



# **COPYRIGHT PROTECTION AS AN EFFORT TO INCREASE BRAND PREFERENCE FOR RABBANI ORIGINAL PRODUCTS USING SWOT ANALYSIS**

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**Abstract:** *The purpose of this study is to determine strategies to increase brand preference for authentic Rabbani products through SWOT analysis. In determining the marketing strategy it is necessary to know the strengths, weaknesses, opportunities, and threats. The design used in this research is descriptive qualitative. The subject of this research is the owner of Rabbani Jatinangor. The research instrument used was interviewed. The results showed that the analysis of strengths consisted of having many product variants, good product quality, and comfortable use, having many branches abroad, competitive prices offered, and good service quality, while weaknesses consisted of product designs that were easily imitated by competitors, several outlets had land narrow parking, optimization of the shopee marketplace for several outlets is still lacking, promotions only focus on direct marketing and personal selling, the only product that is in great demand is instant hijab. Then the opportunity consists of offers of cooperation with television programs, school students who are interested in the Rabbani student ambassador program, have entered foreign markets, relations with several celebrities as brand ambassadors, there are Muslim holidays, and the thread consists of increasingly competitive Muslim clothing. tight, many counterfeit products at low prices on the market, many competitors use online marketing, fashion trends change rapidly, and competitors open stores in nearby locations. Based on the results of the Rabbani SWOT matrix analysis, it is in the growth-oriented quadrant I (growth). Due to the large number of counterfeit products that have an impact on consumers turning away from counterfeit products, a strategy that can be carried out by Rabbani is to protect the copyright of the Rabbani brand.*

**Keywords:** *SWOT, Rabbani, Brand Preference, Growth*

## **1. Introduction**

The fashion business is one of the important things that cannot be separated from daily appearance and style, so fashion is always needed by consumers. This makes fashion companies always try to produce the best products in the hope that they will become products that dominate the market and tend to be chosen by consumers. Fashion entrepreneurs must be able to see trendy and unique models that suit consumer needs.

The tendency of consumers to choose a brand is called brand preference. According to Rahardjo (2016), brand preference is a position where consumers choose a preferred brand because the brand has advantages over the others. Can be concluded that brand preference is the initial stage of a brand in terms of winning the hearts of consumers to make consumers loyal to the brand. Several things become the basis for consumers to use brand preference for a brand 1) having a preference for a preferred brand compared to other brands, 2) using a preferred brand compared to unknown brands or brands that have never been tried before, 3) choosing one brand over other brands, 4) consumers prefer to buy a certain brand compared to other brands that are not yet known (Ebrahim, 2016)

The fashion industry is one of the most potential industrial businesses, especially for well-known brands. Middle and upper-class people tend to buy goods such as clothing at expensive

prices due to the prestige factor and the desire to look stunning. After several fashion businesses that have well-known brands have succeeded in their business, other business people have begun to look for opportunities in this business, namely to produce counterfeit products from these famous fashion brands. The more a company invests in building a prestigious brand, the more likely it is that the product will be counterfeited. This is because the nature and characteristics of the product can be easily imitated by other business people.

Based on data from the Global Islamic Economy Indicator (GIEI), 2020, Indonesia is a country that has the largest Muslim population in the world, with 229.62 million people, so people need clothing that conforms to Islamic teachings. One of the famous and popular fashion brands in Indonesia is Rabbani. Rabbani is a Muslim fashion company that has been established since 1994. "Professor of the Indonesian Veil" is the tagline of Rabbani where Rabbani strives to satisfy consumers by providing the best in their business. Until now, Rabbani is still a fashion that is in great demand, whose main product is the instant hijab. Rabbani instant hijab is very popular among students. Rabbani is in demand because of its good quality so Rabbani products are well known in Indonesia and even abroad.

However, along with the development of time and technology, counterfeit products have emerged that seek to equate products with Rabbani brand products, both in terms of design, shape, color, and even logos. The product that is widely imitated is the school instant hijab which is very popular among students. The price offered for counterfeit products is also cheaper than the original Rabbani products. This is because the majority of consumers tend to choose an item or service at a low price rather than guaranteed quality but the price is slightly higher. This can happen because people have a low level of income on average.

Based on information from one of the buyers of Rabbani's counterfeit products, they are buyers of instant hijabs for schools with a shape that is very similar to Rabbani's products. Generally, buyers of counterfeit products are people who have a middle to lower economy the reason that they prefer this counterfeit product is because the shape is very similar to the original Rabbani product, there are many available in the market and the price offered is also cheaper than the original product. After trying to use the counterfeit product, he assumed that the quality of the product purchased was the same as the original Rabbani product. Therefore, they tend to choose counterfeit products with the same quality compared to Rabbani's original products. The emergence of these counterfeit products has an impact on decreasing the level of sales to Rabbani because they are replaced by these counterfeit products. Therefore this research aims to increase the brand preference for Rabbani products compared to counterfeit products. Based on the background above, the research question in this research is:

1. Why do consumers prefer counterfeit products over authentic Rabbani brand products?
2. What strategies can be proposed to increase brand preference for authentic Rabbani products?

## **2. Literatur Review**

### **2.1. Brand (*Brand*)**

A brand is an important component in a business, with a brand, consumers will find it easier to differentiate products from competing products. Kotler (2016) states that "a brand is a name, term, symbol, or design, or a combination thereof that identifies a product by the maker or seller of goods or services from competitors. According to Kotler, there are six levels of understanding as follows:

1. Attributes need to be managed and created so that consumers know exactly what attributes are contained in a brand
2. Benefits, companies must be able to interpret the attributes into functional and emotional benefits. To buy attributes consumers will also want the benefits of the product.
3. Value, the higher the brand value, the consumer will perceive it as a high-class brand.
4. Culture, a brand can symbolize a particular culture.
5. Personality, using a brand will show the consumer's personality.
6. Users, the brand used defines the type of consumer who buys a product.

Meanwhile, Tjiptono (2008), states that "a brand is a name, term, symbol, sign, symbol, color design, or product attribute that is intended to provide identity and differentiation to

competing products. It can be concluded that a brand is a name, term, symbol, sign, color, movement, or design that is used to identify or differentiate a product from its competitors who offer the same product. Brands are very useful for companies to distinguish the quality of one product from another.

## 2.2. Brand Preference

According to Ardhanari (2008), "brand preference is interpreted as target consumers who usually prefer a brand over other brands which may be due to habits or good experience with the brand. Halim et al. (2014) stated that "brand preference is the tendency of consumers to like a brand compared to others so that a desire to buy the product is formed.

Can be concluded that Brand preference is the tendency of consumers to choose a brand based on their habits and experience, as well as external information about a brand. Brand preference the strong will form a brand that can survive in the long term even with a fairly tight level of competition for similar products (Soeyanto, 2015).

Development Brand preference usually occurs as a result of the efforts of brand owners to convince consumers that the products sold under the brand are most desirable in terms of quality, price, etc. Providing consistently good quality builds brand reputation. As long as consumers feel the great benefits of the product, the opportunity for the brand to be known is higher and encourages people to buy the product.

## 2.3. Copyright

According to law no. 28 of 2014 on Copyright, Copyright is right exclusive rights of the creator that arise automatically based on the declarative principle after a work is realized in a tangible form without reducing restrictions by statutory provisions. Copyright refers to the author's exclusive right to publish or copy his creations in the fields of creation, science, art, and literature, which includes books, computer programs, lectures, lectures, speeches, and other content. Works of the same type and rights related to copyright. Recordings and/or images of performers' performances (eg, singers or dancers on stage) are copyrighted.

## 3. Research Methods

The method used in this research is qualitative with a descriptive approach. According to Sugiyono (2016), qualitative research is a research method used to examine the conditions of natural objects where the researcher is the key instrument. Qualitative research aims to maintain the form and content of human behavior and analyze its qualities to transform them into quantitative entities (Mulyana, 2008). The purpose of this descriptive research is to describe, describe in a systematic, factual, and accurate manner the facts, characteristics, and the relationship between the phenomena studied. The source of the data in this study came from interviews with the owner of the Rabbani Jatinangor and also one of the buyers of the Rabbani brand counterfeit products. The data collection technique used in this study was through interviews. Interviews were conducted to find out accurate data with the right sources. The sample taken in this study was purposive sampling, namely by determining the informants by selecting informants according to the criteria and needs of the authors in this study. In this study, the informants were the owner of the Rabbani Jatinangor branch and one of the buyers of the Rabbani brand counterfeit products.

This study uses SWOT analysis to determine internal and external factors in maintaining the Rabbani brand so that it remains the chosen brand and is liked by the public. SWOT analysis describes the strengths and weaknesses of the company as well as the opportunities and threats faced by the company. there are stages to formulate a SWOT matrix strategy, namely: 1) Determine the strengths and weaknesses in the IFAS matrix, opportunity, and threat factors in the EFAS matrix, 2) Determine the weights, ratings, and scores for each of the strengths, weaknesses, opportunities, and threats, 3) Make a SW, ST, WO, and WT strategy analysis, 4) Determine the grand strategy on the IFAS and EFAS matrices. This SWOT analysis is used as a strategic planning tool to assist planners by comparing the internal strengths and weaknesses of a company with the opportunities and threats that come from external observations. Analyzing the internal and external environment is important in the strategic planning process.

## 4. Result and Discussion

### 4.1. Result

Based on the interviews that have been conducted by researchers on the Rabbani brand preference strategy that has been carried out by the Rabbani, namely:

1. Paying attention to the quality and comfort of materials is the main thing,
2. The model follows the development trend that is in demand by consumers
3. Providing good and friendly service to consumers when shopping
4. Providing membership, so consumers know product information and promotions carried out by Rabbani

The emergence of Rabbani imitation products, namely making original Rabbani products, has experienced a decline in sales levels because many consumers have switched to these counterfeit products. Based on an interview with one of the buyers of the instant hijab, a rabbani imitation product, where the instant hijab is very similar to the instant hijab from the Rabbani, the reason is that it is widely available on the market, so it can be easily found in various hijab shops. Rabbani counterfeit products may be easier to find or access than genuine products because genuine products are only sold at Rabbani outlets and are not sold outside the outlet. Whereas counterfeit products can be widely available on the black market or in online shops that do not comply with intellectual property rights. This easier availability could influence consumer choice. In addition, consumers also assume that the quality is the same as the original product. Consumers may have the perception that Rabbani's counterfeit products provide comparable value to the original product, even at a lower price. They may believe that the quality of counterfeit products is not significantly different from the original product.

For that, his research is useful for describing and analyzing efforts to increase brand preference for genuine Rabbani products over counterfeit products so that consumers still choose authentic Rabbani products through SWOT analysis. So in this case the researcher found several findings in the form of internal and external factors as alternative brand preference strategies by CV Rabbani Asysa. In carrying out marketing, Rabbani can take advantage of internal and external factors.

#### **Internal factors**

##### Strength analysis

Strength analysis is the resources, skills, and advantages possessed by the company about competitors and market needs that are expected to be served by the company (Rangkuti, 2006). Strength is a competitive advantage for a company in the market. The strengths possessed by CV Rabbani Asysa after conducting research are:

1. Has many product variants  
The product issued by Rabbani is in the form of instant hijab which is the first and largest instant hijab in Indonesia, besides that, it also issues Muslim clothing such as koko shirts, robes, tunics, tunic shirts, rectangular hijabs, and other equipment such as socks, ciput or inner and hand shock.
2. Product quality is good and comfortable  
The products sold by Rabbani are of good quality with comfortable materials, this is proven. Quality is the main thing to attract consumers so that it becomes the brand chosen and liked by consumers.
3. Has many branches overseas  
The majority of Indonesia's population is Muslim which requires clothing according to Islamic rules so the Rabbani outlet branches are spread throughout Indonesia, namely Java, Sumatra, Sulawesi, Kalimantan, and also abroad such as in the Middle East, the United States, and Europe.
4. Prices offered are competitive  
Compared to competitors with the same business system, Rabbani has a relatively cheaper price and can be reached by the upper middle class.
5. Service quality is good  
Service is an important factor for the continuity of a business. Friendly service will make consumers comfortable when shopping. The services provided by employees to

consumers are good because employees will greet and ask what needs are needed and show them to consumers.

#### Weakness Analysis

Weakness is a deficiency in resources, skills, and capabilities that can hinder company performance. These deficiencies can be in the form of facilities, services, finance, management, and marketing skills which can be a source of weakness for a company (Rangkuti, 2006). The weaknesses possessed by CV Rabbani Asysa after conducting research are:

1. Product design is easy to imitate  
Product design has a very important role in the development of a business, especially in product marketing. Product design is the first attraction in consumer purchases. Many competitors imitate the model from Rabbani, especially in the instant hijab, because competitors consider that the products sold by a company can be imitated.
2. Some outlets have narrow parking areas  
Parking space is very important for consumers who bring vehicles. Consumers will feel happy if the area for their vehicle parking area is wide so they feel comfortable shopping.
3. Optimization of the shopee marketplace for several outlets is still lacking  
The development of an increasingly sophisticated era makes the shopping process easier. Many consumers prefer online shopping because it is more effective and efficient. One of the marketplaces that is widely used for online shopping is shopee.
4. Promotions only focus on direct marketing and personal selling  
The means for doing the promotion is currently growing rapidly. Many technologies can be used to carry out promotions such as advertisements, social media, and others. Direct marketing and personal selling can only reach a limited area.
5. The product that is in great demand is instant hijab  
There are several variants of Rabbani products, but the main selling point is only instant hijab which is in great demand by consumers.

#### External Factors

##### Opportunity Analysis

1. Offers of cooperation with television programs  
One of the hafiz quran television programs uses rabbani products for all participants, presenters, and judges, so that rabbani becomes more widely known to the public.
2. Students are attracted to the rabbani student ambassador program  
Rabbani student ambassadors are a competition for the selection of rabbani ambassadors at the junior high school/high school/vocational school level and equivalent. With this rabbani student ambassador, rabbani will be increasingly known, especially among students.
3. It has entered the foreign market  
Increasingly sophisticated technology can make it easier to make sales overseas.
4. Relations with several celebrities as brand ambassadors  
By having celebrity relations as brand ambassadors, rabbani will be promoted through their social media, and the presence of brand ambassadors can enhance the rabbani's image in public, especially for prospective rabbani consumers themselves.
5. There are Islamic holidays  
Islamic holidays are rabbani's opportunities to increase sales such as Eid al-Fitr, where consumers will buy clothes to be used on the day of Eid.

##### Threat analysis

1. The competition for Muslim clothing is getting tougher  
There are many new competitors who sell products whose model is similar to Rabbani's.
2. Many fake products with cheap prices are circulating in the market  
In the market there are products that closely resemble rabbani products, starting from the model, the shape to the logo is also copied.
3. Competitors use a lot of online marketing

Rabbani competitors such as elzatta, zoya make great use of online marketing platforms such as shopee, tokopedia, etc. While rabbani only prioritizes direct marketing and personal selling

4. Fashion trends are always changing  
 Fashion trends can change at any time, many consumers follow fashion by celebrities and fashion is viral and followed by the public
5. Competitors open stores in nearby locations  
 Many competitors are opening shop in rabbani shops like zoya, elzatta etc.

Based on the results of the identification and evaluation of internal factors, the total IFAS and EFAS matrix scores for Rabbani can be seen in table 1.1 and table 1.2 below:

**Table 1. Analysis Internal Strategic Factors Analysis Summary (IFAS)**

INTERNAL STRATEGY FACTOR (IFAS)					
No	Superiority	Weight	Rating	Score	Description Duration Of The Policy
1	Has many product variants	0,1	8	0,8	long-term
2	Product quality is good and comfortable to use	0,12	8	0,96	long-term
3	Has many branches all over the world	0,08	8	0,64	long-term
4	Prices offered are competitive	0,1	7	0,7	long-term
5	Good service quality	0,12	8	0,96	long-term
	<b>Amount</b>	<b>0,52</b>		<b>4,06</b>	
No	Weakness	Weight	Rating	Score	Description Duration Of The Policy
1	Product design is easy for competitors to imitate	0,15	2	0,3	short-term
2	Some outlets have narrow parking areas	0,06	3	0,18	short-term
3	Optimization of the shopee marketplace for several outlets is still lacking	0,09	4	0,36	short-term
4	Promotions only focus on direct marketing and personal selling	0,1	3	0,3	short-term
5	The product that is in great demand is instant hijab	0,08	3	0,24	short-term
	<b>Amount</b>	<b>0,48</b>		<b>1,38</b>	
		<b>1</b>		<b>2,68</b>	

Source: Primary data processed (2023)

**Table 2. Analysis External Strategic factors Analysis Summary (EFAS)**

<b>EXTERNAL STRATEGY FACTOR (EFAS)</b>					
No	Opportunity	Weight	Rating	Score	Description Duration Of The Policy
1	Offers of cooperation with television programs	0,13	7	0,91	long-term
2	School students are attracted to the rabbani student ambassador program	0,06	6	0,36	short-term
3	It has entered the foreign market	0,1	7	0,7	long-term
4	Relations with several celebrities as brand ambassadors	0,08	7	0,56	medium term
5	There are Muslim holidays	0,1	8	0,8	long-term
	<b>Amount</b>	<b>0,47</b>		<b>3,33</b>	
No	Threat	Weight	Rating	Score	Description Duration Of The Policy
1	The competition for Muslim clothing is getting tougher	0,15	2	0,3	short-term
2	Many fake products with cheap prices are circulating in the market	0,12	2	0,24	short-term
3	Many competitors use online marketing	0,08	3	0,24	short-term
4	Fashion trends are changing fast	0,1	3	0,3	short-term
5	Competitors open stores in nearby locations	0,08	4	0,32	short-term
	<b>Amount</b>	<b>0,53</b>		<b>1,4</b>	
		<b>1</b>		<b>1,93</b>	

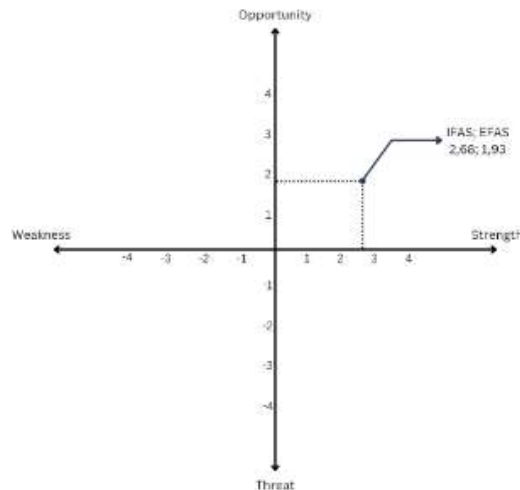
Source: Primary data processed (2023)

From the weighting above, it can be seen the value of X and Y as follows:

X axis = 2,68

Y axis = 1,93

Here is the SWOT graph formed from IFAS and EFAS calculations found in picture 1.1



**Picture 1.** Grand Strategy

The results of the IFAS and EFAS analysis matrices obtained  $X = 2.68$  and  $Y = 1.933$ , where  $X$  is the sum of internal factors, namely strengths and weaknesses, while  $Y$  is the sum of external factors, namely opportunities and threats. This analysis is in quadrant 1 with a strategy of using existing strengths to take advantage of growth-oriented opportunities (*growth*) product or market. Strategies that can be developed from the results of the SWOT analysis that has been done before are:

SO strategy

1. Maintain product quality
2. Product and service diversification
3. Market expansion
4. Strategic Partnerships and Alliances
5. Brand copyright protection

ST Strategy

1. Creating a modern and trendy model
2. Providing the best service to consumers
3. Register trademark rights and patents
4. Conduct product innovation and market research
5. Focus on customer service

WO strategy

1. Increased sales of products other than instant hijab such as gamis, koko, etc
2. Intensifying the Rabbani Ambassador Program
3. Produce and promote through online media for all products
4. Collaboration with celebrities to promote rabbani products
5. Discounts ahead of Islamic holidays

WT Strategy

1. Creating products that are unique in their own way
2. Increased focus on marketing and promotion
3. Maximizing the use of online platforms
4. Convenient location and easy to reach consumers
5. Improve business strategy so that it is not easily imitated

#### 4.2. Discussion

Brand preference is important for companies because it provides an indicator of brand loyalty and the strength of each. Considering brand preference is important for companies to be able to dominate the market. In Rabbani itself, the brand preference for the original product itself began to decline because there was piracy in the Rabbani instant hijab product. The rise of piracy

or brand counterfeiting is getting out of control. Instant hijab is a rabbani product that is widely used as a school uniform and is the most pirated or falsified. This is inseparable from the popularity of these products among students and parents. Currently, instant hijab products contribute up to 80% for Rabbani. Many students and parents of students choose Rabbani's school headscarves for school uniforms.

The position of Rabbani's instant hijab as a market leader has made many parties tempted to copy the complete design with the Rabbani logo which is very, very similar to Rabbani's so that it can encourage consumers to think of it as a Rabbani product at a relatively cheaper price offered so that consumers will tend to buy the product. Apart from that, there are many artificial rabbani products available in the market, making it easy for consumers to buy them. If you only copy the model, it is not categorized as piracy. But the problem is that many people plagiarize the logo or make it very similar.

According to Rabbani's imitation instant hijab products, they are sold at prices ranging from IDR 15,000 to IDR 25,000, while the original products range from IDR 60,000 to IDR 80,000 per piece. Actually, from the price, consumers should already know that products at low prices are not genuine and there are also differences in quality, but there are still many consumers who do not pay attention to the quality of the counterfeit products they have purchased. The price difference is quite large, of course, consumers choose a cheaper price without paying attention to the quality of the product

To eradicate counterfeiting or piracy, the strategy that Rabbani has to do is to protect the copyright of the Rabbani brand through legal channels because the Rabbani brand has been registered and has been patented. Copyright is a private right. The justification is that creation is born by the creator's creations. Creations that arise from the thought and creativity of the creator. Copyright must be born from human creativity, not something that already exists outside of activity or outside the results of human creativity. Copyright is regulated in Law Number 28 of 2014. Based on the provisions of Article 1 paragraph (1) of Law No. 28 of 2014 Copyright is the exclusive right of the creator that arises automatically based on the declarative principle after a creation is realized in a tangible form without reducing restrictions by the provisions of the legislation. The steps that Rabbani can take to protect Rabbani so that counterfeit products can be eliminated so that the brand preference for authentic Rabbani products increases again, as follows:

1. Legal Protection: Rabbani can ensure that their trademarks are legally registered and protected. This includes registering trademarks at authorized intellectual property institutions and engaging legal experts to ensure legal compliance and protection.
2. Improved Product Authenticity: Rabbani may adopt measures to enhance the authenticity of their products. This includes the use of hard-to-counterfeit authenticity labels, product tracking technologies, or QR codes that allow consumers to verify product authenticity in person.
3. Product Quality Improvement: A focus on product quality improvement can help differentiate genuine Rabbani products from counterfeit products which tend to be of lower quality. Rabbani must maintain strict quality standards and continually improve their products to stay ahead of the market.
4. Consumer Education: Rabbani can conduct educational campaigns for consumers about the dangers and risks of buying counterfeit products. Raising awareness of genuine products, their quality, and their benefits can help reduce the demand for counterfeit products.
5. Collaboration with Relevant Authorities: Rabbani can cooperate with regulatory authorities, such as the police, intellectual property institutions, and market regulatory bodies, to combat the circulation of counterfeit products. Reporting cases of brand infringement and actively participating in legal action can help minimize the spread of counterfeit products.
6. Improved Control of Distribution: Intensifying control of distribution channels can help identify and stop counterfeit products in circulation. Rabbani can conduct audits and ensure that authorized distributors and traders comply with trademark policies and sell genuine products.

7. **Supply Chain Security:** Conduct supply chain security audits to ensure there is no infiltration or substitution of products with imitations during the production, packaging, and distribution processes. Strengthening security and controls throughout the supply chain can help prevent counterfeit products from reaching the market.
8. **Respond to Reports and Complaints:** Rabbani must be responsive to reports and complaints from consumers about counterfeit products. Responding quickly and following through can help reduce negative impact and improve brand reputation.

Keeping Copyright makes it possible brand to have a unique and legally protected identity. Brands that have strong copyrights can differentiate themselves from other brands in the market, making them more easily recognized and remembered by consumers. It helps in building brand preference among consumers. Apart from that copyright can also protect against Imitation, copyright provides legal protection against brand imitation. By owning a copyright, a brand can prevent others from using or copying key elements of the brand illegally. This helps maintain brand authenticity and prevents counterfeit products that can damage brand preferences in the eyes of consumers.

Strong copyright reflects the brand's commitment to quality and authenticity. This can help build consumer trust because they know that brands that have guaranteed copyright have gone through a process of legality and compliance with legal requirements. High consumer trust in the brand increases brand preference and can generate long-term loyalty. Maintaining strong copyright can give brands a competitive advantage in the marketplace. When brands have exclusive rights to the elements that characterize the brand, they can differentiate themselves from competitors and appeal to consumer preferences. This helps brands maintain a stronger position in the market and beat the competition.

By having copyright protection, brands feel more secure to invest in new research and development, innovative product designs, and creative marketing strategies. This can affect the preferences of consumers who are attracted to brands that offer innovation and creativity. Overall, strong copyright can provide legal protection, differentiate brands from competitors, build consumer confidence, and provide a competitive advantage. This has a positive impact on brand preferences, because consumers tend to choose brands that have a strong identity, are protected by law, and are considered trustworthy.

## 5. Conclusion

Along with the development of time and technology, counterfeit products appear which attempt to equate products with Rabbani brand products, both in terms of design, shape, color, and even logos. The product that is widely imitated is the school instant hijab which is very popular among students. The price offered for counterfeit products is also cheaper than the original rabbani products, so that consumers are more inclined to buy only counterfeit products. To eradicate counterfeiting or piracy, the strategy that Rabbani has to do is protect the copyright of the rabbani brand through legal channels because the rabbani brand has been registered and has been patented. By having copyright protection, brands feel more secure to invest in new research and development, innovative product designs, and creative marketing strategies. This can affect the preferences of consumers who are attracted to brands that offer innovation and creativity. Overall, a strong copyright can provide legal protection, differentiate brands from competitors, build consumer confidence, and provide a competitive advantage. This has a positive impact on brand preferences, because consumers tend to choose brands that have a strong identity, are protected by law, and are considered trustworthy.

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