

The Role of Reader Participation in the Brand Building Process of Gadis Magazine

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20184958&lokasi=lokal>

Abstrak

The escalating competitive forces in the teenage magazine industry demands creative marketing strategies from its players. Gadis, the first girl teenage magazine of the nation, has created a number of creative marketing programs to maintain its dominance in the market. These programs often involve the active participation of its readers. This research aims to discover the role of reader participation in the brand-building process of the magazine. To do so, the researcher has conducted a series of ANOVA and Mann-Whitney U tests to detect significant difference in brand equity measures between active and passive readers. Frequency calculations are conducted further to observe how the differences are generated. Research findings show that among all the brand equity dimensions, mainly brand awareness, brand loyalty, perceived quality, and brand association, significant difference is detected between active and passive readers. Compared to that of passive readers, brand equity scores are relatively higher among active readers. This indicates that reader participation can be used to help generate better levels of brand equity for the magazine. Therefore, Gadis must maintain and manage its forms of reader participation. All points of contact connecting the reader with the brand must be detected to ensure a satisfying experience that reflects the Gadis identity.