

# Analisis peran corporate branding dalam pembentukan nation branding (studi kasus service excellence pada strategi quantum leap PT Garuda Indonesia (Persero)) = Analysis of corporate branding s role in formation of nation branding (case study service excellence of quantum leap strategy PT Garuda Indonesia (Persero) / Beryl Masdiary

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## Abstrak

[Nation branding adalah konsep baru yang didefinisikan sebagai campuran elemen multi-dimensi yang unik dan menunjukkan diferensiasi budaya dan relevansinya untuk semua khalayak sasaran. Penerapan teknik merek ini terutama dilakukan untuk menghadapi persaingan global yang sekarang dihadapi oleh negara terutama dalam pasar eksternal. Kondisi ini menyadarkan negara untuk memperkuat brand mereka dengan tujuan utama untuk menarik wisatawan, mendorong investasi masuk dan meningkatkan ekspor. Salah satu upaya pembentukan Nation Branding dapat ditempuh melalui suatu langkah manajemen brand yaitu corporate branding, yang memungkinkan suatu perusahaan menawarkan produk atau jasa yang diekspor, menjadi duta Negara tersebut di pasar internasional, sebagai pemain global.

Penelitian kualitatif ini berupaya untuk menganalisis bagaimana peran corporate branding dalam pembentukan Nation Branding, dengan studi kasus Service Excellence PT Garuda Indonesia. Penelitian ini menggunakan perspektif konsumen internasional melihat service excellence dari layanan jasa yang diekspor sebagai upaya pembentukan nation branding.

Dari penelitian ini terlihat bahwa penerapan corporate branding dapat membantu suatu negara membentuk nation branding, namun masih dibutuhkan upaya jangka panjang dan konsistensi pesan serta kualitas layanan agar dapat dipahami oleh target konsumen yang dituju. ; Nation branding is a new concept which is defined as a mixture of multi-dimensional element that is unique and shows the cultural differentiation and relevance for all target audiences. Application of brand management is mainly done to face the global competition that now faced by the country, especially in the external market. This condition requires countries to strengthen their brand with the main objective to attract tourists, encourage inward investment and boost exports. One of the efforts to establish the Nation Branding can be reached through corporate branding, which allows a company that offers products or services exported, be an ambassador of the country in the international market, as a global player.

This qualitative study seeks to analyze how corporate branding role in the formation of Nation Branding, with Service Excellence of PT Garuda Indonesia as the case study. This research focuses on international consumer perspective of the exported service as the formation of nation branding attempts.

Study showed that the application of corporate branding can help a country establish

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