

Penguatan brand equity melalui branding sebagai dasar perluasan merek = Strengthen the brand equity through branding at the basis for brand extension

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Abstrak

Penelitian ini didasari dari konsep Customer Based Brand Equity Model yang menggambarkan proses penerapan aktivitas-aktivitas Branding untuk dapat membentuk Brand Equity yang kuat sehingga perusahaan dapat mempunyai kesempatan untuk memperluas merek salah satu produknya. Dalam penelitian ini kasusnya adalah LCD TV LG. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Hasil penelitian menyarankan agar pemegang merek dalam melakukan aktivitas branding harus mampu menciptakan keunikan sehingga dapat lebih cepat masuk di dalam benak audiens. Branding yang tepat dimana timbul resonansi di dalam hati dan pikiran konsumen. Ketika kondisi itu terjadi maka akan timbul Brand Equity yang kuat. Dan dampaknya adalah Brand Equity menciptakan nilai bagi konsumen dan juga bagi perusahaan yang berguna untuk perusahaan dalam strategi perluasan merek. Produk setelah perluasan merek harus dikomunikasikan dengan tepat salah satunya dengan word of mouth dan juga iklan yang menarik sehingga timbul persepsi baik, sikap positif dan kepercayaan konsumen terhadap merek yang pada akhirnya akan menimbulkan perubahan perilaku dan konsumen melakukan pembelian.

.....The Customer-Based Brand Equity model elicits the brand resonance in the mind and heart of consumers as the ultimate target of branding. Once such conditions established, the brand equity of the products branded is at its highest position. Through brand experiential, the curious brand seekers finally got satisfied in terms of wants, needs, and perceptions. The satisfied consumers were then motivated to buy the brand, creating the company brand loyalty powerfully. The branding efforts reached one of its final goals, motivating the consumers to buy the company brand, not just the product brand. The study tends to be descriptive and analyzing the concepts of integrated marketing communication, branding, brand equity, and brand extension. Concept analysis is performed through interpretative reading and cross-referencing to other definitions. Store branding placed in the forefront of the strategic main gate of exhibition has successfully exposed the brand visually in the eye of consumers and directly absorbed in to the mind and heart of the consumers. The repeated product brand name shouted out loud has successfully created some brand resonance through the ears of consumers. The visual and the hearings of product brand name has successfully created some level of desire for the consumers to experience the brand themselves. Once the curious consumers satisfied through brand experience, they became eager to own the brand, either product-wide or company-wide brand. Sales promotion efforts through branding and integrated marketing communication have reached beyond the expected sales target.