

Analisis proses pembentukan brand awareness dan brand image melalui penerapan integrated marketing communication (IMC) pada produk jasa baru (studi kasus: solusi rumah holcim)

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Abstrak

Penelitian ini bertujuan untuk mengetahui proses pembentukan brand awareness dan brand image di benak calon konsumen, dari penerapan program integrated marketing communication pada produk jasa baru. Penelitian ini menggunakan pendekatan kualitatif berdasarkan pada kerangka konsep mengenai produk baru, brand awareness, brand image, dan integrated marketing communication. Kesimpulan utama dari penelitian ini adalah bahwa penerapan integrated marketing communication pada produk baru diindikasikan dapat membangun kesadaran merek dan citra merek, yang pada akhirnya membangun ketertarikan calon konsumen untuk mencoba produk jasa baru tersebut. Image positif perusahaan juga turut mempermudah proses membangun brand awareness dan brand image produk jasa baru yang diluncurkan, di benak calon konsumen.

.....This research aimed at knowing the process of creating brand awareness and brand image in prospect consumer's mind after implementation of Integrated Marketing Communication program in a new service product. The research used qualitative approach based on conceptual frame about new product, brand awareness, brand image, and integrated marketing communication. The research indicated that implementation of Integrated Marketing Communication in new product could build brand awareness and brand image that would eventually attract prospect consumers to try the new service product. It was also indicated that positive image of a company could help the process of brand awareness and brand image of a newly launched service product in prospect consumer's mind.