

Analisis pengaruh Brand Identity Design terhadap proses pembentukan Brand Awareness studi kasus : Nordhenbasic = analysis of influence brand identity design towards the process of creating brands awareness : case study nordhenbasic

Khairunnas, author

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Abstrak

Tesis ini membahas tentang membangun suatu merek pada bisnis baru yang membutuhkan waktu cukup lama, dan biasanya pada bisnis baru tersebut selalu menghadapi dilemma apakah ingin mengembangkan identitas merek mereka, ekspansi atau membuka cabang lebih banyak dan mengembangkan produk baru. Untuk membangun suatu identitas merek bisa dengan membuat logo, slogan, bahasa yang digunakan, produk atau jasa yang ditawarkan, seragam perusahaan, dan lain-lain. Berdasarkan hasil penelitian pada Nordhenbasic, pengaruh brand identity design terhadap proses pembentukan brand awareness cukup baik walaupun masih banyak kekurangan yang harus diperbaiki.

.....This thesis tries to discuss about how to build a brand in a new business that usually takes time. A new business usually faces a dilemma, which is to develop their brand identity, expansion which means opening more outlets, or developing a new product. Brand identity can be built by creating logo, slogan, language, product or services that are offered, uniform, etc. Based on the research on Nordhenbasic, the influences of brand identity design on the process of creating brand awareness are good enough, although there are still got a lot of minuses that should be fixed.