responsibility to convey accurate and transparent information. In the context of marketing, every claim made in an advertisement or marketing communication must be based on verifiable facts. If a company spreads false information about their products or services, for example by claiming unproven benefits, they are not only breaking the law but also risk damaging their reputation with consumers. Losses experienced by consumers due to misleading claims can result in lawsuits, which can result in criminal sanctions and fines for the company.

Furthermore, the threat of legal sanctions contained in Article 28 paragraph (3) encourages companies to be more responsible in their communication and marketing strategies. By adopting ethical and honest communication practices, companies not only protect themselves from legal consequences but also build strong relationships with consumers. Consumer trust built through transparent and accurate communication will increase brand loyalty and can be a significant competitive advantage in the market. Therefore, communication law is not only a regulation, but also a guide for companies in carrying out marketing activities with integrity and responsibility.

Furthermore, Article 32 of the ITE Law regulates the prohibition of transferring other people's personal data without rights and without permission. This provision is very important in the context of communication law in marketing, especially along with the increasing use of data in modern marketing strategies. Personal data, such as names, addresses, telephone numbers, and other information, are often used by companies to target consumers more effectively. However, without the valid permission of the individual, the transfer and use of this data can be considered a violation of the law. Therefore, companies must implement strict policies to ensure that all data used in marketing is collected and managed in a manner that complies with the law.

In practice, marketers must always obtain explicit consent from consumers before collecting and using their personal data. This is not only to comply with the law, but also to build a relationship of trust with consumers. Failure to comply with Article 32 of the ITE Law can damage a company's reputation and reduce customer

trust, which in turn can have a negative impact on loyalty and brand image. In addition, companies also need to inform consumers about how their data will be used and maintain transparency in the process. By implementing good communication law principles, companies not only protect themselves from legal risks but also create more ethical and responsible communication in marketing.

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Article 35 of the ITE Law regulates data fraud by presenting electronic information and/or electronic documents as if the data were authentic. This provision aims to prevent fraudulent practices that can harm other parties, both individuals and organizations, by prioritizing the integrity and authenticity of information disseminated through electronic media. In the context of marketing, this has major implications, given that many companies use digital data and information to build brand image and attract consumers. Presenting inaccurate or misleading data can lead consumers to make wrong decisions, which not only harms consumers but can also damage a company's reputation in the eyes of the public.

Companies involved in marketing must ensure that all information conveyed, whether through advertisements, digital campaigns or other marketing materials, is accurate and not deceptive. If a company, for example, claims that their product has a certain certification without a legitimate basis, they may be subject to legal sanctions under Article 35. Additionally, such actions can create long-lasting

negative impacts on consumer trust and brand loyalty. By complying with these provisions, companies not only protect themselves from legal consequences but also build a strong reputation as an entity committed to transparency and honesty in marketing communications.

The Role of Communication Law in Marketing in Maintaining Corporate Identity, Reputation, and Brand Image

From the description in the two sub- chapters above, the author reveals several roles of communication law in marketing in maintaining company identity, reputation and brand image:

1. Ensuring Information Accuracy

In an increasingly connected world where information travels quickly, consumers are faced with a variety of product choices and claims that can be difficult to understand. Communications law stipulates that companies must provide clear, accurate and non-misleading information about the products or services they offer. If companies disseminate inaccurate information, for example regarding product benefits or specifications, this can cause consumers to make wrong decisions, which ultimately harms them.

In addition, the accuracy of information also contributes to the company's reputation. When a company consistently delivers accurate and reliable information, consumers are more likely to build trust in the brand. This trust is important because consumers are more likely to return and recommend the product to others if they feel that the information they receive is valid. On the other hand, if there is an error in delivering information, not only will consumers feel disadvantaged, but the company will also face legal consequences that can damage their image in the eyes of the public. Thus, ensuring the accuracy of information is not only a legal obligation, but also an important strategy in maintaining consumer loyalty and satisfaction .

2. Increasing Consumer Confidence

Complying with existing laws in marketing communications not only protects companies from legal consequences, but also builds a strong foundation of trust among consumers. When companies consistently comply with legal requirements, such as providing accurate and non-misleading information, they demonstrate a commitment to ethics and social responsibility. This creates the perception that the company operates with integrity and values its customers. This trust is invaluable, as consumers tend to choose to do business with brands they trust, even when they are faced with cheaper or more visually appealing alternatives.

Transparency in communication also plays an important role in forming a

positive brand image. When companies are open about their products, services, and business practices, it can reduce consumer anxiety and doubt. Transparency creates an environment where consumers feel informed and empowered, which in turn increases customer satisfaction. A strong brand image is built on a foundation of trust, and when consumers feel they have access to honest and open information, they are more likely to recommend the brand to others. Thus, compliance with communications laws not only protects companies legally but also becomes a strategic tool in creating and maintaining a positive image in the eyes of consumers .

3. Protecting from Legal Action

By following applicable regulations, companies not only protect themselves from legal sanctions, but also maintain their reputation in the eyes of the public. Legal sanctions, such as fines or bans on operations, can have a significant long-term impact on a company's image. When companies engage in unlawful practices, such as spreading misleading information or violating consumer privacy, they risk facing consequences that not only involve financial costs, but also damage consumer trust. In today's highly competitive marketing world, a company's reputation is a very valuable asset; therefore, maintaining legal compliance should be a top priority to ensure the company's sustainability and growth.

In addition, non-compliance with regulations can have wider negative impacts, including loss of customer loyalty and reduced competitiveness in the market. When consumers learn that a company is not complying with regulations, they tend to feel concerned and skeptical about the products or services offered. This can lead to decreased sales and loss of market share, which can ultimately hinder the company's development. On the contrary, by complying with regulations, companies not only protect themselves from sanctions but also strengthen their position in the market. This creates a solid corporate image as a responsible and reliable entity, which is essential for building long-term relationships with customers and other stakeholders .

4. Supporting Marketing Ethics

Communications law plays a vital role in encouraging ethical marketing practices, which are key to a company's long-term success. By setting clear legal standards, companies are required to be accountable for every message they convey to the public. This includes a commitment to convey accurate and non-misleading information, as well as maintaining consistency between what is promised in advertising and what is actually provided in the product or service. When companies act with integrity, they not only avoid legal consequences, but also strengthen their relationships with consumers who increasingly demand transparency and honesty. This is especially important in today's digital age, where

information can spread quickly, and mistakes in communication can be fatal to a brand's reputation.

In addition, ethical marketing practices guided by communications law also contribute to the creation of a culture that values consumers. By respecting consumer rights and providing clear and accurate information, companies can build deep trust with customers. This trust not only influences consumer purchasing decisions, but also creates strong brand loyalty. In the long run, companies that implement ethical practices in marketing are more likely to maintain market share and attract new customers, thanks to the positive image they have built. Thus, communication law not only protects consumers, but also encourages companies to adopt ethical values that support the sustainability of their business .

5. Preventing the Spread of False Information

Communications law plays a vital role in regulating the prohibition of the spread of fake news or misleading information, which can have a detrimental impact on both the reputation of companies and consumers. When inaccurate or misleading information is spread, it can not only obscure important facts but also create distrust among consumers. In a marketing context, the spread of fake news can cause consumers to make wrong decisions, which in turn can result in decreased sales and a negative company image. Communications laws aim to prevent such practices by establishing sanctions for those involved in the dissemination of deceptive information, thereby protecting consumers from unethical practices and maintaining the integrity of the market as a whole.

In addition, strict law enforcement against the spread of fake news also serves as a reminder for companies to commit to transparency and accuracy in all forms of their communications. With this regulation, companies are required to verify the information they convey, both in advertising and in everyday interactions with consumers. This creates a safer environment for consumers, where they can make more informed decisions and trust that they will not be deceived by unsubstantiated claims. When companies comply with this law, they not only protect themselves from potential sanctions, but also strengthen their reputation in the eyes of the public as an entity that values honesty and integrity, thereby creating greater loyalty from consumers.

6. Maintaining Corporate Identity

Communication law helps companies convey their values and identity in a consistent manner , thus creating a strong and positive impression in the minds of the public. In the competitive world of marketing, consistency in the message conveyed is essential to building a clear and memorable image. By following the laws governing communications, companies can ensure that every interaction,

whether through advertising, social media, or direct communication with customers, reflects their core values. This not only strengthens the brand identity, but also builds greater recognition among the target audience, which is crucial for creating customer loyalty.

In addition, by complying with the law of communication, companies can avoid ambiguity that can confuse consumers. Alignment in communication will create a better perception of what the company represents, as well as how they want to be seen by the public. When a company's values and identity are conveyed clearly and consistently, consumers tend to feel more connected and invested in the brand. In doing so, the company not only builds a strong impression but also establishes its position in the market as a responsible and reliable entity. This is especially important in today's information age, where consumers have instant access to a variety of information and choices, creating a significant competitive advantage for companies.

7. Supporting Positive Relationships with Stakeholders

Communications law plays a key role in helping companies communicate effectively with various stakeholders, including consumers, business partners, and the general public. By following established communication regulations and standards, companies can ensure that the messages they convey are not only clear and accurate, but also in line with existing expectations and norms. This allows companies to build stronger, mutually beneficial relationships with consumers and business partners, because they feel valued and cared for. When companies can communicate transparently and responsively, it helps in strengthening the trust that is essential for the sustainability of long-term relationships.

In addition, effective communication supported by relevant laws also contributes to the company's image and reputation in the eyes of the public. By avoiding conveying misleading or unethical information, companies can maintain their integrity and credibility. This is especially important in the digital age, where news can spread quickly and a company's reputation can be significantly impacted by misinformation. By building solid communication channels and following existing communication laws, companies can better manage public perception, which ultimately contributes to a positive brand image and stronger competitiveness in the market.

D. CONCLUSION

The laws of effective communication in marketing, summarized in the concept of REACH (Respect, Empathy, Audible, Clarity, and Humble), are essential for building strong relationships between companies and consumers. By respecting

and understanding the consumer perspective, ensuring that the message can be heard and understood clearly, and being humble in communicating, companies can create effective communication that not only increases understanding but also builds trust and loyalty. Communication law in marketing in Indonesia is regulated by Law No. 1 of 2024 concerning the Second Amendment to Law No. 11 of 2008 concerning Electronic Information and Transactions (ITE Law), which emphasizes the importance of transparency, accuracy, and ethics in marketing communications. Provisions in the ITE Law, such as the prohibition of defamation (Article 27A), the spread of fake news (Article 28 paragraph (3)), the use of personal data without permission (Article 32), and the presentation of deceptive data (Article 35), require companies to communicate honestly and responsibly. Compliance with these laws not only protects companies from legal sanctions, but also helps build consumer reputation and trust, which are critical in creating strong relationships and brand loyalty in a competitive market. In the context of marketing, communication law plays a very important role in maintaining a company's identity, reputation, and brand image. By ensuring the accuracy of information, increasing consumer trust, protecting companies from legal action, supporting marketing ethics, preventing the spread of false information, maintaining brand identity consistency, and building positive relationships with various stakeholders, communication law not only protects consumers but also serves as a strategic tool for companies to achieve sustainability and growth. Compliance with these regulations creates a transparent and ethical environment, which ultimately strengthens brand image and builds loyalty among consumers, thereby contributing to the long-term success of companies in a competitive market.

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