

Analisis pembentukan corporate brand, brand identity dan brand awareness melalui online branding (studi kasus Jakarta Post Travel) = Analysis formation process of corporate brand, brand identity and brand awareness through online branding (case study Jakarta Post Travel)

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Abstrak

Perkembangan teknologi informasi di Indonesia membuka jalan bagi beragam industri bisnis dalam bentuk digital brand. Jakarta Post Travel sebagai salah satu digital brand di Indonesia, menjadi objek penelitian yang diteliti, dimana penelitian ini bertujuan untuk melihat dan mengetahui proses pembentukan corporate brand, brand identity dan brand awareness melalui proses online branding. Penggunaan teori seperti brand, corporate brand, brand identity, brand awareness, online branding meliputi proses-proses branding-nya dipakai dalam penelitian ini. Penemuan hasil penelitian menunjukkan bahwa proses atau strategi online branding yang dilakukan Jakarta Post Travel dilakukan secara bertahap. Hal ini diperlihatkan oleh hasil proses identifikasi konsumen yakni pembaca Jakarta Post Travel sebagai corporate brand. Proses atau strategi online branding yang dilakukan Jakarta Post Travel dilakukan menggunakan teknologi informasi seperti website maupun media sosial. Bentuk-bentuk komunikasi lain seperti partnership dalam rangka membangun corporate brand, brand identity dan brand awareness, juga dilakukan melalui media yang digunakan Jakarta Post Travel. Selain itu, ditemukan juga bahwa brand Jakarta Post Travel sudah cukup dikenal sesuai dengan target dan segmentasi pembacanya, yang diperoleh dari hasil wawancara dengan pembaca Jakarta Post Travel di luar Indonesia. Sebagai saran praktis, perlu dilakukan promosi brand secara terus-menerus dan konsisten sehingga dapat bersaing dengan brand kompetitor.

.....Information technology has make a way for many industries, particularly for digital brands. This research is using Jakarta Post Travel as one of many digital brands in Indonesia. The purpose of this research is to know the formation process of corporate brand, brand identity and brand awareness of Jakarta Post Travel through online branding. This research is using theories such as brand, corporate brand, brand identity, brand awareness, online branding and the branding process. The conclusion of this research shows that Jakarta Post Travel has developing the brand step by step and expand their products by using website and social media, to maximize the online branding process. This matter shows that the readers of Jakarta Post Travel still needs support and assistance to identify Jakarta Post Travel. Strategy, such as online partnership with other brands, is also used by Jakarta Post Travel to increase the formation process of corporate brand, brand identity and brand awareness. Furthermore, this research finds that the readers outside Indonesia has notice the Jakarta Post Travel as a corporate brand about travel in Indonesia, but still need a consistency in promoting the brand to compete with competitor brands.